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In This Issue: "The Showman"

Motion Picture News

Reg. U. S. Patent Office

Good evening, children—

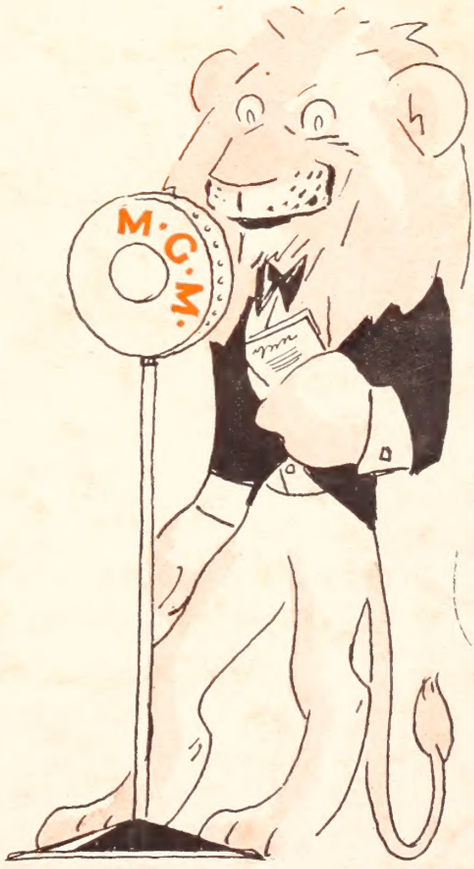
You are about to receive two of the greatest **ALL-TALKING** pictures ever made:

THE TRIAL OF MARY DUGAN

The $2 Embassy hit!

THE IDLE RICH

Based on the Broadway and Road success "White Collars"



M-G-M

THE TRIAL OF MARY DUGAN
With Norma Shearer, Lewis Stone, H. B. Warner, Raymond Hackett. Directed by the author, Bayard Veiller.

THE IDLE RICH
With Conrad Nagel, Bessie Love, Leila Hyams. From the play by Edith Ellis. Directed by William C. de Mille.

Member of Motion Picture Producers and Distributors of America, Inc.

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Vol. XXXIX
No. 14

Published Weekly—$3.00 a Year

New York

April 6, 1929
PRICE 20 CENTS

Carl Laemmle's million candle-power pictur

100% Talking and Singing—with original play dialog . .



with

Glenn Tryon, Evelyn Brent, Merna Kennedy, *T. E. Jackson, Otis Harlan, Robert Ellis, *Paul Porcasi, Leslie Fenton, George Ovey.

from

JED HARRIS' Stage Production of the play by GEO. ABBOT and PHILIP DUNNING

A PAUL FEJOS Production

Associate Producer

CARL LAEMMLE, Jr.

Two Negatives: one SILENT, one with DIALOG

Color Scenes Photographed by Technicolor Process

*of the original play cast

NOTE: The use of the name "Broadway" in association with other film productions is unauthorized and has no connection with this, the original play by that name.

UNIVERSAL PICTURES

There is only ONE

BROADWAY

—and UNIVERSAL has it

CLARA BOW talks—and what a line!

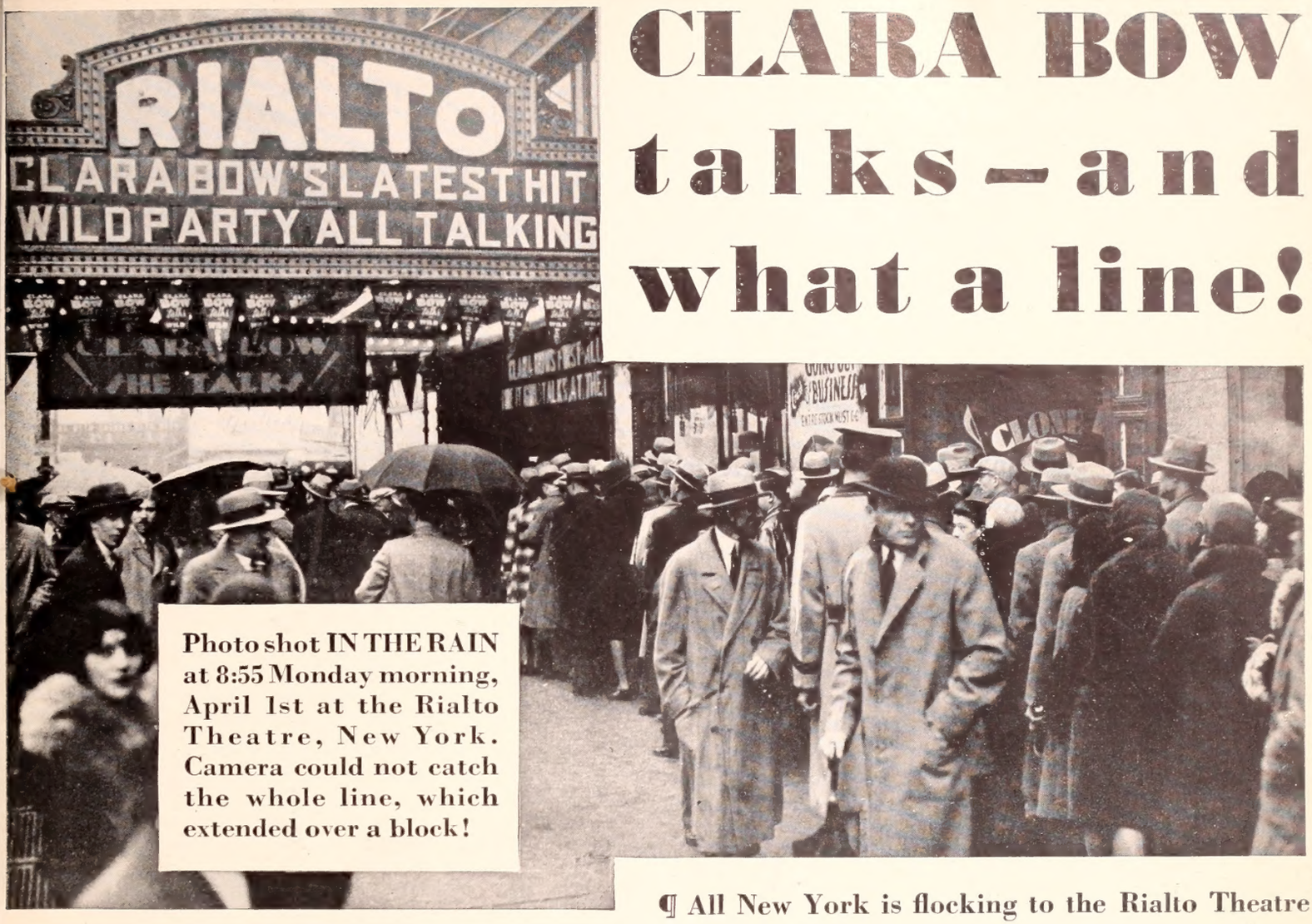


Photo shot IN THE RAIN at 8:55 Monday morning, April 1st at the Rialto Theatre, New York. Camera could not catch the whole line, which extended over a block!

¶ All New York is flocking to the Rialto Theatre to hear Clara Bow talk! Your favorite red-headed wonder-girl has the biggest money-maker of her career in "The Wild Party". No doubt of that! ¶ "Clara Bow's first talking picture is a pip", says the New York Daily Mirror. "The little box office riot has a great voice for either wise cracks or sob stuff. And she still has her legs and her lure." ¶ You don't know the half of "It" until you play "The Wild Party"! ¶ You don't know the big money there is in quality talking pictures unless you're playing this one and "Close Harmony" and "The Letter" and "Innocents of Paris" and the other week-after-week knockouts from the talking leader



Wire from MINNEAPOLIS!

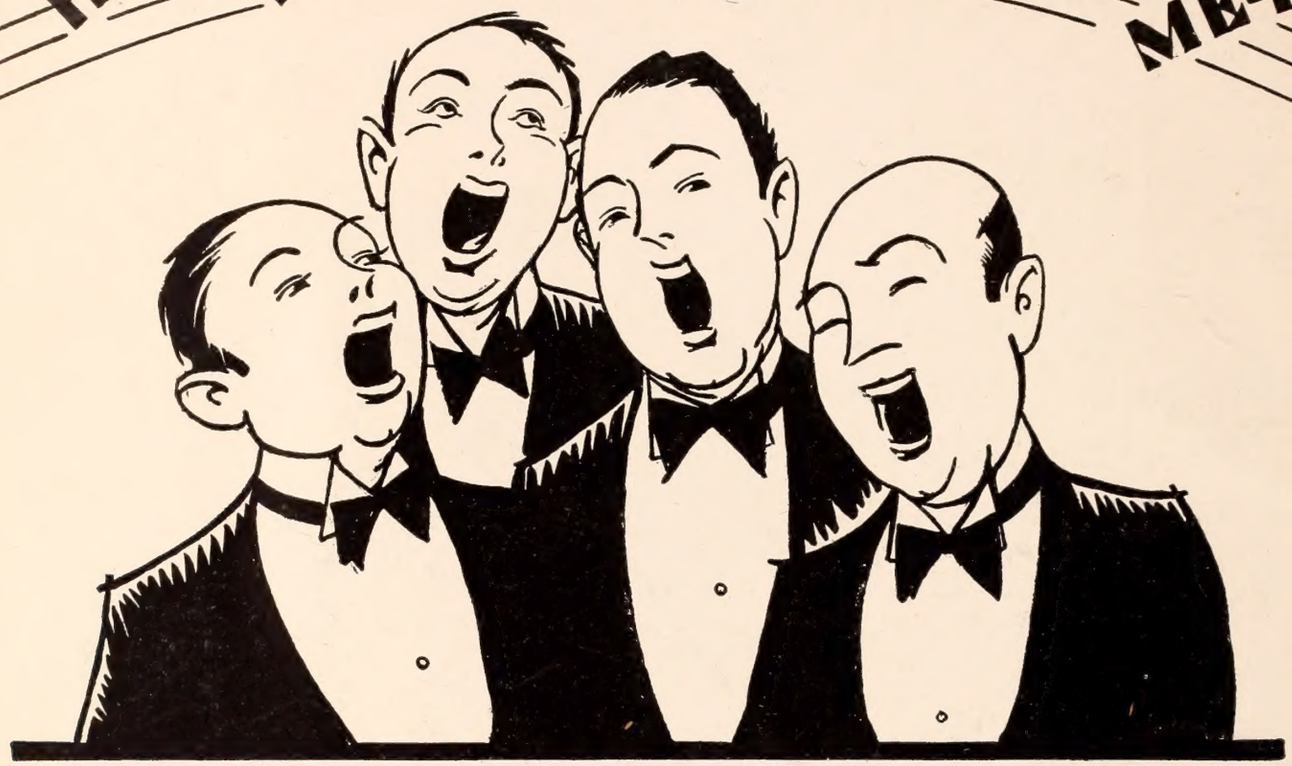
"'WILD PARTY' RUNNING WILD. OPENING 50% ABOVE NORMAL BUSINESS. RECORD SURE!"
MINNESOTA THEATRE

CLARA BOW in "THE WILD PARTY". By the author of "Flaming Youth". Directed by Dorothy Arzner.

PARAMOUNT

Member *of* Motion Picture Producers *and* Distributors of America, Inc.—Will H. Hays, *President*

HERE IS THE HIT OF HITS FOR ME-E-E!



"CLOSE HARMONY"



YOU'LL be singing the praises of "CLOSE HARMONY," Paramount's 100% singing, talking, dancing revue-romance too! PRE-RELEASED IN FIVE KEY CITIES THE WEEK BEFORE EASTER —THE WORST WEEK IN SHOW BUSINESS—IT AVERAGED 26% ABOVE NORMAL BOX OFFICE GROSSES! Actual figures: San Francisco, 30% above normal; Kansas City, 25% above; Los Angeles, 20% above; Seattle, 30% above; Portland, 28% above. "CLOSE HARMONY". Charles "Buddy" Rogers as the revue band leader playing and singing. Nancy Carroll singing and dancing. Jack Oakie, "Skeets" Gallagher, Harry Green. And Hollywood's most luscious beauty chorus. Written by the stage star, Elsie Janis, and Gene Markey. Directed by John Cromwell and Edward Sutherland. "CLOSE HARMONY."

" 'Close Harmony' is a 'honey' of a picture. Everything is right about it. People stream into the night saying, 'What a picture!' "

—Landon Laird in Kansas City Star

LEADER · TALKING PICTURES · Paramount Pictures

PARAMOUNT

RADIO'S PAGEANT OF THE TITANS



and the

THUNDERING DAWN *of* ELECTRICAL ENTERTAINMENT

RADIO

TAKES ITS PLACE IN THE SUN OF THE SHOW WORLD

RADIO PICTURES has set the stage and bids the curtain rise.

IN ONE MONTH THE SWIFT AND SURE-FOOTED DEVELOPMENT OF RADIO PICTURES HAS ASTONISHED THE SKEPTICS AND WON THE ADMIRATION OF THE MOTION PICTURE INDUSTRY AT LARGE

Stalwart offspring of mighty industries, of science and of art, Radio Pictures assumes overnight a commanding position in the Amusement World . . . . a unit of showmanship unmatched and incredible in its resources and far-reaching interests.

RADIO'S PAGEANT OF THE TITANS BEGINS!

Be sure to follow this epoch-making series of advertisements in all trade publications, in which will be told the dramatic story of Radio Pictures and its plans.

Radio PICTURES

The Golden Voice of the Silver Screen

RKO DISTRIBUTING CORPORATION

Personal Publicity

What do Exhibitors care about such items as:

"So-and-so has been signed by B. P. Schulberg to write the script for a new picture."

"What's-his-name has been put under contract by Irving Thalberg to direct a new story by This-or-that author."

Exhibitors aren't particularly hot about such items now. They should be, and they will be. Everyone of these personal publicity notes will soon be like a tip on the stock market. Anyone of them may forecast a box office winner.

Exhibitors will check those names, and if they are credited in the Record Smasher Number of Motion Picture News for work on previous Record Smashers, Exhibitors will be on the alert for repeat performances—which means profits for them.

IT'S A TIFFANY-STAHL TALKING AND SINGING PRODUCTION

BELLE BENNETT

in

"MOLLY and ME"

WITH

JOE E. BROWN

Heard for the First Time!

Belle Bennett's Voice—as Matchless as Her Acting and Personality—Talking and Singing.

"In the-Land of Make-Believe," Theme Song, by L. Wolfe Gilbert and Abel Baer.

1217-A

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

NO.	CASH OR CHG.
CHECK	
TIME FILED	

CLASS OF SERVICE DESIRED			
DOMESTIC		CABLE	
TELEGRAM		FULL RATE	
DAY LETTER		DEFERRED	
NIGHT MESSAGE		CABLE LETTER	
NIGHT LETTER		WEEK END LETTER	

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication

Send the following message, subject to the terms on back hereof, which are hereby agreed to

1929 MAR 30 PM 9 44

T144 192 LD 2/140- TR TRENTON NEW JERSEY 30 11 10P

TIFFANY STAHL PRODUCTIONS 1540 BROADWAY NEWYORK NY

CONCENSUS OF PATRONS OPINION TO EFFECT THAT YOUR PICTURE MOLLY AND ME IS ONE OF VERY BEST WE HAVE BEEN PRIVILEGED TO SEE STOP GOOD FRIDAY SRO IS THE ANSWER

J M BRENNAN MANAGER
CAPITOL THEATRE
TRENTON NEW JERSEY

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

PLAYS TO S.R.O. ON GOOD FRIDAY

TIFFANY-STAHL PRODUCTIONS INC.

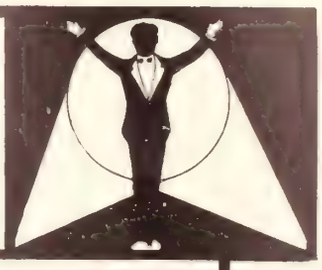
1540 BROADWAY NEW YORK CITY

7 TIFFANY-STAHL NATURALS

WITH DIALOGUE AND SOUND

GEORGE JESSEL in "LUCKY BOY"

A peerless entertainer in a screen novelty. Crackling with the famous Jessel wit, lilting with melody, rich in love interest.



BELLE BENNETT in "MOLLY and ME"
WITH
JOE. E. BROWN

Charming romance of the theatre in a poignant drama of an actress who lost step with her husband on the ladder to fame.



"MIDSTREAM"

Startling, powerful drama of a man who turned back the hands of Time. Featuring Ricardo Cortez, Claire Windsor and Montagu Love.



"NEW ORLEANS"

Throbbing drama of love vs. friendship told by Ricardo Cortez, William Collier, Jr., and Alma Bennett amid Mardi Gras revelry and race-track thrills.



"WHISPERING WINDS"

A new slant on the eternal triangle in a drama of three who loved —each one differently. Enacted by Patsy Ruth Miller, Malcolm McGregor, Eve Southern.



"TWO MEN AND A MAID"

Picturesque Algeria, burning Sahara sands, the Foreign Legion—all background for a throbbing love story told by William Collier, Jr., Alma Bennett, Eddie Gribbon, George Stone.



BELLE BENNETT in "MY LADY'S PAST"
JOE. E. BROWN

The romance of a jilted spinster who suddenly finds herself notorious provides Belle Bennett with a role that runs the emotional gamut.



Directed by
ALBERT RAY

Can Be Had on Sound Film, or on Disc, or Silent.

Synchronization and Score by
HUGO RIESENFELD

Synchronized by
RCA PHOTOPHONE

JACK SAVAGE

TIFFANY-STAHL PRODUCTIONS INC.

540 BROADWAY NEW YORK CITY

Just The Biggest Little Record Breaker You'll Ever Make a Date With



MARY PICKFORD

who gives to the world, this week, the greatest 100% TALKING PICTURE ever made—"COQUETTE." SAM TAYLOR Production

DETROIT has gone "Coquette" mad for unheard of records. The opening in Los Angeles was sold out a week in advance and tonight, April 5th, NEW YORK, St. Paul, Minneapolis, Salt Lake will open to packed houses.

Hurrah! for

UNITED ARTISTS

VICTORIES!



Mr. Pathe Steps High, Wide and Handsome

THE GODLESS GIRL inaugurates new sound policy at the Cameo, New York, with record business, and breaks all records at the State Lake, Chicago.



THE SHADY LADY crashes into big business at the Colony, N. Y.



STRANGE CARGO follows Godless Girl at State Lake with high record second only to The Godless Girl.



PATHE AUDIO REVIEW now ready for release—one-a-week.



GEORGE LeMAIRE TALKING COMEDIES—the new sensation in all-talking comedies.



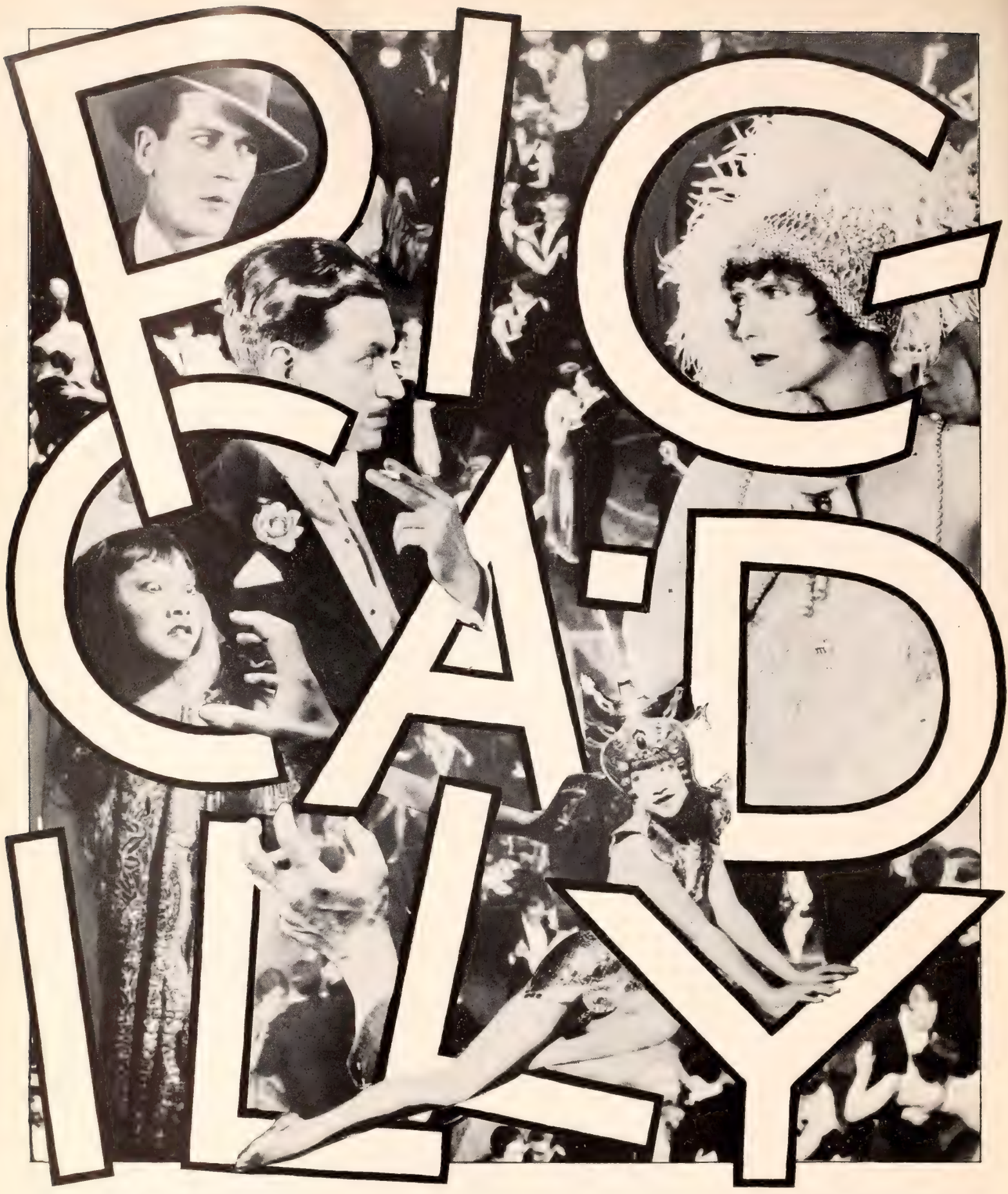
PATHE SOUND NEWS goes to two a week—April 6.



MOTHER'S BOY with Morton Downey—Pathe All-Singing, All-Talking Special—The Season's Biggest—released May 12.



WILLIAM BOYD in THE LEATHERNECK—a great star—scores a sensational success in his first talking picture.



IT HAS E-V-E-R-Y-T-H-I-N-G

E. A. DUPONT'S Production of the original screen play by ARNOLD BENNETT starring

GILDA GREY

with Jameson Thomas and Anna May Wong

Photographed by Werner Brandes

A BRITISH INTERNATIONAL PICTURE

Studios Elstree, London

Spells "PICCADILLY"

WORLD WIDE PICTURES

Physical Distribution thru Educational

Motion Picture News

Volume XXXIX NEW YORK CITY, APRIL 6, 1929 No. 14

The Days Of '49 Are Gone

Pictures Now A Business—They're No Longer A Game

By William A. Johnston

THE exhibitor who does not realize that this industry is undergoing a complete transformation is, we fear, in for a rude awakening. The Klondike era is over; the days of '49 are gone. This is '29, with new problems and new demands for a newer and better showmanship.

We have been criticized, in some quarters, for our editorial of last week, entitled "Sink or Swim", because we pointed out that the theatre which does not install sound is in danger of being definitely out of the running before many months have passed.

An ostrich-like attitude toward what is happening is dangerous. Editorials that pat exhibitors on the back in effect are knock-out blows. The truth may hurt; it may produce insomnia, but avoiding it doesn't change its final consequences to every exhibitor who is not alert to the new order of things.

The sound revolution is only the beginning. There will be no standing still. Other innovations, perhaps even more radical, are in the offing.

In the sound phase itself, there will be further developments, changes, improvements, all of which will call for additional expenditure by theatres. As the sound mechanism is improved, the theatre which keeps pace with the times will have to meet the new situations.

Beyond any question, also, the wide-angle screen will be a reality. We know, at this moment, that work is being done in this direction which is sure to be successful, sooner or later. With this will, of course, come projection changes.

In the not distant future it is also as certain as anything can be that depth—third dimension—will be achieved. Likewise, the perfection of color photography.

When these things are brought about, the industry will be definitely in the era of Sound, Depth and Color, and a whole new field of entertainment possibilities will be available for the public.

The theatres that survive will be the theatres that are prepared to give the public the new-era entertainment.

These are cold facts. But we believe, most emphatically, that they are true.

The wise exhibitor, whatever the size of his house or town, will make up his mind that he is in a new industry. He will realize that he must adopt new methods; or, at least, that he will be more of a business man and less of an opportunist.

May we urge again that, anticipating the future, exhibitors who lack financial resources cultivate their bankers; talk over the situation with them; seek advice on ways and means, so that they may not be caught unprepared, and may not fight a losing battle in the new era of motion pictures.

Coast U. S. Attorney To Ask Federal Indictments Against West Coast And Distributors

Dept. Of Justice To Prove Long Protection Favoring Chains; Five Suits Pending

(Hollywood Bureau, Motion Picture News)

LOS ANGELES, April 4.—John Amen, Special Assistant to the United States Attorney General will present his case to the extraordinary session of the Federal Grand Jury here April 5, asking Federal indictments against various film distributors in this territory alleging combinations in restraint of trade. He asserts that there was an agreement between the Fox West Coast Theatres and other chains and the distributors in this territory which deprived the independent theatres of first runs on films. The exchanges that will be named are, it is said, all members of the Hays organization through their parent companies.

Will Hays is here at present but it is unlikely that he will become actively interested in the case personally.

WASHINGTON, D. C., April 5.—Five cases are pending involving alleged violation of the Federal anti-trust laws by the motion picture companies, the Department of Justice announced this week. The cases are against Metro-Goldwyn-Mayer; First National Pictures, Inc., and others; the Paramount-Famous-Lasky Corp. and others; the West Coast Theatres and others, and Balaban and Katz and others.

In addition to these cases the Department is going to make a probe into a number of conditions existing in the industry. These allegations relate to monopolizing the use or exhibitions of films by ownership of many theatres; contracts by producers with exhibitors who own many theatres giving priority for exhibition with a covenant not to permit competitors to exhibit in the same territory for a given time, in some cases 53 weeks; engrossing the supply of films by over-buying to prevent competitor exhibitors from securing product.

The Government contends that the chains are receiving a protection from the distributors and exchanges that is driving the smaller exhibitors out of business.

The Department of Justice statement was in the nature of press stuff for its activities and was probably issued after the apparent fiasco that attended the case that it presented in New York before Judge Thacher against the Film Boards of Trade and the Arbitration Boards.

"Hallelujah" Previewed Called Big Hit

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 4.—"Hallelujah," M-G-M talking picture with an entire negro cast and directed by King Vidor was privately previewed Wednesday at the Chinese Theatre to an invited group of studio executives, directors and stars.

It was predicted by those present that the picture would be among the biggest hits of the season. Opinion was unanimous that the film is tremendous in dramatic sweep, with Vidor at his best. The humanness of treatment has, it is said, seldom been equaled in screen entertainment.

Cleveland And Salt Lake City Report On Sound

Dropping Of Silents Would Affect Small House But More Revenue Is Seen

Continuing the survey of exchange centre opinion published in last week's issue of this publication, as to the sound situation and what effect the sudden cessation of silent picture production would have, reports this week from Cleveland and Salt Lake City again indicate the same trend as expressed in the previous consensus—that the small house would be practically forced out of the running. However both agree that increased revenue is being secured from theatres having sound installations.

The immediate effect on Cleveland exchange business if producers discontinue making sound pictures, would be disastrous, according to a hurried survey of the situation.

About 33 1/3 per cent of the business done today by exchanges is on sound pictures. Elimination of silent pictures would reduce exchange business approxmiately 66 2/3 per cent. These figures are based on the fact that today approximately one house in every sixteen is wired for sound pictures. However, it is stated by reliable sources, the biggest revenue and the largest grosses are secured through the sound pictures. The silent pictures, except for the few outstanding ones, are breaking even.

Elimination of silent pictures by the producers would have the effect of cutting off

(Continued on page 1028)

Sue Fox Alleging Conspiracy In Deal For Their Houses

Schwartz and Muller File Action Asking $1,800,000 Damages In N. Y. Court

Samuel Schwartz and Herbert Muller, owners of two theatres in Queens and one in Brooklyn, have brought a suit against William Fox, Saul E. Rogers and Albert C. Blumenthal, in the New York Supreme Court, alleging that they were used as a part of a conspiracy on the part of Fox so that he might obtain control to the Marcus Loew's Circuit and the Metro-Goldwyn-Mayer Film Corp. In their action they ask for damages to the extent of $1,800,000. None of the Fox executives would comment on the suit.

The plaintiffs allege that upon the failure of Fox to induce Mr. Loew to sell his theatres to him, and also his interest in the Metro-Goldwyn-Mayer Corporation, he conceived the idea of organizing a strong competition to the Loew interests by negotiations with 175 owners of independent motion picture houses. The plaintiffs had two such houses in Queens and one in Brooklyn. To that end it is alleged the Fox interests incorporated the Fox-Metropolitan Playhouses, Inc.

No money was involved in this corporation, it is alleged, and its only assets was "its corporate seal." Bonds were floated to carry out this plan, it is alleged, and independent owners were to be left "with recourse only against a paper corporation."

The Fox interests, it is alleged, agreed to take over the theatres of the plaintiffs, paying $145,000 for the three, and also to take over the lease of two of these at a rent of $70,000 a year for twenty-one years.

Ohio Censorship Bill Tabled By Legislature

COLUMBUS, OHIO, April 5.—The fight of the Ohio Motion Picture Theatre Owners against the censorship of talking motion pictures seems to have been a successful one. With the State Legislature about to adjourn for a two-year recess, the Censorship Bill, sponsored by the State Department of Education and backed by the organization known as the Ohio State League for Clean Motion Pictures, has been tabled in the Senate Committtee on Education. It cannot be brought forward at this session again without a unanimous vote of the Senate and this is known to be impossible.

It is virtually impossible for the censorship forces to bring any talkie bill or similar measure up before 1931. The successful fight against the censorship measure was led by P. J. Wood, business manager of the M. P. T. O. of Ohio. Had the measure passed it would have given the State Department of Education wide powers in censoring talking films and would have added $200,000 a year in immediate increased taxes on films brought into Ohio for review by the department.

Sound May Bring About Revision Of Insurance Rate

National Fire Association Investigating Use Of High Voltage Operation

From a very reliable source it has been learned that the National Fire Protection Association is seriously considering the new problems for fire insurance companies that have resulted from the more widespread use of talking picture devices throughout this country, and a special sub-committee of the national electrical code committee of the association has been appointed to go into this subject very thoroughly.

The fire insurance men are very much concerned with the fact that many of the sound picture devices use very high electric voltage in their operation, and at present there are no set standards for handling the wiring used in connection with the sound picture machines.

In Chicago, the regular high voltage rule is being applied by the insurance companies, but some do not regard this as an adequate or comprehensive treatment of the problem. In addition to the very expensive devices that are used for the presentation of sound picture entertainment the insurance men point out that talking pictures are generally used in the most costly picture theatres and that any electrical fire might result in a serious fire insurance loss notwithstanding that all such houses are of the most modern fire-safe or so-called fireproof construction.

It is possible that fire insurance companies will revise upward the insurance rates of motion picture houses that install sound picture devices. However, this will depend very largely on the final recommendations of the sub-committee of the National Fire Prevention Association.

R-K-O.-Pantages Deal Set On Coast: Say Price $14,000,000

SAN DIEGO, CAL., April 5.—Alexander Pantages, head of the Coast-to-Coast chain of vaudeville theatres bearing his name, announces that negotiations are progressing favorably between himself and executives of the Radio-Keith-Orpheum Circuit whereby the latter is to take over his theatres and make a cash settlement of $14,000,000 for the properties. He denied that the sale had been completed, but stated that it was certain to go through.

The report that another organization had topped the offer made by R-K-O by $1,000,000 was denied by Pantages. It was at one time reported that J. J. Murdock, Pat Casey and Joseph P. Kennedy were in a deal for the Circuit.

The Pantages Circuit numbers about 52 theatres in all, there being a group of 15 on the Pacific Coast from the Mexican to the Canadian line. The circuit extends into Canada and as far east as Newark, N. J.

W. Electric Sues Pacent, Claims Patent Violations; Charges Denied by Pacent

W. E. Wants An Injunction And Accounting; Pacent Guarantees Protection To Exhibitors

A SUIT brought by Western Electric in the N. Y. Federal Court charges that the Pacent Electric Co. and the Pacent Reproducer Corp., have infringed on eight patents which are held by the A. T. & T. and which are important features of the Western Electric Company's system of recording and reproducing sound with motion pictures. The W. E. company asks for an injunction and an accounting of damages and profits from the Pacent Co. Louis Gerard Pacent, president of the two defendant companies in a statement denies that there is any infringement, and says that his company will guarantee exhibitors using or purchasing the Pacent devices protection against suits on patent infringement.

J. E. Otterson, President of Electrical Research Products, Inc., Western Electric subsidiary in the talking picture field, had the following comments to make in respect to the litigation above referred to:

"The Western Electric Company, through its engineers and those of the Bell Telephone Laboratories, developed and perfected the apparatus now in successful commercial use throughout the world for the making and showing of talking motion pictures. Back of this development was fifty years' experience in the design and manufacture of telephone and other equipment in the field of sound, for the talking picture as we know it today is a by-product of the telephone art. In the course of this development the company has spent many millions of dollars and many patents have been granted to and acquired by it.

"Because of its faith in the ultimate success of talking motion pictures this company has assumed the risks that go with a new undertaking of this magnitude. Since the Western Electric system was given its first practical demonstration in the summer of 1926, a number of other systems have been put on the market, accompanied with advertised claims alleging that they were simpler, cheaper and better systems. Last fall I stated, in reference to the claims of these other manufacturers, that in the course of time as these systems were installed in theatres, and we could have an

(Continued on following page)

No More Silents For Mary Pickford

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 4.—At the Hollywood premiere of her picture "Coquette", Mary Pickford announced that she will not make any more silent pictures. "Nothing but all talkers, since the talking picture is here to stay", she said.

A representative audience including Will Hays, turned out in pouring rain to hear and applaud America's sweetheart in the first public showing of "Coquette" at the United Artists theatre.

Warner-U. A. Deal Appears To Be Set With All In Accord

Schenck To Issue $40,000,000 Stock, Warners Taking Half; Stars To Share In All Profits

Joseph M. Schenck, who departed from New York secretly for the Coast about two weeks ago, is now on his way East again to await the arrival in N. Y. of Harry Warner for the final closing of the deal between the Warner Bros. and United Artists. While on the Coast he is said to have obtained the consent of Douglas Fairbanks, Mary Pickford, Sam Goldwyn and Charles Chaplin to complete the merger. Schenck is planning the formation of a holding company, which is to be known as The United Artists Consolidated Corp., which will absorb the United Artists Corp., The Cinema Art Corp., the Feature Productions Corp., and the United Artists Theatre Corp., and the new company will be capitalized at $40,000,000, of which the Warner Bros. are to take 50 per cent, paying $20,000,000 for same. The new company is to be underwritten by Blair & Co., New York bankers. None of the stock is to be offered to the public, but the remaining $20,000,000 worth of shares are to be divided pro rata among the partners in United Artists.

All Appears In Accord On U. A. And Warner Deal

(Continued from preceding page)

Up to mid-week the only hitch that might be foreseen was the possibility that Chaplin would not consent to the deal. From the Coast he is reported to have sent the following message: "I'm on the board of directors of United Artists and I don't know anything about such a deal." He also stated that he would never make any talking pictures.

Schenck released the story regarding the deal immediately on his arrival on the Coast. Albert Warner confirmed for his firm in New York after the news came through from the Coast. In New York the United Artists issued a statement that the company when the merger was completed would continue as a separate organization regardless to the outcome of any negotiations, and it was later enlarged to the effect that all existing contracts and franchises with theatre circuits and individual theatre managements would be fulfilled.

Also from the Coast came the confirmation that a deal had been closed whereby Publix Theatres purchased 50 per cent of the United Artists theatre properties in Los Angeles, Chicago and Detroit, the price being reported as $1,000,000.

Last year the U. A. produced 18 pictures, if the new deal is put through the production schedule it is reported will be cut to 12 pictures a year, and the distribution of the pictures will be made through the Warner exchanges, with U. A. maintaining its own sales staff as at present.

Hearst is reported as lining up with the Warner Bros. also, at least as far as his International News is concerned, after the first of the year. For the present Hearst will continue with M-G-M as long as Louis B. Mayer and Irving Thalberg remain in charge of production, as the newspaper publishers consider them the most efficient and most farsighted producers in the entire industry. He will continue to operate with their company on a picture to picture basis as far as Cosmopolitan productions are concerned. This company makes three Marion Davies starring pictures annually and about six specials in addition. Hearst also furnishes M-G-M with their news reel, under a contract that has three more years to run.

Plunkett And Kahane Made Vice-Presidents Of R K O

The following changes in officers have been announced as the result of the annual meeting of the Radio-Keith-Orpheum Corp., held March 28, at 1560 Broadway, New York City; B. B. Kahane and Joseph Plunket were elected vice-presidents and Herman Zohbel was made treasurer. All other officers were reelected.

Kansas Censor Bill Dies

In the Kansas legislature, at Topeka, Kans., a bill to create local censorship boards in towns, in addition to the regular state censor board, was left to die in the hopper when the Kansas legislature adjourned.

Presentation Due For Change, Says Katz

SAM KATZ of the Publix chain believes that the talking and singing pictures will bring a change in policy in leading motion picture houses. The executive voiced his opinion while in St. Louis enroute to the West Coast to try out a new innovation in entertainment. There will be no place for small calibre musical stage acts, he said.

Pacent Denies The Patent Suit Filed By W. E. Co.

(Continued from preceding page)

opportunity to examine them, we would naturally assert our rights against any infringing equipment. We have now completed the examination of the first of such cases, and are convinced that the system of disc production used by the Pacent Companies is infringing upon no less than eight of our fundamental and important patents. Under the circumstances the action is self-evident."

In the statement issued by the Pacent Corporation, Mr. Pacent said:

"Before the Pacent Reproducer Corp. started the manufacture of talking picture equipment, we investigated the patent situation thoroughly in all its aspects. We were convinced then, and we are convinced now, that there is no infringement of any kind. We are going ahead in a bigger way than ever with the manufacture and distribution of our talking picture equipment, and I can add that we have some startling developments just ahead."

The statement also contained this line: "From the exhibitor's standpoint, Mr. Pacent said that the corporation guaranteed protection to all exhibitors against suits on patent infringement."

Baltimore Sunday Bill Passed By House 65 to 51

BALTIMORE, MD., April 5.—The measure designed to permit the Mayor and City Council of Baltimore to decide whether the people of that city should have Sunday pictures or not, passed the House of Delegates at Annapolis by a vote of 65 to 51. But it did not come up for a vote in the Senate before the adjournment of the General Assembly at midnight on April 1.

The measure was introduced in the house by Speaker E. Brooke Lee and, after passing that body, came up before the Senate on March 28, as part of the message from the house. In the Senate a motion was made designed to handicap the bill by Dudley G. Roe, of Queen Anne County and it was referred jointly to the Senate Judiciary Committee and the Baltimore City Senators. It remained in committtee and did not see the light of day in the Senate, despite a strong fight on the part of the City Senators.

(News Section continued on page 1098)

Lack Of Silents Would Ruin Small House, Consensus

(Continued from preceding page)

revenue from the small houses which will probably be never wired, and which through this possible course of action on the part of the producer, would be forced out of business.

Exchange managers cannot anticipate how many installations will be operating in the fall; however, at the rate of present installation it is estimated that more than half of the theatres in this territory will be equipped to play sound pictures. That would reduce the number of theatres to be served with silent pictures and would reduce the proportion of loss.

Due to the tremendous drawing power of the talkies many small town theatres in the Salt Lake City zone are closing each week. With the highways open and all of the first class houses wired, sound is proving its drawing power. Opinion here is that by next September, every town of 1,000 population in this zone, will have a sound installation. Many exchanges report that they are delivering more revenue from synchronized productions than ever before and that the effect of discontinuing silent productions would mean only a small loss of revenue, with small houses being the ones affected.

Virginia M. P. T. O. Retains M. P. T. O. A. Membership

At the annual meeting of the M. P. T. O. of Virginia the members unanimously voted to remain a member of the M. P. T. O. A.

Officers for the ensuing year were elected as follows: Isaac Weinberg, of Lexington, president; Chas. A. Somma, of Richmond, vice-pres., and H. Rubin, of Petersburg, Sec'y-treas.

Board of Directors: I. Weinberg, E. B. Ross, Joel A. Levy, Walter Coulter, Morton Thalhimer, Chas. A. Somma, C. E. Geoghegan, B. T. Pitts, J. L. Fray, E. D. Heins, F. W. Twyman and H. W. Robertson.

A committee was appointed to arrange for the Tri-State meeting with the Theatre Owners of D. C. and Maryland.

Levee Enroute New York For Conference With Erpi

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—"Mike" Levee left Los Angeles, on Monday of this week, for New York City where, it is reported, he will confer with officials of Electrical Research Products, Inc., in reference to obtaining additional equipment for the enlargement of United Artists studios.

M-G-M Profits

The income account of Metro-Goldwyn-Mayer Pictures Cor., for the 12 weeks ended, November, 1928, shows a gross profit of $2,355,202. Operating expenses amounted to $1,374,329 and the operating profit to $980,873. Miscellaneous income was $101,448 and the net profit (before taxes) was $1,082,321.

The co-operative spirit in any big enterprise spells success. Take the theatre chain, for example. What better way could be found to insure the financial well-being of the whole organization than to give the house manager a weekly budget and leeway in handling it so that he may be able to show real results, and, at the same time, know whether his house is on the right side of the ledger as he goes along through the year? This article tells how the Stanley-Fabian Corporation puts that idea into effect; tells also other policies that make the house manager a partner in chain operation and not a key carrier, or a robot. For instance, there are weekly meetings conducted by executives. Managers can say exactly what is on their minds without fear of losing their jobs. They are encouraged to be fearless and state the problems that confront them. Every effort is made to develop teamwork between executives and employees.

Making The House Manager The Key To Success Of The Circuit

Here's A Big Chain That Gives Its Employees Leeway in Handling of Theatres and Treats Them As Men, Not "Glorified Porters"

By David E. Weshner

Advertising Director, Stanley-Fabian Theatres

JUST as there can be no panacea for every evil, so also can there be no sweeping indictment of the conduct and relationship between managers and executives of every theatrical chain in show business.

Mr. Johnston's editorial, dealing with this much mooted question in the March 23d issue of MOTION PICTURE NEWS, following that of Harold Franklin's interesting article in the preceding issue, rightly puts the query into controversial form when he asks whether chain executives consider their men as managers, glorified porters or key carriers.

The Key To Success

It is not this writer's idea to prolong the controversy. Rather is it an exposition of the relationship between managers and executives of a specific chain, namely, the Stanley-Fabian Corporation, which operates sixty-three theatres in Northern New Jersey.

This company considers the manager as the absolute key to the success of his theatre. It is interesting to note that the managers of our de luxe houses got there through recognition of their successful records made in smaller houses of our own chain.

We start out with the assumption that every manager is a man and not a robot. He is treated as such and given every opportunity to use his own ideas, to expand, to make suggestions, to sit in on his film bookings, to carry through any exploitation stunts that he might devise. Regarding the prospect of real opportunity, I can answer this no more specifically than to say that each of our six executives or district managers have previously been managers on this circuit. In other words, there is no importation of high-pressured executives from other circuits at any time. The iron roof of home office dictatorship is entirely out of consideration here, since our executives consider themselves counselors, who offer their experience and help to the managers in their particular zones.

Not A Glorified Porter

The relationship between manager and district manager is a warm one, because the district manager has but one idea, and that is to find out how he can help his manager to bigger profits. The manager is, therefore, not considered a glorified porter, nor a goat, nor a key carrier. The executives are not shoemakers, but seasoned men, who proved themselves as managers in this particular circuit. Lastly, the manager is held 100 per cent responsible for his theatre, with the result that he gets negotiable credit when he keeps putting his house over.

This circuit is a great believer in MAN-POWER, and to that end the following plan is in continuous operation.

1.—Every manager attends previews of forthcoming attractions every Monday morning. He is therefore in a position to think about it in advance and exploit it when he plays it. Monday and Tuesday afternoons there are combined meetings of three groups of managers along with their district managers, general manager, advertising manager, and booking manager.

Manager Has Budget

We have impressed our men with the idea of talking right out "in class," of being fearless and stating exactly the problems that confront them. Whether they be questions concerning film prices, advertising, general policy, or anything else that might aid them in their desire to put their houses over, the managers talk fearlessly without being afraid of stepping on anybody's toes. These joint meetings are held for but one purpose, and that is to get the benefit of whatever experience any manager or any of the executives might have on the particular question that the manager has brought up. The cooperative spirit has spelled success for the Stanley-Fabian Corporation since the men feel they can say exactly what is on their minds without fear of losing their jobs.

2.—Each manager has his budget. This budget is arrived at in conference with

The House Manager and Chain Success

the general manager, advertising manager, district manager and the manager himself. At this conference the theatre, the newspapers, the billing situation, his lobby necessities and exploitation probabilities are taken into consideration. The sum arrived at for advertising represents the mature judgment of those men who are directly concerned with this important element of the business. Assuming that the advertising budget is $300 a week, the manager understands that this $300 means $15,000 a year. He understands also that on weak pictures the entire budget is not used because a weak picture will not get the gross. He understands also that when a real attraction comes in that he can spend more to insure capacity. In other words, the budget is elastic in the manager's hands. The home office is interested in knowing that at the end of any quarter or at the end of any year his budget will not exceed an average of $300 per week. The manager, therefore, is able to juggle his advertising expenditures with intelligence, with the result that his own initiative and ingenuity are given every opportunity to express themselves.

Spirit of Co-operation

Furthermore, each manager knows the price of the film he plays; he knows what his trade expenses are; he knows how much his house is being charged weekly for rent and depreciation. In other words, he knows exactly what the entire overhead of his particular theatre is.

At the end of the week, he makes out his own weekly report and, by comparing his weekly grosses with his overhead, he knows immediately whether his house is in the black or in the red.

Needless to state, this policy of making the manager feel that the theatre is his very own and as such must show a profit, has put him on his mettle, and has helped this circuit to the substantial position it now holds.

Friendly Counsel

The relationship between the manager and his district manager is an excellent one. It is one of friendly counsel and advice. The result is that when the district manager makes the rounds of his theatres the manager is glad to see him because he knows that his immediate executive comes in the spirit of friendly aid and cooperation rather than in the spirit of boss or "big shot," who revels in asserting his authority.

Furthermore, the advertising, publicity and exploitation department in the home office is built primarily for the use of the manager. We might term this department the spark plug of the organization. It is continually devising ideas and broadcasting them to each manager of the circuit. Each manager on the circuit receives credit for every stunt he works in a house organ entitled "WHOOP-IT-UP." Every manager is on his toes to break into the honor roll of this little publication. Every good stunt that is worked is brought to the attention of the general manager by the advertising manager, and due credit is given to the man who originated the idea.

The spirit of cooperation between executives is an exceptionally healthy one. Each district manager has two thoughts in his mind, and they are:

1.—A profit for each theatre in his zone.

2.—A profit for each theatre in the circuit.

To this end weekly executive meetings are held at which time all problems of the circuit are discussed. While there is circuit are discussed.

An instance in explanation of this is evidenced by the following: Nine houses of one of our zones were seriously affected by the opening of a de luxe theatre of our own in that same territory. The grosses of the houses in that territory naturally slumped. Heroic measures were necessary to bring them back to a paying basis. Immediately every executive threw whatever ability he had into the situation. The managers were also called in, asked for their advice as to what they would do to bring the business back, and within three months each house in that zone was again drawing its natural capacity with the big house continuing its high grosses.

Seek Managers' Advice

The result of this entire plan has been and is exceedingly effective, as evidenced by the fact that in a recent merger the MAN-POWER of the Stanley-Fabian Corporation was considered so exceptional that not a single man of the organization was replaced.

Starting with the idea that the manager is the most important cog in the wheel, this circuit has built its success around him and it has not been niggardly in its awards. The result is a healthy organization, a profit-making organization, a happy organization, an organization that respects each man's ability and starts out with the assumption that each manager is a man of brains and not a robot, not a rubber stamp, not a glorified porter, nor a key carrier.

Heads His Own Theatre Circuit at 21

BERNARD MULLIGAN, 21, three months ago was working at the front of one of John Hamrick's theatres in Seattle while making his way through the University of Washington, located in Seattle. Today he has charge of all of the modern theatres in the cities of Raymond, South Bend and Pe Ell—Willapa Harbor towns—and is the head of an organization known as the Willapa Harbor Theatres, Inc., whose leases and properties are valued at $250,000.



Bernard Mulligan

Mulligan is the foster son of George H. Reizner, who died about two years ago. Reizner had lived pretty much to himself, so far as relatives were concerned. He took a liking to the Mulligan lad and provided for him in his will. The estate had a value of $150,000, and the relatives took it into court. It dragged along through many months.

Meanwhile, Mulligan did not want to give up his work at the University, so John Hamrick took him under his wing. The boy liked the theatre business and was able to continue on through school while the courts were busy. Not so long ago the relatives and the lad fixed things up of their own accord, and the court okayed the settlement. This left Mulligan the big man in the theatre world in the southwest section of the state of Washington. As soon as he was in charge he formed a holding company and increased the number of theatres to three. They are modern, each being equipped for sound and with the latest paraphernalia known to the industry. Two of the three houses seat more than 1,000. The youngster is in active charge of the business.

The SHOWMAN

April 1929

Featuring

❀

Pictorial Review of Theatres.

❀

Business Building Theatre Map.

❀

Review of Sound Equipment.

❀

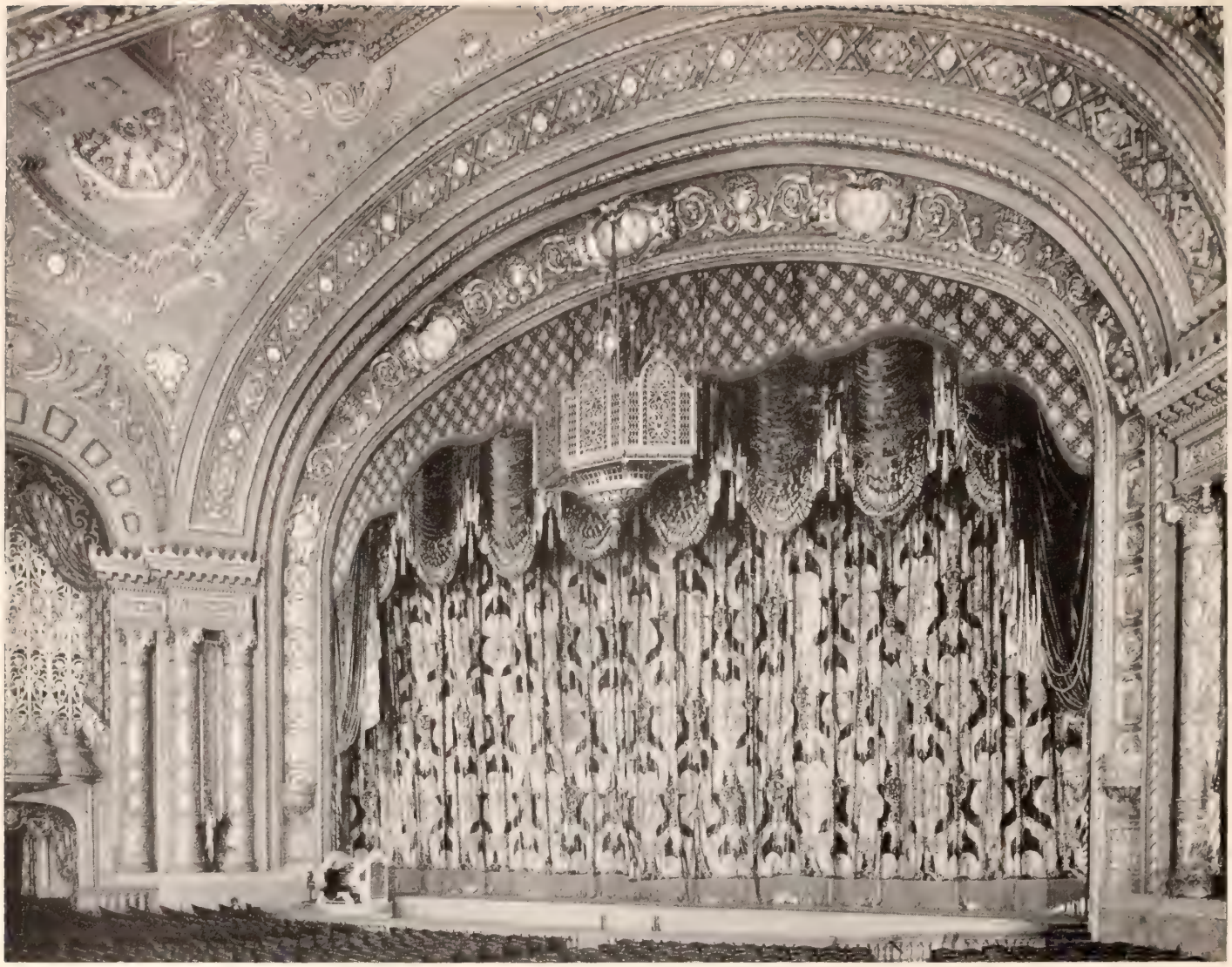
To overcome Your Talkie Problems You Must Know Your Sound Equipment.



The Mastbaum Theatre, Philadelphia

So far as it is possible for black and white photographic reproductions to accomplish that end, the illustrations on this and the following two pages reveal the beauty and sumptuousness which feature the newest theatre in the chain operated by the Warner Bros. Stanley interests. This house, seating 5,000, and equipped with every modern convenience for the patron and the showman, takes its place among the great theatres of the world. Above is a view of a stairway leading to the mezzanine.

HOFFMAN-HENON COMPANY, ARCHITECTS



Proscenium Arch

THE MASTBAUM—A MAGNIFICENT THEATRE MONUMENT

Huge New Playhouse in Philadelphia Takes Its Place Among the Most Spacious and Luxurious of the Great Theatres of the World

IN appreciation of the significance of the new Mastbaum theatre as a public institution and a monument to a benefactor of the city, Philadelphia celebrated the opening of this magnificent motion picture palace with a holiday proclaimed by the mayor of the city on February 27. The Mastbaum is the newest and most pretentious of the theatres in the circuit of the Warner Bros., Stanley Company interests. It was erected as a monument to Jules E. Mastbaum, founder of the Stanley Company of America; showman, philantrophist and patron of the arts.

The Mastbaum is a huge structure, located on Market St., at 20th St., Philadelphia, housing an auditorium with a seating capacity of 5,000 persons, and providing spacious halls, corridors, promenades and lounges. The theatre was designed by Hoffman-Henon Company, Architects and Engineers, of Philadelphia and New York. The interior decoration is by the Robert E. Powers Studios. The building was erected and equipped at a cost estimated at $5,000,000.

It is elaborately and beautifully decorated and in its collection of paintings, statuary and other art works rivals many an art museum. Every detail was carefully planned in order to make this house the most modern in equipment and the most comfortable and attractive ever erected.

French Renaissance was adopted as the style of decoration and with the happiest results. The exterior of the building is in cream-colored terra cotta with panels of a light brick. Massive columns with beautifully molded overhanging cornices contribute toward a striking effect. At night this imposing facade will be brilliant from a flood of light.

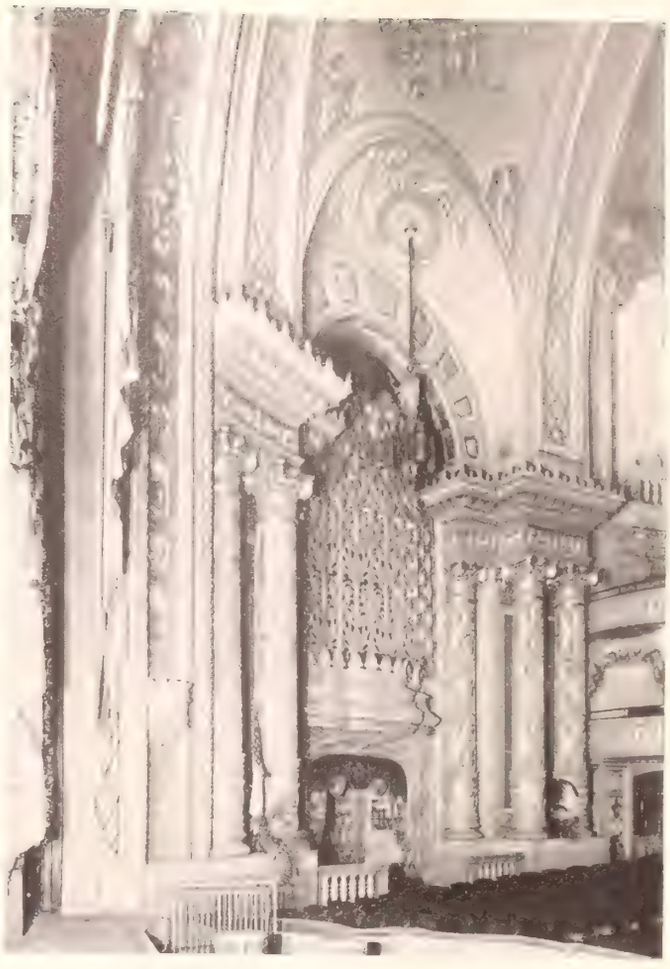
Marble stairways lead from the main entrance lobby to the promenade above and at the first broad landing are mural paintings. A domed ceiling in the lobby with its twelve stately columns has colorful decoration that is set forth with attractive lighting. Heavy bronze doors lend dignity to the general effect and a delicately colored fountain of imported marble and tile construction lends a further note of beauty.

The foyer, in costly marbles, with charming wrought-iron balustrades and balconies and with exquisite bronze work and gilded decoration, has a vaulted ceiling with three handsome chandeliers, each an exquisite adaptation of modern diffusing glassware in a maze of delicate colors and tints.

Deep-cushioned seats of ample width, arranged so that ingress and egress may be comfortable, represent the latest ideas in opera-chair construction. Every seat in the house commands a perfect view of stage and screen.



Main Stairway, Grand Lobby



Organ Loft and Proscenium Wall



A Section of the Main Lounge

HOFFMAN-HENON COMPANY, ARCHITECTS AND ENGINEERS



Grand lobby as viewed from mezzanine. Note colonade at left to form aisle for exiting crowds.

LOEW'S VALENCIA THEATRE, JAMAICA, L. I.

A 4,000 Seater in the Atmospheric Style, Designed by John Eberson

LOEW'S VALENCIA THEATRE, at Jamaica Avenue and Merrick Road, Jamaica, L. I., takes rank among the most elaborate and sumptuous playhouses in the Greater New York area. This 4,000 seater was opened to the public on January 12, is an atmospheric theatre designed by John Eberson and incorporates those essential features of color and decorative detail devised by this originator of the atmospheric style for the successful development of his novel conception.

The Valencia occupies an immense plot of ground. The main entrance is on Jamaica Avenue, a short distance from the corner of 166th Street. The architectural style is an adaptation of Spanish motifs marked with an Italian influence. It is characterized by a complete freedom from the Moorish and Gothic influences and leans strongly on the deep relief sculptured ornament of interesting geometric formations.

The front facade is dominated by bold relief half-engaged terra cotta columns flanking either side of the main window feature, so treated as to have the upright theatre sign become an integral part of the architectural mass. An immense marquee extends across the entire front.

Passing through the outer vestibule, one enters the grand lobby which is approximately 50 feet by 100 feet in size and nearly four stories in height. The walls of the lobby are treated with rich pilasters between which are laced colorful banners. In the lower part of the lobby, interesting water fountains break up the surfaces. The ceiling of the lobby is in three planes, the center plane flat and the two side planes splayed with immense wood and ornamental iron trusses showing beneath the ornamental plaster surfaces. On one side of the lobby there extends an ornate wrought iron and stone colonnade which separates the existing stream of patrons from



Right sidewall, auditorium



Left sidewall, auditorium

JOHN EBERSON, ARCHITECT

those entering. A wide stairway leads to the mezzanine. The treads of the stair are of veined marble and the risers of faience tile of variegated design. Passing the stairway one enters the main floor foyer which extends across the entire width of the house and with exit doors spilling out on 166th Street. Immediately adjacent to the stairway is an elaborate Spanish stone fountain with polychromatic Spanish tile inlays. The floor of the foyer is richly carpeted.

The foyer is two stories in height with a vaulted ceiling and penetrating arches supported on Spanish clustered columns along both sides. Between these columns one sees the foyer mezzanine protected by elaborately wrought modernistic Spanish iron railings.

Off the mezzanine promenade are located the men's smoking room, ladies parlor, cosmetic rooms, check room; all handsomely decorated and furnished in keeping with this particular style of architecture.

The entire interior of the auditorium carries out the effect of a Spanish patio garden in gay regalia for a moonlit festival. Low garden walls executed in palmed plaster and rough cast ornament richly enhanced with statuary, tree tops, climbing vines and blooming plants and flowers, all add to the illusion of an open air treatment given by the great sky dome forming the ceiling of this theatre.

The stage opening is elaborately carved and decorated. Directly over the arch there is a large niche in which is set a replica of a famous piece of Italian sculpture. Flanking this on both sides are smaller arches, separated by ornate columns in which also smaller statues occur. Behind this colonnade and series of niches there is a haze of blue light which silhouettes the ornamental colonnade and the figures.

Flanking the proscenium on either side and balancing each other are the two organ lofts, similar in size and detail but very different in the decorative motifs. The organ shutters themselves are hidden by iridescent silk draperies.

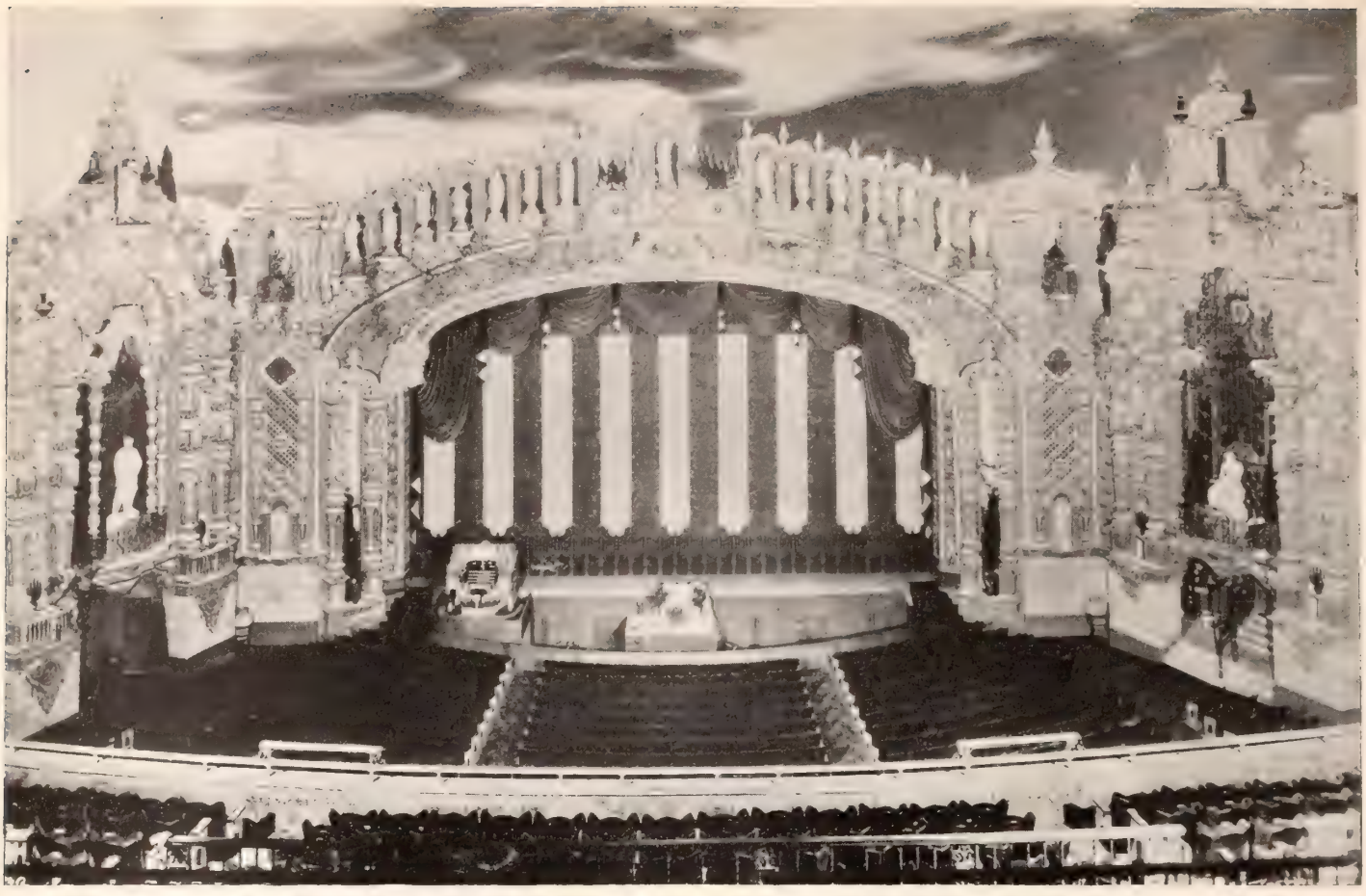
Extending back from the organ lofts on both sides of the house are series of garden wall treatment, piercing here and there displaying the blue sky in the background and here and there are niches in which smaller pieces of statuary are placed. Above the garden walls and hanging over same, one sees the foliage and vines of a Spanish garden and overhead one sees the floating clouds and twinkling stars of a midsummer night in Spain.

Passing from the orchestra floor and through the foyer one comes to the smaller rooms. In the basement there is a lounge with a beamed wood ceiling and Spanish tile floor. On one side of this room there is a large stone fire place. The walls are of textured plaster. Opening off of this lounge are the smoking, cosmetic and toilet rooms. On the mezzanine floor there are similar facilities.

There is a large modern and completely equipped stage with counter-weighted rigging and elevating stage platforms. The orchestra pit likewise is equipped with elevating platforms for the organist, pianist, and the orchestra.



Right—Auditorium viewed from stage, showing seating arrangement.



Stage and Proscenium



Orchestra Foyer, Looking West

JOHN EBERSON, ARCHITECT



Auditorium, North Park Theatre, San Diego, Calif.

A RECENT ADDITION TO THE WEST COAST CHAIN

North Park Theatre in San Diego Designed for Sound Picture Presentations

WHAT is said to be the nation's first motion picture theatre to be specially designed and constructed from its foundations up for the showing of sound, synchronized and talking pictures, is the newly finished North Park Theatre, in the Fox West Coast chain of motion picture houses in San Diego.

In facade and decorative motif the theatre follows closely the Spanish renaissance in style. The exterior trim of cast cement carries out the decorative scheme in bas relief. The spacious lobby is trimmed in veined quarry tile, adding a note of color.

An enclosed inner lobby opens into a tastefully decorated foyer - lounge, from which patrons enter directly into the auditorium. The mezzanine landing is provided with additional lounging and rest rooms.

The auditorium has no balcony, and the walls do not carry any ornate "ginger - bread" decorations. The decorative scheme is carried out, unobtrusively, through the medium of the two organ grilles, the proscenium, the ceiling vents, the modern metal chandeliers, the exit door lintels and the wall sconces. On the whole there is a restful simplicity in the interior design.

Seating capacity is provided for 1176 patrons, the parquet proper having in its three sections a total of 976 seats, while five-row sections at the rear provide 210 loge armchairs.

Unit equipment planned on the by-pass plenum system provides for ventilation and heating, the fresh or heated air coming into the auditorium through mushroom grilles, while the foul air is drawn through the four ceiling vents by a fan-and-blower installation.

The auditorium, 86 feet in width, 96 feet in length and approximately 36 feet in height to the peak of the ceiling, has been planned to afford the best possible control of the acoustics. The walls and ceilings are finished in a special pliable acoustic plaster, and the aisles are heavily carpeted to prevent the slightest echo. There is not the least reverberation.



Foyer Lounge

TEMPLE THEATRE
Fairport, N. Y.

SEATING CAPACITY OF THIS ONE-FLOOR THEATRE EXECUTED IN THE FRENCH STYLE OF ARCHITECTURE IS 1,000 PERSONS. THE THEATRE IS OWNED AND OPERATED BY THE SCHINE CIRCUIT, RECENTLY ACQUIRED BY FOX THEATRES.



Above—Fragments Showing Ceiling and Proscenium Treatment
M. J. De Angelis, Architect
Below—View of the Auditorium Rear, Looking from Stage



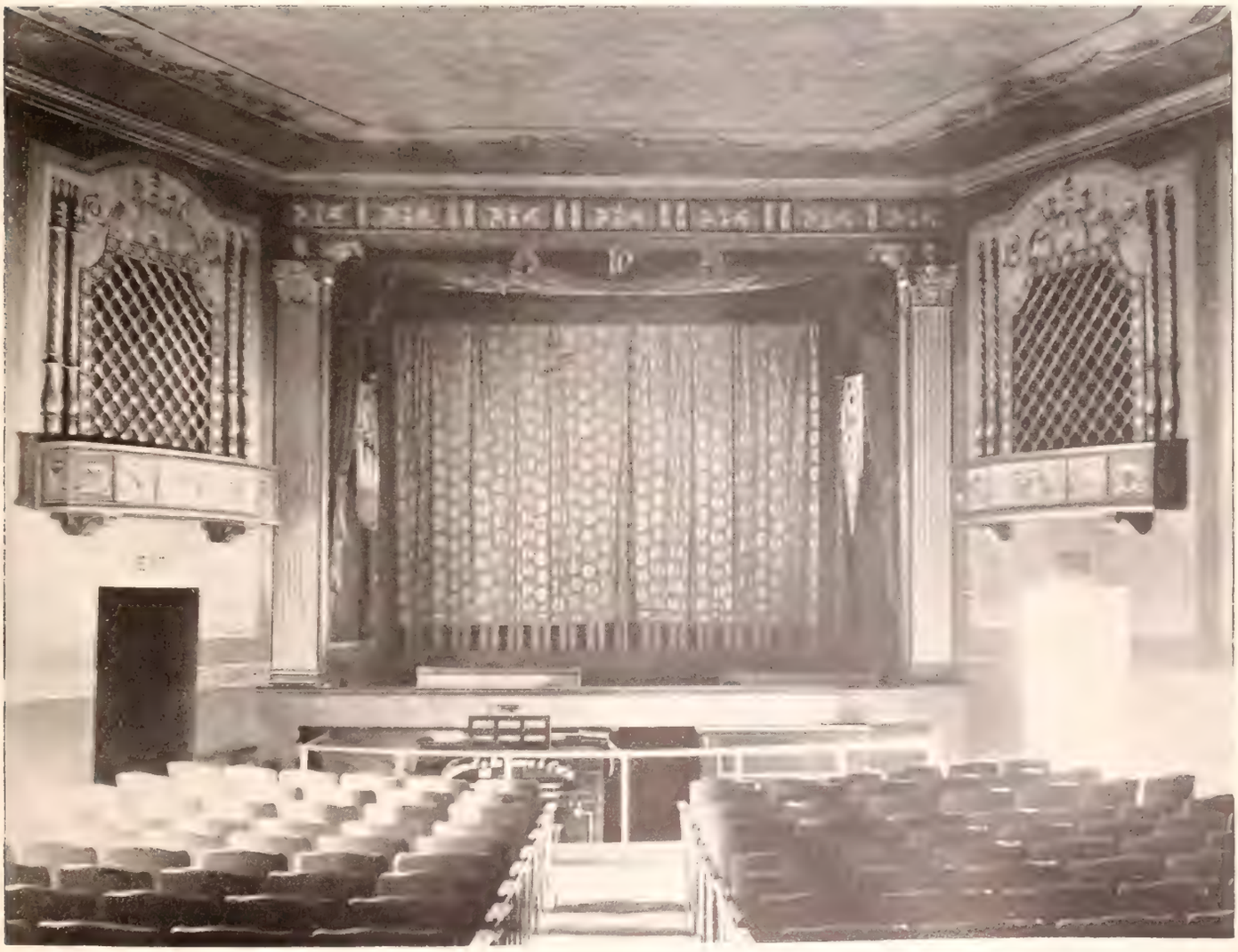
of the Small De Luxe House

PALACE THEATRE
Rochester, N. Y.

THE VIEWS SHOWN HERE ILLUSTRATE THE REMODELLED INTERIOR OF THIS 600-SEAT THEATRE OWNED AND OPERATED BY TISHKOFF BROS. THE NEW DECORATIONS FOLLOW THE RENAISSANCE STYLE.



Above—View of the Auditorium Looking Rear
M. J. DeAngelis, Architect
Below—Stage and Proscenium Wall Treatment



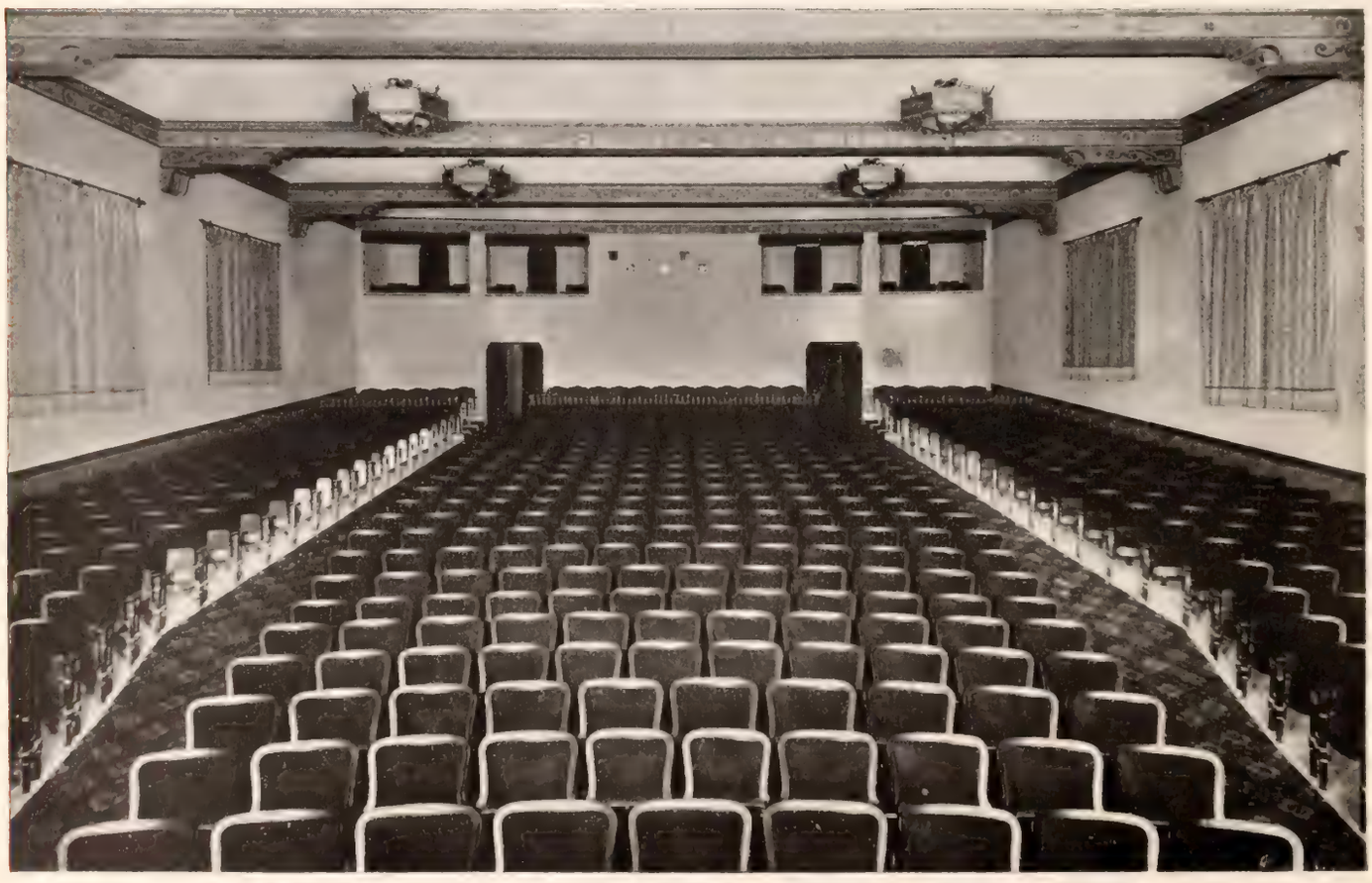


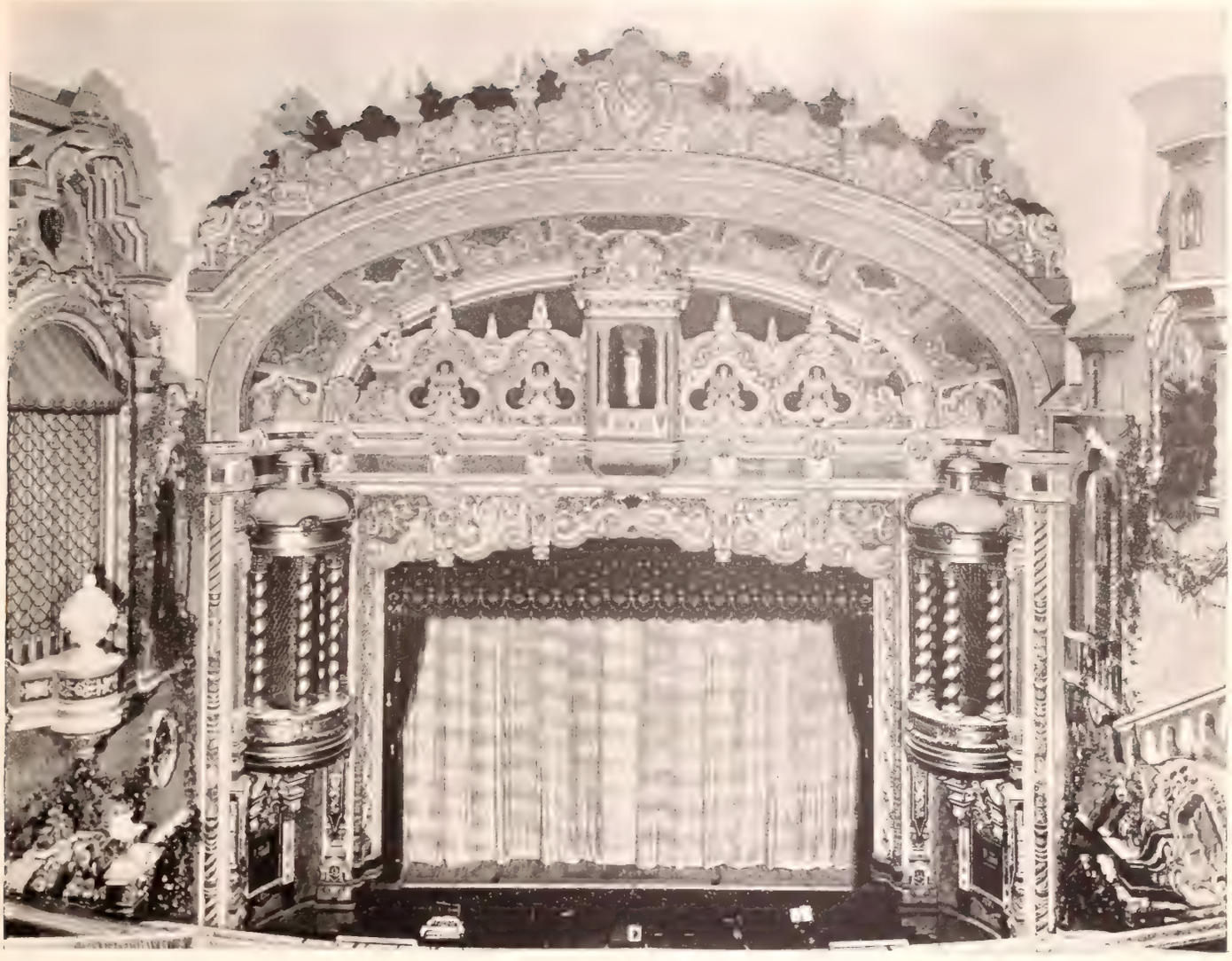
The Cordova is operated by P. W. Struppler, a well known West Coast exhibitor. It is an especially fine example of the de luxe type of picture playhouse applied to the small capacity theatre. The Cordova has a seating capacity of 750, all seats being located on the orchestra floor. In design it is thoroughly De Luxe

CORDOVA THEATRE

Pullman, Wash.

As shown in the photos above and below the Cordova is strictly modern in plan and the appointments. The organ grilles, shown in the picture above, and the stage draperies give this small auditorium a notably handsome and attractive appearance. Below is shown a view of the auditorium as seen from the stage





Stage and proscenium.

F. F. PROCTOR'S NEW FIFTY-EIGHTH STREET THEATRE

Atmospheric House Seating 3,000 Designed by Thomas W. Lamb

F. F. PROCTOR'S new Fifty-eighth Street Theatre, Lexington Avenue at 58th St., New York City, offers a striking example of the changing mode in playhouse design to suit new conditions effecting the popular entertainments offered therein. The recent opening of the house marked the 40th anniversary of Mr. Proctor's career as a metropolitan showman. The theatre occupies the historic site of the famous Pleasure Palace which Mr. Proctor completed 32 years ago.

The auditorium of the Fifty-eighth Street is in the atmospheric style. Its seating capacity far exceeds that which only a few years ago would have been considered far too great for a house situated in a residence district, for there are accommodations for about 3,000 in the auditorium. The theatre was designed by Thomas W. Lamb, architect.

Architecturally the Fifty-eighth Street Theatre carries back to the medieval days of Spain, for the architecture is of the Spanish renaissance style, in outline, color and even material. Concrete and terra cotta both conceal and ornament the steel framework of the fire-proof structure; and in the incidental ornamentations most of the polychrome tendencies of the Iberian Genius are carried out most effectively.

Tunneled, arched and pillared lobbies give easement to both Lexington Avenue and Fifty-eight Street, genuinely Spanish corridors and colonnades, leading to the grand foyer which is in fact and effect a spacious patio, or indoor plaza, which is characteristic of the ornate equipment of the palaces of Castile and Aragon of the middle ages.

The operating equipment of this theatre embraces all of the latest resources of modern science and structural expertness. The Fifty-eighth Street is the first theatre in the metropolitan district to be completely fitted with the Photophone and Radio equipment of the Radio Corporation of America as inherent in the actual structure and an essential part of the plant itself.

Every proved modern device for heating, cooling ventilating, safety and convenience have been expertly incorporated in this perfect playhouse. The electrically operated grand organ, the concrete and plate glass projection booths for motion pictures, the elevator orchestra platform and organ console are also inherent and essential parts of the harmonious structure itself.

The various apartments set aside for the uses of the public are furnished and ornamented in full conformity with the palatial character of the house and with complete regard to the tastes and necessities of the most sophisticaed. Reading and smoking lounges for men and women; retiring and rest rooms have appointments that leave nothing to be desired in either comfort or luxury. The same completeness and modernity characterize the back-stage appointments for visiting artists and employees.



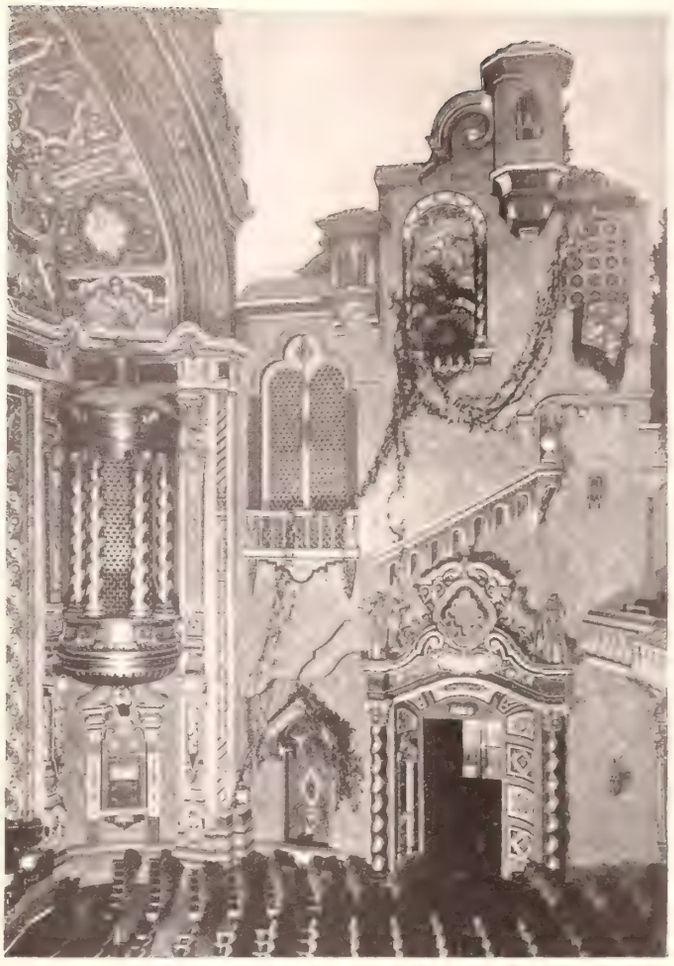
Right — The mezzanine promenade finished in ivory and gold. Arches at left open onto well of grand lobby.

Below — Grand lobby viewed from mezzanine level, showing stairway to promenade and general decorative scheme.





Detail Proscenium, Left Side



Detail Proscenium, Right Side



Auditorium Viewed from Stage

THOMAS W. LAMB, ARCHITECT

THE DE LUXE CINEMA IN THE FAR EAST

Grand Theatre, Shanghai China, Accommodates 1200 Seats in Auditorium
Executed in the Modern Style of Palatial Showhouse



Stage and Proscenium



Auditorium Viewed from Stage



Above—Grand Staircase



Above—Inner Foyer

Below—Lounge, Main Floor



THE USE OF CRYSTAL IN THEATRE LIGHT FIXTURES

Adaptability to Modern Color Illumination Assures Continued Popularity of Material for Ornamental Chandeliers and Side Lighting

WHILE increasing use of indirect methods of lighting auditoriums has greatly reduced the number of hanging chandeliers and wall fixtures now in use in the theatre, the decorative chandelier and the wall fixture featuring crystal ornamentation maintain their place as important items of the decorative scheme of the formal theatre.

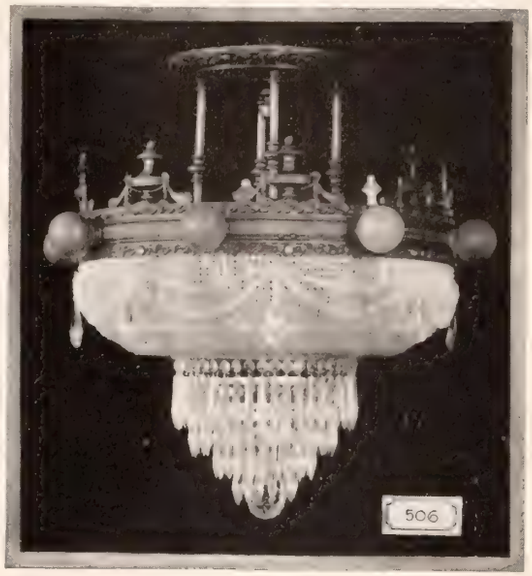
Perhaps the two most important factors responsible for the continued popularity of crystal fixtures are the richness and dignity with which crystal has been associated since it first came into great vogue during the reign of Louis XIV, and its marked superiority as a vehicle for the color lighting made possible by electricity.

No single item of the decorative scheme affords the decorator greater opportunity for striking effect than the lighting fixture, whether the field of activity is the auditorium, the halls or the public rooms of the theatre. And perhaps no item attracts the casual glance of the patron so quickly or holds the attention more securely than the source of the illumination of an auditorium or a room. The note of luxury therefore finds a ready and direct expression through the lighting fixture.

Because it is expressive of that which is rich, and costly, crystal is extensively used in the large formal theatres designed for de luxe motion picture presentations. Two of the main "talking features" (points of visual interest which showmen introduce in the theatre for the purpose of creating mental impressions easily translated into conversation that will make for word-of-mouth publicity)in the Paramount theatre in New York, employ crystal to produce the desired effect. These are the illuminated screens, showing floral designs and framed in the organ lofts, and the mezzanine facia, featuring crystal beads and illuminated from behind.

On this page are illustrated several lighting fixture designs using crystal and worked out with particular reference to the formal type of motion picture theatre. These designs are reproduced through the courtesy of the Rialto Import Corporation of New York. Crystal is not restricted to uses merely with the formal type of fixture. Properly designed and constructed in accordance with the prevailing motif, crystal chandeliers and brackets can be used with equal success in any type of theatre, not excluding the Spanish style of decoration or the so-called atmospheric theatre.

Designers have found the means in a wide variety of uses to adapt the crystal ornamented lighting fixture to the modern ideas in architecture and interior decoration. Especially noticeable in the theatre which has been renovated or remodelled to meet newer requirements is the extensive use of crystal lighting fixtures, especially in the auditorium, for the quite obvious reason that the most economical form of renovation is along the lines of dedecoration rather than changes that call for alteration of structural features of the building.



Above—Dome effect designed for lobby or under balcony ceiling.



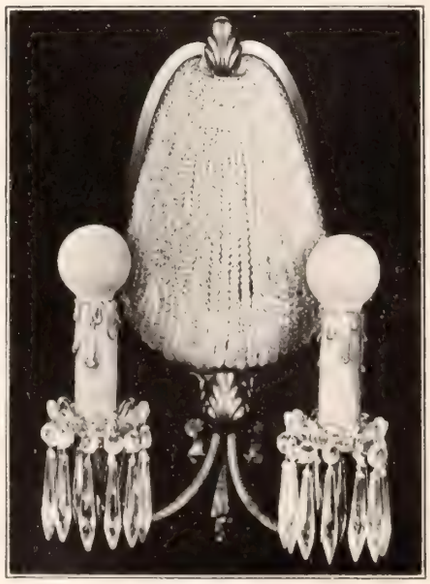
Crystal beaded chandelier for lobby centerpiece or organ loft.



Above—Crystal ball on brass hanger for rear of orchestra or balcony.



Above—Chandelier for main ceiling of auditorium, suitable for reproduction in various sizes.



Right—Wall fixtures for lobby, auditorium sidewalls, or decorative piece for lobby frames.

STAGE LIGHTING

IN THE BELASCO THEATRE

IT IS our privilege this month to reproduce a scene from "Mima", Mr. David Belasco's latest presentation. It is characterized as one of Broadway's marked successes for this theatre year.

Several paragraphs from a letter written by Mr. Belasco to this company follow. Read them, and then write at once for full information on Ward Leonard Vitrohm (*vitreous enamelled*) Theatre Dimmers. The information you will get will be of great value even if you operate the smallest neighborhood theatre.

* * * * * * * * *

"Without perfect control, lighting in the theatre, instead of being an irresistible means to every end of dramatic effect, would be continuously a hindrance and a stumbling block. Of course, the crux of control in electric lighting is in the Dimmer System — and there, perhaps, more than in any other single department, the Ward Leonard Electric Company has excelled and does excel all competitors. I am sure that without the aid I have received through their cooperation, during many years, I could not have achieved many of the finest, most beautiful effects which it has been my privilege to set before an appreciative public. — David Belasco."

WARD LEONARD ELECTRIC CO. MOUNT VERNON - NEW YORK



A scene from "Mima" now playing at the Belasco Theatre, New York



MORALITIES were a type of play popular in the 15th century. In these productions vices, virtues, and the like were personified by the characters. Originally mobile organizations they eventually reached the first crude theatres. This type of play immediately preceded drama as we know it.

Balaban and Katz RESEAT The TIVOLI and ROOSEVELT



FOR MORE PROFITS

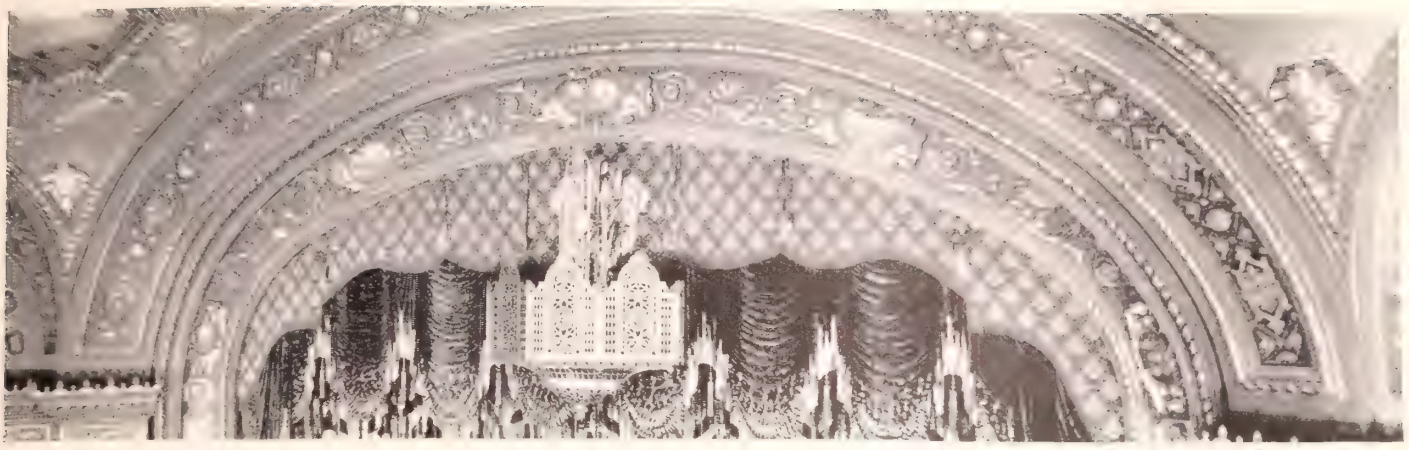
THE Tivoli and Roosevelt, two of Chicago's most popular theatres, will be completely reseated with Heywood-Wakefield chairs. In line with the Balaban and Katz policy of giving the utmost in comfort and entertainment, this progressive theatre organization chose Heywood-Wakefield chairs for reseating because of their unusual beauty and luxurious comfort.

Let Heywood-Wakefield help you meet competition and bring *your* house up to date in 1929 with a seat designed from a box office angle — one that will keep patrons coming back to *your* theatre, Pantages, Publix, Balaban and Katz, and many prominent showmen are using Heywood-Wakefield chairs in reseating for a good, money-making reason. Let us tell you and show you why. A line to the nearest H-W sales office will bring detailed information on the advantages of reseating.

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Minneapolis, Minn.
New York, N. Y.
Oklahoma City, Okla.
Philadelphia, Pa.
Portland, Oregon
San Francisco, Calif.
Seattle, Wash.

HEYWOOD-WAKEFIELD
Theatre Seating Division



View of the proscenium arch of the Mastbaum Theatre, Philadelphia, showing decorative fixture for speaker horns used in the public address system for broadcasting sound to far reaches of this large theatre from the stage and orchestra pit. The fixture was designed and executed by the Voight Co., of Philadelphia

Amplification of Speech and Music in the Very Large Auditorium

A NEW aid to acoustics in the very large theatre auditorium, made a necessity of present conditions surrounding the presentation of elaborate motion picture and stage shows at popular prices, has been developed in the "public address" system of electrical sound amplifications.

In very large auditoriums it is frequently necessary to amplify the spoken voice of performers on the stage as well as the musical scores, in order that the sounds thus produced may be distinctly heard in the far recesses and corners of the balconies. In many of the huge auditoriums it has been demonstrated that unless the sound of the actor's voice or the orchestral music is picked up by microphones and distributed by means of amplifier horns to the farthermost corners and backwalls, the patrons occupying seats far distant from the stage are unable to hear more than fragments of the speech or the musical rendition.

In the past, amplifier horns have been installed above the proscenium arch or on the sides of the proscenium in much the same manner as organ pipes. This arrangement resulted in more or less of an illusion. If the horns or speakers were placed too high, the sound would travel over the heads of the audience.

Only a few amplification systems have been installed to date in such theatres as the Roxy, New York, the new Fox theatres in Detroit and St. Louis, and the Paramount theatre, Brooklyn. However, E. R. P. I. officials estimate that 100 or more similar installations will be made during the current year.

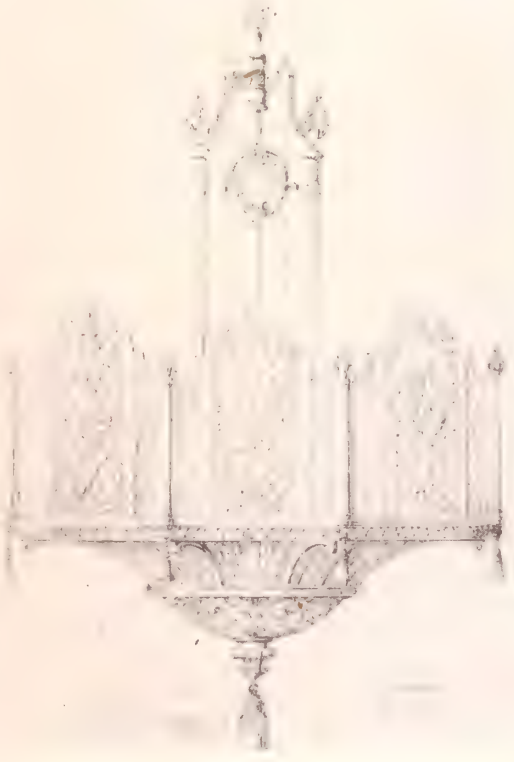
The trend in theatre building is towards large seating capacities, therefore amplification is becoming more and more important.

From past installations considerable experience has been accumulated as to the best location for the placement of these loudspeakers. The ideal location, of course, would be in the direct center of the stage, below the proscenium arch on a line with the balcony seats, so that the sound would travel in a direct straight line to the ears of the audience. In the new Mastbaum theatre, opened in Philadelphia last month, an arrangement was experimented with that has produced most satisfactory results. The Mastbaum theatre represents an investment of $5,000,000, seats over 5,000, and is the largest and most beautiful theatre in Philadelphia. It was erected by the Stanley Co. of America in memory of its founder, Jules Mastbaum. The Stanley Co. has recently been taken over by the Warner Brothers.

The public address system in the new Mastbaum was installed by the Electrical Research Products Co., Inc. The technical engineers of this company, in conjunction with the architects of the theatre, Hoffman-Henon Co. of Philadelphia, developed the idea of a fixture similar to a huge chandelier without lights, to conceal the three large horns required to properly amplify and distribute the desired volume of sound. An ornamental housing was of course necessary if the horns were to hang in such a conspicuous location, or else they would look out of place in comparison with the ornate and elaborate decorations and equipment of the interior.

The architects commissioned Voight Co. of Philadelphia to design and build a fixture to conceal the horns. Voight had the facilities to quickly develop suggestive designs for the architects' and owners' approval. Several designs in complete harmony with the architectural spirit of the ornate French Rennaisance interior were prepared. In the course of preparing designs it became apparent that it would not be possible to use a fixture made of metal, such as iron or brass, because the power behind the sound transmitted from the horns was so great that considerable vibration was created; besides, a fixture made of metal would produce a metallic tone. So a non-metallic material, "Compolite," was selected. Compolite is a special composition developed by Voight in the manufacture of decorative lighting

(*Continued on page* 1068)



On the right is a sketch drawn to scale, showing detail of design and placement of speakers in the fixture



LIGHT
URES THE CROWD

Always a Box Office Attraction

YOUR THEATRE—mecca of thousands—should scintillate with the feeling of light-heartedness and sheer enjoyment.

Extend the atmosphere of your theatre to the street. Fill the lobby with light and transform it from just an "entrance" to a golden pathway of light, a by-way in life through which your patrons find escape from reality.

Light plays an important role in the success of your theatre. To neglect this important box-office attraction by using inferior quality lamps, is as bad as showing mediocre pictures, and expecting a full house.

Good lighting is dependent upon good lamps. When you use Edison MAZDA* Lamps you get lamps that are of a known standard of quality.

Examine your lighting. Write today for your copy of the new, free bulletin, "The Lighting of Theatres and Auditoriums." You will find in it many valuable ideas for the proper lighting of your particular type and size of theatre. Just drop a line to the Edison Lighting Institute, Edison Lamp Works of General Electric Co., Harrison, N. J.

Edison MAZDA Lamps represent the latest achievements of MAZDA Service through which the benefits of world-wide research, experiment and development in the Laboratories of General Electric Company are given exclusively to lamp manufacturers entitled to use the name MAZDA.

*MAZDA—*the mark of a research service.*

EDISON MAZDA LAMPS

GENERAL ELECTRIC

Know Your Sound Equipment

Fundamental Points Associated With All Types Of Reproducers

By John F. Rider

THE exhibitor who believes that "talking movie" equipment is "simple," "no servicing required," and "easy to install," and buys equipment on that basis is riding post-haste to a nasty fall. The same applies to the man who is already in possession of equipment and believes "that once installed it remains permanent thereafter." Unfortunately, such fallacious ideas are nationally disastrous and not limited to the individual localities. They do not influence only the individual exhibitor, but the industry at large.

Our interest at this time is the small exhibitor, that is, the man who has a medium size house and who cannot expend money lavishly—to whom the money spent for equipment should be an investment and not a speculation. We are sorry to disillusion this man, to acquaint him with facts he does not care to know because they increase his burden, but facts are facts nevertheless, and the sooner we become honest with ourselves the better for all concerned, financially and morally—and this means the business as a whole.

View it from any angle you may choose, the reproduction of sound, whether the source of sound is a film or a record, is not a new art or a new science, but it does constitute a new phase of the motion picture industry and a new field to the motion picture exhibitor. No longer is the industry a matter of mechanics. Its previous association with the electrical was meager indeed—but now it is quite complex, and as fortune would have it, it adds a difficult study, the conversion of electrical energy into sound energy in a manner which must please the multitude—at best a very difficult thing to do. The purpose of this paper is to acquaint the exhibitor with information he should possess—that should guide him in his choice of equipment—that should facilitate the attainment of the desired and correct results. We do not mean to belittle any one individual, but we feel safe in saying that very few exhibitors of the category we have in mind are aware of the calibre of results they are obtaining. He who can spend money for the finest of equipment secures the finest of results, but all are not now within this classification—as a matter of fact, very few are within this class—the remainder must subside with what they get. . . . Is it good or bad? . . . . We will see. . . .

Recognizing the various types of installations, let us first decide upon certain points associated with all types of equipment. In the first place, sound equipment, while not elaborate, is by no means simple. It involves the mechanical, the electrical and acoustics. It is relatively simple to install certain apparatus, but the attainment of the desired result is an entirely different matter. Take the simplest of installations, the non-synchronized musical score. Neglecting the problem of installation at this time, let us consider operation. Does the man who controls the "gain" or "fading" equipment know how loud he may make a certain portion of a score before he will overload the amplifier and cause distortion with very disagreeable sound effects? . . . Does this man know how much power he may pass into the loud speaker without overloading and bad sound production? . . . It is an easy matter to tell someone to adjust a certain control to 4, 6, 50 or 90, but since all records do not provide constant output, it is necessary that one be familiar with amplifier performance with the significance of indicating instrument performance. . . .

CONSIDER the problem of servicing of the simplest installation. The complex system we need not even mention. The average installation is in operation 12 hours each day, sometimes for longer periods. It is logical that certain parts, particularly the parts in motion, will fail at some time. Different troubles which cause the same effect are very numerous and rapid application of the process of elimination is imperative. Phonograph pickup devices are not perpetual motion machines and the moving armature is apt to get out of alignment with horrible effects upon the musical reproduction. The presence of the electrical force makes perfect contact and connections imperative. Poor contact or connection gives rise to very audible disturbing sounds—sounds which will ruin the program. Identification of such sounds is essential knowledge.

The effect of the electrical force involved is the rapid deterioration of whatever unit is the slightly defective or imperfect. Such imperfections are not immediately evident, but manifest their presence before the final rupture. The man interested must discover these defects and effect immediate replacement—hence knowledge of the apparatus and servicing.

The vacuum tubes in the amplifiers have definite operating lives and millions of them have completed their cycle of existence without any visual sign of deterioration—but accompanied by distorted reproduction after a certain jeriod of operation.

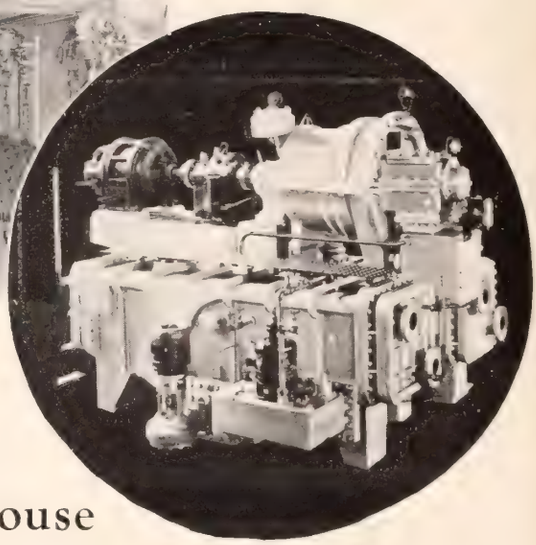
DISTORTIONLESS amplification, the paramount item in a "talkie" installation, is dependent upon perfect operation of all units in the system. The failure of one will throw the entire equipment out of kilter. The sound equipment employed in movie houses is identical to equipment employed for radio reproduction or speech amplifier work and if daily faliures are evident in these two fields, why should they be absent in the movie field? . . . As a matter of fact, they are evident and servicing is imperative.

In connection with installation we wish to correct another fallacious opinion. The installation of even the simplest "talkie" equipment involves detailed thought and consideration. It is not the work of one hour or two hours—not if the proper installation is desired. The factors involved are more numerous than the mere consideration of the number of seats in the house. Two houses of identical seating capacity but of different architectural structure will possess different accoustical characteristics. Conceding the point that a rapid installation is necessary in order to profitably compete with the Bijou on the next street, haste makes waste because imperfect sound reproduction will cause more grief than no installation. The reproducing end is beset with more difficulties than the producing end, because the former is not the sound proof installation found in the latter case. The sound studio at the producing end is built for the work, but the average theatre of today was in existence long before the present day "talkie" was developed. An investigation of the accoustical properties of the theatre is necessary prior to the installation.

Assuming perfect operation of the equipment, the most pronounced fault to be found with many systems is due to excessive reverberation in the house. This condition results in the blurring of speech and music. In this connection the types of seats are more important than the number of seats. Upholstered seats are more conducive to better reproduction than plain seats. With respect to seating capacity, the volume of space involved is of greater import. As a matter of fact, the height of the ceiling plays an



Proctor's 58th Street Theatre, New York City. Thomas W. Lamb, Architect. At right, one of the latest Carrier Centrifugal Refrigeration Units, an integral part of the complete air conditioning system.



MANUFACTURED WEATHER

in New York's Newest Vaudeville House

IN Proctor's 58th Street, New York's newest theatre devoted to high class vaudeville, a complete Carrier System for Air Conditioning has been installed for the health and comfort of patrons.

As pioneers and specialists in the field of air conditioning, Carrier Engineers point with pride to this contribution of health-giving comfort in the 58th Street, and in a rapidly growing list of thoroughly modern and progressive theatres throughout the country where the exceptional results of *Manufactured Weather* are being demonstrated daily.

The intimate cooperation of Carrier Engineers with the Architect, the Owner and the Builder, and the acceptance of complete responsibility for *results* has meant in this case, as in all others, the unqualified success of the Carrier System.

This same system, including Carrier Centrifugal Refrigeration—safe, simple and compact—is also available for the fine small theatres. Write for the Book, "*Theatre Cooling and Conditioning*," and ask for a visit from one of our engineers.

Carrier Engineering Corporation

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important role when determining the amount of power required to fill a theatre. It is customary to determine the volume of space in the theatre in cubic feet and if the ceiling is more than 35 feet high it is considered as being equivalent to open air, and 35 feet is considered as the maximum. If it is less, the exact value is used in the computation. Draperies, hangings, galleries, balconies —all produce effcets upon the final reproduction and must be considered in the initial survey prior to the installation. . . . The above, we believe, is sufficient evidence to prove that the equipment is not so "easy to install," when correct results are desired, and as it happens are absolutely essential to the success of the "talkie." . . So much for that.

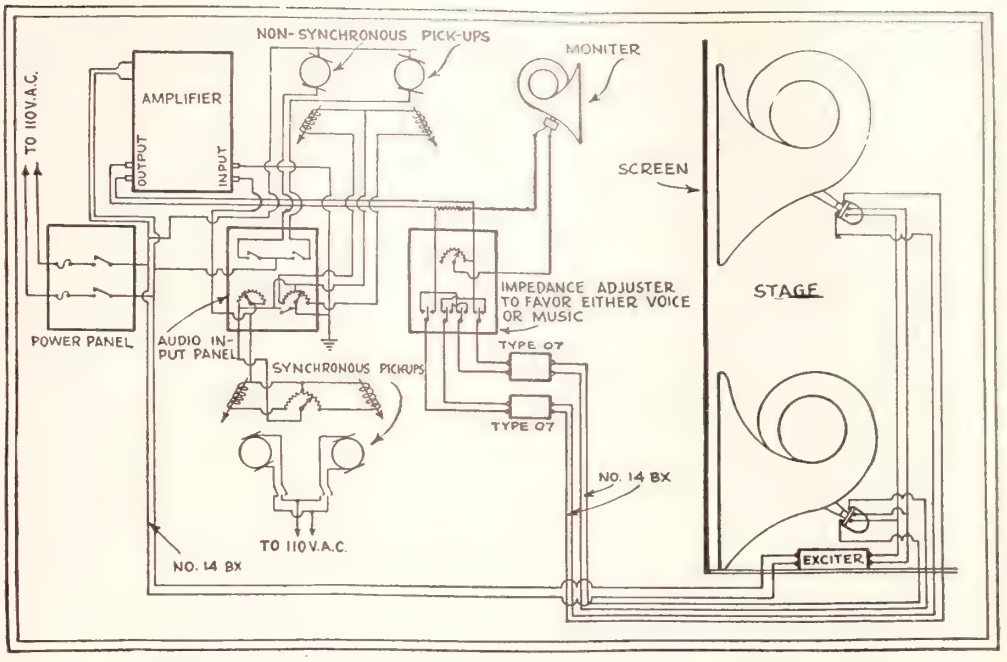


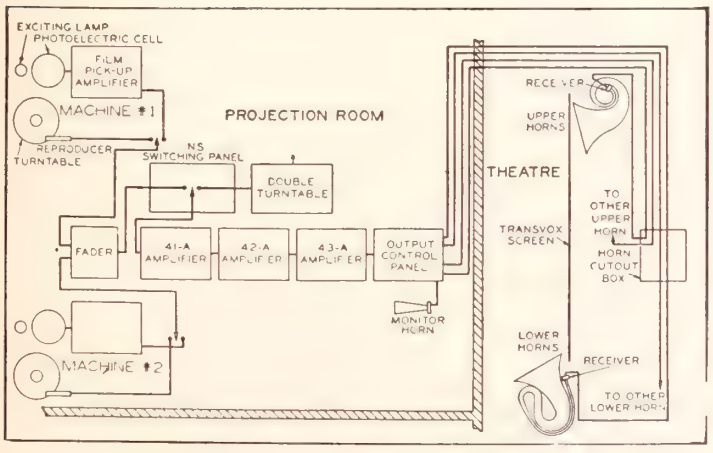
Diagram of sound amplifier system for sound picture installations

THE subject of "talkie" equipment is so large that it is necessary to segregate the systems and to consider them individually. Fortunately, however, the major difference between the various systems as far as operation is concerned is the source of sound. And, strange as it may seem, these parts of the installation are associated only with the synchronization of the sound and scene, and not with the amplifying equipment. For synchronized record reproduction, this consists of the placement of the pickup unit needle on the starting mark of the disc record. For film work it consists of the correct placement and threading of the film through the projector head and past the sound aperture plate. For non-synchronized work, the starting and stopping of the sound source is entirely up to the projectionist.

The modern equipment installation consists of two channels for each type of work; that is, two synchronized film machines with pick-up units and amplifiers, two synchronized disc layouts and a double turn-table for non-synchronized work with a pick-up unit for each turntable. The non-synchronized systems consist of the two turn-tables and the associated pick-up devices and amplifiers. Speakers are of course included.

In connection with the film system, the amplifying equipment starts with the source of light for the photo electric cell. The light from this lamp is passed through a lense tube, so that it is focused upon the film sound track. This beam of light passes through the film and impinges upon the photoelectric cell. Inasmuch as the current through the cell is proportional with certain limits to the intensity of the light falling upon it, accurate adjustment of light and focus of the source of light or the existing lamp is imperative. The photoelectric cell, in turn, is a part of an amplifying system, necessary in order that the minute voltage variations produced by the light falling upon the cell be amplified at the source, thus minimizing the effects of capacity due to cable leads and extraneous disturbances, hence the amplifier is located adjacent to the cell. Another purpose of this amplifier is that the tube is the amplifier permits the transfer of the cell voltage to a low impedence line, the input of the succeeding amplifiers, since the impedence of the cell is very high. Now, the operation of the cell is dependent upon a polarization voltage, supplied from a special potential source.

In the case of the synchronized disc reproduction, the sound film track is replaced by a disc record and the photoelectric cell by an electromagnetic pick-up unit, consisting of a needle attached to an armature located between the poles of a permanent magnet. As the needle moves along the wave groove in the record, the armature vibrates and the magnetic flux in the airgap of the magnet varies correspondingly and induces corresponding voltages across the coils within the pick-up unit. This voltage is then fed into the audio amplifier through an amplifying tube or through a suitable coupling unit. The same arrangement is found in non-synchronous installations. In connection with these devices it is necessary to bear in mind that they possess definite electrical characterists and as such are not interchangeable with all amplifying systems and it is customary to provide pick-up units with each amplifier installation because the operating characteristics of the pick-up units with respect to frequency response are designed to match the frequency characteristics of the amplifier in question. Hence the use of one amplifier with an electromagnetic pick-up of another manufacture is not recommended unless it is known that pick-up device is suitable for the amplifier at hand. With respect to the pick-up device the more uniform its response over a band of frequencies between 40 and 10,000 cycles the more suitable is it for use in the system.

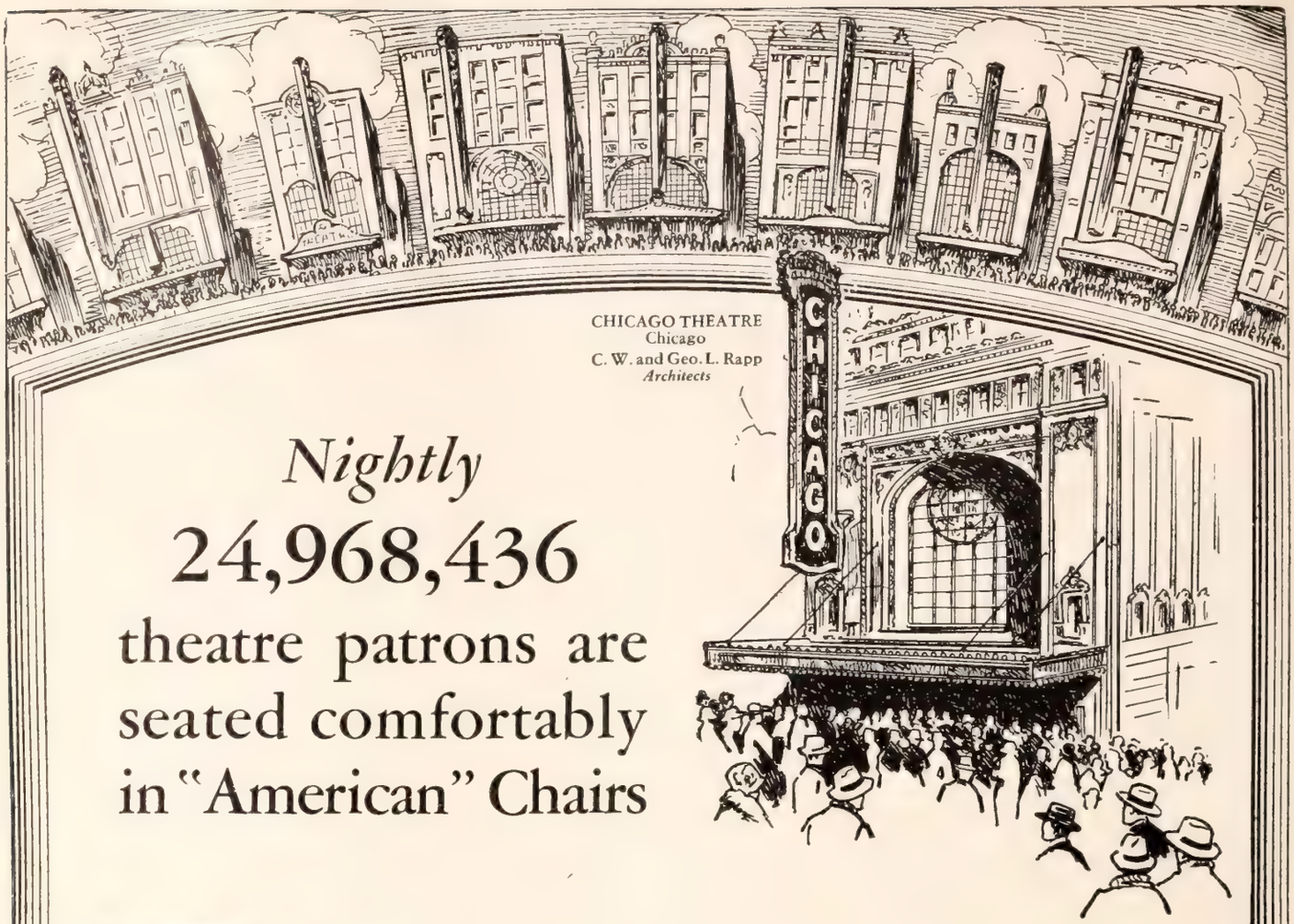


Layout plan for theatre installations

SYNCHRONIZED film or disc or non-synchronized disc output is passed through a "fader" before it is passed to the main amplifiers. This "fader" is a double resistance device, whereby the intensity of the sound output of one pick-up device may be decreased and the output of another increased, so that the two blend into each other when one picture fades into the next.

From the fader to the main amplifier is the path of the sound in electrical form. Correct passage through this system is dependent solely upon the knowledge possessed by the control operator. Not that "fading" is involved or that the volume control is important, but rather the degree of distortionless amplification is governed by how well the operator knows his equipment. The heart of the amplifier is the vacuum tube, and since these devices possess definite operating characteristics, it is imperative that these

(*Continued on page* 1086)



CHICAGO THEATRE
Chicago
C. W. and Geo. L. Rapp
Architects

Nightly

24,968,436

theatre patrons are seated comfortably in "American" Chairs



Number 4072—3300 of these chairs were installed in the Chicago Theatre. Appropriately beautiful to match the unusual splendor of the Chicago. Mahogany wood parts, rose and gray figured velour back, and dark red upholstered Moroccoline seat. Noiseless ball bearing hinge insures silent and easy up and down seat movement. Comfortable, enduring and pleasing to the eye.

EVERY NIGHT . . . in 12,434 theatres the country over . . . and in every nation of the world . . . 24,968,436 theatre patrons are seated comfortably in "American" chairs. An amazing total that proves the universal response of the theatre-going public to comfortable, attractive seating. Further . . . the *exclusive* use of this company's seating by the nation's greatest exhibitors amply demonstrates "American" stimulus on box-office receipts.

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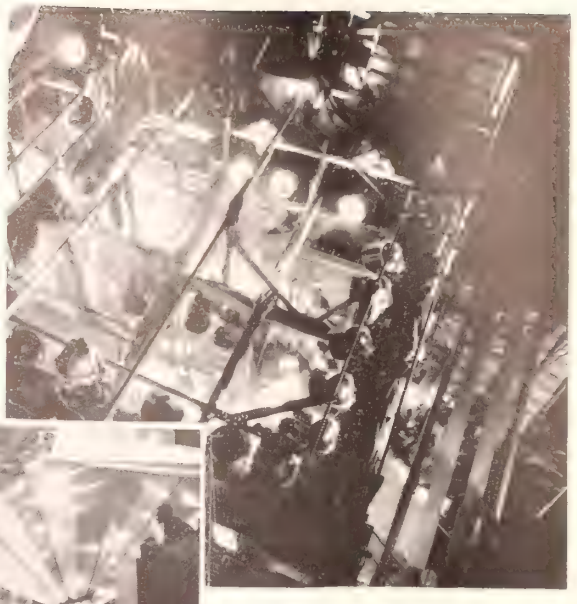
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Theatre Chair Builders to the American Public for Over 50 Years

Madas Make Good In Severe Studio Test

Huge "Broadway" Set Successfully Lighted by 3,163 Unit Battery





Above, looking down through the overhead battery of Mazdas, swung fifty feet above the floor of the huge "Broadway" cafe scene set at Universal. Left, view of the main set. Note camera crane in center. In circle at left, battery of mazdas mounted on camera truck for close-up

MAZDA lighting was well on its way toward displacement of arc illumination shortly before the sound picture development reached its present proportions, but when sound finally came the Mazda lamp as a light source for motion picture photography definitely arrived. The strict requirements imposed by the use of sensitive microphones precluded the use of arcs because of electrical disturbances which translated themselves into noises when picked up by the microphones.



Mazda lighting, up to a short time since might be said to have been in its infancy so far as its practical application at the big studios was concerned. Last year extensive experimentation with Mazda lighting was conducted at the studios in Hollywood under the auspices of the Academy of Motion Picture Arts and Sciences, and favorable reports on the results were affirmed by a wider application of Mazda equipment at the studios. There remained, however, some who viewed Mazda lighting as impractical for the makers of pictures designed primarily for the smaller theatres, where "inadequate projection has completely nullified so-called artistic effects in photography," the report of the Academy stated.

It is a far cry, therefore, from the somewhat timorous experimentation and restricted use of Mazda lighting less than a year ago to the ambitious undertaking of Universal studio executives in the huge cafe scene which figures prominently in the production of "Broadway."

This setting is the most elaborate and the most extensive attempted thus far with Mazda lighting exclusively—a requirement since the picture is being made with synchronized speech and music. The main set for the cafe scene in "Broadway" is 170 feet long by about 125 feet wide. There are four auxiliary sets which bring the measurements of the entire layout to 220 feet in length.

The set was designed by Dan Hall, of Universal. Chief Electrician Frank Graves was assigned the difficult task of providing sufficient illumination for this huge set. As the entire layout is an enclosed box set it was required that practically all of the illumination be supplied from above. This necessitated the installation of all lights—save for the comparatively few which could be used on the floor for a limited number of camera angles—fifty feet overhead.

The lighting equipment, comprising 3,163 units, produced a connected load of 33,000 amperes. For the sequences photographed in color a maximum of 22,000 amperes were required. The black and white photography, for which a new super-sensitive negative developed by the Eastman company was used, was done with a maximum of 17,000 amperes.

On the "Broadway" set it has been demonstrated that motion picture photography of the standard of pre-sound days can, under Mazda lighting, still be made with sound added in a natural, convincing manner and with the additional advantage and economy of speed in production.

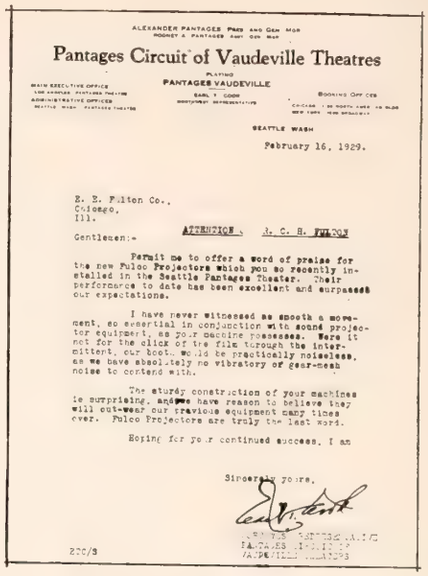
In addition to the remarkable lighting equipment using Mazda illumination on the greatest scale thus far attempted at the motion picture studios, the filming of "Broadway" brought into use an extraordinary camera device developed by Paul Leni, the director. This is a huge camera crane capable of swooping down from a long shot to a close-up. The boom or swinging portion of the crane, is mounted on a steel column 12 feet high, which is, in turn, supported by an immense underslung six-wheel trailer. The boom is 25 feet long and is offset by a drawbridge type counterbalance. It can be moved through an arc into the air and down the opposite side at a rate of 300 feet a minute, or 16 seconds for the trip. At the end of the boom is the camera platform, which remains horizontal, somewhat like a car on a Ferris wheel. The platform is round, has a diameter of five feet, and has sprockets on the under side which engage with an electric motor which can whirl the platform at a high rate of speed.

The third movement of the boom is a rotating motion. With the boom at horizontal it can be whirled at a maximum speed of 600 feet a minute, or a complete revolution every 16 seconds. The crane is electrically operated, is absolutely silent in operation and is being used in photographing talking sequences with great success. The crane may be seen in the photo of the set shown on this page.



MR. EARL T. COOK
Northwest Representative
Pantages Circuit Vaudeville Theatres

WHAT THEY SAY ABOUT— THE FULCO PROJECTOR



ALEXANDER PANTAGES, Pres. and Gen. Mgr.
RODNEY A. PANTAGES, Asst. Gen. Mgr.

Pantages Circuit of Vaudeville Theatres

PLAYING
PANTAGES VAUDEVILLE

MAIN EXECUTIVE OFFICE — BOOKING OFFICES
ADMINISTRATIVE OFFICES — EARL T. COOK, Northwest Representative

SEATTLE WASH

February 16, 1929.

E. E. Fulton Co.,
Chicago,
Ill.

ATTENTION — A. C. H. FULTON

Gentlemen:-

Permit me to offer a word of praise for the new Fulco Projectors which you so recently installed in the Seattle Pantages Theater. Their performance to date has been excellent and surpassed our expectations.

I have never witnessed as smooth a movement, so essential in conjunction with sound projector equipment, as your machine possesses. Were it not for the click of the film through the intermittent, our host would be practically noiseless, as we have absolutely no vibratory or gear-mesh noise to contend with.

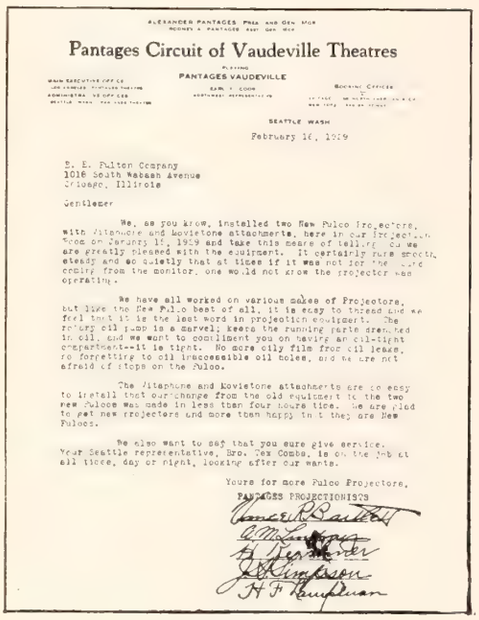
The sturdy construction of your machines is surprising, and we have reason to believe they will out-wear our previous equipment many times over. Fulco Projectors are truly the last word.

Hoping for your continued success, I am

Sincerely yours,

ETC/S

LETTER FROM
MR. EARL T. COOK



ALEXANDER PANTAGES, Pres. and Gen. Mgr.
RODNEY A. PANTAGES, Asst. Gen. Mgr.

Pantages Circuit of Vaudeville Theatres

PLAYING
PANTAGES VAUDEVILLE

MAIN EXECUTIVE OFFICE — BOOKING OFFICES
ADMINISTRATIVE OFFICES — EARL T. COOK, Northwest Representative

SEATTLE WASH

February 16, 1929

E. E. Fulton Company
1018 South Wabash Avenue
Chicago, Illinois

Gentlemen:

We, as you know, installed two New Fulco Projectors, with Vitaphone and Movietone attachments, here in our projection room on January 15, 1929 and take this means of telling you we are greatly pleased with the equipment. It certainly runs smooth, steady and so quietly that at times if it was not for the sound coming from the monitor, one would not know the projector was operating.

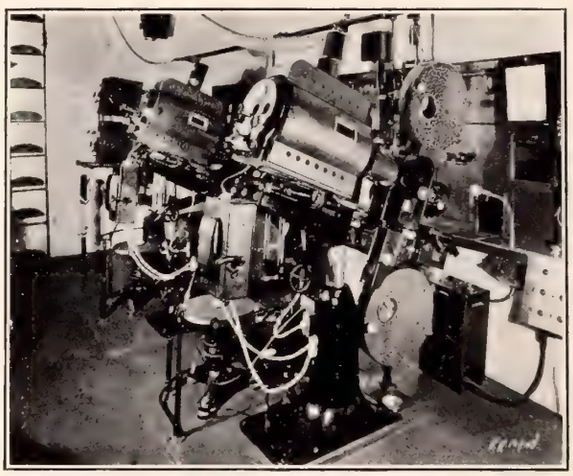
We have all worked on various makes of Projectors, but like the New Fulco best of all, it is easy to thread and we feel that it is the last word in projection equipment. The rocking oil pump is a marvel; keeps the running parts drenched in oil, and we want to compliment you on having an oil-tight compartment--it is tight. No more oily film from oil leaks, no forgetting to oil inaccessible oil holes, and we are not afraid of flops on the Fulco.

The Vitaphone and Movietone attachments are so easy to install that our change from the old equipment to the two new Fulcos was made in less than four hours time. We are glad to get new projectors and more than happy in it they are New Fulcos.

We also want to say that you sure give service. Your Seattle representative, Bro. Tex Combs, is on the job at all times, day or night, looking after our wants.

Yours for more Fulco Projectors,
PANTAGES PROJECTIONISTS

LETTER FROM
PANTAGES PROJECTIONISTS



PROJECTION ROOM
PANTAGES THEATRE, SEATTLE, WASH.
FULCO PROJECTORS WITH MOVIETONE VITAPHONE

E. E. FULTON CO.

C. H. FULTON, ***President***

F. A. VAN HUSAN, ***Vice-Pres. & Sales Mgr.***

A. G. JARMIN, ***Treasurer***

EXECUTIVE HEADQUARTERS
1018 S. WABASH AVENUE
CHICAGO, ILL.

BRANCHES

1018 S. WABASH AVE., CHICAGO, ILL.
115 W. 45th ST., NEW YORK, N. Y.
3403 OLIVE ST., ST. LOUIS, MO.
151 SEVENTH ST., MILWAUKEE, WIS.
340 N. ILLINOIS ST., INDIANAPOLIS, IND.
255 GOLDEN GATE AVE., SAN FRANCISCO, CALIF.
146 WALTON ST., ATLANTA, GA.
65 BROADWAY, BOSTON, MASS.
ROOM 5, FILM EX. BLDG., 1914 S. VERMONT, LOS ANGELES, CALIF.

FACTORY
2001 S. CALIFORNIA AVE.
CHICAGO, ILL.

Theatre Owners' Catalogue of Sound Devices

THE following listing of sound equipments is presented as a service to theatre owners and has been prepared with the utmost care to include only such matter as properly may be presented in this manner. It will be understood that the equipments listed herein comprise all those on which adequate information for such stereotyped listing was available to the editors as a result of efforts directed toward that end.

Statements regarding approximate deliveries are authorized by the makers or distributors of the equipments listed therewith, such delivery approximations being based on affairs of the various companies as of April 1, 1929. Investigation of the various devices—in which the theatre owner may be interested as a result of the essential facts regarding costs of purchase, servicing, etc., presented here is invited by the makers or distributors of the equipment. And, it hardly seems necessary to add, the prospective purchaser should avail himself of every opportunity to investigate thoroughly before he decides upon his future course in the matter of installing equipment for the presentation of sound in his theatre.

Synchronous Reproducers

Dual System

DE FOREST PHONOFILM
(Film Reproducer)

Phonodisc for disc reproduction available in combination.

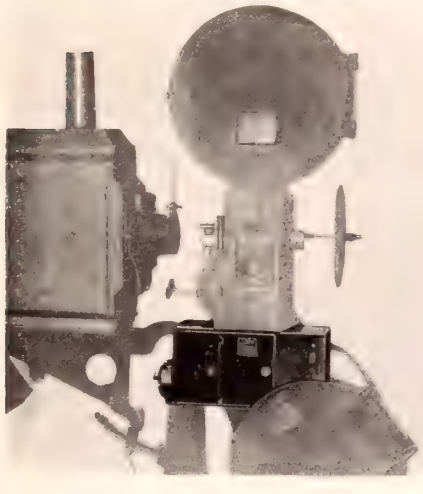
Price: $5,000 (Phonofilm only) F.O.B. New York.

Terms: Leased for 10 years.

Delivery: 30 days.

Service available from company when required, extra charge.

GENERAL TALKING PICTURES CORP.
218 W. 42nd St., New York City



Above, Powers Cinephone

POWERS CINEPHONE
(Film and Disc Reproducer)

Price Range: $6,000 and up (according to equipment required) for combination film and disc reproducer.

$5,000 and up (according to equipment required) for single system film reproducer.

Terms: Leased on 10-year basis.

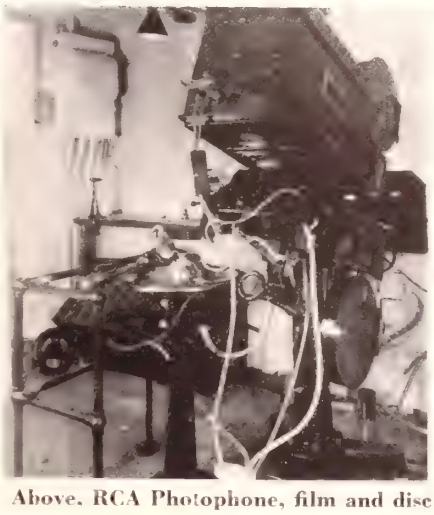
Delivery: 30 to 40 days.

Service available from company when required, extra charge.

POWERS CINEPHONE CORP.
723 Seventh Ave., New York City

RCA PHOTOPHONE
(Film and Disc Reproducer)

Price Range: $10,500 to $15,500



Above. RCA Photophone, film and disc

(according to equipment required) for combination disc and film reproduction, installed.

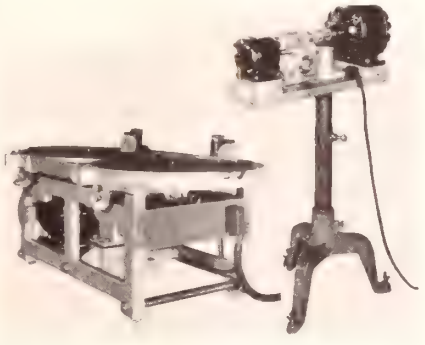
$8,500 to $13,500 (according to equipment required) for film reproducer system only, installed.

Delivery: 3 weeks to 30 days.

Terms: Leased under 10-year license.

Serviced by company at fixed charge.

RCA PHOTOPHONE, INC.
411 Fifth Ave., New York City



Above, Traveltone disc unit and synchronizer

TRAVELTONE
(Disc and Film Reproducer)

Price: $2,950 for all houses with proviso that theatre pays $5.00 weekly royalty to holder of Nakken patent, under which machine is licensed.

Terms: Sold (with provision indicated above).

Delivery: Commence delivery April 15.

Service available from company when required, extra charge.

CINESONORE CO., INC.
729 Seventh Ave., New York City

WESTERN ELECTRIC
(Disc and Film Reproducer)

Price Range: $7,000 to $19,500 (according to equipment required) for combination disc and film reproduction, installed.

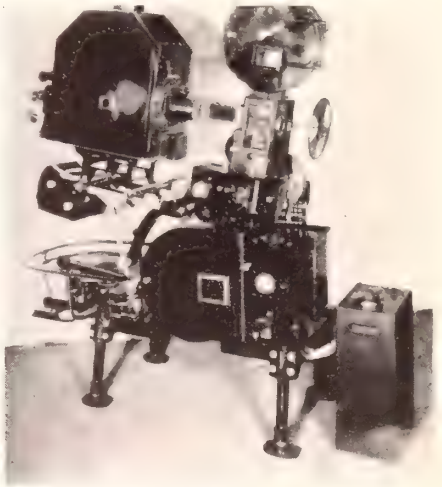
$5,500 to $17,000 (according to equipment required) for single system reproducer, installed.

Delivery: 60 to 90 days.

Terms: Leased under 10-year license.

Serviced by company at fixed charge.

ELECTRICAL RESEARCH PRODUCTS, INC.
350 W. 57th St., New York City



Above. Western Electric, film and disc reproducer

Single System

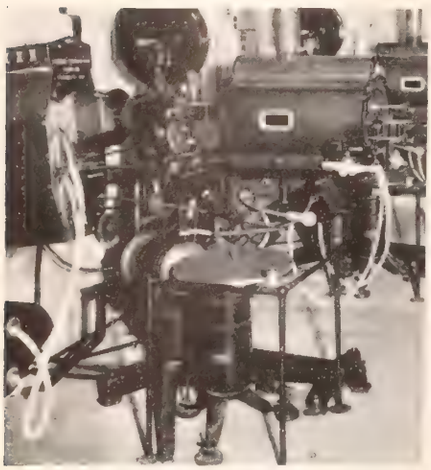
BIOPHONE
(Disc Reproducer)

Price Range: .$2,750 to $4,500 (f.o.b. New York).

Terms: Sold outright.

Service available from company when required, extra charge.

Synchronous Reproducers—*Continued*



Above, Biophone disc reproducer

Delivery: Immediate.

Cinephone (sound-on-film) attachment available with this equipment.

BIOPHONE CORPORATION
1600 Broadway, New York City

BRISTOLPHONE
(Disc Reproducer)

Price: $4,500 for all theatres.

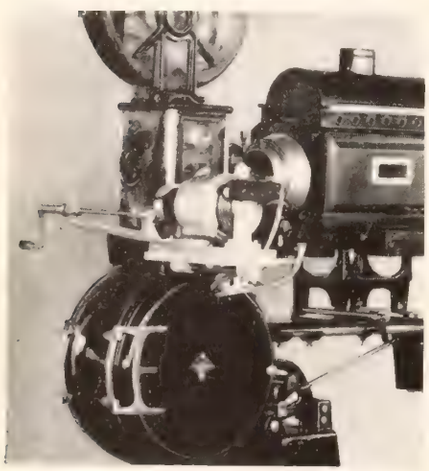
Terms: Leased for 10-years. $1,000 deposit, balance in 75 installments.

Delivery: 10 days.

Service available from company when required, extra charge.

Company has announced film reproducer attachment

CONSOLIDATED BRISTOLPHONE CORP.
1650 Broadway, New York City



Above, Bristolphone re-synchronizer device mounted

CHREST SOUND SYSTEM
(Disc Reproducer)

Price: $1,500 F.O.B. Dover, Ohio.

Terms: Sold, cash or terms.

Delivery: Immediate.

Service available from company when required, extra charge.

Company announces plans for sound-on-film attachment.

CHREST SOUND EQUIPMENT CO.
301 Reeves Bank Bldg., Dover, Ohio

CINCROW
(Disc Reproducer)

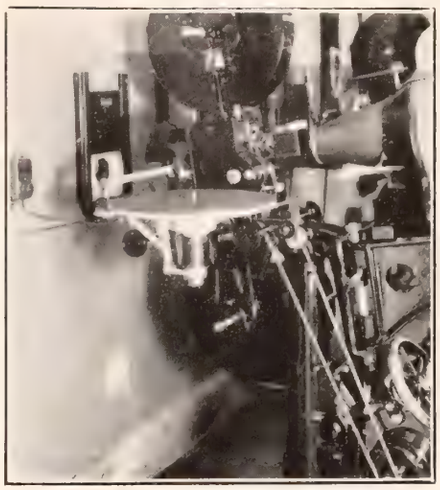
Price: $2,100 installed.

Terms: Sold outright.

Delivery: 10 days.

Service available from company when required, extra charge.

CINCROW CORPORATION
707 Seventh Ave., New York City



Above, Cinerow disc reproducer

FILM-O-FONE
(Disc Reproducer)

Price Range: $1,750 for capacity up to 1,000 seats. $2,100 for capacity up to 2,000 seats.

Terms: Sold, one third cash, balance 10 months finance plan.

Delivery: 30 days.

Service available from company when required, extra charge.

NATIONAL MACHINE CO., INC.
Le Mars, Iowa

FOTO-VOICE
(Disc Reproducer)

Price: $990 for both synchronous and non-synchronous equipment. Also sold separately.

Terms: Sold.

Delivery: Immediate.

Serviced by owner.

FOTO-VOICE COMPANY
817-819 Granby St., Norfolk, Va.

GENNETT SYNCHRONIZER
(Disc Reproducer)

Price Range: $1,750 for capacity under 400 seats. $2,500 for capacity up to 2,000 seats. $3500 for capacity over 2,000 seats.

Terms: Sold outright.

Delivery: 15 to 30 days.

Service available from company when required, extra charge.

GENERAL SOUND EQUIPMENT CORPORATION
1650 Broadway, New York City

GOOD-ALL REPRODUCER
(Disc Reproducer)

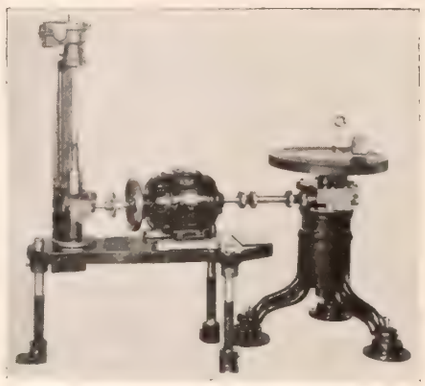
Price Range: $1,000 (up to 350 seats capacity) $1400 (up to 750 seats capacity) $1,800 (up to 3,000 seats capacity). Non-synchronous attachment $350 extra.

Terms: Sold outright for cash or terms.

Service available from company when required.

Company announces sound-on-film attachment is planned.

GOODALL ELECTRIC MFG. CO.
Ogallala, Nebr.



Above, Gennett disc reproducer

THE MASTER
(Disc Reproducer)

Price Range: $2,000 for capacity up to 1,000 seats. $2,500 for capacity above 2,000 seats. F.O.B. Philadelphia.

Terms: Sold outright.

Delivery: 3 weeks.

Service available from company when required, extra charge.

S. H. SALES CO., INC.
234 W. 44th St., New York City



Above, The Master disc reproducer

MOVIE-PHONE
(Disc Reproducer)

Price: $1,000 (1,000 seats or less) $12,000 (up to 2,000 seats capacity).

Terms: Sold on terms.

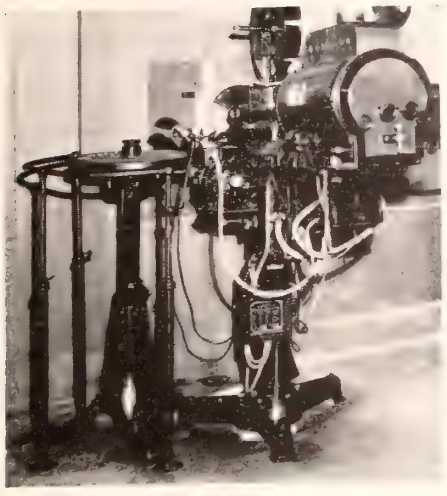
Delivery: Immediate.

Service available from company when required, extra charge.

Company announces plans for sound-on-film attachment.

MOVIE-PHONE CORPORATION
724 S. Wabash Ave., Chicago, Ill.

Synchronous Reproducers—*Continued*



Above. Pacent disc reproducer

PACENT
(Disc Reproducer)

Price Range: $2,500 for capacity up to 2,000 seats. $3,500 for capacity from 2,000 to 4,000 seats. F.O.B. New York.

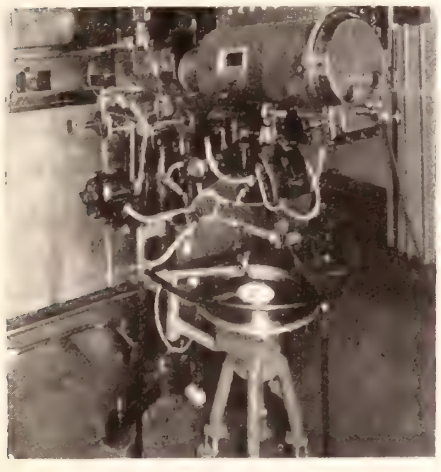
Terms: Sold outright.

Delivery: 2 weeks to 30 days.

Service available from company when required, extra cost.

Company has announced sound-on-film attachment.

PACENT REPRODUCER CORPORATION
250 W. 39th St., New York City



Above. Phototone disc reproducer

PHOTOTONE
(Disc Reproducer)

Price Range: $1,500 to $1,800. $300 less where non-synchronous Phototone already has been installed, and same amount additional if non-synchronous device is added to new equipment. Prices quoted are f.o.b. factory.

Terms: Sold outright—30 per cent cash, balance on deferred payment plan.

Service available from company installations) service available when required, extra cost.

Delivery: 2 to 3 weeks.

Company announces sound-on-film attachment is planned.

PLATTER CABINET CO.
North Vernon, Ind.

QUALITONE
(Disc Reproducer)

Price: $2,500 (for theatres of 2,000 seats or less).

Terms: Sold outright on terms.

Delivery: Immediate.

Service available from company when required, extra charge.

Company announces sound-on-film attachment is planned.

QUALITONE CORPORATION
5360 Melrose Ave., Hollywood, Calif.

REELTONE
(Disc Reproducer)

Price Range: $1,140 for capacity of 1,000 seats. $1,750 for capacity of more than 1,000 seats.

Terms: Lease don yearly basis.

Delivery: 4 weeks.

Service available from company.

NATHANSON REELTONE CORP.
220 W. 42nd St., New York City

ROYAL AMPLITONE
(Disc Reproducer)

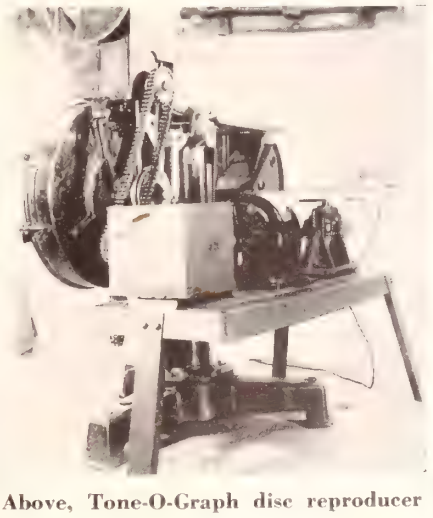
Price Range: $1,750 (up to 1,500 seats capacity) $2,000 (up to 5,000 seats) installed.

Terms: Leased.

Service available from company when required.

Company announces plans for sound-on-file attachment.

ROYAL AMPLITONE CORPORATION
145 W. 45th St., New York City



Above, Tone-O-Graph disc reproducer

TONE-O-GRAPH
(Disc Reproducer)

Price Range: $2,500 capacity up to 2,000 seats. $3,500 capacity over 2,000 seats, F.O.B. New York.

Terms: Sold outright on terms.

Service available from company

NORTH AMERICAN SOUND AND TALKING PICTURE EQUIPMENT CORP.
565 Fifth Ave., New York City

VITATONE
(Disc Reproducer)

Price: $1,500 installed.

Terms: Sold for cash on terms.

Delivery: 15 days.

Service available from company when required, extra charge.

THE VITATONE COMPANY
16 North 4th St., Minneapolis, Minn.

VOX-O-PHONE
(Disc Reproducer)

Price Range: $2,500 for 1,000 seats capacity. $3,000 for more than 1,000 seats capacity.

Terms: Sold outright, one-half cash balance deferred payment plan.

Delivery: Immediate.

Service available from company when required, extra charge.

SYNCHROPHONE CORPORATION
729 Seventh Ave., New York City

NON-SYNCHRONOUS

AMPLION

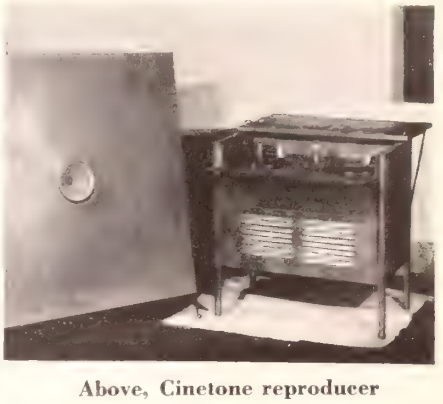
Price: $600 (reproducer complete) F.O.B. New York. Company announces plans for synchronous attachment. Prompt delivery.

AMPLION CORPORATION OF AMERICA
133 W. 21st St., New York City

CINETONE

Price Range: $395 to $1,095 (complete) F.O.B. Boston. Company announces plans to supply synchronous equipment during April.

S & S ENTERPRISES, INC.
46 Church St., Boston, Mass.



Above, Cinetone reproducer

DUOTONE

Price: $700 F.O.B. factory) includes one year's cueing service and library of 200 Victor records. Immediate delivery.

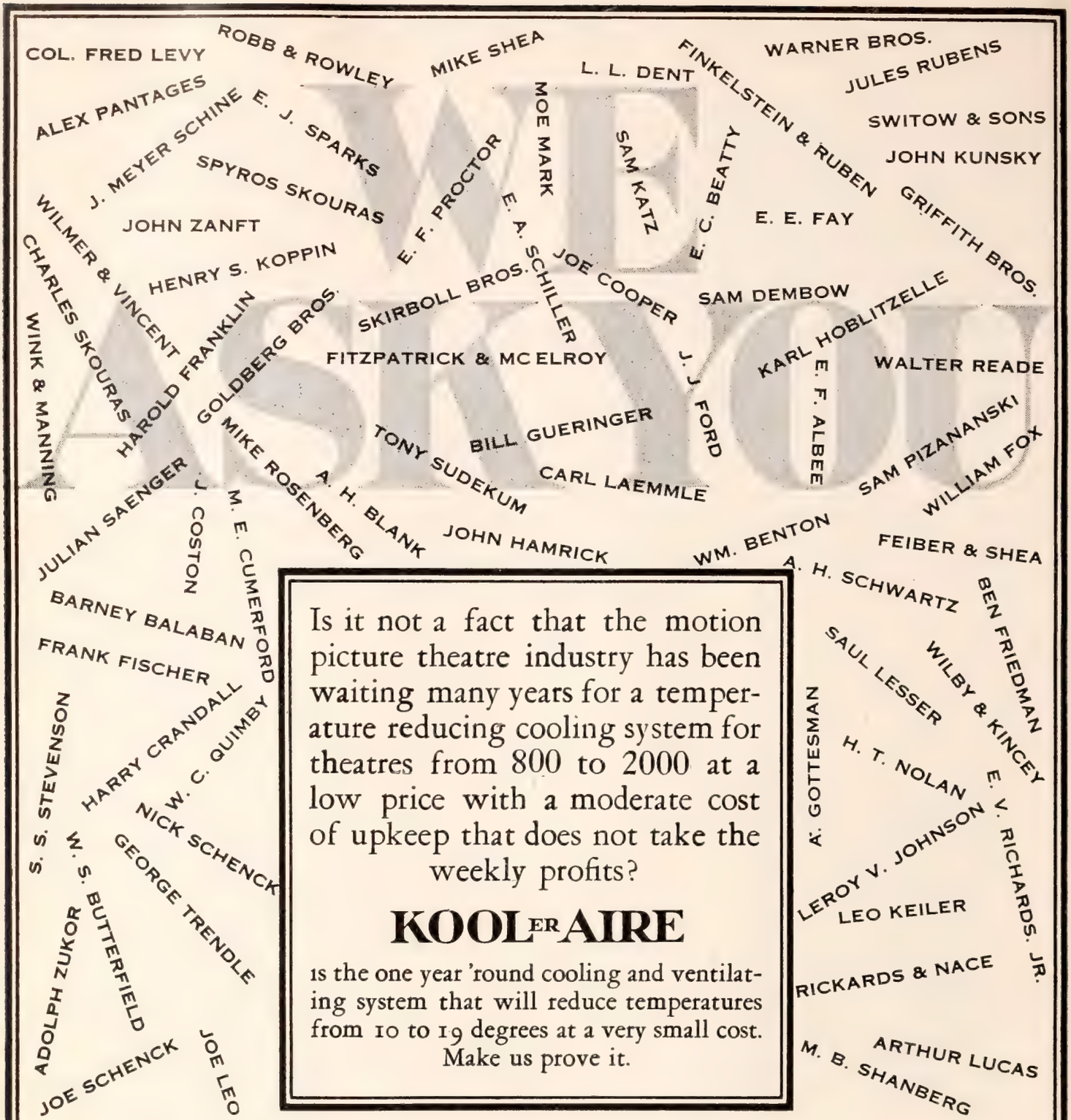
SYNCHRONIZED MUSIC COMPANY
608 South Dearborn St., Chicago, Ill.

KINOTONE

Price: $324.50 F.O.B. factory.

LE PILOTE RADIO LABS.
Union City, Ind.

(*Continued on page* 1063)



Is it not a fact that the motion picture theatre industry has been waiting many years for a temperature reducing cooling system for theatres from 800 to 2000 at a low price with a moderate cost of upkeep that does not take the weekly profits?

KOOLER AIRE

is the one year 'round cooling and ventilating system that will reduce temperatures from 10 to 19 degrees at a very small cost. Make us prove it.

MAIL COUPON TODAY FOR COMPLETE INFORMATION AND INSTALLATION DATA

KOOLER AIRE *Engineering Corp.*

Division of ARCTIC NU-AIR CORPORATION

1911 PARAMOUNT BUILDING -:- NEW YORK CITY

Sales Offices in Principal Cities

KOOLER-AIRE ENGINEERING CORP.,
1911 Paramount Bldg., New York City.

Send engineering data and information on KOOLER-AIRE Year-Around System for my theatre____feet long, ____feet wide, ____feet high,____balcony?____seating____people.

*Name*_____

*Theatre*_____

*Address*_____

*City*_____ _____ *State*_____

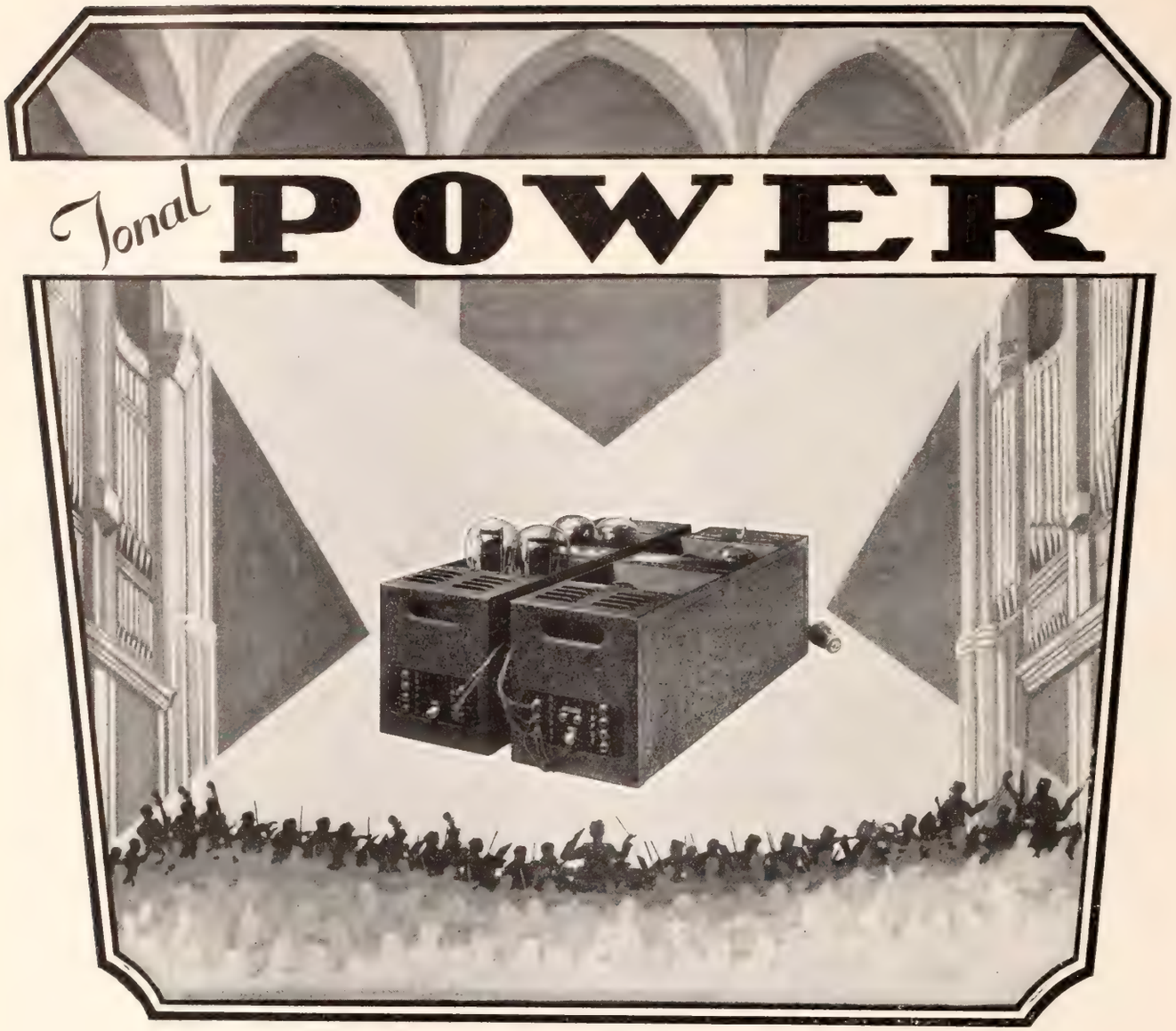


In the fields of projection, booking and operation, exhibitors can rely upon their own hard-earned knowledge to guide the theatre policy successfully. It is in this new realm of "talkies" . . . involving acoustical problems with which showmen have had no previous contact . . . that doubt looms large. And, of course, you can not take chances.

Here AUDAK, creators of the world's foremost chromatic sound instruments, can help you materially. If you want to make the most of this national surge toward a splendid new medium of entertainment, insist that your reproducing apparatus be equipped with the best . . . the standard by which others are judged and valued . . . AUDAK.

The AUDAK COMPANY, 565 Fifth Avenue, New York

Creators of Electrical and Acoustical Apparatus Since 1915



WHAT every exhibitor would like to do, is to change over to sound entertainment without dragging the public into the mechanics of the thing. No need to tell you that if your first attempts at talking sequences and musical scores go over without glaring distortions and production noises, your audience will be pleased . . . whereas, imperfections in your system will surely create an unfavorable impression very difficult to overcome by later improvements. Correct amplification by POWERIZER gives the theater a splendid start in the right direction. Produced by acoustical engineers who have put a lifetime of study into this intricate subject, POWERIZER means absolute realism . . . WITH power. Play safe! Send for our Bulletin MP1026.

POWERIZER

Reg. U. S. Pat. Off.

POWER and SUPER POWER AMPLIFIERS

Manufactured by

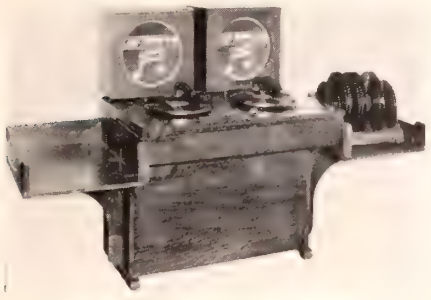
RADIO RECEPTOR COMPANY, Inc.

106 Seventh Avenue
New York City

307 No. Michigan Blvd.
Chicago, Ill.

Licensed by Radio Corporation of America and Associated Companies

Non-Synchronous Reproducers—*Continued*



Above, Columbia Theatrephone

COLUMBIA THEATREPHONE

Price: $850 F.O.B. Bridgeport, Conn. (include cueing service for record library on most feature relenses). Immediate delivery.

COLUMBIA PHONOGRAPH CO., INC.
1819 Broadway, New York City



Above, Orchestrope reproducer

ORCHESTROPE

Price Range: $1,250 to $1850 F.O.B. factory. Immediate shipment. Service available through dealers.

CAPEHART AUTOMATIC PHONOGRAPH CORP.
Huntington, Ind.

ORCHESTRAPHONE

Price Range: $550 to $2,500. Service available from distributor. Immediate delivery.

Company perfecting synchronous attachment to be ready for delivery about June 1.

NATIONAL THEATRE SUPPLY COMPANY
Branches in all ciites

ORGANVOX

Price: $375 (less tubes for capacity up to 2,000 seats. F.O.B. Milwaukee. Immediate delivery. Company announces palns to supply synchronous attachments about May 1.

NATIONAL SOUND REPRODUCING CO.
65 Clinton St., Milwauke, Wisc.



Above, Orchestraphone Jr. reproducer

PICTUREFONE

Price: $295 (F.O.B. factory). Delivery 30 days.

PICTUREFONE CO.
410 North Main St., Lima, Ohio

Q-PHONE

Price Range: $490 to $550 (F.O.B. factory). Immediate delivery.

W. M. DUTTON & SONS CO.
Hastings, Nebr.

SUPERTONE

Price: $250 (portable device). Metal cabinet with record holders $295. F.O.B. New York. Delivery 1 week after receipt of order. Company announces plans to supply synchronous equipment in about 30 days.

ADSWIN CORPORATION
727 Seventh Ave., New York



Above, Supertone reproducer

WESTERN ELECTRIC

Price: $3,500 and up according to equipment required. Installations include amplifier system used for synchronous reproducers. Prompt delivery.

Serviced by company at fixed charge.

ELECTRICAL RESEARCH PRODUCTS, INC.
350 W. 57th St., New York City

WONDER ELECTROGRAPH

Price Range: $275 to $750 (reproducer complete) F.O.B. Quincy, Ill. Company announces plans to supply synchronous attachment to supply equipment in 60 days.

Delivery of non-synchronous, immediate.

GATES RADIO & SUPPLY CO.
115 4th St., Quincy, Ill.

ACCESSORIES

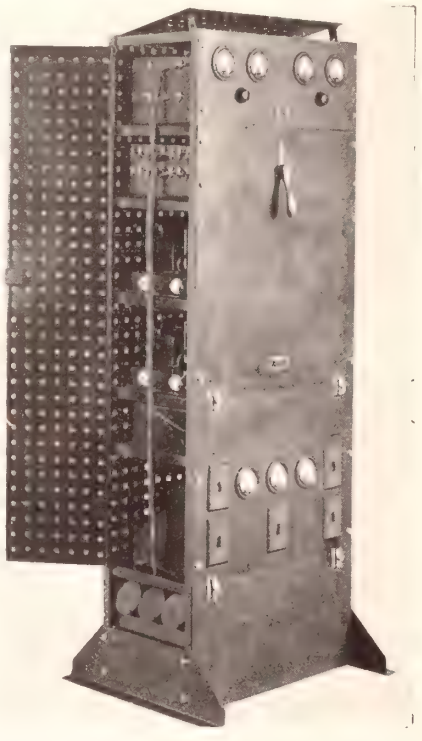
Amplifier Units

Silver-Marshal Inc., 846 Jackson Blvd., Chicago, Ill.

Racon Electric Co., 18 Washington Place, New York City.

Radio Receptor Co., Inc., 106 Seventh Ave., New York City.

Samson Electric Co., Canton, Mass.



Above, Samson Electric dual amplifier for film and disc reproducers

Horns and Speakers

Amplion Corporation of America, 13-41 21st St., New York City.

Capehart Automatic Phonograph Corp. Huntington, Ind.

Goodall Electric Mfg. Co., Ogallala, Nebr.

Jensen Radio Mfg. Co., 338 Kedzie Ave., Chicago, Ill.

Macy Manufacturing Corp., 1451-39th St., Brooklyn, N. Y.

National Theatre Supply Co., Branches in all cities.

Platter Cabinet Co., North Vernon, Ind.

Racon Electric Co., Inc., 18 Washington Place, New York City.

Silver-Marshall Inc., 846 W. Jackson Blvd., Chicago, Ill.

(*Continued on page* 1070)

Our Complete Reproducing Service Makes Your Theatre

A FINANCIAL SUCCESS

Everything Required to Reproduce Synchronized Sound Effects, including Dynamic Speakers and 200 Victor Records (400 Selections) for

ONLY $700.00

Including One Year's Cueing Service FREE

The complete equipment and service consists of the following:

Duotone Reproducing Device
200 Specially Selected Records
2 Dynamic Speakers
Record Cabinet
Cueing Cabinet

and the Complete Cue Service for all Pictures played in your theatre for One Year.

The Duotone Machine, including Speakers, Cueing Cabinet, and Record Cabinet with 30 day FREE Cueing Service is ONLY **$500.00**

Use the coupon below to get further information about how easily and inexpensively you can bring your theatre up to the minute at very little cost. Buyers who prefer to purchase from income will find our terms entirely satisfactory.

Good territories open for live, responsible representatives and distributors.

RECORD SERVICE
Consisting of 200 Victor Records from 400 Selections for
ONLY $200.00 Including One Year's Cueing Service FREE

COMPLETE CUEING SERVICE
For use on Non-Synchronous Machines
ONLY $1.00 a week.

Our Cueing Service Makes Pictures Synchronize

Synchronized Music Company
608 South Dearborn Street
Chicago, Illinois

☐ Please send price and complete description of your Duotone Reproducing Device, or price including records, cueing service and all necessary equipment.

☐ Please send us a free sample cue sheet.

☐ Please send details on completing my library of Victor records. Attached is my present list.

☐ Please prepare sample cue sheets for us. Attached is $1.00 covering your introductory offer. We will play the following—

.....

.....

Name of theatre.....

Manager.....

Address.....

City.....State.....

Presented by the

Synchronized Music Company

608 South Dearborn Street, Chicago, Illinois



Now you can afford "talkies"

The new Phototone "Talkie" costs only a fraction of most synchronous devices: $1500 to $1800

The perfection of the new Phototone "Talkie", (a practical synchronous machine made by the creators of Phototone, the most widely used non-synchronous equipment in the country) makes it possible for the smallest movie house to have a "talkie" program.

Phototone "talkie" was only offered to the theater operator after months of preliminary research and experiment. It was instantly hailed as a tremendous success in solving the program problems of the smaller exhibitor.

This device includes a complete synchronous attachment, perfected in all its details; most substantially constructed, and conforming to the Phototone policy of offering the best at the lowest possible cost.

Several types of Phototone "talkie" equipment are available, giving you the choice of installing either the synchronous machine alone ($1500), or a combination synchronous and non-synchronous equipment which makes your program still more flexible ($1800). This latter type of installation may be had as complete equipment or as an attachment to be used in connection with any non-synchronous device which may have been previously installed in your theater.

In either event the Phototone policy of looking after the interests of the small exhibitor enables you, through the purchase of Phototone "talkie" equipment, to give your patrons a genuine "talkie" program at a fraction of the expense previously thought necessary.

Mail the coupon for complete details, or get in touch with the nearest Phototone distributor.

NEW SOUND ON FILM ATTACHMENT

Write direct to our main office, North Vernon, Ind., for prices and general information concerning the new Phototone "sound on film" attachment.

Main office, The Phototone Company, North Vernon, Ind. Branch offices: 1531 Broadway, New York, N. Y.; 845 South Wabash Ave., Chicago Ill.; 1025 Forbes St., Pittsburgh, Pa.; 1325 Vine St., Philadelphia, Pa.; 327 E. Sixth St., Cincinnati, Ohio; 220 W. Fourth St., Charlotte, N. C.; 125 Walton St., Atlanta, Ga.; Suffolk, Va.; 28 Piedmont St., Boston, Mass.; 563 Calvert Bldg., Baltimore, Md.; 118 W. 18th St., Kansas City, Mo.; 1936 So. Vermont St., Los Angeles, Cal.; 2418 Second St., Seattle, Wash.; 1805 Commerce St., Dallas, Texas; 705 West Grand St., Oklahoma City, Okla.; 5332 Chicago Ave., South Minneapolis, Minn.; 824 21st St., Denver, Colo.; Argos, Indiana.

PHOTOTONE COMPANY,
North Vernon, Ind.

Give me full details concerning the equipment as checked:

( ) Non-Synchronous Phototone. ( ) Synchronous Phototone for houses having non-synchronous device. ( ) Complete combination Synchronous-Non-Synchronous installation. ( ) Phototone Cue Service. ( ) Phototone Sound on Film Attachment.

*NAME OF THEATRE*_____

*STREET AND NO.*_____

*CITY AND STATE*_____

*BY*_____

PHOTOTONE

S. M. P. E. Spring Meeting Announced for May 6-9 in New York City

THE Spring meeting of the Society of Motion Picture Engineers will be held in New York City, May 6th to 9th, and the official headquarters will be the Park Central Hotel. Heretofore the meetings have been held in Boston, Washington, Norfolk, Virginia, Lake Placid, Hollywood, Rochester, etc., which were difficult for some members to reach and to some extent limited attendance. The meeting of the Society of Motion Picture Engineers have been uniformly successful, but the one to be held in May will undoubtedly be the largest ever held by the society.

While it is true that there has been a gradual growth of interest in the technical departments of the Motion Picture Industry the introduction of sound has undoubtedly greatly increased the realization of their importance. It is too early yet to announce even the tentative plans of the Spring meeting, but the personnel of the Convention Committee will convey some idea of the preparations being made.

W. C. Kunzman, National Carbon Company, is Chairman of the Convention Committee which is as follows: Reception: W. C. Hubbard, H. T. Cowling, M. W. Palmer, W. C. Kunzman; Registration: Kenneth Hickman, W. C. Kunzman; Hostess: Mrs. L. C. Porter, (Assisted by Mrs. Palmer); Banquet: W. C. Hubbard; Master of Ceremonies Banquet: J. I. Crabtree; Sound Equipment: R. V. Terry, Bell Telephone Laboratories; Projection: Harry Rubin, Publix Theatres; Entertainment and Amusements: M. W. Palmer; Bulletins and Transportation; A. N. Goldsmith; Press: P. A. McGuire; Official Photographers: H. T. Cowling, Irl Gordon; Announcements: C. E. Milliken.

J. W. Coffman, Chairman of the Papers Committee, in the near future will issue a preliminary list of papers to be read at the Spring meeting, and announcements will also be made at the earliest possible date.

Perfects Lap Dissolve for Dialogue Scenes

Lodge Cunningham, sound engineer of the Christie staff, has worked out what is believed to be the first perfected lap dissolves done with voice and picture in the current Douglas MacLean feature, "Divorce Made Easy." Scenes which dissolve back and forth between various characters in which the voices as well as the pictures merge on one picture and sound track with no dupings of scenes required much careful manipulation, and the results are said to be strikingly novel and developed to the same state of perfection which the simpler lap dissolves had attained in the former silent pictures.

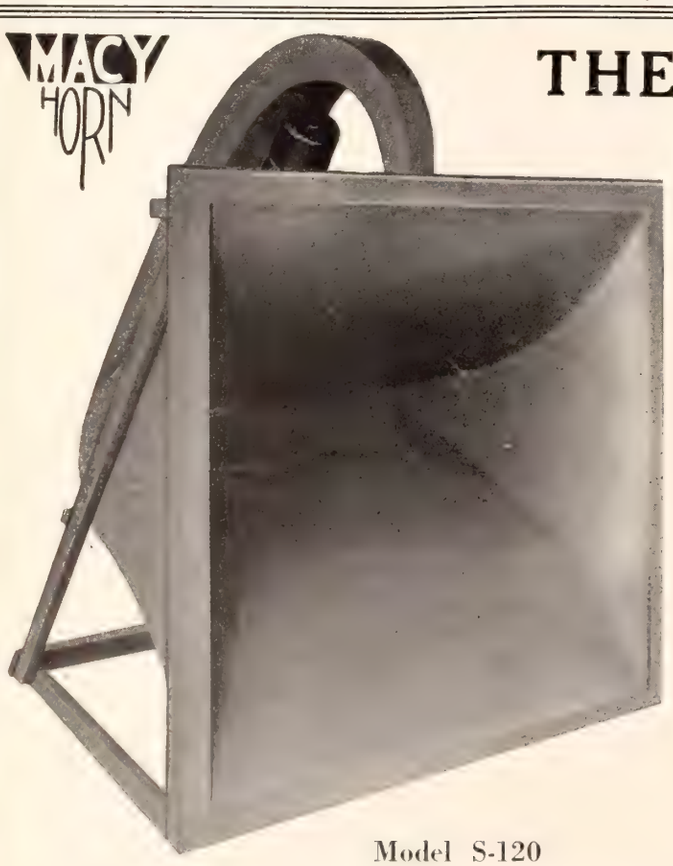
Another achievement recently was accomplished by Cunningham in completing a process for double exposure in picture and sound, whereby a talking character can play a dual role, conversing with himself on the screen and using two different voices. First use of this will be made in a new Christie talking play to be started this week.

5,953 American Projectors Sold to Foreign Countries

5,953 American projectors with a declared value of $950,202 were exported to 71 different countries throughout the world during 1928, according to figures published by the U. S. Bureau of Foreign and Domestic Commerce. The figures quoted include both 35 and 16 millimeter projectors.

Europe, our best market for motion pictures, says the report, is likewise our leading market for the instrument required to show motion pictures. During 1928 there were exported to this region 2,092 American projectors of both types valued at $348,910 as compared with 991 projectors valued at $241,850 in 1927.

MACY HORN



Model S-120

Illustrating a 10 foot exponential air column horn equipped with giant unit complete ready for installation

THE SECRET OF PERFECT SOUND REPRODUCTION

—THE MACY HORN

The most costly and elaborate Sound and Talking Systems may be counted as useless if there is the slightest imperfection in the operation of the Sound Reproducing Apparatus.

The MACY HORN claims the following advantages:

No Drumming Tone No loss of pitch
The Finest Acoustic Properties
Extremely easy installation.

Let us solve your horn problems through our expert engineering service.

Tear off and mail now

MACY MANUFACTURING CORP.,
Pioneer Makers of Acoustic Horns,
1451 39th Street, Brooklyn, N. Y.

Please send full particulars on the MACY HORN.

Name .....

Theatre .....

City ..... State .....

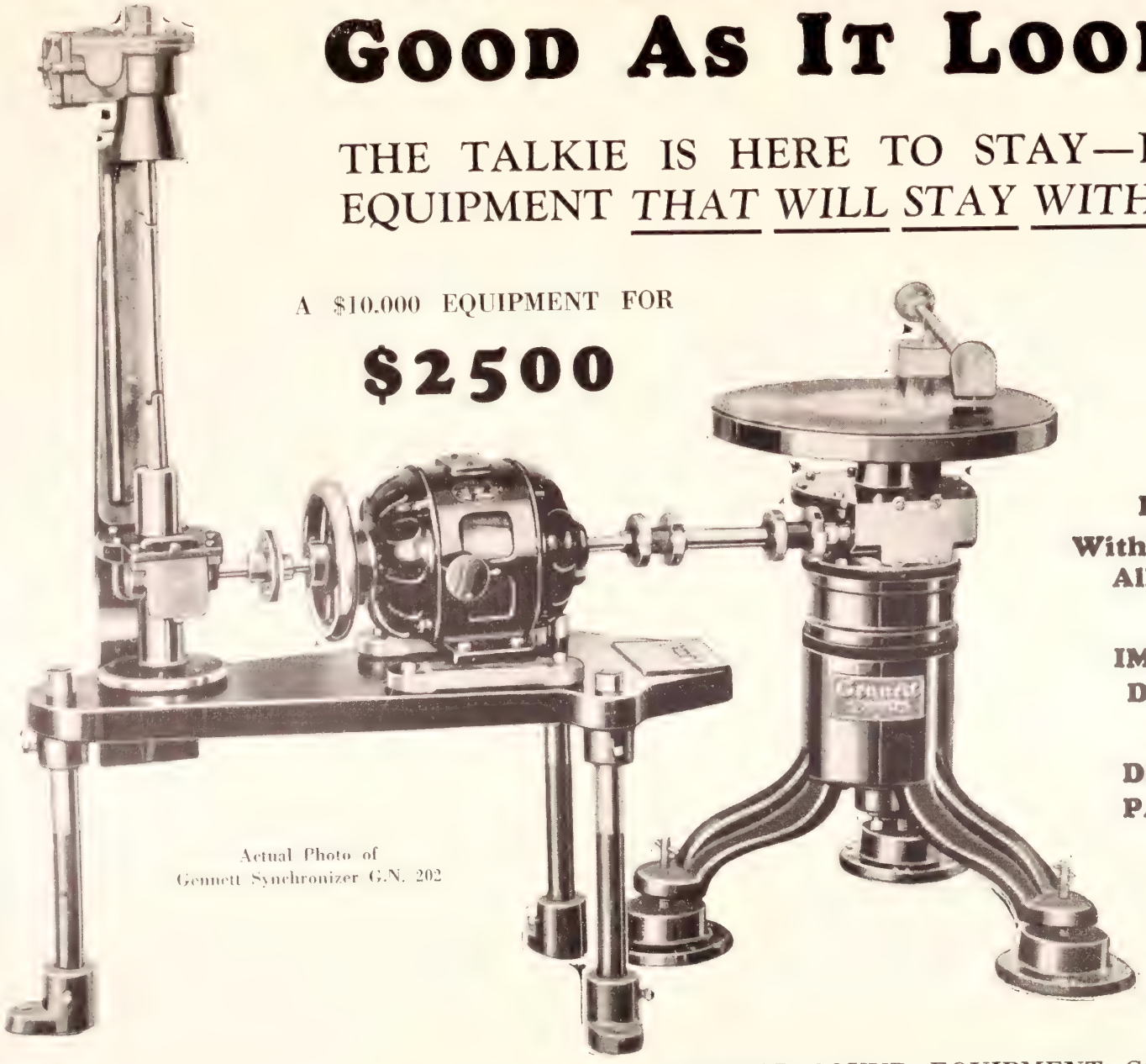
Gennett
SYNCHRONIZER SYSTEM

—AND IT SOUNDS AS GOOD AS IT LOOKS

THE TALKIE IS HERE TO STAY—BUY EQUIPMENT *THAT WILL STAY WITH IT!*

A $10.000 EQUIPMENT FOR

$2500

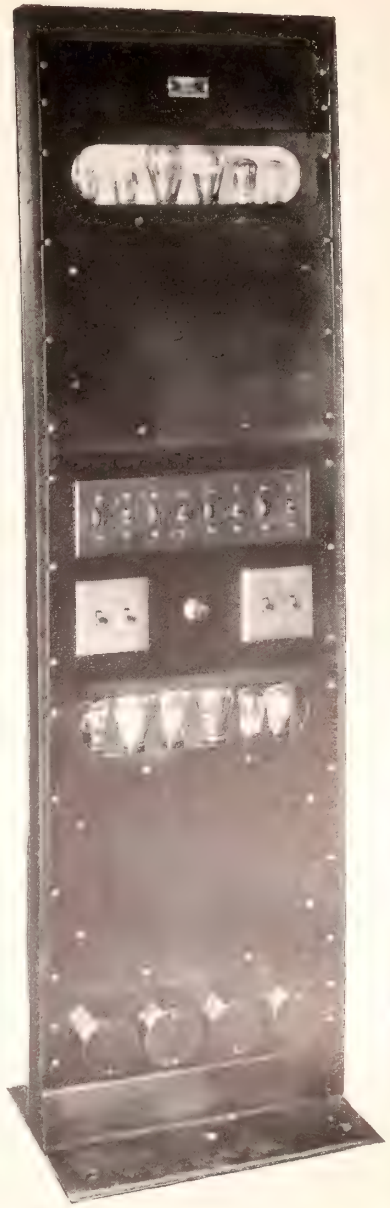


Actual Photo of
Gennett Synchronizer G.N. 202

PRICES
Within Reach of All Theatres

IMMEDIATE DELIVERY

DEFERRED PAYMENTS



Actual Photo of Double Channel Amplifier That Is Part of Model G.N. 202

WRITE OR WIRE

GENERAL SOUND EQUIPMENT CORPORATION
1650 BROADWAY, NEW YORK

REPRESENTATIVES EVERYWHERE

Sprocket Perforations Self-Lubricating Under New Film Coating Process

SINCE the beginning of motion picture projection, one of the great problems has been to find a support for the film which would give satisfactory service in point of durability under the wear and tear of numerous passages through the projector sprockets. Several methods have been devised to overcome the rapid deterioration of prints due to worn and torn sprocket holes, which result from the resistance caused by the film passing through the gate of the projector.

One of the most popular methods employed to give longer life to positive prints in the past was to wax the film. This process is very simple, consisting of applying a layer of moulten wax onto the film at the sprocket perforations. With the advent of the sound and talking picture, however, this simple method proved less practical, because the wax thus applied rubs off under friction and particles of the material adhering to the film cause extraneous noises in the reproduction of the sound-on-film or dialogue recording. The sound picture, therefore, made a new method of processing the perforations imperative.

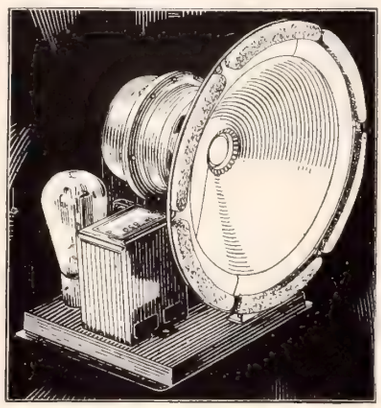
A new process, based on scientific principles worked out by Albert Fiedler, Doctor of Chemistry who has done much work in connection with film, has been introduced by the Empire Laboratories. Under this method the gelatin is removed from the edge of the film by a patented process. By means of another patented process there is applied a mixture of lubricants melted to go with the gelatin into one homogeneous mass, so that after the film has been coated there is a layer of lubricating material which, it is claimed, cannot wear off. As a result the film is lubricated every time it runs through the machine. This lubricant cannot be removed and thus does not spoil the reproducing properties of the side track.

SM

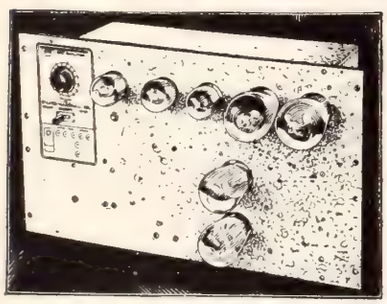
S-M SPEAKERS

Not Just "Equipment"— but a Real Attraction

THE audience doesn't see them, of course—yet the supreme naturalness obtainable with an adequate number of S-M dynamic speakers is as truly a paying attraction in the modern theatre as an extra vaudeville act. . . All the richness of double-bass or tuba, and all the brilliancy of a coloratura—with a welcome absence of rumbles, roars, rattles, and hum. . . Naturally there are underlying engineering reasons. Silver-Marshall technical excellence makes this speaker unit what it is. . . Taps are provided so that connections to the speaker can instantly be altered to match whatever tubes and circuit are used in the amplifier. Type 850, for 50 to 60-cycle a.c., lists at $58.50; type 851, for 110-volt d.c., at $48.50. . . Four to six or more S-M speakers, suitably mounted, will do wonders for the average theatre; ask our Engineering Department for detailed recommendations.



S-M Amplifiers—Quality Unexcelled



The laboratories of Silver-Marshall have been for years the source to which experimental engineers have turned for authoritative advice and recommendations on every kind of audio installation. S-M amplifiers, from the largest rack-and-panel job down to the smaller three-and four-tube units, embody all the practical engineering experience which has made the name Silver-Marshall pre-eminent among amplifier designers. Fading control—input from record, microphone, or radio at the turn of a switch—these and many other features are available as desired, and are all found in the type 690 amplifier illustrated.

S-M 250 Light-Socket Amplifiers

Type No.	Approximate number of people to be reached	Number of S-M Speakers Supplied (optional)	List Price of Amplifier	Tubes Required	Total List Price of Tubes
690	600 to 2000 or more	6 to 12	$245	1-227 2-226 2-250 2-281	$43.50
679	600 to 1500	3 to 4	135	1-226 1-250 2-281	27.50
678PD	Up to 600	1 to 2	79	1-226 1-250 1-281	21.25
PA-types	2000 to 6000 or more	(Built to Special Order—Three to Six Weeks Delivery)			

Representatives in all principal cities—Ask for our new General Catalog.

SILVER-MARSHALL, Inc. 886 WEST JACKSON BLVD. CHICAGO, - - - U. S. A.

Public Address Systems in Large Theatre Auditoriums

(*Continued from page* 1049)

fixtures. It is basically plaster but ten times stronger. Cast in much the same form as metal, the plaster is placed in a mould; it is then thoroughly mixed by hand with shreds of fibre, jute and other binding materials worked in it to give the cast binding strength.

In the mould is also placed metal frame construction which is necessary to hold such a large fixture together. "Compolite" is cast around this metal frame, the composition merely acting as ornament; the huge metal frame carries the supporting strength. The metallic tone is done away with because all the metal is covered with composition. Ordinary plaster cast construction would not do in a fixture of this kind because there would not be sufficient strength to hold it together much less support the weight of three large horns which had to be placed inside. The design of the fixture which is illustrated with this article was made to conform to the French Rennaissance architectural features of the Mastbaum as will be seen from the photographs showing the fixture installed in the theatre.

In commenting on the new arrangement Mr. H. G. Searles, one of the technical engineers of the Electrical Research Products Co., said, "Altho this is the first time this method has been used, the results are beyond our expectations. It is by far the most satisfactory arrangement yet developed not only from the standpoint of sound reproduction, but in concealing the horns so that the fixture forms a decorative feature in itself.

The fixture is raised and lowered by means of a windlass so that it is readily accessible, making it easy to lower and adjust and raise again.

Due to the success of the experiment Vogt Co. whose regular business is the design and manufacture of Lighting Fixtures for theatres have instituted a special department to co-operate with architects and exhibitors in developing similar fixtures to meet particular requirements.

25% DOWN

One Quarter Price of Machine, Plus Finance Charges

Buys

PACENT REPRODUCER SYSTEMS

AND ACCESSORIES

Any Pacent Representative
will gladly give full details of New and Liberal Time Payment Sales Plan

THE PACENT REPRODUCER CORPORATION announces a new and generous time-payment plan whereby the exhibitor can pay for his machine as it produces profit. Our records show that many exhibitors have made in two weeks, as a direct result of a Pacent Reproducer installation, the full price of the machine.

Under the new time-payment plan, no theatre, large or small, has any excuse for further delaying the installation of a Pacent System, with its sure, steady drawing power at the box office.

Delivery on the Pacent Film Attachment Starts May 1

The Pacent Film attachment, the finest Sound on Film device ever built, will be ready May 1st. Dozens of orders are already in and will receive preference in delivery. The price is $500.00 per attachment. Place your order immediately to insure Sound on Film reproduction with present Pacent disc equipment.

10 Months to Pay

The new time-payment system introduced by Pacent with this announcement, allows the exhibitor ten months to pay the balance of the purchase price. Finance and interest charges are extremely generous. They are much lower than is usually the case in time-payment selling.

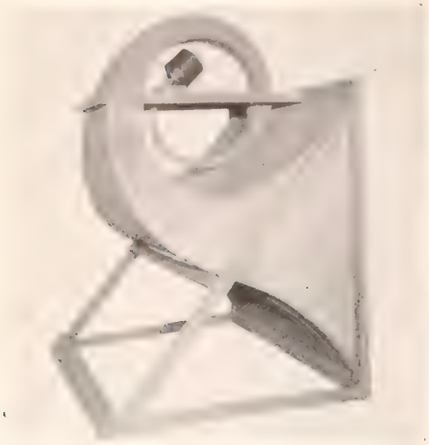
For full details of the time-payment plan on Pacent Reproducer Systems get in touch with the nearest Pacent representative or with the New York Office.

PACENT REPRODUCER CORP.

LOUIS GERARD PACENT, *President* FILM CENTER BUILDING, NEW YORK, N. Y.

Sales and Service Representatives Throughout the United States ▲ *Chickering 7950-48-49-51-52*

Sound Equipment Accessories—*Continued*



Above, Macy horn with dynamic air column unit

Record Cueing Services

Amplion Corporation of America, 133-41 W. 21st St., New York City.

Columbia Phonograph Co., 1819 Broadway, New York City.

National Theatre Supply Co., branches in all cities.



Above, Racon horn baffle

Platter Cabinet Company, North Vernon, Ind.

Synchronized Music Co., 608 South Dearborn St., Chicago, Ill.

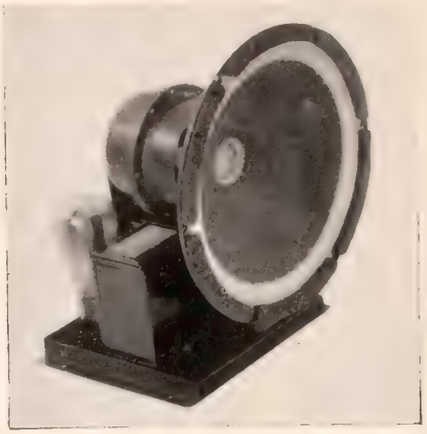
Victor Talking Machine Company, Camden, N. J.

Sound Screens

American Silversheet Co., 00 Beamont St., St. Louis.

Da-Lite Screen & Scenic Co. 922 W. Monroe St., Chicago, Ill.

American Cine Screen Co., 915 Washington St., St. Louis.



Above, Silver-Marshall dynamic speaker unit

Minusa Cine Screen Co., 266 Morgan St., St. Louis.

National Theatre Supply Co., branches in all cities.

Record Scoring Devices

Scoredisc Service Corp., 711--8th Ave., New York City.

Solving Your
Theatre Construction Problems

A new department under the heading above will be instituted in the next issue of this monthly feature of *Motion Picture News.* It is with great pride that the editors of *The Showman* announce that a leading theatre architect has been engaged to head this new department.

Victor A. Rigaumont

Theatre Architect

Will conduct this special service department. Through his twenty-one years' architectural experience and his specialization in theatre designing, Mr. Rigaumont is eminently qualified to give expert, practical advice to our readers on all subjects connected with new building or renovation of an old theatre. All questions regarding construction and building costs—excepting those pertaining to projection rooms and equipment—will be answered free of charge.

All questions addressed to this department will be treated in strict confidence. Answers will be published in the columns of the department under the designation of initials only.

A Confidential Service of Expert Advice for Readers of The Showmen

— A SOUND REPRODUCER *that every* EXHIBITOR CAN AFFORD!

QUALITONE

PRICE $2500 - $1000 Cash
Balance in 52 weekly installments 29^70 each
QUALITONE becomes your property the day of installment
Immediate Delivery! Expert Installation!

WRITE! WIRE!!

GET YOUR ORDER IN TODAY!

SOUND ON FILM ATTACHMENT

Price $1,000.00. Cash payment of $500.00; balance in 52 equal payments. Will reproduce any type Sound on Film Picture with perfect tone. No scratching sound or extraneous noises of any kind. This sound on film attachment is sold under a thorough guarantee—as are all Qualitone parts—and will give absolute satisfaction.

Warner Bros. Vitaphone, First National, M-G-M, United Artists, Paramount, are now serving Exhibitors equipped with Qualitone. The Qualitone is the lowest priced sound device on the market. It is 100% efficient. Tones are absolutely true. Mechanism is unbelievably simple . . . the ideal reproducer for all Exhibitors, both large and small. And remember, the Qualitone is made in Hollywood where sound pictures are made . . . and where the requirements are known.

Perfect Synchronization and Tone

The QUALITONE method of reproduction furnishes a remarkable uniform volume of sound in all parts of the theater . . . with perfect synchronization.

The installation of QUALITONE can be made without the loss of a single performance in your house. The QUALITONE is so that by simple adjustment it can be operated by any source of power supply.

All possibility of damage to the projection machine, such as stripped gears, etc., is positively eliminated by the special QUALITONE drive which neutralizes the starting torque.

Especially devised motor generators furnish the current to the reproducer system, eliminating the necessity of batteries of any description and making the source of power constant.

QUALITONE will fit any projection machine.

QUALITONE CORPORATION

Samuel Freedman, President

5360 Melrose Avenue, Hollywood, California

The Chrest is Best by Test

Thirteen Installations of CHREST SOUND SYSTEM In Twenty-one Days After the First Announcement

Exhibitors are marveling at the Chrest. They have found, at last, a REAL synchronizer manufactured and backed by a concern which is in the field to give them true service.

Strong ... Vibrationless ... Superb Tonal Quality...Prompt Delivery...Efficient, Quick Installation..Approved by Producers

ONLY $1500

No Extra Operator Required...No Service Charges
Attaches to Any Projector

Positively the last word in synchronous disc equipment. The talking picture machine marvel of 1929.

Immediate Shipment After April 1st to Any City. EASY TERMS

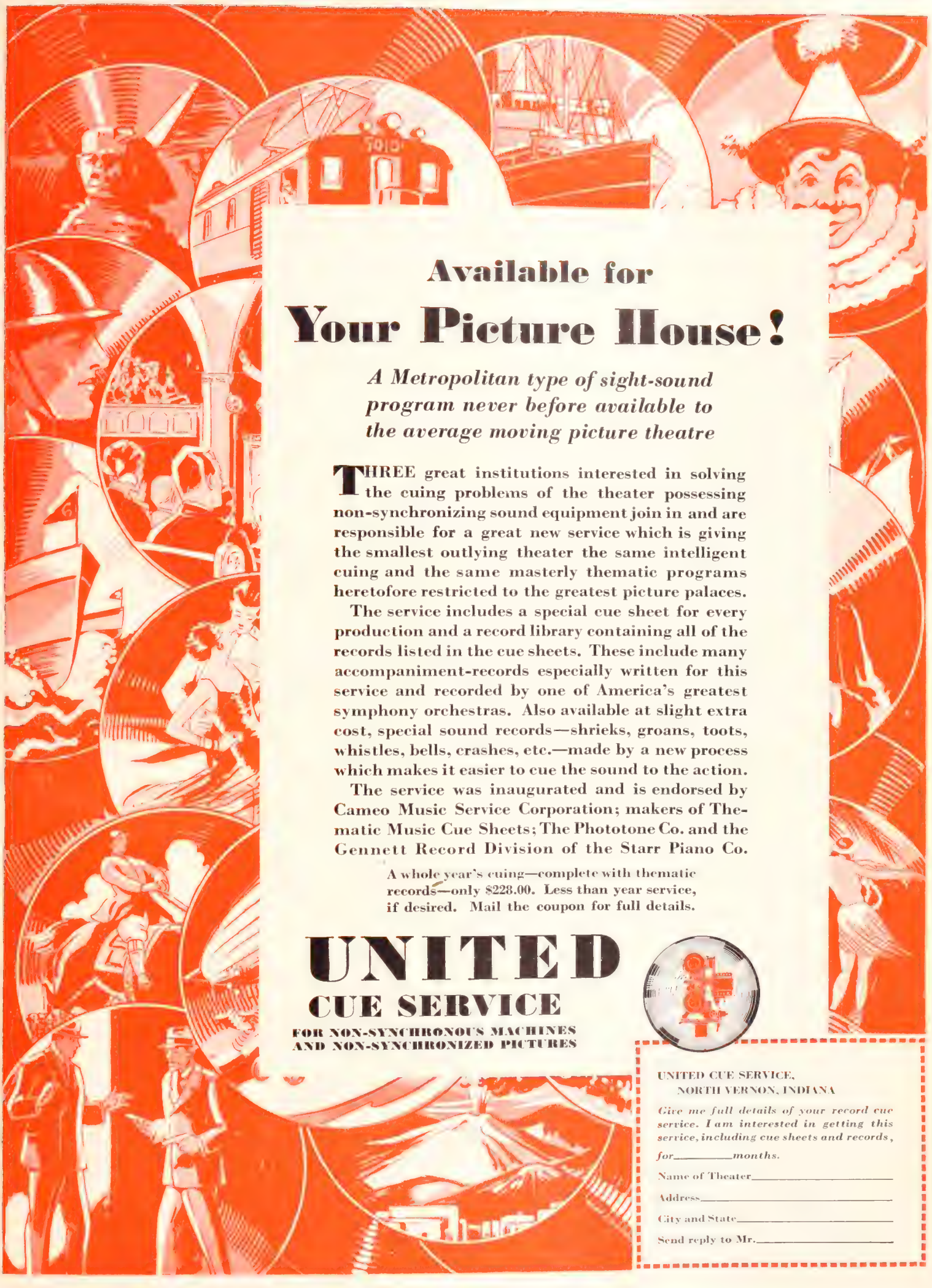
SOUND ON FILM ATTACHMENT READY IN NEAR FUTURE

Get in Early — Wire — Write — Phone

CHREST SOUND EQUIPMENT

DOVER, OHIO

The Chrest is Best by Test



Available for

Your Picture House!

A Metropolitan type of sight-sound program never before available to the average moving picture theatre

THREE great institutions interested in solving the cuing problems of the theater possessing non-synchronizing sound equipment join in and are responsible for a great new service which is giving the smallest outlying theater the same intelligent cuing and the same masterly thematic programs heretofore restricted to the greatest picture palaces.

The service includes a special cue sheet for every production and a record library containing all of the records listed in the cue sheets. These include many accompaniment-records especially written for this service and recorded by one of America's greatest symphony orchestras. Also available at slight extra cost, special sound records—shrieks, groans, toots, whistles, bells, crashes, etc.—made by a new process which makes it easier to cue the sound to the action.

The service was inaugurated and is endorsed by Cameo Music Service Corporation; makers of Thematic Music Cue Sheets; The Phototone Co. and the Gennett Record Division of the Starr Piano Co.

A whole year's cuing—complete with thematic records—only $223.00. Less than year service, if desired. Mail the coupon for full details.

UNITED
CUE SERVICE

FOR NON-SYNCHRONOUS MACHINES AND NON-SYNCHRONIZED PICTURES

UNITED CUE SERVICE,
NORTH VERNON, INDIANA

Give me full details of your record cue service. I am interested in getting this service, including cue sheets and records,

for_____months.

Name of Theater_____

Address_____

City and State_____

Send reply to Mr._____

HEY RUBE!

The shrill, piercing alarm of the circus mob penetrates the air.

Gather—Noble Exhibitors!

A-n-d **LISTEN!**

SEE the Hawaiian dancing girls—
Watch them swish and sway—
HEAR those crooning voices sing the haunting, mellow, sea-island lullabies.

That's **"A Night in Honolulu"**

And—now—the next act!

Tingling notes sparkle—and clear as crystal chimes—you

See and Hear

"The Harp with a Soul"

Next! **"Night Time in Dixie"**

Entrancing music—thrilling dances
Executed by colored actors—as only colored actors can.

And—if you wish you can
SEE and **HEAR** 40 more acts.

All are the same price—and
No more than you can afford

NO DEPOSIT!

NO RENTAL FEE!

AND WE PROVIDE THE MACHINES!

Write—Wire—Telephone

for Talking Vaudeville Pictures

SYDNEY W. NORTHCOTE
1431 Broadway—Suite 308-9
New York City

Pennsylvania 5807

We Do *Everything* in Connection With Sound Pictures

SOUND RECORDING STUDIOS For TALKING PICTURES

Trailers—Talking Shorts—Personal Recordings

SOUND AND EFFECTS ADDED TO SHORTS AND FEATURES

SYNCHRONIZATION —PRODUCTION

Studios Operating 24 Hours Daily

Can Be Rented by Hour, Day or Week

(Disc Method—33 1-3 and 80 RPM)

STANLEY RECORDING COMPANY

OF AMERICA, INC.

Producers of Talking Pictures and Records

1841 Broadway, at 60th Street **New York City**

Columbus 3181-2

Now!

GOETZ
MOVIE-PHONE
HAS PROVEN ITSELF IN CHICAGO!

Chicago exhibitors did not believe it was possible for us to sell equipment for $1,000.00 that would give them $15,000.00 worth of results! The Chateau Theatre was the first to take the lead—that was three weeks ago—now, last week's orders out of the Chicago territory included the following theatres: Ascher Brothers' Diversey, Beck's Castle, Sussman's Adelphi, Leventhal's Calo, Abraham's Strand and Great States' Theatres at Harvey, Blue Island, Peoria and Rockford; also the Hoosier in Whiting and Palace in Crown Point.

The above installations, together with the 58 others made throughout the country last week alone, furnishes conclusive proof that MOVIE-PHONE is recognized as high grade equipment with perfect tonal quality, synchronization, absolute interchangeability with any product and covered by patents that are backed up by a responsible company and a real organization which spreads from coast to coast and from Canada to the gulf!

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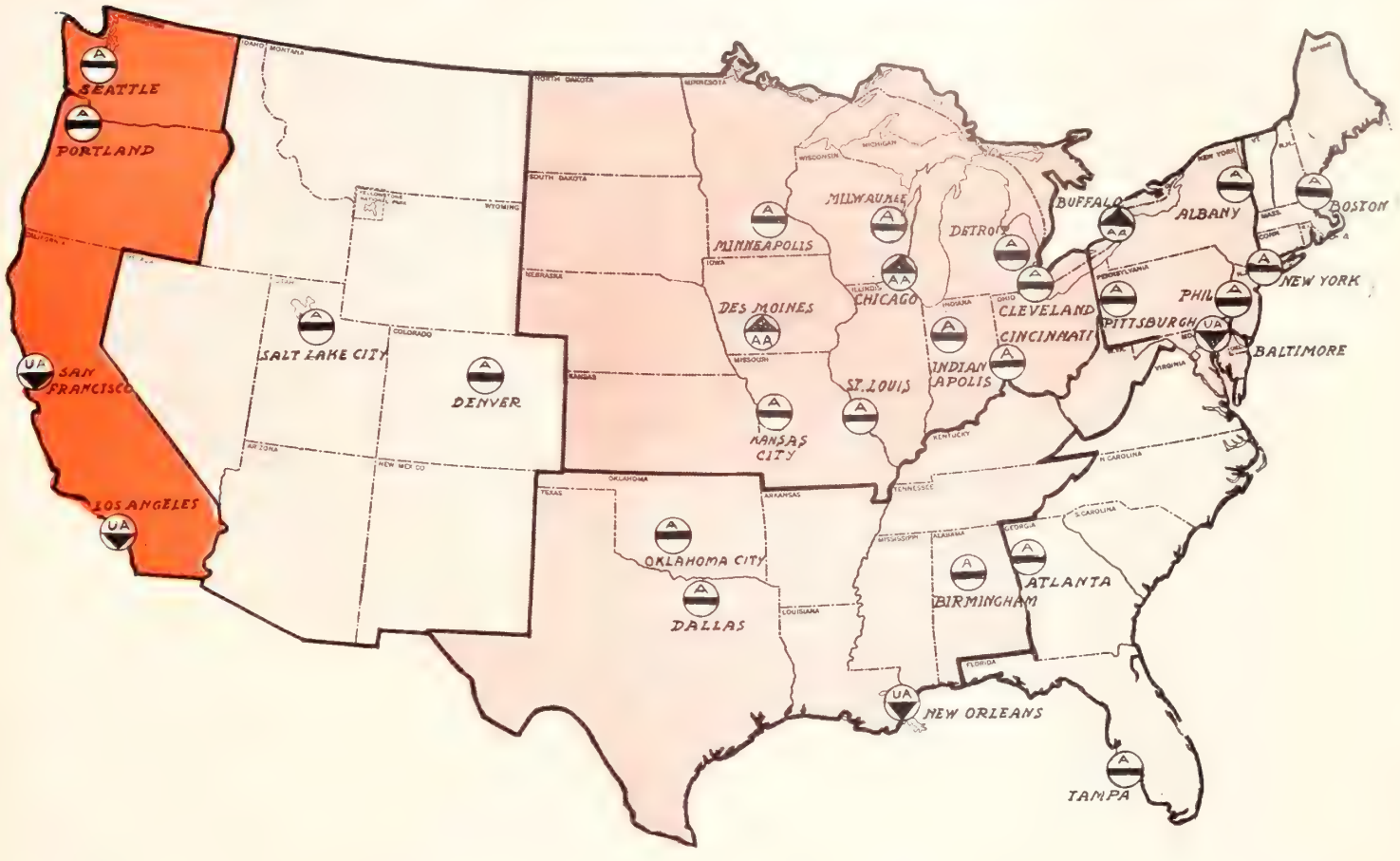
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Theatre Building Business Map

Including Analysis of Key City Attendance Averages



Above Average Business	AA	Very light new construction
		Light new construction
Average Business	A	Moderately heavy construction
Under Average Business	UA	Heavy new construction

The map of the United States shown here is divided into seven territories, with colored shading indicating the division of new proposed theatre building as represented for the period from March 15th to April 15th. This new construction is represented in valuation of dollars and cents rather than number of projects.

The shading is in four densities: solid, which represents the greatest value of proposed theatres; heavy stipple, which is second in valuation of new construction; medium, which areas represent conservative building; and the very light areas, where the investment in new theatre projects is very light. The information used in compiling the statistics visualized by the map was obtained through several reliable sources, and the map is to be considered as very nearly accurate in representing comparative theatre building activities in various sections of the country.

The circles shown on the map are located in key cities and illustrate averages of theatre attendance during the period from March 15th to April 15th, 1929. The diagrams indicate the relative attendance at the first-run theatres in these cities during the period covered. These are given by "averages," with symbols to indicate "Above Average" and "Under Average" box office returns. The term "average" as applied in this survey indicates satisfactory box office returns, based upon theatre expectancies, which, in turn, are governed by past earnings under similar or nearly similar conditions.

These attendance statistics were compiled from an analysis of the Key City Reports, published weekly in Motion Picture News, and other sources of information gathered by this publication.

THE Showman publishes for stastistics on theatre building for the thirty-day period ending March 15th the following report: For the United States and Canada, a total investment of $14,700,000 has been scheduled to be invested in 55 new theatres. Their combined seating capacity will be 72,050. These totals are virtually the same as the figures given for the thirty-day period ending February 15th though they are somewhat lower than the figures for the report as of January the 15th. These building totals are averaging higher than for 1928, indicating that 1929 will see greater activity in new theatre building.

The theatre building statistics for each of the seven territorial divisions of the United States show that the West Coast is far in the lead for this report. $7,990,000 is planned to be invested in 5 new theatres which together will seat 12,700. Two of these theatres will cost several million dollars each.

The average cost per theatre in this territory is $1,598,000 with an average seating capacity of 2,540. This gives $629 as the cost per each seat, the highest figure per cost of seat that has ever been recorded in Showman reports.

The Middle States come second, and show a fair amount of building, having projected 20 new theatres which will together cost $2,900,000 and seat 21,100. One of these houses, too, will cost between $500,000 and a million. These figures show that there is being built in this territory good substantial theatres at reasonable costs. The averages are $145,000 per theatre with 1,055 seats and a cost of $137.

The South Western territory, for the second time this year, is showing a relatively heavy building program as in this territory $1,500,000 is to be spent on 13 theatres with a combined seating capacity of 12,350. The average cost of these houses is

$115,390 with an average seating capacity per house of 950 and cost per seat of $121.

NORTH ATLANTIC STATES have practically the same amount of investment scheduled for new theatres as $1,475,000 will be invested in 7 theatres having a combined seating capacity of 12,800. The average cost of these houses is $210,714 with 1,830 seats per theatre and a cos tper seat of $115.

New England States continue to report a conservative though substantial building program. $600,000 will cover the sum of 6,900 seats to be distributed in 4 theatres. This gives an average cost per theatre of $150,000, seating 1,725 at an average cost per seat of $87.

South Eastern district is scheduled for only 2 new theatres which together will cost $175,000 and seat 2,100. These houses are being built with a low cost per seat of $83.

The Western territory ranks last in this report, being scheduled for 2 theatres, which together will cost $80,000 and seat 1,600.

It will be recalled that in our past three reports, Canada has shown a considerable building program so that the present report of only 2 theatres to cost $250,000 with a combined seating capacity of 2,500 is exceedingly low for that country.

While the West Coast overshadows in this report, all the other territories by a very large margin, yet, as far as actual seating capacity of new theatres is concerned, the Middle States ranks first with the North Atlantic and South Western districts equalling the seating capacity of the West Coast.

With the exception of the West Coast, it is evident that theatre owners are building reasonably priced theatres with a fair seating capacity. Even including the figures for the West Coast we get the grand averages for the country as $277,700, cost per theatre with an average seating capacity of 1,312 and a cost per seat of $212.

The report of the building activities for the individual states gives California the lead. This state is covering the entire building program for the West Coast—5 new theatres costing $7,990,000 and seating together 12,700.

New York State has also scheduled 5 theatres which show a combined cost of $1,400,000 and combined seating capacity of 10,300.

Illinois takes third rank with 6 new theatres to cost $1,200,000 and seating 7,500.

isconsin has 3 theatres scheduled for a total cost of $750,000 and 4,000 seats.

Texas will build 6 new houses which together will cost $695,000 and seat 6,000.

A practical unanimous report from all manufacturers and distributors of theatre equipment show sales of equipment of all types for the thirty-day period ending March 15th to be of a volume approaching a record for all time. A few months ago theatre equipment sales were devoted principally to new projection equipment and other auxiliary apparatus which was needed for sound installations. It is interesting to note that in this report that the sale of equipment has been distributed to all types. Also that this volume of equipment sales was made in the fact of the fact that only a few new theatres were placed under construction a few months ago and therefore would be scheduled for installation of equipment at this time.

The demand of sound equipment has been gaining momentum and the sale of this equipment has been gradually widening to a larger circle of manufacturers.

WITH lent and the income tax as potent forces in opposition to the theatres, the period on which we report here attendance averages at key cities over the country is not one to reflect flourishing prosperity in other than terms conditional upon the surrounding factors.

A comparison with the report for the same period last year, however, shows that conditions this March measure up favorably with 1928. The 1928 report showed 21 cities at Average; 2 at Above Average; and 4 Under Average. This compares with the current map showing 19 cities at Average; 24 Above Average; and 5 Under Average.

The talking pictures have about crowded the silent films off the board, so far as the key cities are concerned, in the immediate present. Thus for the reason that the more important releases offered during the period were sound pictures, the attractions which rated most prominently in the first run bookings were of the variety that adds audibility to pantomine.

The purely "sound picture," as that term is used to designate a film made in silent form and to which is added a synchronized score and effects, means little more at the box office than an attraction of equal calibre minus the "sound" accompaniment. Reports consistently show that the public takes the sound for granted if it comes to them only in the form of music or noise effects, showing little more reaction to the emotional and dramatic appeal of the offering than if it were accompanied by the orchestra in the pit. Talk, dialogue which forms an integral part of the play's development is another matter. To this feature the amusement seekers are responding most eagerly, and there are many showmen who express the opinion, quite confidently, that the spoken word has relegated the subtitle to the discard, so far as patrons of the big theatres are concerned.

GENERAL business conditions as reported by trade agencies and the business press are most satisfactory in most lines. Retailers and the manufacturers report business to be highly satisfactory, and as reflected by the number of people who are attending picture shows their reports ring true. What adverse conditions the theatres faced during the period of this report were of a nature that cannot be overcome by some simple rearrangement of policy or operating methods.

The smaller theatres of the suburban towns and districts are the real sufferers, thus far, from the rage for talking pictures. These have conspired to give even greater edge to the sharp competition which has been developing for some time between the big downtown theatres and the small houses. The American public has developed new notions of what constitutes distance, and with the automobile, and the motor bus operating on good roads there is as a matter of fact more attraction to a trip of a dozen miles or more than to a short stroll to the theatre. Only the difficulties of finding parking space and over-crowded city streets appear capable of changing the minds of the average car owners regarding the greater ease of riding several miles in the family motor than going a few blocks on foot.

THE pictures which ran up the greatest number of Above Average weeks at the key city houses during the February 15 to March 15 period are headed by "Weary River," the Richard Barthelmess starring vehicle—a sound picture with a theme song which has gained considerable popularity as a tune and operated most favorably as an exploitation device for the production. Among the notable stunts performed at the box office by "Weary River" is the new record set for the Grand Theatre in Pittsburgh, which reopened after a long period of darkness, on the first week of the house's reentry into the lists.

While they were reopening the Grand in Pittsburgh, three theatres in Seattle went dark, these being the Liberty, Strand and 3rd Avenue. Seattle is to have still another big theatre soon, for the Mayfield, the new Fox leased house, is scheduled to open in a short time. The competition of the newer theatres and the prospects of another soon to come spelled the passing of houses obsoleted by time and the strides of progress which have been made in theatre construction and equipment during the past few years.

To return to pictures: the attraction which won place on our list of the ten most prominent box office performers at the key cities during the February-March period are as follows:

1. "Weary River"
2. "The Iron Mask"
3. "The Canary Murder Case."
4. "Lady of the Pavements"
5. "Wild Orchids"
6. "In Old Arizona"
7. "Children of the Ritz"
8. "The Carnation Kid"
9. "Lone Wolf's Daughter"
10. "Speakeasy"

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MASTER

TALKING PICTURE REPRODUCER

DON'T BUY HEADACHES

If Reproduction in Your Theatre Is Not As Good As the Best

YOUR BOX OFFICE WILL SUFFER

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At Last an Equipment So Sturdily Constructed, So Simple and True in Operation, and So Beautiful in Tonal Quality That Exhibitors Marvel At Its Low Price.

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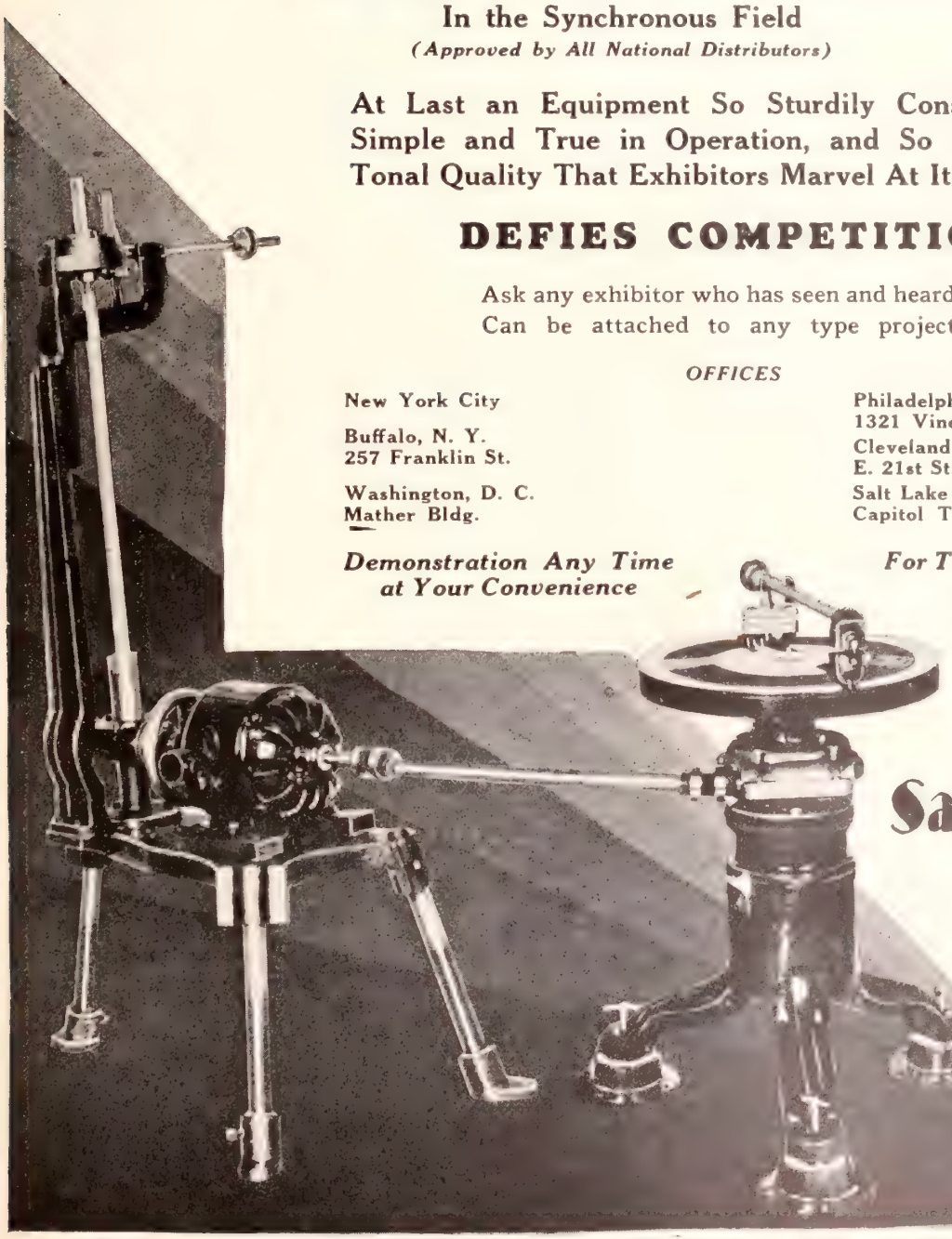
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NEW YORK CITY

THE BULLETIN BOARD

Notes, Reports and Ideas That Keep You Posted on the Trend of the Trade from Month to Month

THE outstanding event of the month just past, of course, turned about the announcement by William Fox that his organization had acquired control of Loew's, Inc., with its producer-distributor subsidiary, Metro-Goldwyn-Mayer. With that purchase the number of theatres in the Fox circuit was increased to a total of 450, scattered across the country. Two days later came the announcement that the addition of two other theatre chains, the Walter Reade Enterprises, operating fifteen theatres, principally in New York and New Jersey, and the Schine Chain Theatres, including ninety-eight in New York and Ohio, had swelled the number of houses under Fox operation to 565, more or less.

Fox domination of the headlines of the lay press as well as the trade papers during the month was made complete with the announcement that the company would discontinue silent pictures and produce only Movietoned subjects henceforth.

At first blush this announcement appeared to spell the doom of the silent picture and those houses which are not equipped to reproduce synchronized films. However, a more composed view of the situation made it clear that several important silent pictures are scheduled at the Metro-Goldwyn-Mayer studios—which made apparent the fact that not merely one or two but practically all of the big line producers will release silent as well as sound films during the coming year at least.

The Supply of Silents

WIDESPREAD apprehension over the prospective supply of silent pictures has been growing apace as the sound development more and more absorbed the interest and resources of all branches of the industry. Of the more than 15,000 regular motion picture theatres in the country less than 3,000 are now equipped with sound installations—though the number is steadily increasing—which means that there are thousands of exhibitors who at the present time neither have the facilities for showing sound films nor immediate prospects of turning to a sound policy. Reports from all over the country indicate that many exhibitors are greatly concerned over the future supply of silent films. A merely casual consideration of announced schedules by the producers should be sufficient to allay any fear that pictures for houses not equipped to show sound will be plentiful, and, so far as elaborate plans are concerned, the promise is that several very important productions originally designed to be produced as silent films will be available.

The Fox company has several important silent pictures still to be released — the newest Broadway offering of this organization is "Christina," which has a Movietone orchestration, but no dialogue—and a total of more than 100 silent films are still to be released by the other big producers.

In point of quality production, the silent films is still a factor. Consider the following facts about some of the more prominent silent pictures that will be released during the year:

United Artists' latest John Barrymore vehicle, completed as a silent film cost more than 1 million to produce. Murnau, producer of "Sunrise," has done "Our Daily Bread" for Fox as a silent picture, and the production cost is estimated as considerably over a million. "Hell's Angels," the Caddo aviation picture, to be released this year, has been in production for two years and the producing cost is estimated at close to $2,000,000. Douglas Fairbanks in "The Iron Mask," save for a prologue and a synchronized musical score, is primarily a silent picture. Lon Chaney is to make speechless melodramas for M-G-M, Charles Chaplin, so far as can be learned from the not communicative star himself, has no intention of departing from his usual technic of making them in pantomime.

Pictures and Razor Blades

R. F. WOODHULL, more familiarly known in the industry as "Pete," president of the M. P. T. O. A., in his address to the special sound convention of the theatre owners of Eastern Pennsylvania, held in Philadelphia, **did not** advise his hearers to "buy sound equipment now," as erroneously reported in one published account of the meeting. Indeed, Pete said that if they were asking him for advice he would suggest that the theatre man take his time about going into sound. That, he said, seemed like discouraging news to the man whose business was dwindling in the face of competition from the sound pictures, but it seemed to him a wise course wherever it could be followed.

Regarding "interchangeability," Woodhull compared the business of selling pictures in this industry to the sales of razor blades by the manufacturers of safety razors. He said that first the price on the razor was high but that later when the manufacturers realized that there was more profit to be made in blades they decided to "sell the blades and give the razors as a premium." "In this industry," he said, "it is the pictures that pay the profits and the producers are and always will be anxious to have as many customers for their pictures as possible."

Befogging the Issues

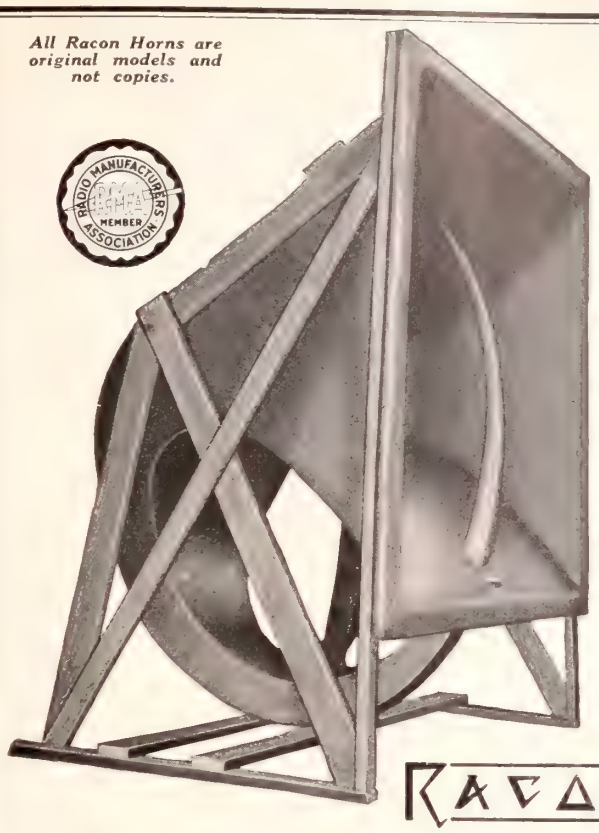
THE sound development seems to have been born to live continually in a mist of uncertainties. The "interchangeability" issue—which, by the way, bobbed up in the form of a question at the Philadelphia convention and was promptly pronounetd "dead as a doornail" by a representative of RCA Photophone—was the first serious question. It still is a question in the minds of many exhibitors, though there are machines of various makes being serviced at the present time. The "patent situation" now appears to be gaining prominence as a deterrent to exhibitors who are considering this or that type of equipment. Just what will come out of various suits which have been filed, and those which are threatened, only the future and the Courts can tell. The issue at stake in the suit by Electrical Research Products against the Pacent company, is based mainly on patents covering the amplifier system used. An announcement recently by the Cinesonore company, maker of the Traveltone reproducer, claims a basic patent covering the use of the photoelectric cell in connection with transforming light into electrical impulses for amplification as sound.

The Panic Is Over

THE independent exhibitors as a whole are not in a panic over the question as to the kind of equipment they will install before going into a "sound policy." This is certain from reports of sales representatives of companies marketing reproducing units, the news correspondents and observations at exhibitor meetings. Judged by the questions which the exhibitors are asking of the representatives of equipment companies and this publication, there is abroad in the ranks of the independent theatre men a thorough understanding of the important factors with which they will be faced when they install sound apparatus. They are seeking good, serviceable equipment and taking care to avoid makeshift

(*Continued on page* 1092)

All Racon Horns are original models and not copies.



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The Racon Horn has corrected all that many times with its famous one-piece construction, non-vibratory, PATENTED material, and its perfect design. And that's why Racon Horns—for all purposes—electrify audiences as no other horn can!

Used exclusively by leading installation manufacturers who require the best. Do you know about RACON DYNAMIC UNITS for exponential Horns?



Giant Dynamic Horn Unit

No. 4320

Air Column 10 feet — Bell 40 in. by 40 in.
Depth 34 inches — Weight 45 pounds

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Specialists in Acoustic Chambers

FACTORIES
18 to 24 Washington Place, New York
Slough, Bucks, England, and 105 Sherbourne St., Toronto, Canada

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SOUND RECORDING AND RECORD MANUFACTURING PLANTS DESIGNED, ERECTED AND ENGINEERED IN ANY PART OF THE WORLD

MERGERS and consolidations invariably result in dominating restrictions, higher prices and a smaller margin of profits.

You, as an independent manufacturer, can realize greater profits operating your own recording studio and record manufacturing plant.

Today is the day of specialization.

The International Research Laboratories specialize in producing and erecting apparatus for phonograph record recording studios, complete talking motion picture studios and record and matrix manufacturing plants for phonograph and talking motion picture users.

The International Research Laboratories has a staff of trained experts, many of whom have a national reputation in these industries, and these men will design and erect your studio or plant and assist you in selecting and training the proper personnel to operate your industry.

Our standard of quality in the apparatus we furnish is the standard by which we have been judged. By this standard we have built a clientele that includes many of the leaders in the phonograph and talking motion picture world.

Your inquiries will receive our most prompt and careful consideration, and we will be pleased to submit our proposition to you in detail upon learning your requirements.

In making inquiries state the nature of the electric, gas and water supply in your location.

INTERNATIONAL RESEARCH LABORATORIES

8 Centre St., **Newark, N. J.**

Theatre for Equipment Demonstrations Feature of Chicago Exposition

PLANS have been completed for the first annual American Theatre Equipment Exposition, which is to be held in the Coliseum, Chicago, June 1 to 9, under the sponsorship of the American Theatre Exposition Corporation, with headquarters at the Hotel Stevens, Chicago. The purpose of the exposition is to afford manufacturers of equipment for theatres opportunity to exhibit their products and demonstrate them under actual theatre working conditions.

This will be assured provision that has been made to reproduce an actual theatre in one of the halls of the Coliseum, where demonstrations may be made. A schedule of these demonstrations will be announced every day so that those interested in the particular device or apparatus may be present at the demonstration.

According to the sponsors of the exposition, this opportunity to display their apapratus under actual working conditions to interested theatre-owners is being apparatus under actual working condispace. Particular interest is centering in equipment and accessories allied with the presentation of sound pictures.

W. G. Newbould, a prominent Chicago business man, who is manager of the American Theatre Exposition Corporation, the organization sponsoring the exposition, is enthusiastic over the prospects.

"It took only one week after our first announcement to assure me that the exposition will be a big success," said Mr. Newbould recently. "The big men of the industry—manufacturers, producers, and exhibitors—took to the idea instantly. They recognized its wonderful possibilities for the entire industry.

"It is safe to predict that, for the first nine days in June, Chicago will become the capital of the motion picture industry. It means much more than just a mere exposition of motion picture theatre equipment. It means an opportunity for the leaders of the various elements of the industry to get together and discuss—freely and frankly—the problems which confront them.

"This exposition will offer the first opportunity that theatre owners and managers have had to compare the various sound reproducing devices."

YOU BE THE JUDGE!

Judge your curtain control equipment as you would a prospective employee,—by its Earning Capacity. From business standards, there is no better buy than

VALLEN NOISELESS CURTAIN CONTROL EQUIPMENT



The Reason:

Provides the prestige value of curtains operated in perfect silence,—effectively.

Pays a dividend by infallible performance.

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Enjoy the Ultimate in Curtain Performance. Employ

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Ask a Vallen Consumer,—Always, One Is Nearby

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AKRON, OHIO, U. S. A.

THE VALLEN NOISELESS ALL STEEL SAFETY TRACK
A VALLEN PRODUCT TRADE MARK

WRITE FOR DETAILS — THEY'RE WORTH IT.

Cutler-Hammer Appointees Assume New Duties

P. S. JONES assumed his new duties as manager of the New York District Office of Cutler-Hammer, Inc., on March 1. Mr. Jones was formerly manager of the Pittsburgh office of the company. He succeeded C. W. Yerger, who left the company to accept a position with the Hanson-Van Winkle-Munning Co., Matawan, N. J.

T. S. Towle, formerly sales engineer of the Pittsburgh Office, has succeeded Mr. Jones at Pittsburgh.

G. E. Hunt has been placed in charge of distributors' sales for Cutler-Hammer. Mr. Hunt is widely known in Eastern distributing circles, having been located in the Philadelphia office of this company for the past ten years.

Proposes Method to Chart Public Buying Demands

ACCORDING to Dr. Paul H. Nystrom, Professor of Marketing of the School of Business of Columbia University, the consumption of goods can be scientifically predicted through factors of living standards, income changes, changes in public demand for service and fashion trends. The percentage of incomes allotted to various items of living expenses could be definitely allotted to seven classes of incomes, he declares, and no store should attempt to cater to more than three of the groups. Scientific merchandising calls for a determination of what income groups were to be served, he adds. If the Professor will devise a chart whereby producers and theatre men can accurately predict the consumption of entertainment of given styles and prices, he will find many customers for the invention in the picture industry.



What About Sound Pictures?

The Picture's the thing! Yet it's a **sound-conscious** public these days, and make-shift musical and "effect" accompaniments bring a "thumbs down" mighty quick. Successful sound synchronization is pulling big houses.

Perhaps you're depending upon non-synchronous devices! If you are, sound effects are here for you through

BRUNSWICK MOOD ACCOMPANIMENT

Record Library and Cueing Service

Here you have records made expressly for cueing service—music composed especially and exclusively for theatre use. A record for every kind of Motion Picture scene! Special sound effect Records without musical accompaniment! **A cue sheet for every Feature picture!** A complete service to take care of the musical needs of theatres equipped with non-synchronizing instruments! Never before have strictly theatrical records been available—and now, only from the Brunswick Mood Accompaniment Record Library.

Double your patronage with "sound" pictures! Ask your nearest National Branch for details and demonstration, or send for Descriptive Booklet to General Offices: 624 S. Michigan Ave., Chicago.

(4271)

NATIONAL THEATRE SUPPLY COMPANY

Offices in all Principal Cities

British Exhibitors to Receive Free Sound Equipment for Advertising Purposes

FREE talking picture apparatus is to be offered exhibitors in Great Britain next July by a new film advertising company, the General Film Productions, Ltd., of Kingsway, according to a statement credited to the managing director of the organization, and contained in the British trade press, the Department of Commerce is advised by Trade Commsssioner George R. Canty, Paris. Sets valued at £350, approximately $1,700, are to be supplied, it is claimed to 200 cinemas, who will then show the "talkie" product, both plain entertainment and advertising films, made by the company in question.

The directors of the new company are said to be Sir William Edge, M.P., Harold Edge, and Edward Cook. The latter is the managing director. He is also credited with a statement to the effect that the company's new studios, to which sound studios were to be added, had already begun production and were turning out advertising short films at the rate of two a week. They were shortly going to begin production, he said, of color and talking pictures by two well known processes; they had, incidentally, he averred,, secured the exclusive rights of the color process for advertising purposes in Great Britain. The director also stated that a number of contracts had already been made with several important concerns.

A trade paper reports that both the sound and the color process involved have been successfully demonstrated in London. It must be noted that the apparatus which is to be distributed is not interchangeable, but is said to give excellent results.

HUB PRODUCTS FROM SERVICE TO SOCKET

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WITH the growing vogue for stage presentations in motion picture theatres, new and novel lighting effects are being developed constantly.

The most successful theatre operators are those who keep in close touch with this steady progress in scientific lighting as controlled by Hub Switchboards.

Many of these enterprising operators use the famous Hub lighting studio at our factory as their experimental laboratory. This studio takes the form of a miniature theatre, and it is fully equipped with all the latest devices for reproducing those pleasing light effects which contribute so much to the success of the general ensemble.

You, too, are cordially invited to use this laboratory.

Bring your lighting problems to us. Our engineers will gladly give you the full benefits of their wide and varied experiences, and to show you just how you can improve your theatre lighting. Of course, there is no obligation on your part. It will be a pleasure for us.

If it is not convenient for you to come to Chicago just now, write us. We will gladly help you by correspondence.

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Sketch of New Majestic Theatre

Set Opening Date for New San Antonio Theatre

San Antonio, Tex., soon will boast the largest theatre in the Southwest. Work of construction on the $355,000 Majestic Theatre and office building is rapidly nearing completion and a tentative opening date has been set for May 15.

This mammoth showhouse, which is being built on Houston street in the heart of the theatre and business district, will seat 4,000 patrons—2,000 on the lower floor and the balance on the mezzanine balcony.

The seating capacity is 1,250 greater than any other Texas house. It will be the largest theatre south of Chicago, excepting the West Coast.

The building itself will be 14 stories high with stores on the ground floor. The remainder of the building will be given color scheme.

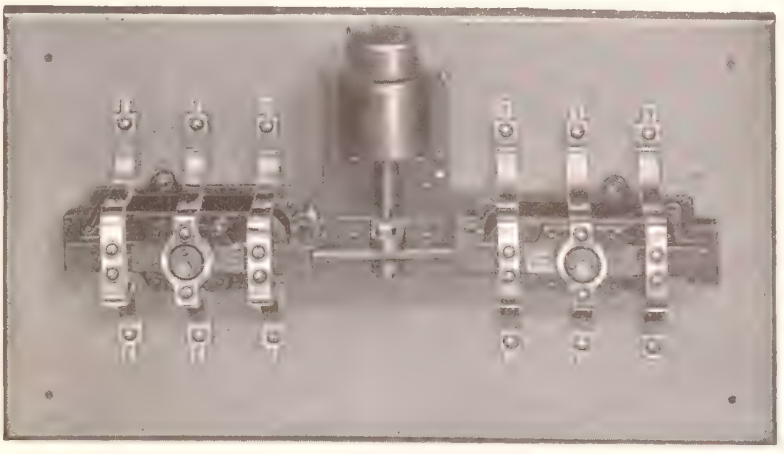
On the top floor will be an apartment studio for Karl Hoblitzelle, president of the Interstate Amusement Company, operators of the Majestic Theaters of Texas and the Southwest.

The theatre will have two refrigerating plants, one of which will be for emergency. By thermostatic control, the temperature will be kept at an even level summer and winter.

John Eberson, well known theatre architect who designed the theatre, is supervising the construction.

—remote control

for your important lighting circuits



A "Diamond H" Type "G" double throw remote control switch

Can you insure your lights?

What happens if your lighting system fails at a critical time? Did you ever think that you could insure your lighting so that it will never fail, no matter what happens? Well you can.

The "Diamond H" Remote Control Switch is your insurance. No matter what means you take to provide current for lighting circuits, whether you use a motor generator, emergency lighting circuit, or additional circuits from several sources, "Diamond H" Remote Control Switches should be used.

They throw over automatically from one circuit to the other and back again automatically when the main current supply resumes. They are reliable and you can depend upon them absolutely.

The important lighting circuits you need to insure are the exits, aisles, stairways and lobbies. "Diamond H" Remote Control Switches are also useful for many places in the theatre, for instance, to control your exterior signs and marquees, organ heaters, stage lighting and control of effect lighting from booth.

Architects and contractors as well as electricians will find information of value in our Bulletin No. 10. Yours for the asking.

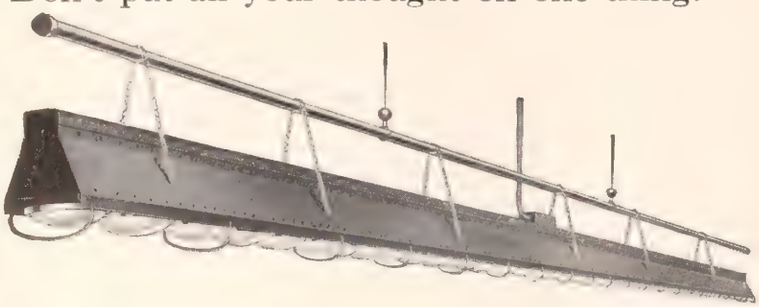
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HARTFORD, CONN.

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DIAMOND H SWITCHES

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Perhaps with the new subject of "talkies" some old reliable aids to profit may be neglected. For your profits' sake *light up!* Don't put all your thought on one thing.



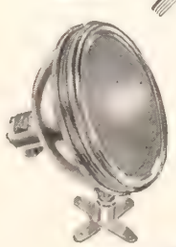
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To Solve Talkie Problems You Must Know Your Sound Equipment

(*Continued from page* 1053)

requirements be fulfilled. . . . That the operator realize the significance of every part of the installation and its function. Without this knowledge he cannot decide the correct operating conditions, conducive to distortionless amplification.

It is true that the installation is perfect when installed, but how long will it remain in this condition? Batteries, resistances, chokes, rectifying tubes, transformers and ampifying tubes are abundant in such amplifiers and coordination of all parts is imperative. Take as an example a typical Western Electric installation. Three separate amplifying systems constitute the main ampifier. Each of these amplifiers contains approximately four tubes—at least four tubes—some of which are amplifying tubes and others are rectifying tubes which supply the operating potentials. A knowledge of the principles of amplification and tube rectifying is imperative. Freedom from noise in such a system is paramount, and to accomplish this state it is necessary to guard against certain conditions. How can the operator attain the desired state if he is unfamiliar with the function and limitations of each device or unit.

Indicating Instruments

The above is even more important in non-synchronized installations because the systems are seldom equipped with sufficient indicating instruments which show the existing conditions. It is simple to tell a man to watch the fluctuations of any one meter, to turn a certain control knob if the fluctuation is excessive—but suppose that meter does not show an indication, or the deflection is less than normal? Such indications are useless to the man unless he can interpret the significance of the deflection—unless he can make the necessary changes to remedy an existing fault. Commercial servicing is excellent, but one cannot wait for a service man during the projection of a picture.

Disturbing Influences

The distance between the amplifiers and the speakers behind the screen is oftimes appreciable and disturbing influences find their way into these cables, particularly in the small jobs. The process of elimination is necessary to isolate the defect, but this is only possible if the man concerned is familiar with the process of analysis and diagnosis.

Considering all the factors involved, we can come to but one conclusion, that operation of the talking movie equipment requires knowledge of the system involved because it is not so simple, requires servicing and is not easy to install.

NOW Is the Time

For Theatre Managers and Owners to make plans to attend

For Manufacturers of Theatre Equipment to Reserve Exhibition Space

The First Annual

AMERICAN THEATRE EQUIPMENT EXPOSITION

to be held in

The Coliseum, Chicago

June 1 to 9, 1929

This unparalleled event will make Chicago the Mecca of all branches of the motion picture business—theatre managers and owners, manufacturers, producers, writers, actors and actresses—during these nine busy days.

Advance interest in the Exposition has already assumed tremendous proportions. Space is being leased rapidly. That's the reason we urge prospective manufacturer-exhibitors to reserve spaces now.

The fact that demonstrations of the various sound reproducing equipment will be given under actual theatre conditions in one of the large halls of the Coliseum is a magnet which will draw thousands of theatre men from all sections of the country.

For full particulars address

American Theatre Exposition Corporation

W. G. Newbould, Manager

Fourth Floor, Hotel Stevens, Chicago

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Two-Shaft Dimmer Control

While some lights of a single color are gradually coming up to full strength others of the same color may be dimmed down to any point or out, with one operation with the Two Shaft Control of the (FA) Major System of Lighting Control.

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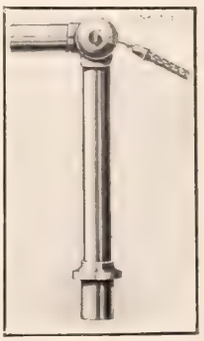
Utica Theatre Men Invent New Disc Reproducer

The Lincrophone, a talking picture apparatus, has been invented by Evans W. Linton and Harry Cross. Mr. Linton is Manager of The Olympic Theatre, Utica, N. Y., where the Lincrophone is in use, and Mr. Cross is the chief projectionist there. The Lincrophone is a coined title derived from the names of the inventors.

The invention involves two separate units. One of them is for non-synchronized pictures, furnishing a musical background to films, and the other is for synchronized photoplays.

Filtering devices in the speakers are used to eliminate all extraneous noises. The opinion of those who have already heard the Lincrophone is that the tone is unusually clear and natural. Most of the apparatus is located in the projection room, including an intricate mixing panel, while the six large dynamic principal speakers are concealed behind the screen. Two amplifiers enable the operator to change from one to the other for emergencies. Mr. Linton claims it is possible to resynchronize instantly. The turntable device runs with wormed gears in a bath of oil at all times, insuring smoothness.

No Protruding Hooks on New Lobby Rope Standard



A new standard or post for velour-covered ropes in lobbies and other parts of the theatre where hold-out lines are needed, has been introduced by the Newman Manufacturing Co., of Cincinnati. The standard was designed by W. J. Newman, of the company's Chicago branch. It is made of brass and has an elongated upright, fitted into a cup or receptacle set flush in the floor. The cup is fitted with a removable cap that covers the opening flush with the floor at the edges, thus to prevent tripping. The post may be removed whenever desired. Or, the upright may be permanently screwed to the floor, or even fitted with a heavy cast base.

The new feature embodied in the standard is a sunken eye for receiving the snap-hook on the end of the rope. This positively eliminates any chance of patrons tearing their clothing as in the case of the old-style exposed hooks.

These standards are also made of hand-hammered brass and genuine bronze, in any desired shade or effect.

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—the asbestos covered wire

Klieglights



The new noiseless kind built especially for use in "talking movies," are equipped with Rockbestos Motion Picture Cable —the extra flexible cable.

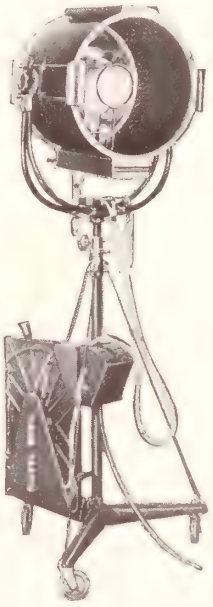
Every projectionist, every electrician knows Rockbestos and specifies it.

Cuts replacement costs and is good insurance.

Write for Bulletin on M. P. Cable.

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INCANDESCENT
"Klieglights"
for SOUND PHOTOGRAPHY



Klieg-Sun: for high-intensity floodlighting; one of several different types of units available.

THESE new Kliegs, in which high-candle-power incandescent lamps are used for the light source, furnish brilliant evenly diffused light high in actinic qualities, permitting photography with clearness of detail, full color values, sharp definition, and freedom from sound interference. They are absolutely noiseless in operation and cause no disturbance in the recording of sound photography; are efficient in light control and utilization; afford complete command over the direction, diffusion, and divergence of the light beam; are light in weight; can be easily and quickly handled; operate on the service line, whether a. c. or d. c. They are modern in every respect, and adapted to present-day studio conditions.

Write for Bulletin No. 101 which fully describes and illustrates these new Kliegl studio lights—and explains how they are used in motion picture and sound photography.

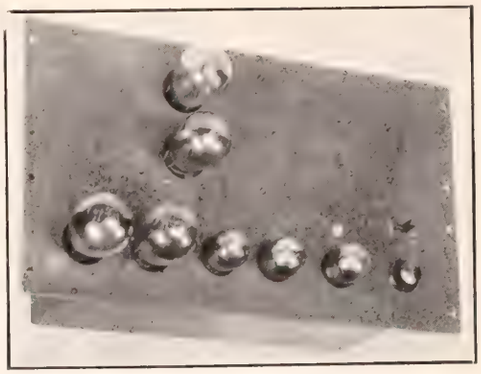
KLIEGL BROS
UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.
321 WEST 50th STREET
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Develop Special Amplifier Unit for Theatre Sound Reproducer Systems

TO meet a new demand created by the popularity of the talking picture a new sound amplifier designed to provide sufficient power when fed by a microphone, radio set, or one or more phonograph record pickups to operate from two to twelve dynamic or other loud speaker units, has been developed in the S-M type 690 amplifier, according to announcement by Silver-Marshall, Inc., Chicago.

The 690 amplifier incorporates dual push-pull amplification, full A. C. amplifier operation, "fading" volume control, three-way selector switch, and "rack and panel" type of full aluminum construction.

The entire amplifier, with its self-contained power supply, is mounted on a solid aluminum panel 14-inch high and 21-inch wide, with all tubes projecting from sockets sunk below the panel face. One UY227 (C327) tube is used in the first stage, two UX226 (CX326) tubes in push-pull in the second stage, and two UX250 (CX350) power tubes in the push-pull output stage. The power supply employs two UX281 (CX381) rectifier tubes in a full wave rectifier system delivering 450 volts to the plates and 80 volts to the grids of the '50 tubes and appropriate A, B and C voltages to the other tubes. A special 225M input transformer allows microphone, radio or record output to be fed to the UY227 tube. A 257 transformer couples this tube to the two UX226 tubes, and they in turn are coupled to the UX250 tubes through a 227 transformer. The output of the UX250 tubes is taken through a 248 universal output choke. The power supply employs one 324 power transformer, a 331 Unichoke, a 335 dual choke and a 685 condenser bank.



Amplifier unit manufactured by Silver-Marshall and designed especially for use with sound amplification systems in motion picture theatres.

Input binding posts are provided for connection of one record pickup (or two with their own selector switch), one microphone, and the output of a radio set detector tube (or another record pickup if preferred). The three-position key switch selects any one of these three inputs for amplifications and a tapered potentiometer controls volume and "fading" from zero to full output. Three sets of loud speaker output connection posts provdie three output impedances suited to combinations of one to twelve dynamic or magnetic speaker units for theatre, auditorium, or stadium use.

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Aids Good Projection

One of the biggest assets SENTRY SAFETY CONTROL brings to good projection is the utter freedom it gives the projectionist.

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A marvelous advantage at a nominal cost!

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The positive fire preventer. Can be attached to any projector. Costs only a few cents a day.

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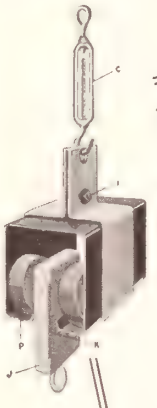
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Moving side and top masks off and on picture screen during operation of "Phantom Screen Magnascope."

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Picture films vary as well as current conditions. Your projectionist can adjust his arc current to always give you a clear, bright picture if you equip with PERFECTION. Current saving also is a result of PERFECTION equipment, for he need not use full current till the actual projection is started.

PERFECTION
RHEOSTATS RHEOSTATS

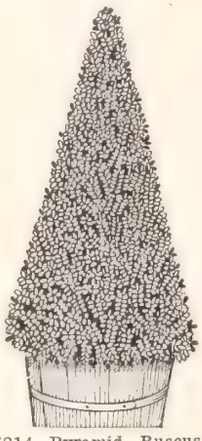
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FRANK NETSCHERT, INC.

61 Barclay Street New York, N. Y.

The Bulletin Board

(*Continued from page* 1080)

machinery incapable of producing needed results in synchronization and amplification and below the standard set by the exchanges which have sound pictures to release. The question of interchangebility, wisely, has been left in the hands of the distributor, which, of course, means that interchangeability will be handled mainly by the branch manager of the exchange, familiar with local conditions and most likely to get the proper representation for the exhibitor in his dealings with the distributor. Service is available if the equipment measures up to the right standard of results in the theatre. Fortunately, too, there are now on the market several equipments capable of performing satisfactorily for the theatre owner.

One of the questions most generally asked by the exhibitor is concerned with the assurance that sound-on-film attachments will be available for the equipment in the future. Due to the fact that a majority of the most important talking pictures up to the present have been recorded by the disc system, this type of reproducer has fulfilled the average requirements, though it makes it impossible for the theatre with such single system to show sound news reels—which are made by the film track method of recording. The fact that discs are more in demand owing to the greater number of disc machines now in theatres is being considered by the producers. Witness the announcement that RKO will offer either disc or film recorded prints on all features to be made in the immediate future. Tiffany-Stahl also is providing this dual recorded service on feature pictures.

Based on the prices of sound-heads now on the market, this type of equipment is much more expensive than the disc reproducer. The lowest price quoted on sound-heads by manufacturers who will supply them to outside companies, so far as can be learned, is $1,250 each. As there are two required for each installation, that makes the cost of the device alone, not installed, $2,500 for each pair of projectors equipped. In addition to the mechanism there is required a "head amplifier" and the amplifier unit for the dual system must be of greater capacity than that which functions adequately for the single system disc reproducer.

What the future may hold in the matter of bringing down costs of these sound-on-film reproducer mechanisms remains to be seen. There should be an answer to this question soon, for many companies have announced that sound-on-film attachments will be available within a short time.

As "The Street" Views It

THE trend toward consolidation in the film business has attracted attention to the shares of the leading companies in the film industry, with the result that the "amusement stocks," in which classification "the street" places the film issues, have become favorites of the buyers of shares for speculation and investment. The view which the traders take of the film industry and those favored stocks of the leading companies runs something like this:

Talking pictures have given new impetus to the motion picture theatres and production thereof. The public reception has been very satisfactory indeed and earnings of the big production companies which have been specializing in sound pictures have jumped amazingly. That is quite true, for the quarter ended December 1, 1928, and the first quarter of the currnt fiscal year, Warner Bros. Pictures reported net profits of $2,917,724, which is $872,883 in excess of the total profits for the entire previous year. With other companies entering the production of talking pictures, the brokers declare in their analyses of the film stocks, there have been movements to strengthen competitive advantages by expansion of distributing and exhibiting facilities, and the result is that there are now five leading companies, all of which are moderately well integrated in all phases of the industry.

LEARN THE FINE POINTS OF PROJECTION



The New York Institute of Photography nowoffers a *home study course* in *Professional Motion Picture Operating and Operating and Projection.* This course was prepared by one of the acknowledged authoritiesof this country

This course will supplement your actual projection room work. The resulting practical and theoretical knowledge of Chief Projectionist in a large theatre.

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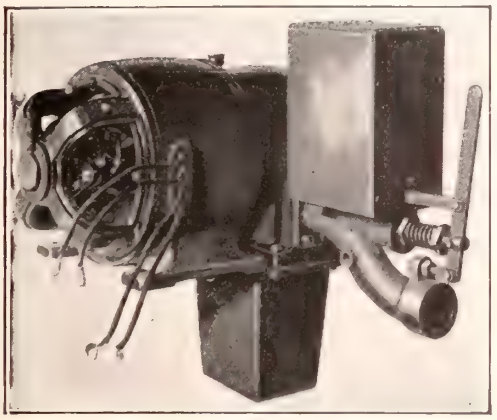
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COMPARE the Cinephor with any other lens on the basis of these four characteristics: *definition, flatness of field, illumination,* and *maximum contrast between black and white.* Every Cinephor is highly corrected and can be brought to a clear, sharp focus with ease.

Hundreds of tests before operators and trained critics have proved the superiority of Cinephors on every count. As a theatre owner you cannot neglect this opportunity for better results—better pictures and better business.

A note from you will bring full information about Cinephor lenses. Bausch & Lomb experts will be glad to co-operate on your specific projection problem. Bausch & Lomb Optical Co., 653 St. Paul St., Rochester, N. Y.

Bausch & Lomb

CINEPHOR

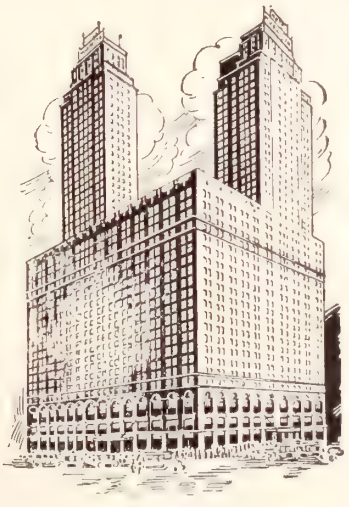
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Selected List of Important Trade Publications

Prepared for the Service of Theatre Owners, Managers and Theatre Architects

Important publications issued by manufacturers in connection with the subjects listed in these columns will be sent free to readers upon request to this magazine. For your convenience a number is used to indicate each subject and a request blank provided. To obtain copies of publications on subjects in which you are interested simply insert on line provided in blank the number opposite that subject, fill in name and address and mail to Showman Service Bureau.

AIR CONDITIONING
(1) General outline of systems with illustrated descriptions of apparatus for atmospheric conditioning in theatres.

CLEANING SYSTEMS
(2) Apparatus used in central cleaning system for theatres.

DECORATION
(3) Furnishings for auditoriums, lobbies, lounges—decorative furniture and fixtures, fountains, shrubbery, draperies, etc.
(4) Finishing materials for wall and ceiling treatments.

FILM PROCESSING AND CLEANING
(5) Descriptions of materials and apparatus used in processes for film renovation, preservation and cleaning.

HEATING AND VENTILATION
(6) Types of ventilating and heating systems with diagrams, illustrations and descriptions of apparatus.

LIGHTING, DECORATIVE
(7) Spotlight, effect projectors, automatic and remote control color and effect machines for atmospheric theatres, cove lighting, lobby and rest room illumination, with specifications for uses and operation.

LIGHTING FIXTURES
(8) Decorative chandeliers, wall fixtures, directional signs, illuminated mirrors and fountains for theatres described and illustrated.

LIGHTING, PROJECTION
(9) Arc and incandescent lighting equipment, specifications for use and operation.

LIGHTING, SIGN AND MARQUEE
(10) Flasher equipment, color devices, etc., for front effects and advertising.

LIGHTING, STAGE
(11) Spotlights, effect machines, borders, foot lights, etc., and their uses in stage effects.

LIGHTING CONTROL
(12) Dimmer control, switchboards, panel boards, switches of various types for stage and auditorium lighting control.

MOTOR-GENERATORS
(13) Various designs of motor-generators specially designed for motion picture projection.
(14) Power control, transformers, etc., for projection, specifications and illustration of apparatus.

ORGANS AND ORGAN EQUIPMENT
(15) Theatre organ of various types for large and small auditoriums.
(16) Organ blowers, heaters, seats and accessories.

PIT AND STAGE ORCHESTRA EQUIPMENT
(17) Music stands, special designs for pit orchestras and stage band acts.

PLUMBING FIXTURES
(18) Radiators, equipment for wash room furnishing, etc., illustrated.

PROJECTION
(19) Operating instructions, parts for machines (specify make and model).

RIGGING, STAGE
(20) Drapes, curtains, curtain control apparatus, automatic stage platforms, elevators, etc.

SAFES
(21) Descriptive literature illustrating types of safes especially designed for theatre use.

SEATING
(22) Auditorium chairs, special designs illustrated, re-seating arrangements, etc.

SCREENS, MOTION PICTURE
(23) Various types described, diagrams, illustrations of surfaces, etc.

SIGNS AND MARQUISE
(24) Theatre advertising signs, marquise designs illustrated.

TICKET VENDORS
(25) Automatic ticket machines for motion picture theatres, change makers, canceling devices and registers.

Sound Equipment

(26) AMPLIFER UNITS

(27) HORNS AND AMPLIFIERS

(28) NON-SYNCHRONOUS DISC REPRODUCERS

(29) RECORD LIBRARIES FOR NON-SYNCHRONOUS DISC REPRODUCERS

(30) RECORD CUEING SERVICES

(31) SYNCHRONOUS DISC REPRODUCING UNITS

(32) SYNCHRONOUS DISC AND FILM-TRACK REPRODUCERS

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729 Seventh Ave.
New York City

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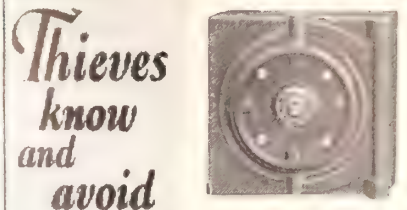
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Advertisers Index for the April Showman

The following list of advertisers in the April Showman has been prepared for the convenience of readers, and while care has been taken to make it correct it cannot be guaranteed against possible errors or omissions.

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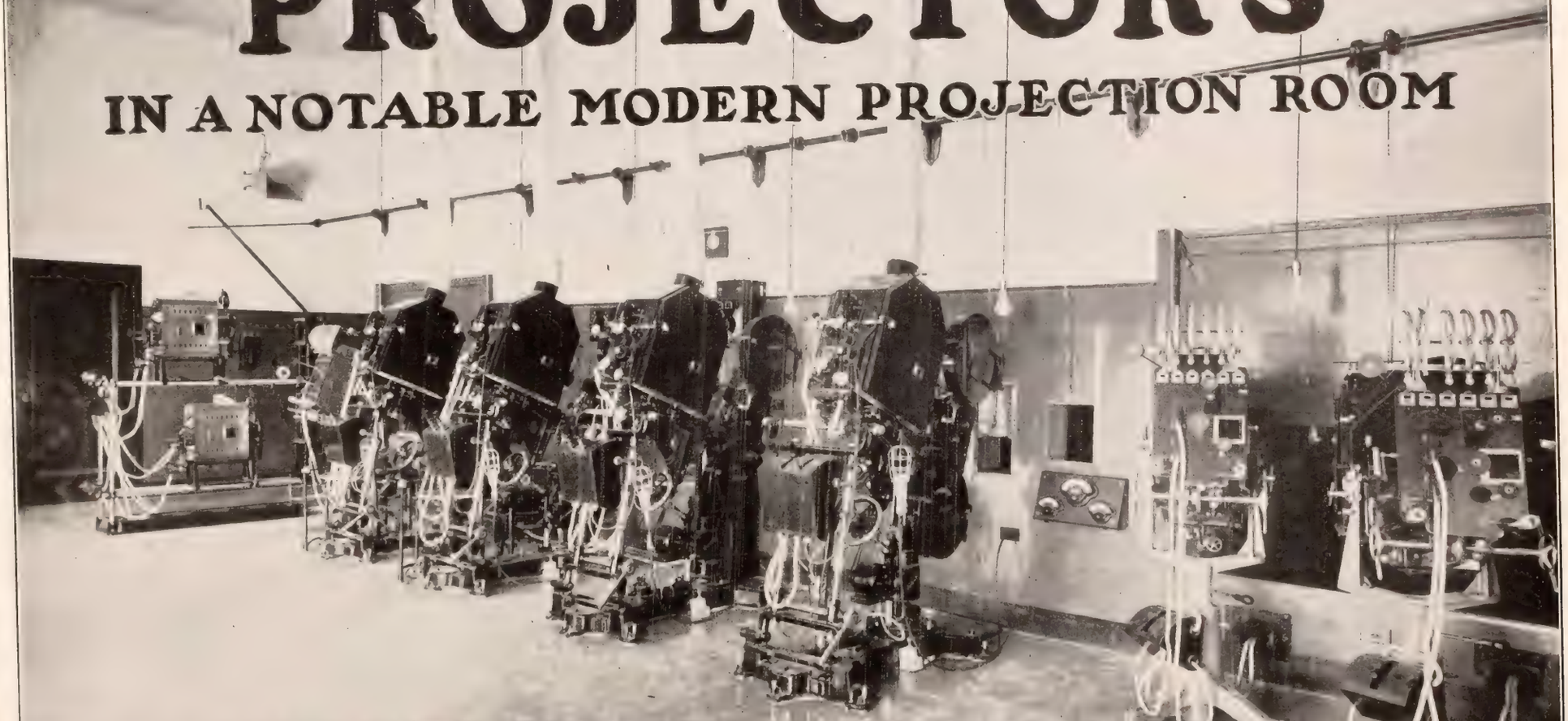
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THE FOX DETROIT

EQUIPPED FOR EVERY PRESENT NEED
PLANNED FOR EXISTING REQUIREMENTS
PREPARED FOR FUTURE POSSIBILITIES

INTERNATIONAL PROJECTOR CORPORATION
NEW YORK

ILLUMINATION DATA for PROJECTION ARCS

Current amperes	Crater Dia.	Crater area	IMAGE DIAMETER					
			m=3	m=4	m=5	m=6	m=7	m=8
10	0.133	0.0136	0.40	0.53	0.67	0.80	0.93	1.06
15	0.175	0.0240	0.53	0.70	0.88	1.05	1.23	1.40
20	0.213	0.0359	0.64	0.85	1.07	1.28	1.49	1.70
25	0.250	0.0491	0.75	1.00	1.25	1.50	1.75	2.00
30	0.284	0.0634	0.85	1.14	1.42	1.70	1.99	2.27
35	0.316	0.0786	0.95	1.26	1.58	1.90	2.21	2.53
40	0.348	0.0948	1.04	1.39	1.74	2.09	2.44	2.78
45	0.377	0.1118	1.13	1.51	1.89	2.26	2.64	3.02
50	0.407	0.1296	1.22	1.63	2.04	2.44	2.85	3.26
55	0.434	0.1480	1.30	1.74	2.17	2.60	3.04	3.46
60	0.462	0.1672	1.39	1.85	2.31	2.77	3.23	3.70
65	0.488	0.1870	1.46	1.95	2.44	2.93	3.42	3.50
70	0.514	0.2075	1.54	2.06	2.57	3.08	3.60	4.11
75	0.538	0.2286	1.61	2.15	2.69	3.23	3.77	4.30
80	0.564	0.2502	1.69	2.26	2.82	3.38	3.95	4.51
85	0.588	0.2723	1.76	2.35	2.94	3.53	4.12	4.70
90	0.613	0.2951	1.84	2.45	3.07	3.68	4.29	4.90
95	0.636	0.3182	1.91	2.54	3.18	3.82	4.45	5.09
100	0.660	0.3420	1.98	2.64	3.30	3.96	4.62	5.28

Illumination Data for Low Intensity Arcs

IN the belief that such data have never before appeared in print we are presenting herewith a table showing crater diameter and crater area for low intensity projection arcs of all current values between 10 and 100 in steps of 5 amperes.

For purposes of convenient and quick reference a tabulated list of image diameters is also given which shows at a glance the respective size of the crater image of the various sizes of arc craters for magnification ratios between 3 and 8.

The information contained in this table is interesting in a number of respects. For instance, it is generally known that in the case of the low intensity reflector arc which has a magnification ratio of 6 to 1 (m=6), the maximum current value which can be used to advantage as concerns increased screen illumination is about 25 amperes.

This is based on the use of an aperture spot measuring 1.5 inches in diameter to insure complete coverage of the aperture and to allow of a reasonable degree of arc "travel."

For a *precise* alignment of the system, however, based on the use of a standard aperture measuring 0.6795 in. x 0.906 in., a light spot of 1.5 inches diameter is much greater than need be used because the diagonal dimension of the standard aperture is somewhat less than 1.137 in. (allowing for the rounded corners of the aperture plate).

An inspection of the table shows that for exact coverage this dimension an arc having a current value of between 15 and 20 amperes is all that is required. That is, an arc of about 18 amperes will give maximum efficiency in any reflector arc system using a corrected mirror (elliptic) with a magnification ratio of m = 6.

This statement is actually borne out by test figures which prove that for current values up to 18 amperes, the increase in screen illumination is proportional to the increase in current and beyond 18 amperes, the increase in screen light falls off rapidly until a current value of 25 amperes is reached after which no increase is observed.

It is safe to say that 18 amperes represents the maximum current from the standpoint of efficiency and, if a perfect elliptic mirror could be obtained, no increase in screen light would be obtained if the current were raised beyond the value. Inaccuracies in the mirror, however, which introduce the equivalent spherrical aberration make it necessary to go to 25 amperes before the condition of limiting illumination is reached.

Thus, a 60 ampere high intensity arc using a 9 m.m. positive has a crater diameter of just about 0.25 inches so that, like the low intensity mirror arc a magnification ratio of m = 6 is required for complete aperture coverage.

On the other hand, a 75 - 80 ampere high intensity are using an 11 m.m. electrode has a crater diameter of 0.30 inches or slightly greater. The table shows that for an aperture sport of 1.5 inches the magnification ratio required is m = 5.

The 120 ampere high intensity arc, having a crater diameter of approximately 0.35 inches and used with condensers requires a magnification ratio of m = 4.

If the magnification ratio is known, then the two working distances; i.e., distance between crater and optic center of condenser set and the distance between aperture and optic center of condenser set, can be obtained by choosing a safe working distance for the arc crater consistent with minimum lens breakage and pitting and then multiplying this distance by the magnification ratio.

European Sailings Indicate Interest In Foreign Market

Joe Brandt Off To Germany And Other Points; Tie-Ups Foreseen In Departures

Recent sailings of several producer-executives to European countries would indicate that the foreign talkie market is not to be neglected in as much as their departure is seen as a move towards production and distribution tie-ups in England, France and Germany.

Joe Brandt, president of Columbia Pictures, left last Friday for Germany and other foreign countries where he will gather first hand information relating to sound film conditions. He will also arrange for the production of a series of Columbia foreign talking pictures abroad and will plan American distribution. Columbia already has affiliations with FBO, Ltd., in England and in France with Aubert and Haik. His plans in Germany have practically been completed.

Earnings from film exports are set at 40 per cent of the gross, 25 per cent coming from Europe, and Brandt believes that the foreign market is not getting sufficient attention. He will be away from this country three to four months.

Other foreign executives of American film companies sailing for Europe last week included Truman H. Talley, of Fox Film Corp.; Clayton Sheehan, head of Fox's foreign department; Joseph Seidelman, assistant manager of Paramount Famous Lasky's foreign department; Robert Hurel, of Franco-Films, and P. L. Deutsch, of Acoustic Products. All of these may be engaged in regular run of departmental affairs but it is also believed that it may be the result of sudden interest in foreign trade.

H. M. Warner and George E. Quigley, of Vitaphone, also left last week with the first franchise granted American producers to make Western Electric talking pictures abroad.

4,000 Seater Will Enliven Trade At Schenectady, N. Y.

A 4,000-seat motion picture and vaudeville theatre will be contained in the three million dollar office building of the New York Power and Light Company, Schenectady, N. Y., and it is further said that the Farash circuit of that city is negotiating for lease. It was first rumored that Fox was seeking control but this has since been denied.

Kingsmore In Charge Of Loew's Cleveland Houses

Howard Price Kingsmore, city manager of Loew's houses in Baltimore, Md., for the past year and a half, has been appointed general manager in charge of operation of Loew's Cleveland theatres, which comprise a group of 14. He will not leave for Cleveland until about April 6.

What Price Quota Here, Exhibitors Ask

EFFECT on the American market, if the 3 to 1 French Quota Bill goes through, is being discussed by film men here and abroad. As far as can be seen at the present time, unless some unforeseen incident occurs, it is thought that the bill will be adopted during April. American producers are keenly interested in retaining the existing ratio of 7 to 1 and will bend every effort to keep the present exchange in effect.

Would production in America be cut to meet conditions if the 3 to 1 bill is adopted, and would it mean higher rentals here to make up the deficit?, some exhibitors are asking.

Michigan M.P.T.O. Meeting To Hear Myers On Tuesday

President Of Allied Exhibitors To Address Members; Richey To Outline Govt. Suits

Detroit, Mich., April 4.—The annual convention of the Motion Picture Theatre Owners of Michigan will be held at the Wolverine Hotel on Tuesday next. Abram F. Myers, president and general counsel of the Allied Exhibitors Association, of which Michigan is a member, will appear to address the meeting.

The topic of Mr. Myers' speech has not been divulged, but it is generally believed that he will open up the question of the general organization of the 3,000 independent exhibitors of the country with a view to obtaining the backing of one of the largest financial institutions and the floating of a stock issue which would have the public carrying some of the financial burden of the exhibitors and give the public an interest in the fight of the independent against the chain.

H. M. Richey, secretary of the Michigan organization, is to address the exhibitors on the trend the Federal Trade Commission's suit in the U. S. Court in New York took. The recent credit and arbitration suits that were brought before Judge Thatcher will be explained by him to the exhibitors attending the meeting.

Fox 2500-Seater In Seattle Will Open On April 15

Definite plans for the opening of the 2,500-seat Fox Theatre, in Seattle, Washington, were made public in the Northwest city last week by Harold B. Franklin, president of Fox-West Coast Theatres, after conference with Charles M. Thall, Pacific Northwest manager of the chain. April 15 has been set as the tentative opening date of the theatre, and "Broadway Melody" will be the opening screen attraction.

Quality Shows Will Decide St. Louis Tug O'War

Relative Position Of Fox-Loew, Warner-Skouras Will Soon Be Revealed

The next several weeks will reveal to a marked degree the present trend among the amusement seekers of St. Louis, and determine the relative position of the new Fox-Loew combination and Warner Brothers-Skouras Brothers as purveyors of amusement, as regards this city.

There is no denying that the new Fox Theatre, at Grand and Washington boulevards, has cut deeply into the business of the Ambassador, Missouri and Grand Central Theatres operated by the Skouras-Warner interests. The gross figures for April and May for the big houses should prove very interesting as the newness of the Fox is wearing away, and the house will soon begin to draw its patronage strictly on the basis of entertainment.

However, the Brothers Skouras and Warners are not sitting down and letting things take their natural course, on the other hand are shuffling their cards to win back the patronage they formerly had.

At the Missouri Theatre they have installed a new personality in Harry Rose as master of ceremonies, while the Ambassador has greatly exploited Greater Talking Picture Month, which is the modern adaptation of Greater Movie Month. For three weeks special trailers were used on the screen to create interest, while two sheets and newspaper advertising space have been used generously.

Loew's State Theatre, on Washington avenue at State street, is also preparing to buck up its programs with a stage show. Whether it will go in for presentations such as featured at the Fox, or band shows along the lines of those at the Ambassador and Missouri remains to be seen. A change in policy at that house may be expected within the next few weeks.

Changes In Policies Of 4 Fox-West Coast Houses

The policies of four Fox-West Coast houses in the Glendale section of California has been made. With the installation of sound, the Alexander will present feature sound pictures in conjunction with Fanchon Marco units. This will give the major house the only stage show in the San Fernando Valley. The Glendale will go into 7-day runs of the larger talkies. The Gateway and the Bards will take second runs on the features shown at the other two houses.

Kilgen Profits Higher

George Kilgen and Son, Inc., organ builders, of St. Louis, Mo., report net earnings for 1928 of $107,237.12 compared with $52,966.83 in 1927. The company has outstanding $500,000 of preferred stock and $22,500 shores of no par value common stock.

"Weary River" Big At Houston, Tex., In Lenten Season

"Canary Murder Case" And "Iron Mask" Also Break New Orleans Bugaboo

Talking pictures have shaken up the Lenten tradition of poor business in at least two sections of this country. Not only was extra-normal trade reported in one but records were actually shattered in the other.

Three Houston, Texas, theatres broke box-office records in three consecutive weeks during the period. The Metropolitan, Publix de luxe house, fell before the onslaught of "Weary River" and went to 40 per cent over normal; "Old Arizona" topped everything ever played at the Majestic with the exception of the Dempsey-Tunney fight pictures, and the first two days of "The Duke Steps Out," at Loew's, broke opening day's records at this house.

In New Orleans, where it has been usual for managers to step cautiously as to an expensive bill during Lent, "Canary Murder Case," "The Iron Mask" and "Old Arizona" and other attractions have dispelled the bugaboo by getting above normal business. This was a distinct surprise for Crescent City operators and the fine results are blamed upon the talkies.

Theatre trade held up nicely in Louisville, Ky., as compared with last year's Lenten season. "Iron Mask" at Loew's drew crowds far above average.

Harold B. Franklin, president of Fox West Coast Theatres, states that there has been practically no let down in gross business during Lent this year and far outstrips last year's business during the same period. Mr. Franklin accounts for the increase in advertising product and general confidence of the theatre-going public.

Two More B'way Theatres In Plan Of Warner Bros.

The Warner Bros., Inc., have effected deals whereby they will acquire the Earl Carroll Theatre after the run of the present attraction at that house is finished, and also build a house on West 51st Street on the western side of Broadway, just above the present Capitol Theatre. They have closed a lease on the ground from 217 to 225 West 51st Street and 224 West 52d Street for a period of 17 years. They already have the tax payer now being erected on the entire Broadway frontage from 51st to 52d Streets under lease, and this will give them a Broadway entrance to their new house when its construction is completed.

The Earl Carroll Theatre has a seating capacity of less than 1,000, and the musical comedy and revue producer is looking for a larger theatre. He will either take over the Colony from Universal on a lease or build a new house.

Holy Week Takes Heavy Toll; "Speakeasy," 3d Week, Gets $97,769; "Redskin," $68,000

"Noah's Ark" Not Holding With $29,359; "B'way Melody" Picks Up To $25,770

BROADWAY box offices were severely bumped last week. It was Holy Week and that possibly accounts for it, although in the legitimate theatres the business was unusually good. Of course, the fact that several of the houses held hold-over pictures, and another one got away to a bad start and had to withdraw its feature after the first day may account for the limited grosses.

The biggest news of the week was the manner in which "Speakeasy," the Fox talker, together with a wallop of an Anniversary Program finished out its third successive week at the Roxy. The first week's receipts were $136,754.27, the second $112,837.50, and the third $97,769.20, a total of $347,360.97 for the three, or an average of $115,787 weekly, which gives the picture a percentage rating of 113 1/10 per cent over the three-week period, even though the final week dropped to 95 2/5 per cent.

Next in importance was the mishap at the Capitol where "The Greater Power" an independently produced all-talker was withdrawn after the first day and replaced by Buster Keaton in "Spite Marriage," a silent comedy, which played to $58,078.20.

At the Paramount, Richard Dix in "Redskin," which had its first engagement at popular prices on Broadway, played to $68,000, which is below average for the house.

The Cameo, the Colony, the Rialto and Rivoli were the only houses on the street to better the average business records. The Cameo held over "Mons" for five days of the second week and got $4,590, the two final days of the week saw the house dark to permit of the installation of sound equipment. The Colony, with "The Shady Lady," got $12,288, while the final week of Lupe Velez and "The Lady of the Pavements" at the Rialto showed a return of $30,800. "The Iron Mask," at the Rivoli, had $28,500 on the statement when the week ended.

"Sonny Boy," at the Strand at popular prices immediately after three weeks at Warners' with a $2 top scale, did $31,000, which was not what was expected of it.

Changes In The Two-A-Day Runs

Of the attractions playing a two-a-day schedule, but two topped the average figures. "The Broadway Melody" naturally held up, in fact, it bettered the business of the previous week getting $24,770.25, which gives it a percentage rating of 164 1/5. At Warners', "The Divine Lady" in its first week played to $20,546, for a rating of 128 3/5 per cent.

The pictures that ended their runs last

(*Continued on page* 1115)

Premiere Of "Rainbow Man" At Selwyn

THE world premiere of Eddie Dowling's first starring all-talking musical comedy "The Rainbow Man" will be held Tuesday, April 16, at the Selwyn Theatre, New York City, it is announced by O. E. Goebel and George W. Weeks who will present the stage star in his first Sono-Art production.

Marion Nixon, Frankie Darro, Sam Hardy and Lloyd Ingraham are supporting the star. "The Rainbow Man" was adapted for the sound-screen by Frances Agnew from a story by Mr. Dowling.

"Coquette" Opens In Los Angeles To Brisk Trade

'Fancy Baggage' Does Poorly; 'Iron Mask' And 'Melody' Lead In Ratings

With the exception of one theatre which did something of a nose-dive, all other Los Angeles theatres registered most satisfactory returns, helped along by fine weather and Easter holidays.

"Broadway Melody," in its 8th week, played to S.R.O. to the tune of $35,000. A record week and a 240 per cent rating.

"Iron Mask" got $22,000 in its 3rd week at the Carthay Circle for a rating of 200 per cent. The Criterion gathered in about $16,000 for the first six days of "Speakeasy," or a rating of 175 per cent.

Paramount hit the $35,000 mark with "Wolf Song," at a percentage of 110 and the last five days of "Hearts in Dixie" gave the United Artists Theatre $9,000, or a rating of 85 per cent. The third week of "Sonny Boy" at Warners Hollywood got $22,000—a 100 per cent, or normal business.

"Fancy Baggage" at Loew's State was the weak one of the current offerings, doing only $22,000, or an 80 per cent of normal trade at this house.

"Coquette" had a $5 opening at United Artists and got $8,000 for that performance and about $4,800 the following day.

Kennedy Will Remain With Pathe As Business Advisor

It was announced this week that Joseph P. Kennedy had agreed to remain with Pathe in an advisory capacity for another two years, having signed a new two-year contract with Chase National Bank, Blair and Company and Jeremiah Milbank, financial interests back of Pathe.

This is the second of a series of articles on the proper reproduction of sound pictures in the theatre. The importance of keeping picture and speech in synchronization cannot be stressed too strongly. There are a few simple rules, which, if observed by the exhibitor, should guarantee accuracy in playing the talking film. But if these rules are not not followed, audiences will be dissatisfied and the exhibitor will be the loser. Unsynchronized pictures in the theatre are far worse than static on the radio.

Are Your Pictures Synchronized *Or* Always Out of Step?

If The Presentation of Talking Films in Your Theatre Is Jumbled and Inefficient, Your Box Office Will the Sufferer

THE talking picture is made to talk correctly. If it appears in the theatre that the film is presenting a scene of a man speaking, and the voice is silent only to break out after the actor has closed his mouth, then the talking picture is a tragic comedy for the theatre. The patrons may laugh and think it is funny, but they go out and tell their friends about it. The prospective audience has not seen it so it is not funny. The result is that many of them feel that the talking picture is not yet perfected and they won't come to hear and see one. The showman is the loser.

Whether the feature be a film or record, the distributor does not send you a print unless it is in synchronization. To further protect you the various film companies send instructions on how to handle patching. If these instructions are followed there is little danger of loss in talking pictures.

Watch "Start Marks"

From reports received by Motion Picture News, it appears that the greatest fault in offering talking pictures correctly does not lie in trouble encountered by broken or patched film. The big trouble is with the lack of thought given to the starting of the talking picture. If you are operating with records, do you see to it that your operator follows the instructions clearly marked for each reel and record of that feature? The records have a groove on the inside which shows the starting mark of the record. This is clearly marked off with an additional marking placed there by the distributor. Where the groove starts a red crayon pencil arrow is run across the record. On top of this marking the words, "start mark" are clearly written. This is an added help in getting the record off to a correct start. The film is also clearly marked with a start mark. If the operator, paying strict attention to these starting marks, starts his film and record simultaneously, there is no reason why the feature should not be in perfect synchronization.

Importance of Cues

Many theatres will get off to a good start on the first reel of a feature, and then in one of the ensuing reels offer a picture that is entirely out of proper running. This in most cases is caused by inattention to cue sheets. The cue sheet for talking pictures is without a doubt one of the most important parts of the show. This sheet gives all information regarding the starting of the feature and the changing over from one reel to another. The exhibitor is notified on what scene the motor is to be started for the next reel. The title or scene is clearly designated on the cue sheet. The cue sheet also carries all information regarding the volume at which that reel is to run. This is, of course, allowing you a guide to get near to the proper volume for your theatre, as was explained in last week's article.

Don't ever attempt to run a talking feature without referring to the cue sheet. Have your operators keep the copy of this in front of them during the engagement of the feature. To depend on memory after a screening means a bad show and loss of patronage. The operator should watch his cue sheet the same as he watches his lighting.

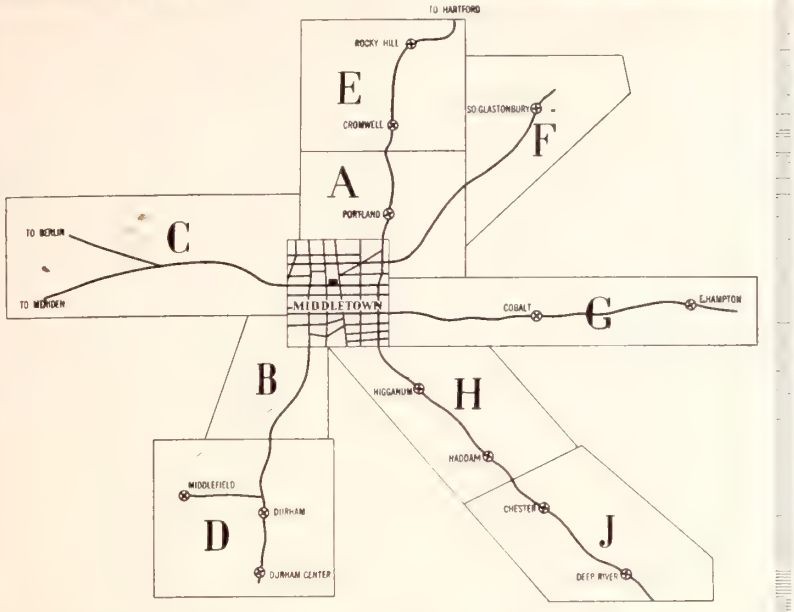
Check up on your own organization for better offering of talking pictures. Impress on your staff the importance of the talking picture. It can only be used to the best advantage when given the same attention and thought you would give your advertising, projection, or any other important matter that goes into the running of a first-class motion picture theatre.

If the talking fails, your theatre is the sufferer. There are other theatres offering talking pictures, and if they are giving the talking picture more thought than you do, the public will soon learn that it is not the picture that is unperfected, but the theatre you are running is not trying to give the patrons the best. Your opposition is a big matter when it comes to proper synchronization of talking pictures.

Your Exchange Will Help

Dig up the instructions offered by the distributor. Give them some thought, and if you are still in doubt about the matter write to the exchange that services you with these pictures. Get the information you want. If you don't ask for help, no one can be blamed for the fact that a talking picture "flopped" in your theatre because of poor handling in exhibition. You don't like static on your radio—static is nothing to what an unsynchronized picture means to an audience that has paid you at the box office for entertainment and instead gets jumbled and inefficient presentations.

How To Put Over A Winning House-To-House Campaign



The Capitol Theatre, Middletown, Conn., mapped the surrounding territory for a radius of 20 miles. The letters indicate the eight sections which were worked by crews of boys, distributing advertising material. Every house was covered, including farms as well as the towns on the map.

HAVE you ever attempted a house-to-house distribution plan that would cover a radius of almost twenty miles from the center of your town? The plan set forth here is practical in towns ranging from between 15,000 to 75,000. The actual size of the town or city is of minor importance as long as the outside territory is there to be drawn from.

Proper distribution of advertising matter, such as programs, hand bills, circulars or heralds, is not a complicated matter by any means. Rather, it means just getting yourself organized properly.

Taking the average town where patronage is drawn from the outlying sections as much as from the town itself, a little study of your local map will reveal how really simple it is to lay the entire community into sections, organize a crew for each section headed by one of your own employees or some other reliable captain who will see that the section is covered thoroughly and no time or material is wasted.

Laying Out The Campaign

Taking, just for example, the layout on the map. This was the section covered on a "Ben Hur" campaign by the Capitol theatre, Middletown, Conn. A campaign, by the way, which resulted or at least played a big part in breaking every record in the town and theatre with this picture. You will note that the town itself is divided into but two sections and that the streets close to the theatre were not touched at all. The reason for this is quite simple. Those living close to the theatre are reasonably certain to see what is being played and besides they all read the local paper every day. The same applies to the other residents of the town, but most of it was covered so that this particular picture could be emphasized.

The surrounding country was carefully divided with a view to proper distribution and a certainty that practically every single home and farm house would see one of the announcements.

You will note on the map that there are quite a few small towns and hamlets branching off on the various roads. These were used as starting points for the crews covering that particular section. They branched off from the business or trading center of the towns and spread out on all by-roads and paths until they had left the announcement in every home.

How The Crews Work

As to the organization of the crews themselves, this was handled as follows: The assistant manager of the theatre, the bill poster and special officer were the men in direct charge of the captains. The captains, in this instance, were older boys, all ushers in the theatre. The ten members of the crew working under the captain were youngsters recruited by the various captains from among the town boys, and the only cost for their services was a pass good for two successive Saturday matinees.

A separate map was made of each section and showed the portions which were well populated and where the section was covered by a few scattered farms, etc. The captain went over his section in detail with one of the three supervisors and they planned between them just which would be the most efficient way to cover it. Comparison of opinions and an open discussion by all parties resulted in every one being satisfied with the plan finally settled on.

A Saturday morning was selected for the start of the campaign and at 7 a.m. all the boys were in the lobby. The announcements had already been folded and placed in canvas newspaper bags, ready for the distribution. The exhibitor and the three supervisors piled a crew into each of their cars and started for the different sections and by 9.00 a.m. all the crews were in their respective sections.

Another point in this plan, not previously mentioned, was that the three supervisors (the billposter, assistant manager and special officer) took care of distributing window cards in the business sections of the towns where the crews were working. They also followed up the crews and made sure that the captains and boys were all living up to their promises to be "square" and not waste material or pass up any houses.

In some sections the boys worked so enthusiastically that they were finished before noon and they were then picked up and taken to a more distant section to help the crew there. This happened with three of the crews and helped a great deal in finishing up the larger sections, which were naturally the ones furthest removed from the town itself. The entire job was completed and all the crews back in the theatre by 4 p.m. with just one exception. That was a town which was underestimated as to population, and there the boys did not finish their task until almost 6 p.m.

Cost Is Very Low

The entire stunt was treated somewhat like a "fun-excursion" by all the boys. They were not driven or abused or picked on. Rather they were humored and joked with and, in addition, they had each brought their own lunch packages and the captains were instructed to buy them either milk or soda, whichever they wanted.

After they were all back in the theatre they were treated to ice cream and given their passes for the Saturday matinees, which they all prized very highly because that performance was always special to the youngsters on account of a serial and other added attractions.

It is very difficult to estimate just what effect a campaign like the above has on the business you finally do with the pic-

(*Continued on page* 1118)

The Exchange Manager's Most Difficult Sales Problems

What is the biggest problem of the sales forces out in the field? The answer would seem to center around the word "Sound." The exhibitor's attitude toward picture bookings has been radically changed by the talkie revolution. This vitally concerns the exchange manager, because it is up to him; working with his personnel, to keep the life-blood of the industry — pictures — moving, whether the product is sound or silent. This article gives the composite views of branch managers in one of the most important key centers in the country. Sound is not the only problem. There are others, almost as difficult.

WHAT is the exchange manager's biggest problem today? Now that the industry has been revolutionized by sound, what has been the effect on the men who carry the sales burden out in the field?

Or is there some other problem which outweighs even the new situation brought about by the sound revolution?

Spend an entire day with the exchange managers of Kansas City, for example, and you will come away convinced of one thing—that the most difficult selling problem hinges between the sound and silent pictures.

There has been much argument pro and con about whether the silent picture would survive; whether all pictures would not, in a few years, have sound in some form; whether they would be all-talkie, or part-talkie, and so on.

But, while the controversy rages, the public must be entertained. And the exhibitor with a silent house must provide good entertainment, or lose his patronage. All of which is vitally important to the exchange manager, because the sales forces in the field are in close, first-hand contact with the daily demands of the exhibitor and the problems he is facing. Reducing the sound-silent situation to sales terms, this is about the way it sums up from the exchange manager's point of view:

Sound As Sales Problem

An exhibitor in a town of 7,000 population or so who formerly would buy regular program pictures without forcing the salesman to recite the Declaration of Independence, now is a hard man to handle if he still is showing silent pictures and his competitor is equipped for sound productions.

The exhibitor with the silent house, and there are thousands in the country who are in this situation, usually is a man who is not financially able to put in the improvements he would like right away, but he desires to buy nothing but a "big" picture to play against his rival with the sound house. This makes the going tough for the program picture and adds greatly to the exchange manager's problem, in view of the fact that the home office expects him to deliver 100 per cent in selling pictures of all descriptions.

Then there are innumerable other exhibitors who are just making up their minds what they intend to do about sound. The result is that they are not in a picture-buying mood. They hold back on bookings until they reach a decision on whether or not they will install sound equipment.

Further, sound pictures, because of the fact that they bring higher rentals and are shown in only a percentage of the theatres, have added greatly to sales resistance, although that is only temporary, most of the branch managers agreed. Many exhibitors take the attitude that sound pictures are in the same stage today as the radio was two years ago. Any showman wants to do whatever will increase his business, but he doesn't want to take too much of a gamble by investing high rentals in a sound picture that may prove a "flop."

The Handling Of Personnel

But these are not the only things that make up the exchange manager's list of problems. He must, for instance, get his salesmen to function properly. This depends on the exchange manager's ability to play upon the psychological elements of his men when business is unquestionably bad and sales resistance is strong, most of the Kansas City managers agreed.

If a salesman is "down in the mouth" the best line of pictures in the world would be worthless in his possession, it was said. Most branch managers, however, agreed that home office sales control had decreased in the last two years or so, which tended greatly to increase a feeling of confidence among theatre owners in the purchase of film.

And the branch manager must have a vital interest in the way in which exhibitors handle the pictures they have booked. So the question naturally arose: do exhibitors put behind pictures the showmanship they should?

On the answer to this query there was unanimous agreement. Small town theatres do not exercise one-tenth the showmanship they should, was the reply.

"The small town is just the place where there should be no limit to showmanship stunts," one veteran exchange manager said. "It is regrettable that in small towns one finds less exploitation than in the larger cities, which usually are fed up on stunts."

Coming back to selling problems, a surprising fact was revealed. There has been much discussion of the passing of the star. Many observers of industry trends have held that the public is inclining toward the story played by good casts, and that it is cooling off toward star names.

While this is unquestionably true in a good many instances, it does not appear to be the case in the small towns, most branch managers said. The reason is not far to seek. In communities of this description, stars are idolized to a far greater extent than they are in the cities. The exhibitor capitalizes this attitude of the public in his advertising, and the result is that star pictures, from the exchange man's viewpoint, are even easier to sell than formerly.

Selling Star Names

But one of the biggest worries of the exchange manager has nothing to do with his exhibitor contracts at all. It concerns his own job, and how long it is going to last.

This point arose when the question was asked: what reforms should be made at the home office? Most exchange managers shieed at the question, but many of them finally found themselves discussing the same subject, which was: The sooner distributing companies abolish "politics" and friendship ties in determining the personnel of their ranks, the sooner those ranks will be filled with men who are eager to give their best effort without reading their mail each morning before removing their hats to determine if they still have a job."

Correspondents receiving $ 3. each for box-office reports in April 6, 1929, issue.

Walter, Vancouver
Haskell, Portland
True, Kansas City
Schaefer, Jacksonville
Roth, Syracuse
Lewis, Rochester
Thompson, Louisville
Kenny, Buffalo
Shellman, Baltimore
Sullivan, Providence
Klorer, New Orleans
Grahl, Des Moines
Straus, Minneapolis
Grant, Albany
Dose, Cedar Rapids
Gross, San Francisco
Marzoni, Birmingham
McClaran, Grand Rapids
Ind, Ann Arbor
Dimon, Atlantic City
Carey, Joliet
Mace, Springfield

Benford, Omaha
Gladish, Ottawa
Gloss, Akron
Scott, Houston
Twyford, Newsport News
Wyche, Chattanooga
Loeb, Cleveland
[illegible], Milwaukee
Richards, Macon
Waddell, Utica
Parker, Dallas
Hyde, Salt Lake City
Prager, Seattle
Walliser, San Antonio
Witter, Canton
Barrett, St. Louis
Leverty, Richmond
Blawis, Schenectady
Leslie, Norfolk
Green, Tacoma
Leslie, Tampa
Foreman, Toledo

$ 1.50 each:

Vinson, Evansville
Cathers, Boise
Caldwell, Winston-Salem
Patterson, Atlanta

Wilson, Little Rock
Tennant, Springfield, O.
Biscup, Tulsa
Noble, Oklahoma City

Moti ekly

And Showmen's Trade Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Abie's Irish Rose (Par.)

VANCOUVER, B. C.—Dominion Theatre (800), 6 days, 25c-50c, Local Talent Stage Acts, Charley Chase Comedy (M-G-M), Par. News. Weather, fine.

Rating—140% (double feature).

PORTLAND, ORE.—Pantages Theatre (1,800), 7 days, 25c-50c, 5 Vaud. Acts, Pathe Sound News. Weather, rainy.

Rating—100% (2nd week).

AD TIPS—Found name alone of play was big draw. Its tremendous popularity and previous publicity everywhere brought in big crowds.—I. Akrey, Mgr., Dominion Theatre, Vancouver, Can.

Adoration (F.N.)

OMAHA, NEBR.—Orpheum Theatre (3,000), 7 days, 25c-60c, 5 Acts RKO Vaud., Pathe News. Weather, fair.

Rating—110%.

AD TIPS—Entirely subordinated to vaud. tho Dove's name played up in newspaper ads. Audience appeal: all except children.—Orpheum Theatre, W. Hartung, Mgr., Omaha, Nebr.

Air Legion, The (RKO)

OTTAWA, ONT.—B. F. Keith's Theatre, (2,596), 6 days, 15c-60c, 5 Vaud. Acts, Aesop's Fables, Jack White Comedy (Educ.), Pathe News. Weather, fair.

Rating—75%.

OMAHA, NEBR.—Empress Theatre (1,000), 7 days, 25c-50c, Musical Stock Co., no news or shorts. Weather, fair.

Rating—80%.

AD TIPS—Theme valuable because it deals with air mail service. Has strong dramatic background with romance. Audience appeal—all classes.—B. F. Keith's Theatre, J. M. Kranklin, Manager, Ottawa, Ont.

Exploited it as air mail romance. Audience appeal: general.—Empress Theatre, Ralph Goldberg, Mgr., Omaha, Nebr.

Alias Jimmy Valentine (M-G-M)

VANCOUVER, B. C.—Capitol Theatre, (2,400), 6 days, 25c-50c, Calvin Winter and His Capitolians, Vaud., M'tone, Colin & Glass, M'tone News. Weather, fine.

Rating—125%.

AD TIPS—Exploited Haines in first talking movie. Played up angle of young safe cracker who laughs at detectives, but falls easy victim to Cupid. Good, general audience appeal.—Capitol Theatre, Lloyd Dearth, Manager, Vancouver, Can.

All At Sea (M-G-M)

KANSAS CITY, MO.—Midland Theatre (4,000), 7 days, 25c-65c, 2 M-G-M M'tone Acts, William O'Neill & George Dewey Washington, Selected News. Weather, fair.

Rating—85%.

AKRON, O.—Strand Theatre (1,200), 7 days, warm, generally good weather. Comedy, Pathe News.

Rating—80%.

AD TIPS—Exploited Dane, Arthur and Dunn as stars and greatest comedy team of all time. Reference also made to fact that Dane and Arthur were stars of "Rookies." Audience appeal: all classes.—Midland Theatre, Walter Maloney, Mgr., Kansas City, Mo.

Reminded public of former successes of Dane and Arthur. Farce of seagoing men who didn't get to sea. Comedy romance prominently mentioned. All classes liking plain, broad humor.—Strand Theatre, Ray Brown, Mgr., Okron, O.

Barker, The (F.N.)

JACKSONVILLE, FLA.—Florida Theatre, (2,200), 4 days, 25c-60c, Four Acts stage show, Par. News. Weather, fair.

Rating—90%.

AD TIPS—Front built into carnival ticket tent set, with records calling crowds in to see show in typical Barker style. Clowns paraded business section daily, carrying signs advertising show. Capital made of Sills' first talkie. Audience appeal—general.—Florida Theatre, Al F. Weiss, Manager, Jacksonville, Fla.

Beau Broadway (M-G-M)

HOUSTON, TEX.—Loew's State Theatre, (2,700), 7 days, 25c-60c, Five Acts, Fox M'tone. Weather, fair.

Rating—90%.

AD TIPS—Billed as Loves of Beau Broadway; gave Carol equal prominence with Cody and Pringle. Miss Carol best selling point, light comedy character next best. Audience appeal: mainly to young people.—Loew's State Theatre, Homer McCallon, Pub. Director, Houston, Tex.

"B'way Melody" Makes Record At Louisville

"THE BROADWAY MELODY" broke the house record for Saturday and Sunday at the Loew's and U. A. State in Louisville, Ky., March 30 and 31. Exceeded former record set by "Our Dancing Daughters" by 1,000 people. Monday matinee beat "Our Dancing Daughters" by 200.

Behind Closed Doors (Col.)

SYRACUSE, N. Y.—Strand Theatre (1,700), 7 days, 20c-40c, Presentation-Strand Debutante Orch., Fox M'tone, 2 Vita. Acts. Weather, fair.

Rating—100%.

NEWPORT NEWS, VA.—Rialto Theatre (873), 3 days, 25c-35c, Aesop's Fables, Par. News. Weather, fair.

Rating—85%.

AD TIPS—Exploit mystery, dramatic, romantic angles. Audience appeal: all who like mystery drama and romance combined. Strand Theatre, Walter McDowell, Mgr., Syracuse, N. Y.

Baffling mystery picture. Play up international intrigue angle. Audience appeal: all classes. Rialto Theatre, E. T. Crall, Mgr., Newport News, Va.

Behind German Lines (Par.)

ROCHESTER, N. Y.—Regent Theatre, 7 days, 25c-50c, "We Faw Down" (M-G-M), Frances White Songs (Par.), Selected News. Weather, clear, warm.

Rating—100%.

AD TIPS—Hooked up with every possible outside source besides exploiting actual reproduction of what went on behind German lines. Began with American Legion Night on Monday. Obtained Legion commander's indorsement of film. Through week U. S. Army officer received enlistments at recruiting office in lobby. Lobby was filled with captured German trophies. War tank stood in front of theatre. Tied up with all Army and Navy stores for window displays.—Regent Theatre, Martin Dryer, Mgr., Rochester, N. Y.

Bellamy Trial, The (M-G-M)

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c60c, Sound Comedy "Meet the Missus" (Par.), Par. News. Weather, fair and warmer.

Rating—102%.

AD TIPS—Exploit mystery thriller of courtroom. Play up Joy, Bronson, all-star cast in sound. Urge patrons not to divulge secret of who killed Mimi Bellamy. Appeal to all classes, especially adults.—Tivoli Theatre, Chattanooga, Tenn.

Blue Skies (Fox)

LOUISVILLE, KY.—Alamo Theatre (950), 7 days, 20c-30c-40c, 3 Sound Acts, Fox M'tone News. Weather, 2 days rain, 5 days fair and warm.

Rating—75%.

AD TIPS—Very nice romance but stars are unknown. Good for spring and lovers might find love theme interesting and timely. Twelve-trees worth advertising if she is known for her

Blue Skies—Cont.

former picture "The Ghost Talks." Audience appeal: family.—Alamo, John Blunk, Mgr., Louisville, Ky.

Broadway Melody, The (M-G-M)

CLEVELAND, O.—Still Theatre (1,800), 7 days, 50c-$2.00, "Confession" (M-G-M), M-Revue. Weather, fine.

Rating—90% (4th week).

NEW YORK CITY, N. Y.—Astor Theatre (1,120), 7 days, $1-$2, 2 shows a day; three Sat. & Sun., M-G-M Short. Weather, rain and cool.

Rating—168 1/5% (7th week).

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,033), 7 days, 75c-$1.00-$1.50, Vaud. Revue. Weather, fine.

Rating—240% (8th week).

AD TIPS—Exploited as first all-talking, all-singing, all-dancing. One sheets used in all prominent locations. Audience appeal: all classes.—Stillman Theatre, Chas. Katz, Mgr., Cleveland, O.

Cameraman, The (M-G-M)

BUFFALO, N. Y.—Cold and stormy. Hippodrome Theatre (2,700), 65c, 7 days, Fox M'tone News, Comedy, Vaud.

Rating—120%.

AD TIPS—Exploit good comedy with another rival cameraman. Audience appeal: for all ages, most of the male sex.—George Mason, Mgr., Hippodrome Theatre, Buffalo, N. Y.

Canary Murder Case, The (Par.)

EVANSVILLE, IND. — Loew's Victory Theatre, (2,300), 4 days, 25c-40c-50c, 5 Acts Vaud., M-G-M News, Oddities "Our Gang" comedy local talent film. Weather, warm and fair.

Rating—132%.

LITTLE ROCK, ARK.—Royal Theatre, (1,000), 6 days, 15c-60c. Weather, fair and warm.

Rating—100%.

MILWAUKEE, WIS.—Merrill Theatre, (1,167), 7 days, 25c-60c, "A Ladies' Man" (Fox), Fox M'tone News. Weather, fair.

Rating—60%.

BALTIMORE, MD.—Loew's Valencia Theatre, (1,500), 6 days, 25c-35c, M-G-M News, "Aunty's Mistake" (Educ.), Our World Today (Educ.), "Jungle Kings" (Educ.). Weather, mild and clear.

Rating—76%.

LOUISVILLE, KY.—Loew's and U. A. State Theatre (3,400), 7 days, 35c-50c, Organlogue, 2 Sound Acts, M-G-M News, Fox M'tone News. Weather, fair five days; rainy two.

Rating—117%.

MACON, GA.—Rialto Theatre (900), 6 days, 30c-45c, "Gone Again," Sound Comedy; Vita. Units, Fox M'tone News. Fair weather.

Rating—115%.

AD TIPS—Exploit mystery angle; name of book well known, widely read. Also that it is a talkie. Audience appeal: average theatre patrons.—Merrill Theatre, William Mick, Mgr., Milwaukee, Wis.

Exploit as Paramount's 100 per cent talking picture of mystery that has pleased and fascinated millions. Van Dine authorship worth mentioning and Powell's performance outstanding. Audience appeal: general.—Loew's & U. A. State, Col. Harry E. Long, Mgr., Louisville, Ky.

Plot by Van Dine, master of mystery, faithful following story. Sound effects and Powell's name help.—Monty Salmon, Mgr., Rialto Theatre, Macon, Ga.



These three little English maids—the Mayby Triplets, famous 6-year old stage and screen youngsters, listen to Gus Edwards, song composer and vaudeville impresario, at the Metro studio where he is now producing Revues in color and sound

Captain Lash (Fox)

KANSAS CITY, MO.—Royal Theatre, (900), 7 days, 25c-50c, Publix presentation, Bobby Vernon, Selected News. Weather, fair.

Rating—90%.

AD TIPS—McLaglen played up as hero on sea, but a fish on shore, picture was featured as rugged, hard-boiled, yet human story. Audience appeal: all classes.—Royal Theatre, E. S. C. Koppock, Mgr., Kansas City, Mo.

Captain Swagger (Pathe)

JACKSONVILLE, FLA.—Imperial Theatre, (1,000), 3 days, 15c-40c, Two Vita. Acts, Metro News. Weather, fair.

Rating—60%.

Carnation Kid, The (Par.)

BOISE, IDAHO.—Pinney Theatre (1,200), 3 days, 15c-50c, Par. Acts. Weather, fair.

Rating—105%.

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c-60c, 4 Keith's Vaud. Acts, Par. News. Weather, fair and warmer.

Rating—104%.

PROVIDENCE, R. I.—Victory Theatre (1,600), 7 days, 15c-50c, Pathe Sound News. Weather, mostly unsettled.

Rating—75%.

AD TIPS—Exploit MacLean in delightful sound comedy. Unusual comedy situations arising when typewriter salesman is mistaken for bad gunman. Appeal to adults.—Tivoli Theatre, Chattanooga, Tenn.

Play up comedy angle and fact that this is MacLean's first talkie. Stress gangster element. —Matt Reilly, Mgr., Victory Theatre, Providence, R. I.

Case Of Lena Smith (Par.)

VANCOUVER, B. C.—Dominion Theatre (800), 6 days, 25c-50c, Local Talent Stage Acts, "Collegians" (U.), Par. News. Weather, fine.

Rating—125% (double feature).

UTICA, N. Y.—Gaiety Theatre (1,700), 4 days, 35c-50c, 5 Keith Vaud. Acts, Int. News. Weather, rain and warm.

Rating—104%.

AD TIPS—Exploited motherly love and devotion portrayed by Ralston. Appeal to all classes and all ages.—Sim Allen, Mgr., Gaiety Theatre, Utica, N. Y.

Children Of Ritz (F.N.)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 35c-50c, Presentation, 6 Acts RKO Vaud., Pathe News, Comedy. Weather, fair.

Rating—110%.

Chinatown Nights (Par.)

HOUSTON, TEX.—Kirby Theatre, (1,654), 7 days, 25c-50c, 4 Vita. Acts, Fox M'tone. Weather, fair.

Rating—90%.

NEW ORLEANS, LA.—Saenger Theatre, (4,000), 7 days, 25c-60c, Publix Presentation, Ray Teal, Earl Caps & Sisters, Fox M'tone News, Organ feature. Weather, fair and warm (Holy week).

Rating—90%.

DALLAS, TEX.—Melba Theatre, (1,800), 7 days, 25c-50c, Vita. Act, Donald Brian in A Quartet of Songs. "The Bride's Relations," (Educ.), Fox M'tone News. Weather, fair.

Rating—90%.

DES MOINES, IA.—Capitol Theatre, (1,700), 7 days, 25c-50c, "Nights of Venus" (Par.), "Meet the Missus" (Par.), Fox M'tone News.

Rating—120%.

AKRON, O.—Colonial Theatre, (1,147), 7 days, 25c-50c, "Post Mortems" (Par.), Para. News. Weather, warm, generally good.

Rating—110%.

OMAHA, NEBR.—Riviera Theatre (2,900), 7 days, 25c-60c, Publix Unit, Orchestra and Organ, Par. News. Weather, fair.

Rating—90%.

BUFFALO, N. Y.—Buffalo Theatre (3,100), 7 days, 65c, Publix Revue, M-G-M M'tone News, Fox Silent News. Weather, cold and stormy.

Rating—135%.

SALT LAKE CITY, UTAH.—Capitol Theatre, 7 days, 50c, News Events and Stage Act. Weather, unsettled.

Rating—90%.

AD TIPS—Vidor, Houston girl, and Beery, and fact that this is a talkie are best selling points. Title, with explanation that story is taken from Tong War, good exploitation point. Appeal is to young people and adults.—Kirby Theatre, George Baker, Mgr., Houston, Tex.

Exploit what goes on behind walls of inner temples of ancient secret orders of Chinese tongs. White woman among yellow men. Mysteriously attracted to sinister, secretive Chinese. Audience appeal: all classes. — Management Saenger Theatre, New Orleans, La.

Played up mystery angle. Billed mystic all-talking melodrama, with thrills from start to finish. White woman among yellow men . . . sinister . . . secretive. Come learn her fate. Audience appeal: all classes.—Melba Theatre, Harl A. Wolever, Mgr., Dallas, Tex.

Play up title first talkie of Beery. Grownups attracted and youngsters find it over their heads. —Capitol Theatre, Jess Day, Mgr., Des Moines, Iowa.

Weird struggle for mastery of Chinatown through tong wars. Powerful love story also mentioned. Beery and Vidor played up because of excellent performances. Appeal: all ages and classes.—Colonial Theatre, L. B. Cool, Mgr., Akron, O.

Successfully exploited as Beery's first all-talker. Oriental mystery and adaption of "Tong War" not overlooked in ad. Audience appeal: general.—Riviera Theatre, Ray Jones, Mgr., Omaha, Nebr.

Exploit Beery as star. N. Y. Chinatown as background feature. Audience appeal: for all ages.—Vincent P. McFaul, Mgr., Buffalo Theatre, Buffalo, N. Y.

Exploited fast action, mystery, all-talking angle, dramatic thrills. Audience appeal: adults.—Capitol Theatre, George E. Carpenter, Mgr., Salt Lake City, Utah.

Clear The Decks (U.)

MINNEAPOLIS, MINN.—Pantages Theatre, (1,575), 7 days, 25c-50c-75c, 5 Acts Vaud., Pathe Sound News. Weather, fair.

Rating—60%.

Clear The Decks—Cont.

AD TIPS—Denny given biggest exploitation with talking and sound effects running second. Audience appeal: all ages and classes.—Pantages Theatre, E. C. Bostick, Mgr., Minneapolis, Minn.

Close Harmony (Par.)

KANSAS CITY, MO.—Newman Theatre 2,000), 7 days, 25c-60c, Publix Presentation, Phil Baker & Frank Crumit. Selected News. Weather, fair.

Rating—110%.

PORTLAND, ORE.—Portland Theatre (3,-068), 7 days, 25c-60c, Publix "Crinoline Vs. Jazz," "Kisses" (Par.), Par. News. Weather, rainy.

Rating—120%.

SEATTLE, WASH.—Seattle Theatre (3,-150), 7 days, 25c35c-50c-60c, Par. News, Publix "Volcano" Stage Unit. Weather, rainy.

Rating—110%.

AD TIPS—Played up as all-talking, dancing picture of syncopated romance and red hot jazz. Rogers and Carroll also exploited. The line "You'll cheer yourself hoarse when you hear Buddy play half a dozen instruments and sing," used in newspaper ad. Audience appeal: all classes.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

Exploit stars in first all-talkie. Play up singing, dancing features, fine cast, back stage angles, etc. Sure winner. Appeal: all classes.—Seattle Theatre, Robert Blair, Mgr., Seattle, Wash.

Exploit singing and talking. Rogers-Carroll love drama. Held strong juvenile appeal. Thursday 9 p. m. inaugurated Whoopee Nite. Increased attendance.—Portland Theatre, Charles Pincus, Mgr., Portland, Ore.

Cohens And Kellys In Atlantic City (U.)

JACKSONVILLE, FLA.—Palace Theatre (1,300), 7 days, 25c-50c, 4 Vita. Acts, Pathe Sound News. Weather, fair; two days rain.

Rating—75%.

MILWAUKEE, WIS.—Alhambra Theatre (2,000), 14-days, 25c-50c, "Early to Wed" (U.), Oswald Cartoon, Int'l News. Weather, fair.

Rating—110%.

CHATTANOOGA, TENN.—State Theatre (925), 7 days, 40c-50c. Weather, fair and warmer.

Rating—97%.

SYRACUSE, N. Y.—Empire Theatre (1,-700), 7 days, 25c-40c, Presentation, 2 M'tone Acts, Comedy, Fox M'tone & Int'l News. Weather, fair.

Rating—135%.

AD TIPS—Exploit sound comedy with Sidney making "whoopee." Play up bathing beauty contest. Printed telegrams from Sidney distributed, telling of big time at famous resort and announcing beauty contest. Appeal to all classes.—State Theatre, Chattanooga, Tenn.

Exploit bathing beauty sequence. Also Jewish-Irish angle. Audience appeal: all who like comedy.—New Empire, Albert P. Kaufman, Mgr., Syracuse, N. Y.

Exploited former Cohen-Kelly stories and work of George Sidney as star. Appeal also made on first issue Pathe sound news played here. Audience appeal: general.—Palace Theatre, John L. Crovo, Mgr., Jacksonville, Fla.

Use names of cast; stress the line, "Funnier than Ever Because They Talk." Audience appeal: patronage composed mostly of Jewish people. During this week before Easter, good showing picture made is attributed to appeal it has to Jewish people.—Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

Conquest (W.B.)

DES MOINES, IA.—Strand Theatre (1,096), 4 days, 20c30c, "Collegians" (U.), Para. News. Weather, pleasant.

Rating—90%.

OMAHA, NEBR.—Rialto Theatre (2,247), 7 days, 25c-50c, Laurel & Hardy Comedy (M-G-M), Ruth Etting Vita. Short, Par. News. Weather, fair.

Rating—65%.

SALT LAKE CITY, UTAH.—Victory Theatre, 7 days, 35c-50c, News, Vita. Acts. Weather, unsettled.

Rating—90%.

AD TIPS—Play up antarctic expedition and tie up with publicity given it. Picture has general appeal altho older people seemed especially attracted to this feature.—Strand Theatre, George Watson, Mgr., Des Moines, Iowa.

The South Pole flight theme timely. Tied up with Hearst's "Bee-News" here in advertising since paper was running daily accounts of Wilkins flight. Played up picture as all-talker on 100 per cent sound program. Audience appeal: all classes, especially thrill seekers.—Rialto Theatre, John Howard, Mgr., Omaha, Nebr.

Exploit 100 per cent talkie, adventure in air, human interest and romance. Audience appeal: all classes.—Victory Theatre, Ray Hendry, Mgr., Salt Lake City, Utah.

Desert Nights (M-G-M)

ALBANY, N. Y.—Mark Strand Theatre, (2,000), 6 days, 35c-50c, Two Vita. Acts, Fox M'tone News. Weather, variable.

Rating—75%.

SAN ANTONIO, TEX.—Texas Theatre, (3,000), 7 days, 25c-60c, Publix Act, "Oh Teacher," orchestra, Vita. Shorts, Para. News. Weather, fair and warm.

Rating—75%.

JACKSONVILLE, FLA.—Florida Theatre, (2,200), 3 days, 25c-60c, 4 Acts stage show, Fox M'tone News, Para. News. Weather, rainy.

Rating—70%.

CEDAR RAPIDS, IA.—Capitol Theatre, (1,957), 3 days, 10c-50c, "Now and Then," (Para.), Para. News, "Frivolities of 1929," home talent.

Rating—85%.

CANTON, O.—Loew's Theatre, (2,025), 4 days, 25c-50c, Five acts Loew's Vaud., Fox M'tone News, Topics of the Day. Weather, unseasonably warm.

Rating—100%.

DES MOINES, IA.—Capitol Theatre, (1,700), 7 days, 25c-50c, Publix unit, "Blue Grass," "Yo Te Amo," song number on Public Address System, Fashion News, Para. News. Weather, pleasant.

Rating—120%.

SAN FRANCISCO, CAL.—Loew's Warfield Theatre (2,671), 35c-65c, Fanchon-Marco presentation, "Songs I Love Idea," Fox M'tone News. Weather, fair, sunny.

Rating—100%.

PORTLAND, ORE.—Fox Broadway Theatre (1,912), 7 days, 25c-60c, F. & M. "Art Objects," G. Stoll, Stage Band, Fox News. Weather, rainy.

Rating—105%.

Desert Nights—Cont.

ST. LOUIS, MO.—Loew's State (3,300), 7 days, 25c-65c, Charley Chase Sound Comedy, Van & Schenck, William O'Neal, Orchestra & Organ solo.

Rating—90%.

BIRMINGHAM, ALA.—Empire Theatre (1,000), 6 days, 25c-40c, "We Faw Down," M-G-M News. Weather, fair, mild.

Rating—103%.

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,750), 7 days, 25c-35c-50c-60c, "Furnace Trouble," Fox M'tone News, Fanchon & Marco Stage Unit. Weather, rainy.

Rating—95%.

RICHMOND, VA.—Loew's Theatre (2,200), 2 Vita. Acts, Fox & M-G-M News, Organ.

Rating—90%.

AD TIPS—Exploited with both name of picture and presentation, that it was all-talkie. Fox talkie film also played up and special notes of beauties appearing in presentation as was the orchestra. Audience appeal: all classes and ages.—Loew's Warfield Theatre, Dick Spier, Mgr., San Francisco, Calif.

Gilbert in desert story is key to its exploitation. Stress him particularly where he has good following. Audience appeal: all classes, principally younger element.—Capitol Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Ia.

Go strong on name of Gilbert and idea of new type of role for him. Action story, providing plenty of thrills from life on desert. Don't forget sound accompaniment. Audience appeal: high school age and above.—Loew's Theatre, Russell Bovim, Mgr., Canton, Ohio.

Lovely theme song, romantic story featured as well as stars. Seemed to draw largely young people.—Capitol Theatre, Jess Day, Mgr., Des Moines, Ia.

Gilbert always great drawing card. Feature sensational diamond robbery and dramatic work of Gilbert, Torrence, Nolan. Play film story as being out of ordinary. Audience appeal: all classes, especially women and younger generation.—Texas Theatre, William C. O'Hara, Mgr., San Antonio, Texas.

Exploited Gilbert throughout newspaper advertising. Audience appeal: all classes.—Mark Strand Theatre, Thomas Clark, Mgr., Albany, N. Y.

Exploit Gilbert in new role; also Torrence and Nolan, who made hit with Chaney. Unique theme appeals to everyone, all classes.—Loew's Theatre, Harold S. Evans, Mgr., Richmond, Va.

Romance and African nights played up. Audience appeal: all ages.—Fox Broadway Theatre, Floyd Maxwell, Mgr., Portland, Ore.

Played up Gilbert to attract local following and fact that it was sound picture. Audience appeal: from high school age up. Women especially like Gilbert.—Loew's State Theatre, St. Louis, Mo.

Exploit Gilbert and others in cast; play up as tempestuous romance of desert. Tease on love angles. Audience appeal: younger element and adults.—Fifth Avenue Theatre, James Q. Clemmer, Mgr., Seattle, Kash.

Exploited Gilbert. Torrence local favorite plus new type of thriller in exotic setting. Audience appeal: all ages.—Empire Theatre, Tom Allen, Manager, Birmingham, Ala.

WHO *are the writers of Record Smashers?*
are the directors of Record Smashers?
are the titlers of Record Smashers?

Diplomats, The (Fox)

SAN ANTONIO, TEX.—Majestic Theatre (1,700), 7 days, 25c-60c-75c, Pathe News, Chick Sales in "They're Coming to Get Me," "Napoleon's Barber" (Fox), Fables, Fox M'tone, 5 Acts Vaud. Weather, fair and warm.

Rating—80%.

AD TIPS—Will furnish great diversion from regular feature film. Feature names of stars, as all are good box office attractions, especially Clark & McCullough, known to vaud. as well as screen fans. They are a riot. Audience appeal: all classes, notably those who enjoy eccentric comedy.—Majestic Theatre, Raymond M. Willie, Mgr., San Antonio, Tex.

Divine Lady, The (F.N.)

NEW YORK CITY, N. Y.—Warner's Theatre (1,360), 7 days, $1-$2, two shows a day; three Sat. & Sun. Vitaphone shorts. Weather, cool and rain.

Rating—128 3/5%.

Doctor's Secret, The (Par.)

GRAND RAPIDS, MICH.—Majestic Theatre, (1,150), 7 days, 35c-50c, Orchestra, Para. Shorts, Para. News. Weather, clear, warm.

Rating—95%.

OTTAWA, ONT.—Regent Theatre, (1,225), 6 days, 25c-60c, Orchestra Overture, "Just One Word," Laurel & Hardy in "Big Business," M'tone News. Weather, Fine.

Rating—98%.

AD TIPS—Mention picture is from Barrie's "Half an Hour." Splendid dialogue, wonderfully acted by cast. Audience appeal: adults who take their entertainment seriously.—Regent Theatre, Ray Tubman, Mgr., Ottawa, Ont.

Domestic Troubles (W.B.)

SPRINGFIELD, O.—Warner Theatre, (1,500), 3 days, 10c-15c-25c-30c-50c. "Horse Shy, 5 Acts Keith Vaud.

Rating—45%.

Dream Of Love (M-G-M)

VANCOUVER, B. C.—Strand Theatre, (1,800), 6 days, 25c-50c, Fanchon Marco Acts, Jackie Sanders & His Band, Fox News. Weather, fine.

Rating—90%.

DES MOINES, IA.—Strand Theatre, (1,096), 3 days, 20c-30c, "Let Him Loose" (Par.) Weather, pleasant.

Rating—90%.

SCHENECTADY, N. Y.—Proctor's Theatre (3,000), 3 days, 25c-35c-50c, 5 Vaud. Acts, 1 M-G-M M'tone Vaud. Act, Pathe News. Weather, fair.

Rating—95%.

AD TIPS—Joan Crawford has following and was given lead in news space. Picture had general appeal.—Strand Theatre, George Watson, Mgr., Des Moines, Ia.

Featured Crawford, also Asther, Pringle. Used to good effect name of Niblo. Advertised it as real screen event.—Strand Theatre, D. P. Dewees, Mgr., Vancouver, Can.

Played up Crawford as star of "Dancing Daughters," likewise Asther to lesser degree.—Proctor's Theatre' Schenectady, N. Y.

Do Your Duty (F.N.)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20c-55c, Pathe News, Bert Smith Players in "Broadway Higgins," Vaud. Acts, Chorus, "A Day's Pleasure. Holy Week hurt very much. Weather, mild and clear with some rain.

Rating—30%.

AD TIPS—Exploit Murray's name in big type and that he is supported by Dawson. Briefly outline plot as tricked by a bobbed haired bandit while the crooks make a big haul. But does he get his man? Just watch Charlie in funniest picture he ever made. Audience appeal: to all Murray fans and particularly to family trade.—Nat Keene, Mgr., Hippodrome Theatre, Baltimore, Md.

Dry Martini (Fox)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 3 days, 10c-50c, Stage Presentation, "Beauties Beware" (Educ.), Int'l News. Weather, rainy and cool.

Rating—60%.

PROVIDENCE, R. I.—Majestic Theatre (2,200), 7 days, Fox M'tone News, Jack North on Vita. Weather, most unsettled.

Rating—85% (double feature).

AD TIPS—Astor's name worth money here, and might exploit fact that this presents her in unusual casting. However, it is so unusual that it will not go over with some of her fans. Audience appeal: general.—Michigan Theatre, Ann Arbor, Mich.

Duke Steps Out, The (M-G-M)

CLEVELAND, O.—Allen Theatre, (3,300), 7 days, 30c-60c, "Big Business" (M-G-M), Fox M'tone News, Vita. Acts. Weather, fair.

Rating—100%.

LITTLE ROCK, ARK.—Capitol Theatre, (1,400), 3 days, 15c-60c. Weather, fair and warm.

Rating—150%.

DALLAS, TEX.—Palace Theatre, (2,350), 7 days, 25c-60c, Publix presentation, Beaux Arts Frolic and Jimmy Ellard, Vita. Act, Jack Haley, Par. News. Promenade of Fashion style show presented each evening with regular program. Weather, fair.

Rating—125%.

NORFOLK, VA.—Norva Theatre, (1,800), 6 days, 35c-50c, Fox M'tone News, Silent Comedy. Weather, fair.

Rating—125%.

WINSTON-SALEM, N. C.—Carolina Theatre, (2,600), 3 days, 35c-50c, 3 Vita. Acts, Fox M'tone News. Weather, clear and rain.

Rating—100%.

ATLANTIC CITY, N. J.—Ventnor Theatre (500), 5 days, 30c-40c, George Dewey Washington (M-G-M), Topics, and Fables (Pathe). Weather, moderate and generally fair.

Rating—200% (Initial picture with new sound installation).

AD TIPS—Exploited as collegiate offering; devoted entire distribution of hand bills to colleges and schools. Billed as portrayal of younger generation. Exploitation limited and unneccessary due to style show which was heavily billed and of much local interest. Hand bills played up fact that it was a Haines and Crawford picture which was enough to bring younger set in. Audience appeal: juvenile, college set.—Greater Palace, Ernest W. Morrison, Mgr., Dallas, Tex.

Featured Haines strong and type of picture portrayed, stressing it as romance of modern youth. Audience appeal: everybody, everywhere.

Special Policy At Hipp With "Syncopation"

WITH the premiere of "Syncopation," Radio talkie, a special policy will be adopted by the New York Hippodrome, RKO house, on Saturday, April 6. Presentation will be first run and aside from picture the bill will have Vincent Lopez and Orchestra. There will be no change in prices.

When the Cameo, another RKO house in N. Y., went sound last Saturday, a midnight show was inaugurated.

Duke Steps Out—Cont.

—Allen Theatre, Fred Clary, Mgr., Cleveland, Ohio.

Feature Haines, talking angles, with no special emphasis, Haines reputation sufficient to draw.—Norva Theatre, Norfolk, Va.

Popularity of star and smashing prize-fight scene; also Crawford in leading feminine role, best exploitation angles. Audience appeal: all ages and classes, particularly young people.—Ventnor Theatre, Wayne W. Leyrer, Mgr., Atlantic City, N. J.

Dummy, The (Par.)

NEW ORLEANS, LA.—Loew's State Theatre, (3,285), 7 days, 25c-50c, 5 Acts Loew Vaud., Fox M'tone News. Weather, fair and warm (Holy Week).

Rating—90%.

TULSA, OKLA.—Ritz Theatre, (2,000), 7 days, 35c-50c, 2 Act talkie, Par. News. Weather, fair.

Rating—85%.

TACOMA, WASH. — Rialto Theatre. (1,350), 7 days, 10c to 50c, Fox Talkie "Friendship," "Mayor of Jimtown," (M-G-M), Chase Comedy, Fox M'tone News. Weather, bad.

Rating—75%.

AD TIPS—Feature big laughs, heart throbs in this all-talkie that make grown-ups applaud and kids cheer. Chatterton and Pitts good drawing cards.—Loew's State Theatre, Rodney Toups, Mgr., New Orleans, La.

Fancy Baggage (W.B.)

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 7 days, 35c-50c-60c-75c-$1.00, Fanchon & Marco "Sweethearts" Idea, Rube Wolf, Laurel-Hardy Comedy. "Liberty," Fox M'tone News. Weather, fine.

Rating—80%.

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c-35c, Comedy, News. Weather, fair.

Rating—90%.

AD TIPS—Exploit beautiful women and handsome men in tale of rum runners. Feature it as whirlwind of action with Ferris, Loy and Fawcett. Audience appeal: to those who seek excitement.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

First Kiss, The (Par.)

OTTAWA, ONT.—Rex Theatre, (900), 3 days, 15c-20c, Pathe News, "Duck Out," "Scarlet Arrow." Weather, fair.

Rating—85%.

Gaucho, The (U.A.)

OTTAWA, ONT.—Fern Theatre, (750), 3 days, 10c25c, "Merrymakers," "Eagle of the Night" serial. Weather, fair.

Rating—90%.

AD TIPS—Fairbanks and his name is still worth emphasis as a film celebrity. Audience appeal: All classes and all ages.—Fern Theatre, C. Robertson, Mgr., Ottawa, Ontario.

Gang War (RKO)

SPRINGFIELD, OHIO—Majestic Theatre (950), 6 days, 25c-40c, Shorts, "Post Mortems," Par. News, 2 M'tone Acts. Weather, warm.

Rating—40%.

Geraldine (Pathe)

NEW ORLEANS, LA.—Orpheum Theatre, (2,200), 7 days, 25c-50c, 5 Acts RKO Vaud., Fox M'tone News, Par. News. Weather, fair and warm. (Holy Week).

Rating—87%.

AD TIPS—Tarkington big drawing card and ads must feature fact that he wrote story.—Orpheum Theatre, Vic Meyer, Mgr., New Orleans, La.

Ghost Talks, The (Fox)

ANN ARBOR, MICH.—Wuerth Theatre (777), 7 days, 10c-50c, 3 M'tone Acts, Rooney & Brent, Beatrice Lillie, & Joe Cook, Fox M'tone News. Weather, cool, unsettled.

Rating—105%.

AD TIPS—Play up fact that everyone talks in "Ghost Talks." Besides usual spook stuff, it is chance to see how much more effective sound makes it. Don't neglect to push Twelvetrees as one of screen's most dainty blonde beauties. Our audiences seemed to think she was more than all there. Audience appeal: all classes.—Wuerth Theatre, Ann Arbor, Mich.

Give And Take (U.)

OMAHA, NEBRA.—World Theatre (2,500), 7 days, 25c-50c, 5 Acts Pan Vaud., Fox News. Weather, fair.

Rating—75%.

AD TIPS—Title to this one is drawback, but can be partly overcome by use of Hersholt's and Sidney's names. Play up comedy angles of picture, smothered by title. Audience appeal: general.—World Theatre, Ralph Goldberg, Mgr., Omaha, Nebr.

Godless Girl, The (Pathe)

SAN FRANCISCO, CAL.—Granada Theatre (2,900), 7 days, 25c-50c, Publix Presentation, Stage Presentation of Brooke Johns, "The Stars," Par. News, Symphony Orch.

Rating—105% (2nd week).

SAN FRANCISCO, CAL.—St. Francis Theatre (1,435), 7 days, 25c-50c, M-G-M News. Weather, fair, sunny.

Rating—90%.

CEDAR RAPIDS, IA.—Capitol Theatre (1,957), 4 days, 10c-50c, "Rendezvous" Public stage show, M'tone News. Weather, good.

Rating—80%.

BUFFALO, N. Y.—Century Theatre (2,100), 7 days, 65c, M'tone News, M-G-M News, K.-A. Vaud. Cold and stormy.

Rating—145%.

AD TIPS—Cartoons from play. Exploited all-talkie and comedy. Special "Whoopee Hour" on Monday at 9:30 advertised. Audience appeal: all classes.—Granada Theatre, Leon Levey, Mgr., San Francisco, Cal.

Special notice given this was second and last week and that public should hurry to see it. Special names of stars in picture in ads. each day. Appeal to all ages and classes.—St. Francis Theatre, Jos. Sterling, Mgr., San Francisco, Cal.

Exploit De Mille's newest personally directed film, and dramatic sound and dialogue. Audience appeal for all high school students.—John Carr, Mgr., Century Theatre.

Exploited as drama of youth of today. Also emphasize it as talkie put on with DeMille lavishness. Audience appeal: general, to all classes.—Capitol Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Ia.

Great White North, The (Fox)

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 25c-50c, Local Hawaiian Troupe, Par. News. Weather, fair with some rain.

Rating—110% (double feature).

AD TIPS—Featured as program for children and adults, educational. Actual authentic motion pictures of hazards of Polar regions. Contains real drama. Audience appeal: boys and girls of high school age, adults fond of authentic pictures of out-door adventure.—Dominion Theatre, I. Akrey, Mgr., Vancouver, B. C.

Greyhound Limited (W.B.)

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c-35c, "Collegians" (U.), News. Weather, fair and warmer.

Rating—92%.



John Gilbert, the popular idol of thousands of fans, and whose latest is "Desert Nights," snatches a few moments of leisure between pictures for Metro

Greyhound Limited—Cont.

CANTON, O.—Strand Theatre (750), 7 days, 20c-40c, No stage presentation, Sennett all-talking comedy (Educ.), Easter Novelty film in color, Pathe Sound News. Weather, unseasonably warm.

Rating—108%.

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, Fox M'tone, Pathe Sound News, Phil Baker, Stella Mahew, Mal Hallett (Vita. talkie shorts), "At the Dentist's" (Pathe all-talking comedy). Holy Week hurt very much. Weather, mild, clear with some rain.

Rating—40%.

TAMPA, FLA.—Strand Theatre (800), 4 days, 15c-35c-40c, Vita. Act, Int'l News. Weather, fair, warm.

Rating—90%.

BUFFALO, N. Y.—Great Lakes Theatre (3,000), 7 days, 65c-85c, M'tone News, Fox Silent News. Cold and stormy.

Rating—125%.

AD TIPS—Exploit Blue in thrilling railroad story of love and revenge. Appeal to all classes.—Rialto Theatre, Chattanooga, Tenn.

Another Damon and Pythias story, this time in form of engineer and fireman on crack train. Play up name of Blue strong, feature thrills of railroading, etc. Action and sound accompaniment worthy of mention. Audience appeal: good family picture, especially good for boys.—Strand Theatre, Joe Calla, Mgr., Canton, O.

Play up action, adventure on railroad and great outdoor melodrama. Audience appeal: good for all ages.—Great Lakes Theatre, Lawrence P. Stuart, Mgr., Buffalo, N. Y.

Tells them to get ready to see record run of love, laughs, thrills. Talking picture in which beautiful blonde "two times" two engaging young men. Audience appeal: all classes of railroad workers and to all fans of Murphy and Blue. Has great romance appeal.—Frank Price, Jr., Mgr., Rivoli Theatre, Baltimore, Md.

Hardboiled (RKO)

UTICA, N. Y.—Gaiety Theatre (1,700), 3 days, 35c-50c, 5 Keith Vaud. Acts, Int'l News. Weather, rain, warm.

Rating—94%.

Haunted House (F.N.)

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 3 days, 40c-50c, Hillbillies (Vita.), Ryan Sisters (Vita.), Par. News. Weather, fair.

Rating—85%.

Haunted House—Cont.

PORTLAND, ORE.—Oriental Theatre (1,600), 7 days, 25c-35c, Chick Sales Vita., Frazier Stock, Pathe Sound News. Weather, rainy.

Rating—120%.

AD TIPS—Exploit hilarious comedy in fast-moving mystery play. Play up Conklin for leading comedy and beautiful Todd, as well as number featured players in cast. Audience appeal: all ages and classes.—Stanley Theatre, Joseph Jordan, Mgr., Atlantic City, N. J.

Hearts In Dixie (Fox)

CLEVELAND, OHIO.—Hippodrome, (4,500), 7 days, 25c-50c, "Happy Birthday," Fox News. Weather, fair.

Rating—100%. (2nd week).

LOS ANGELES, CAL.—United Artists Theatre (2,100), 5 days, 35c-50c-65c, C. Sharpe Stage Revue, M'tone Shorts, M'tone News. Weather, fine.

Rating—85%. (3rd week).

AD TIPS—Size of cast, novelty of all-colored cast, chorus, songs and heart interest all featured in ads.—Hippodrome Theatre, Wm. Watson, Mgr., Cleveland, O.

Heart To Heart (F.N.)

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 25c-50c, Local Hawaiian troupe, Par. News. Weather, fair, some rain.

Rating—95%.

Heart Trouble (F.N.)

JOLIET, ILL.—Princess Theatre (960), 3 days, 15c-35c, Comedy, News. Weather, fair.

Rating—90%.

AD TIPS—Exploit Langdon as laugh-maker in love. Audience appeal: for all who like comedies.—Princess Theatre, Joliet, Ill.

Hey, Rube (RKO)

SAN ANTONIO, TEX.—Princess Theatre, (1,300), 4 days, 25c-35c, Comedy, Int'l News. Weather, fair and warm.

Rating—50%.

AD TIPS—Picture lends itself to one exploitation—that of carnival. Audience appeal: limited to those who enjoy circuses and carnivals.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Tex.

His Captive Woman (F.N.)

KANSAS CITY, MO.—Mainstreet Theatre, (3,067), 7 days, 35c-60c, Orpheum-Keith Vaud. Weather, fair.

Rating—120%.

WINSTON-SALEM, N. C.—Auditorium Theatre, (1,600), 3 days, 35c-50c, RKO Racing Blood Short, M'tone Act, 1 Act Vaud., Pathe News. Weather, clear and rainy.

Rating—85%.

AD TIPS—Sills and Mackaill played up as stars of "The Barker" in another triumph, Mackail being featured as "any man's woman" and Sills as "no woman's man." Strangeness that two should find love on desert island also was played up, along with a sketch of them on island. Audience appeal: all classes.—Mainstreet, Lawrence Lehman, Mgr., Kansas City, Mo.

Homecoming (Par.)

PROVIDENCE, R. I.—Strand Theatre, (2,200), 7 days, 15c-50c, Strand Pictorial. Weather, mostly unsettled.

Rating—85% (double feature).

AD TIPS—Should be billed as drama of life portrayed in stark, direct, imaginative style. Audience appeal: general.—Strand Theatre, Ed Reed, Mgr., Providence, R. I.

In Old Arizona (Fox)

SALT LAKE CITY, UTAH.—Par. Empress, 7 days, 35c-50c, News. Weather, unsettled.

Rating—95%.

AD TIPS—First all talking out-door picture; filmed in Southern Utah, of great interest to Intermountain section; also magnificance of scenery of Zion National Park. Audience appeal: all ages and classes.—Empress Theatre, Salt Lake City, Utah.

Iron Mask, The (U.A.)

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 7 days, 75c-$1.00-$1.50, Elinor's Orchestra, M'tone Shorts, M'tone News. Weather, fine.

Rating—200% (3rd week).

PORTLAND, ORE.—United Artists Theatre (957), 7 days, 25c-60c, Gus Edwards Revue, T. S. Color, M-G-M News. Weather,rainy.

Rating—100% (3rd week).

SAN FRANCISCO, CAL.—California Theatre (2,358), 7 days, 25c-50c, Publix Presentation, Cartoon, Fox News. Weather, sunny.

Rating—140%.

TACOMA, WASH. — Pantages Theatre (1,500), 7 days, 25c-50c, 5 Acts Pantages Vaud. Int'l News. Weather, bad.

Rating—90%.

TAMPA, FLA.—Weather, fair, warm. Victory Theatre (1,000), 7 days, 25c-50c-60c, Vita. Acts, M'tone News.

Rating—90%.

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 25c-35c-60c, Stage Show, Organ, Stage Band, Fox M'tone, State Digest. Weather, fair.

Rating—42 3/4% (2nd week).

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-50c-75c-85c-$1.00, Par. Shorts, Selected News. Weather, cool and rain.

Rating—100 9/10% (5th week).

AD TIPS—Exploited fact that picture similar to "Three Musketeers" and stated, "Here at last." Audience appeal: all ages and classes.—California Theatre, Nat Holt, Mgr., San Francisco, Cal.

Exploited film as being held over second week Three Musketeers," with wonderful settings, thrilling situations. Dumas name help in publicity as many readers enjoy his novels. Good for all classes and ages.—George B. Peck, Mgr., Victory Theatre, Tampa, Fla.

Exploited film as being held over second week due to public demand. Fairbanks and romantic angle of photoplay given prominent display. Universal appeal to all ages and classes.—State Theatre, G. E. Greene, Mgr., Minneapolis, Minn.

Jazz Mad (U.)

BALTIMORE, MD.—New Theatre (1,600), 6 days, 25c-50c, Fox M'tone, Fox Silent News, "Happy Birthday" (Fox talkie), "Smart Steppers" (Educ.). Holy Week hurt. Weather, mild, clear, with some rain.

Rating—45%.

AD TIPS—If you can synchronize this, advertise with sound and effects, emphasize Hersholt as screen's greatest character actor in his greatest picture. Play up as smashing big picture of pasion, pathos, brilliant triumph that will lift them to new plane of emotion. Audience appeal: all who are musically inclined should enjoy this and romance will interest and hold many others.—William E. Stumpf, Mgr., New Theatre, Baltimore, Md.

Jazz Singer (W.B.)

BOISE, IDA.—New Pinney Theatre (1,200), 4 days, 15c-25c-35c-50c, Vita. acts. Weather, threatening.

Rating—115%.



Ina Claire—one of the lovely ladies of the stage. She arrived in Hollywood last week. Pathe plans for her debut in talking pictures, her first vehicle to be announced soon

Kid Gloves (W.B.)

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 4 days, 25c-35c, 5 acts vaud, orchestra, Pathe News. Weather, generally fair and moderate.

Rating—125%.

TACOMA, WASH.—Blue Mouse Theatre (601), 7 days, 25c-50c, "The Bride's Relations" (Educ.), Fox M'tone News, 3 Vita acts, Pathe Review. Weather, bad.

Rating—95%.

CLEVELAND, OHIO—State Theatre (3,400), 7 days, 30c-60c, "Thin Twins" (M-G-M), Fox M'tone News. Weather, fair.

Rating—80%.

PORTLAND, ORE.—Music Box Theatre (1,387), 7 days, 25c-50c, "Whirls and Girls" (Educ.), Vita. acts.

Rating—125%.

AD TIPS—Emphasized this as gangster talkie. Audience appeal: for young and old who enjoy excitement.—State Theatre, Sanford Farkus, Manager, Cleveland, O.

Exploited crookdom end and Nagel and Wilson as pioneers of talkies. Audience appeal: all classes.—Blue Mouse Theatre, Ned Harris, Manager, Tacoma, Wash.

Thrilling "talking" drama. Played up fact Nagle and Wilson co-starred. Universal audience appeal.—Music Box Theatre, Andrew Saso, Manager, Portland, Ore.

King Cowboy (Fox)

CANTON, O.—Valentine Theatre, (811), 4 days, 15c-25c, No presentation, Comedy, Pathe News.

Rating—100%.

AD TIPS—The play is on name of Mix and Tony. Also go strong on action and thrills. Audience appeal: family picture, especially attractive to younger boys and those who enjoy outdoor action.—Valentine Theatre, Joe Calla, Mgr., Canton, Ohio.

King Of Kings (Pathe)

SALT LAKE CITY, UTAH—Gem Theatre, 7 days, 25c-35c, News, Utah Scenic. Weather, unsettled.

Rating—100%.

MACON, GA.—Capitol Theatre (1,000), 2 days, 25c-30c, comedy, news reel. Weather, fair.

Rating—80%.

Just Off Broadway (Chesterf'ld)

PROVIDENCE, R. I.—Strand Theatre, (2,200), 7 days, 15c50c, Strand Pictorial. Weather, mostly unsettled.

Rating—85% (double feature).

Lady Be Good (F.N.)

BOISE, IDAHO. — Egyptian Theatre, (1,200), 3 days, 10c-50c, "Circus Time" (Pathe), M-G-M News. Weather, fair.

Rating—95%.

Lady Of The Pavements (U.A.)

SEATTLE, WASH.—Blue Mouse Theatre (950), 14 days, 25c-35c-50c, Vita acts, Fox M'tone News. Weather, rainy.

Rating—85%.

TAMPA, FLA.—Tampa Theatre (1,600), 4 days, 25c-50c-60c, talkie act, Par. News Review, organ. Weather fair warm.

Rating—101%.

NEW YORK CITY, N. Y.—Rialto Theatre (1,906), 7 days, 35c-50c-75c-85c-$1, Lupe Velez making personal appearance in song and dance offering, selected News, third and final week for star and feature. Weather, cool, rain.

Rating—107 3/10%.

AD TIPS—Exploit Valez in singing and talking feature, and let film carry itself. Audience appeal: adult classes.—Blue Mouse Theatre, John Hamrick, Manager, Seattle, Wash.

Griffith name one of strongest cards to exploit, but play up Valez. Plenty of heart interest and elaborate production. Good for all classes.—A. N. Roy, Manager, Tampa, Theatre, Tampa, Fla.

Land Of Silver Fox (W.B.)

DALLAS, TEX.—Old Mill Theatre (1,400) 7 days, 20c-35c, Three Vita. Acts, Pathe News. Weather, fair.

Rating—90%.

AD TIPS—Exploited Rin-Tin-Tin, Wonder Dog in his first talking picture, and statement, He does everything and now he TALKS. Advertised as picture of Adventure and Thrills in Land of Romance. Hyams received due consideration in advertising copy. Audience appeal: all classes especially children.—Old Mill Theatre, A. R. Lever, Mgr., Dallas, Tex.

Last Warning, The (U.)

NEW ORLEANS, LA.—Tudor Theatre, (1,100), 7 days, (15-50c), 4 Acts Vita. Vaud., Fox M'tone News. Weather, fair and warm.

Rating—100%.

SALT LAKE CITY, UTAH—Pantages Theatre, 7 days, 35c-50c-$1. News, vaud. Weather, unsettled.

Rating—88%.

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, Fox M'tone News, Herman Timberg's Stage Presentations. Weather, fair.

Rating—85%.

AD TIPS—Contest to find girl in New Orleans who most resembles LaPlante awakened great interest in picture which was followed by ads stressing its spookiness, thrills, chills.—Management of Tudor Theatre, New Orleans, La.

Extreme mystery, thrills, chills, excitement exploited heavily. Audience appeal: practically all classes.—Pantages Theatre, Green Pemberton, Manager, Salt Lake City, Utah.

Exploit as all-talking mystery comedy with spooky angle giving it thousand thrills. La Plante's name worth exploiting in furnishing chills and laughs. Audience appeal: to those who like mystery stories.—Rialto Theatre Joliet, Ill.

Leatherneck, The (Par.)

ATLANTA, GA.—Rialto Theatre, 6 days, 10c-15c-25c-40c, two Vita. acts, Fox M'tone News. Fair weather.

Rating—110%.

Let's Make Whoopee (Fox)

TACOMA, WASH. — Colonial Theatre, (965), 7 days, Billy Dooley Comedy, Pathe Review, Fox News. Weather, bad.

Rating—80%.

AD TIPS—Front with jazz decorations. Gave confetti and balloons to patrons. Audience appeal: younger set.—Colonial Theatre, Douglas Kimberley, Mgr., Tacoma, Wash.

Letter, The (Par.)

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, $1-$2, two shows a day, three Sat. and Sun, Par. short talkers, third week. Weather, cool and rain.

Rating—90%.

Lingerie (T.-S.)

SPRINGFIELD, MASS.—Bijou Theatre (1,000), 7 days, 25c-50c, Stage Fright, comedy short, Int'l News. Weather, fair, rainy.

Rating—50% (double feature).

AD TIPS.—Exploit as drama of human happiness, in which man plays fair and woman does not. Advertisements read, "He met her on a Paris boulevard—and she was dressed in lingerie." Audience appeal: younger element from high school age up.—Bijou Theatre, Al Anders, Manager, Springfield, Mass.

Lion And The Mouse, The (W.B.)

SAN ANTONIO, TEX.—Empire Theatre, (1,550), 7 days, 25c-35c-50c, Vita. Shorts, Fox M'tone News. Weather, fair and warm.

Rating—70%.

AD TIPS—Feature fact that film is based on great stage play. Also play up Barrymore—thrill of hearing his voice. McAvoy and Francis also good drawing cards. Audience appeal: all classes.—Empire Theatre, Al Fourmet, Mgr., San Antonio, Tex.

Little Wildcat, The (W.B.)

UTICA, N. Y.—Stanley Theatre (3,500) 3 days, 35c-50c, Public Presentation, "Flashes of Youth Review," M-G-M, Fox M'tone News. Weather, rain and warm.

Rating—85%.

RICHMOND, VA.—Byrd Theatre (1,600), Sennett Comedy, Vita. act, Pathe Sound News.

Rating—100%.

Lone Wolf's Daughter (Col.)

OKLAHOMA CITY, OKLA.—Liberty Theatre, (1,110), 7 days, 25c-35c-50c, M'tone News, Int'l News. Weather, fair.

Rating—85%.

DALLAS, TEX.—Majestic Theatre, (2,680), 7 days, 25c-60c, Interstate Vaud., Fox M'tone News. Weather, fair.

Rating—100%.

KANSAS CITY, MO.—Pantages Theatre, (2,166), 7 days, 25c-50c-75c, 5 Acts Vaud., Selected News. Weather, fair.

Rating—100%.

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, 5 acts vaud., Al Lyons, Fox News. Weather, fair.

Rating—70%.

Lone Wolf's Daughter—Cont.

SCHENECTADY, N. Y.—State Theatre (1,700), 6 days, 25c-35c-50c, 2 Vita. vaud. acts, Fox M'tone News. Weather, fair.

Rating—85%.

ROCHESTER, N. Y.—Rochester Theatre, 7 days, 25c-35c-60c, 6 acts, Small Town Rambles, "Meet the Wife" (Vita.), Int'l News. Weather, clear, warm.

Rating—90%.

JOLIET, ILL.—Rialto Theatre (2,300), 1 day, 35c-60c, 3 vaud. acts, "Dead Shot Dick" (comedy), Int'l News. Weather, fair.

Rating—100%.

AD TIPS—Exploitation featured Lytell and film's mystery. Appeal: to all classes.—Liberty Theatre, Oklahoma City, Okla.

Exploited Lytell talkie as Lytell has appeared in Dallas in person and was well received. Also played up mystery angle. Audience appeal: all classes.—Majestic Theatre, Sid Henry, Mgr., Dallas, Texas.

Lytell played up as playing role of smooth mystery man and various sketches depicting stages of his career were used in newspaper advertising. Picture exploited as a talkie. Audience appeal: all classes.—Pantages Theatre, Louis Charnisky, Mgr., Kansas City, Mo.

Tie up with series of Lone Wolf stories. Also use Lytell's name and fact that he talks. This is effective. Audience appeal: usual theatre goers.—Wisconsin Theatre, W. O. James, Manager.

Exploited as thrill special with mystery angle. Advertised fascinating drama and mystery combined with romance. Featured use of television as new means for detecting crooks. Audience appeal: for all ages.—Rialto Theatre, Roy Rogan, Manager, Joliet, Ill.

Billed as another of popular Lone Wolf series. Advance stories and ads went after Lytell. local following. Prestige alone carried show over. Audience appeal: all ages and classes.—Rochester Theatre, H. M. Addison, Manager, Rochester, N. Y.

Ballyhooed it as another of Lytell's successful series, better than any previous, with added angle of romance. Made appeal to lovers of mystery stories. Audience appeal: general.—State Theatre, Schenectady, N. Y.

Love And The Devil (F.N.)

TOLEDO, O.—Pantheon Theatre, (922), 7 days, 10c-25c-35c-65c, Pathe News, 2-reel comedy, Rice Sportlight, Song Novelty.

Rating—85%.

LITTLE ROCK, ARK.—Capitol Theatre, (1,400), 3 days, 15c-60c. Weather, fair and warm.

Rating—80%.

CEDAR RAPIDS, IA.—Strand Theatre, (1,400), 4 days, 10c-35c, "The Old Barn" (Educ.), M-G-M Acts, Pathe Sound News. Weather, good.

Rating—90%.

OTTAWA, ONT.—Centre Theatre, (1,200), 6 days, 15c-40c, Orchestra Overture, "Wives Won't Weaken," Sportlight, Fox News. Weather, fair.

Rating—80%.

LOUISVILLE, KY.— Rialto (3,000), 4 days, 30c-50c, Mercedes RKO vaud., Pathe Review, Pathe News. Weather, fair three days, rainy one day.

Rating—75%.

Love And Devil—Cont.

AD TIPS—Capitalized Sills' success in "Barker." Audience appeal: younger set.—Pantheon Theatre, Longdon Kumler, Mgr., Toledo, Ohio.

Capitalize on Sills' name. Exploited this as showing "Sills in a dress suit." Picture also has exceptionally good music scores. Audience appeal: all classes and all ages.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Ia.

Sell through Sills solely. Audience appeal: more for adults but fairly good generally.—Rialto Theatre, J. H. Boswell, Manager, Louisville, Ky.

Loves Of Casanova (M-G-M)

NEWPORT NEWS, VA.—Rialto Theatre (873), 3 days, 25c-35c, comedy, Par. News. Weather, fair.

Rating—100%.

AD TIPS—Play up Mosjoukine as "matinee idol of Europe." Emphasize elaborate scenery, color sequences. Audience appeal: nearly all classes.—Rialto Theatre, E. T. Crall, Manager, Newport News, Va.

Lucky Boy (T.-S.)

ALBANY, N. Y.—Mark Ritz Theatre, (1,146), 6 days, 25c-35c, 1 Vita. Act, Metro Comedy, Pathe Sound News. Weather, variable.

Rating—120%.

EVANSVILLE, IND. — Loew's Victory Theatre (2,300), 3 days, 25c-40c, 5 Acts Vaud., M-G-M News, Scenic, Local Talent Film. Weather, warm and fair.

Rating—98%.

OTTAWA, ONT.—Imperial Theatre, (1,200), 6 days, 15c-50c, "The Persian Market," Montagu Love in "Character Impersonations." Weather, fair.

Rating—110%.

AD TIPS—Plugged Jessel in first singing-talking and musical picture flooded Jewish section of city with window cards and throw-aways. Used loud seaker in front attracting passersby. Audience appeal: all classes.—Mark Ritz Theatre, Charles Smakowitz, Mgr., Albany, N. Y.

Making The Grade (Fox)

ROCHESTER, N. Y.—Fay's Theatre, 7 days, 25c-30c-50c, "Don't Lean on Bell,' (Vita.), Fox News. Weather, clear and warm.

Rating—95%.

AD TIPS—Recalling success of "In Old Arizona," Lowe, as star of both, was played up. Comedy element stressed especially. Advance stories stressed Ade's authorship of original. Audience appeal: high school age up, all classes.—Fay's Theatre, Arch McCallum, Manager, Rochester, N. Y.

Man Who Laughs, The (U.)

TROY, N. Y.—Troy Theatre, (2,000), 3 days, 25c-50c, Two Vita. Acts, Fox M'tone News. Weather, rainy.

Rating—75%.

Vancouver, B. C.—Pantages Theatre (1,700), 6 days, 30c-50c, 4 vaud acts, News. Weather, fair with some rain.

Rating—150%.

WHY

are critics so often mistaken about Record Smashers?
is it so very difficult to produce Record Smashers?
do some "studio flops" prove to be Record Smashers?

Man Who Laughs—Cont.

Exploited super and sumptuous production of Hugo's classic. Inspiring love story of drama and passion. Cast of 2,500 players. Quoted short review from New York Evening Post. Audience appeal: appealed to higher class of audience than usual, particularly those who have read Hugo and his contemporaries.—Pantages Theatre, Lloyd Pantages, Manager, Vancouver, B. C.

Marriage By Contract (T.-S.)

WINSTON-SALEM, N. C.—Auditorium Theatre (1,600), 3 days, 35c-50c-75c, Educ. comedy, RKO vaud., Pathe News. Weather, clear, rain.

Rating—75%.

Me, Gangster (Fox)

PROVIDENCE, R. I.—Majestic Theatre, (2,200), 7 days, 15c-50c, Fox M'tone News, Jack North Vita. Act. Weather, unsettled.

Rating 85% (double feature).

AD TIPS—Stress underworld element and romance of gangster youth who finally finds straight and narrow through love. Audience appeal: all classes.—Majestic Theatre, Sol Brauning, Mgr., Providence, R. I.

Million Dollar Collar (W.B.)

CLEVELAND, O.—Cameo Theatre, (1,200), 25c-50c, Ruby Lips (M-G-M), M-G-M News, Weather, fair.

Rating 75%.

AD TIPS—The first dog talkie was stressed. Audience appeal: for animal lovers and children.—Cameo Theatre, Geo. Gilliam, Mgr., Cleveland, Ohio.

Mons (Big Three)

NEW YORK CITY, N. Y.—Weather, cool and rain, Cameo Theatre (549), 5 days, 50c-75c, cartoon, Pathe News. House closed down two days at end of week for installation of sound equipment.

Rating—108 1/5% (2nd week).

My Man (W.B.)

ATLANTIC CITY, N. J.—Virginia Theatre, (1,222), 7 days, 40c-50c, Phil Baker, "A Good Boy in a Bad Family," (Vita.), M'tone News. Weather, fair.

Rating—125%.

AD TIPS—Exploit Brice as inimitable comedienne, play up her songs and dialogue, especially "My Man." Audience appeal: all ages and classes.—Virginia Theatre, Harry Klein, Mgr., Atlantic City, N. J.

Napoleon (M-G-M)

BOISE IDAHO—Egyptian Theatre (1,200), 1 day, 15c-30c-40c-60c, "Early to Bed," Oddity (M-G-M), M-G-M News. Weather, fair.

Rating—100%.

Napoleon's Barber (Fox)

SAN ANTONIO, TEX.—Majestic Theatre (1,700), 7 days, 25c-60c-75c, Pathe News, Chic Sales in "They're Coming to Get Me" (Fox), Aesop's Fables, "The Diplomats" (Fox), Fox M'tone, 5 acts vaud. Weather, fair and warm.

Rating—80%.

Naughty Baby (F.N.)

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 3 days, 25c-35c, 5 acts vaud., orchestra, Pathe News. Weather, generally fair and moderate.

Rating—120%.

Ned McCobb's Daughter (Pathe)

ROCHESTER, N. Y.—Keith Palace Theatre, 3 days, 35c-60c, 6 acts, Pathe News. Weather, clear and warm.

Rating—95%.

AD TIPS—Adventure angle and strong anticlimaxes stressed in advanced publicity.—Keith Palace Theatre, E. L. Lake, Manager, Rochester, N. Y.

New Year's Eve (Fox)

SPRINGFIELD, MASS.—Fox Theatre (1,444), 7 days, 20c-50c, "Mind Your Business," Fox News. Weather, fair and rainy.

Rating—90% (double feature).

AD TIPS—Gay picture of New York and New Year whirl. Advertisement said: Night of perilous adventure for young man with million and girl who looks like million, but hasn't a cent.—Springfield, Mass, Fox Theatre, James Skiftington, Manager.

Night Club (Par.)

TAMPA, FLA.—Tampa Theatre (1,600), 3 days, 25c-50c,60c, "Bishop's Candlesticks," "Pusher-in-the-Face." Vita. Act, Par. News, Organ. Weather, fair, warm.

Rating—100%.

BOISE, IDAHO.—New Pinney Theatre (1,200), 3 days, 15c-25c-35c-50c, "Pusher-in-the-Face." "Bishop's Candlesticks" (Par.). Weather, cold, spring-like.

Rating—100%.

AD TIPS—Play bill up strong for real entertainment. Promise real belly laugh in "Pusher-in-the-Face." Cabaret talent of Broadway in your "home town." All classes will "get and enjoy" this program.—A. N. Roy, Mgr., Tampa Theatre, Tampa, Fla.

Noah's Ark (W.B.)

NEW YORK CITY, N. Y.—Winter Garden (1,492), 7 days, $1-$2. Two shows a day; three Sat. and Sun. Vita. shorts. Weather, cool, rain.

Rating—72 4/5%.

ATLANTIC CITY, N. J.—Globe Theatre (2,300), 7 days, 50c-$2. Sat. and Sun. $1-$2.50. Two shows daily. Hope Hampton in Vita. short.

Rating—100%.

Nothing To Wear (Col.)

CANTON, O.—Valentine Theatre (811), 3 days, 15c-25c. No stage presentation. Comedy, Pathe News.

Rating—85%.

AD TIPS—Another story of girls and their adventures before and behind scenes of Broadway Night Clubs. Snappy story. Audience appeal: youth.—Valentine Theatre, Joe Calla, Mgr., Canton, O.

Object—Alimony (Col.)

NEWPORT NEWS, Va.—Olympic Theatre (853), 3 days, 25c-35c. Comedy, Kinograms. Weather, fair.

Rating—90%.

"Clara likes them big and strong, of the real he-man type and not the soft, fluffy-faced boys who are invading Holywood now," Miss Marion Battle, companion and secretary of Clara Bow, told newspaper men in Kansas City the other day as she and Miss Bow were enroute from New York to Hollywood. Clara did not confirm nor deny it, as she was asleep in her berth.

Object—Alimony—Cont.

AD TIPS—Title was big draw here. Local public, as all others presumably, very much interested in pictures dealing with marriage and divorce.—Olympic Theatre, E. T. Crall, Mgr., Newport News, Va.

Office Scandal, The (Pathe)

CLEVELAND, O.—Palace Theatre, (3,600), 7 days, 35c-75c, Smith's Baby's Birthday (Pathe), Pathe, Fox & Paramount News, Vaud. Weather, fair.

Rating—80%.

AD TIPS—Haver's name used as drawing card also fact of its being thrilling newspaper story. Audience appeal: clever enough, interesting enough for all classes.—Palace Theatre, Frank A. Hines, Mgr., Cleveland, O.

One Stolen Night (W.B.)

MILWAUKEE, WIS.—Garden Theatre. (1,200), 7 days, 25c-50c, No presentation. "Ain't It the Truth," Fox News. Weather, fair.

Rating—40%.

ROCHESTER, N. Y.—Fay's Theatre, 7 days, 25c-35c-50c, "Don't Lean on Bell" and "Ida, with Al Herman" (Vita.), Fox News. Weather, clear and warm.

Rating—95%.

AD TIPS—Use Bronson's name in advertising. Fact that it is desert story has some advertising value. Audience appeal: usual patronage.—Garden Theatre, L. R. Brin, Mgr., Milwaukee, Wis.

Adventure and thrilling anticlimaxes stressed to good advantage. Besides being billed as strong adventure story in Orient, names of Bronson and Collier, Jr., played up to get fast growing local following. Emphasis laid on sound feature in Eastern setting. Audience appeal: all ages, classes.—Fay's Theatre, Arch McCallum, Mgr., Rochester, N. Y.

Outlawed (RKO)

AKRON, O.—Allen Theatre, (550), 7 days, 25c-50c, Comedy, Int'l News. Warm, generally good weather.

Rating—90%.

AD TIPS—Stressed return of Mix to western characters after playing in Arabian robes. Name good in this theatre and given prominence with usual lines of western action packed film. Appeal: all ages, particularly juvenile.—Allen Theatre, J. B. Allman, Mgr., Akron, O.

Our Dancing Daughters (M-G-M)

BOICE, IDAHO.—Egyptian Theatre, (1,400), 4 days, 10c-50c, M-G-M Oddity. M-G-M News. Weather, fair.

Rating—95%.

Passion Play (UFA)

TOLEDO, O.—Vita-Temple Theatre, (1,200), 7 days, 25c-35c-65c, 4 Vita. Acts, M'tone News. Weather, variable, cool.

Rating—90%.
Third year shown.

AD TIPS—Exploited that it is only picture ever made of Freiburg spectacle and that cast is same that performed drama every ten years as devotional duty. Audience appeal: general.—Vita-Temple Theatre, Jack O'Connell, Mgr., Toledo, O.

Phyllis Of The Follies (U.)

CHATTANOOGA, TENN.—Rialto Theatre, (800), 25c-35c, Comedy, M-G-M News. Weather, fair and warmer.

Rating—90%.

AD TIPS—Exploit Day in story of vaud. stage. Appeal to all classes.—Rialto Theatre, Chattanooga, Tenn.

Power Of The Press, The (Col.)

SAN ANTONIO, TEX.—Princess Theatre, (1,300), 3 days, 25c-35c, Comedy, Int'l News.

Rating—75%.

AD TIPS—Adapts itself to all kinds of sensational exploitation, including great murder mystery. Neat love strain running throughout, also interesting political situation. Audience appeal: all classes especially those who like melodrama.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Tex.

Prep And Pep (Fox)

CEDAR RAPIDS, IA.—Strand Theatre, (1,400), 3 days, 10c-35c, "Soldier Man" (Pathe), "Jimtown Cabaret" (Metro), Pathe Sound News. Weather, good.

Rating—125%.

SPRINGFIELD, O.—Regent Theatre, (1,500), 4 days, 10c-15c-25c-30c-50c, "Smile Wins," 5 Vaud. Acts.

Rating—60%.

RICHMOND, VA.—Capitol Theatre, (600).

Rating—95%.

AD TIPS—Tied up with Kellogg's "Pep" sampling and house to house solicitation campaign, two coupons from Pep package entitling holder to one admission to show. Had excellent results. Picture is of flaming youth type. If you happen to be in college town, emphasize collegiate angle. Audience appeal: all ages and all classes, but youth especially.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Ia.

Exploit Drexel and Rollins, also that it is sound picture with fine story of youth and love. Audience appeal: all classes and ages.—Capitol Theatre, Sam Bendheim, Mgr., Richmond, Va.

Queen Of Night Clubs (W.B.)

BALTIMORE, MD.—Warners' Metropolitan Theatre, (1,500), 6 days, 15c-50c, Kinograms, "Spooks," Jay Velie, Codey & Orth, Dorothy & Rosetta Ryan (Vita. all-talkie shorts), Davey Lee "Sonny Boy" talkie trailer. Holy week hurt. Weather mild, clear with some rain.

Rating—60% (2nd week).

Rescue, The (U.A.)

ATLANTIC CITY, N. J.—Strand Theatre, (1,180), 5 days, 40c-50c, Jan Garber & Orchestra (M-G-M), M-G-M News. Weather, fair.

Rating—75%.

AD TIPS—Commands greatest interest as being Colman's first individual starring picture, with almost equal curiosity concerning his leading lady. Exploit star and play up romance of vehicle. Audience appeal: high school age and all classes.—Strand Theatre, Andrew D. Mustard, Mgr., Atlantic City, N. J.

Reckless Youth (Col.)

ATLANTA, GA.—Fair weather, 6 days 10c 25c-35c-60c, Metropolitan Vaud., Pathe Comedy, Vita. Act, Fox M'tone News.

Rating—80%.

Redeeming Sin, The (W.B.)

PORTLAND, ORE.—Blue Mouse Theatre, (657), 7 days, 25c-35c, Vita. Acts. Weather, rainy.

Rating—100% (2nd run).

SPRINGFIELD,MASS.—Fox Palace Theatre, (2,484), 3 days, 30c to 60c, 3 Acts Fox Vaud., 2 Vita. Acts, Fox News. Weather, fair, rainy.

Rating—98%.

SYRACUSE, N. Y.—Schine Eckel Theatre, (1,400), 7 days, 25c-35c, Presentation, 2 Vita. Acts, Organ, Par. News. Weather, fair.

Rating—100%.



Cliff Edwards, producer for Metro of the Colortone Revues, has a find in Senorita Armida, his protege

Redeeming Sin, The—Cont.

MACON, GA.—Ritz Theatre, (1,000), 3 days, 25c-35c-50c. Vita. Units, Par. News Fair weather.

Rating—100%.

AD TIPS—Stars will put it over big Plot has great interest for nearly all classes. H. S. Amos, Mgr., Ritz Theatre, Macon, Ga.

Exploited Costello and Nagel as screen's perfect lovers. Audience appeal: flapper type.—Schine Eckel Theatre, Ralph W. Thayer, Mgr., Syracuse, N. Y.

Crook angle played up. Audience appeal: universal.—Blue Mouse Theatre, Francis Johnson, Portland, Ore.

Red Lips (U.)

BIRMINGHAM, ALA.—Strand Theatre, (850), 6 days, 25c-50c, "Music Hath Harms," M'tone News. Weather, fair, mild.

Rating—97%.

AD TIPS—Exploited star in another collegiate story, referring to varsity. Short given play, because of local authorship. Audience appeal: all ages.—Strand Theatre, C. D. Haugh, Mgr., Birmingham, Ala.

Redskin, The (Par.)

TULSA, OKLA.—Majestic Theatre, (1,000), 7 days, 25c-35c-50, News, Two Talkie Acts. Weather, fair.

Rating—85%.

NEW YORK CITY, N. Y.—Paramount Theatre, (3,666), 7 days, 40c-65c-75c-85c-$1, Paramount News, Jesse Crawford, Publix Unit "Fore." First N. Y. engagement at popular prices after $2 run. Weather, cool and rain.

Rating—93 4/5%.

SPRINGFIELD, O.—State Theatre, (1000), 6 days, 10c-15c-30c-50c, 2 Fox M'tone Acts. Weather, warm.

Rating—85%.

ROCHESTER, N. Y.—Eastman Theatre, 7 days, 35c-60c, Publix Unit, "Installment Collector," Selected News. Weather, clear, warm.

Rating—88%.

VANCOUVER, B. C.—Strand Theatre, (1,800), 6 days, 25c-50c, Fancon & Marco Acts, Fox News, Jackie Soudren & Band. Weather, fair with rain.

Rating—95%.

Redskin—Cont.

AD TIPS—Billed chiefly as spectacle, its apparently best selling point. First color and sound film, appealing to eye and ear, went over well in exploitation. Dix and adventure angle played up with spectacle publicity. As tieup, parade of new automobiles distributed arrows. Downtown automobile retail establishment set up colorful Indian scene. Audience appeal: all ages and classes.—Eastman Theatre, M. J. Murphy, Jr., Mgr., Rochester, N. Y.

Red Wine (Fox)

ALBANY, N. Y.—Leland Theatrfe, (1,400), 6 days, 25c-35c, Fox M'tone News Laurel & Hardy Sound Comedy. Weather, unsettled.

Rating—90%.

MINNEAPOLIS, MINN.—Strand, Theatre, (1,280), 7 days run, 6 shows per day, 25c-35c, Vita. Shorts, Newsreel, All-talking comedy. Weather, fair.

Rating—30%.

NEWPORT NEWS, VA.—Palace Theatre, (720), 3 days, 25c-35c. Comedy, Fox News. Weather, fair.

Rating—110%.

AD TIPS—Used window cards throughout city and featured fact picture was one of modern day life. Audience appeal: all classes.—Leland Theatre, Alec Sayles, Mgr., Albany, N. Y.

Exploitation featured Nagel as star. Adult appeal: Jazz and flaming youth given secondary exploitation.—Strand Theatre, George Granstrom, Mgr., Minneapolis, Minn.

The title of picture, popularity of subject as movie theme, and presence of Nagel in cast put picture over.—Palace Theatre, Mrs. William Gordon, Mgr., Newport News, Va.

Riley The Cop (Fox)

HOUSTON, TEX.—Majestic Theatre, (2,250), 7 days, 25c-60c, Weaver Bros. unit stage show, Fox M'tone. Weather, fair.

Rating—200% (Note: Weaver Bros. stage show largely responsible for high percentage).

AD TIPS—Color. Dix as son of chief of proud Navajos. College athletic hero, then outcast from both whites and Indians. Then his fight, his romance, his victory. Audience appeal: all classes, with particular appeal for lovers of this class of story—Strand Theatre, D. P. DeWees, Mgr., Vanvoucer, B. C.

River Pirate, The (Fox)

NORFOLK, VA.—Granby Theatre, (900), 6 days, 25c-35c-50c, Vita. Acts, Comedy, "Targets," Granby News. Weather, fair, warm above normal.

Rating—65%.

Runaway Girls (Col.)

ALBANY, N. Y.—Clinton Square Theatre, (800), 6 days, 25c, M-G-M News, Smith Family Comedy, "Parasol Ant" (M-G-M). Weather, changeable.

Rating—80%.

Saturday's Children (F.N.)

ROCHESTER, N. Y.—Keith Palace Theatre, 4 days, 35c-60c, 6 Acts, Pathe News. Weather, clear, warm.

Rating—95%.

AD TIPS—Went after Griffith followers hard in advance publicity and newspaper ads. Film stressed heavily as Anderson's Pulitzer Prize winner. Old reliable domestic appeal, utilized to bring family people to see family show used to good advantage in advance stories. Audience appeal: chiefly adults, all classes.—Keith Palace Theatre, E. L. Lake, Mgr., Rochester, N. Y.

Shady Lady, The (Pathe)

DALLAS, TEX.—Capitol Theatre, (1,044), 7 days, 15c-35c, Vita. Gene Morgan's Orchestra, Eugene & Howard Talking Skit, In'tl News. Weather, fair.

Rating—95%.

MINNEAPOLIS, MINN.—Hennepin-Orpheum Theatre, (2,900), 7 days, 25c-50c-75c, 6 Acts, Siamese Twins.

Rating—47 3/4%.

NEW YORK CITY, N. Y.—Colony Theatre, (1,980), 7 days, 50c-75c-$1, Pathe Sound News, Int'l (silent), Walter O'Keefe, master of ceremonies, Sam Kahn, stage band and specialties. Weather, cool and rain.

Rating—104 9/10%.

AD TIPS—Haver and Wolheim exploited. Romantic adventure angles given considerable space in newspapers. Audience appeal: adult. —Hennepin-Orpheum Theatre, Frank Burke, Mgr., Minneapolis, Minn.

Featured Haver. Billed as thrilling melodrama with Sound and Talk. Adventure, love and racketeering in fashionable resorts and haunts of underworld of Havana. Eye-filling. Audience appeal: all classes.—Capitol Theatre, Ray J. Stinnette, Mgr., Dallas, Tex.

Shakedown, The (U.)

SAN ANTONIO, TEX.—Aztec Theatre, (2500), 7 days, 25c-35c-60c, Mel Ruick & Band. Weather, fair, warm.

Rating—70%.

BALTIMORE, MD.—Keith's Theatre, (3,016), 6 days, 25c-65c, Int'l, Fox M'tone News, 5 Acts RKO Vaud. with Van & Schenck as headliners, and comedy. Very good despite Holyweek. Weather, mild, clear, some rain.

Rating—80%.

AD TIPS—Exploit as Photophone presentation with Murray, star of "Crowd" and Kent and fine cast. Play up line "With Love Come Pain and Sadness, and brazen heart of Shakedown Kid turned soft as he broke down and cried, "I'm a faker!—A scurvey faker!" With scores of laughs. See it, hear it. Audience appeal: all prize fight fans will like this one. All who care for good, wholesome romance with action and fine kid angle will enjoy it.—J. Lawrence Schanberger, Mgr., Keith's Theatre, Baltimore, Md.

Shopworn Angel, The (Par.)

UTICA, N. Y.—Avon Theatre, (1,600), 7 days, 40c, 2 Vita. Acts, Fox M'tone News. Weather, rain, warm.

Rating—125%.

AD TIPS—Played up Cooper's good "talkie" voice and theme song "That Precious Thing Called Love." Audience appeal: all classes and all ages.—Sid Lawrence, Mgr., Avon Theatre, Utica, N. Y.

Show People (M-G-M)

BOISE, IDAHO.—Egyptian Theatre, (1,200), 4 days, 15c-30c-40c-60c, "Clunked on the Corner." M-G-M News. Weather, stormy.

Rating—100%.

Sideshow, The (Col.)

VANCOUVER, B. C.—Pantages Theatre, (1,700), 6 days, 30c-50c, 5 Vaud. Acts, Sharkey-Stribling Fight. Weather, fine.

Rating—75%.

AD TIPS—Good program picture. Play up circus angle, backed by good reviews in trade magazines. Lots of heart interest, romance, comedy. Circus stories seldom fail in their appeal to most classes.—Pantages Theatre, Lloyd Pantages, Mgr., Vancouver, Can.



Lois Wilson is setting a lively pace for other actresses with her Warner Bros. talkie features, the latest of which, "Kid Gloves," a gang war melodrama with Conrad Nagel as the male lead, is an April release

Simba (S.R.)

BALTIMORE, MD.—Little Theatre, (267), 6 days, 35c-50c, Par. News, Goofytone News (burlesque), Aesop's Fable. Big despite Holy week. Weather, mild, clear, with some rain.

Rating—120%.

AD TIPS—Get in touch with schools and Parent-Teacher Associations. Use line "First time at popular Prices" if it has been shown in your city at road show prices as it had been in Baltimore about a year previous. Stress that this is the Johnsons' picture of wild game hunting in African jungles which took 4 years to make and takes 2 hours to show. Let them know it is not a staged movie but is as natural as God made it. Audience appeal: to old and young. Appeals to all classes also. Many elderly people will return to bring kids to see it as was done here.—Little Theatre, Clyde V. McKay, Mgr., Baltimore, Md.

Singing Fool, The (W.B.)

EVANSVILLE, IND.—New Grand Theatre, (1,125), 7 days, 35c-60c, 2 Talkie Acts, Pathe News.

Rating—225% (New house record).

SCHENECTADY, N. Y.—Strand Theatre, (1,000), 7 days, 25c-35c-50c, Vita. Vaud., Fox M'tone News. Weather, fair.

Rating—95%.

NEW YORK CITY, N. Y.—Harris Theatre, (1,200), 7 days, $1-$2, Two shows a day; three Sat. and Sun. Vita. Shorts. Weather, cool and rain.

Rating—64% (29th week).

AD TIPS—Went so tremendously for two weeks last year that all that was necessary was to play up its previous reception.—Strand Theatre, Schenectady, N. Y.

Sioux Blood (M-G-M)

NEWPORT NEWS, VA.—Olympic Theatre, (853), 3 days, 25c-35c, Comedy, Kinograms. Weather, fair.

Rating—95%.

AD TIPS—Popularity of McCoy with following, exploitation of Indians and scenery good promotion. Audience appeal: mainly children.—Olympic Theatre, E. T. Crall, Mgr., Newport News, Va.

Sonny Boy (W.B.)

LOS ANGELES, CAL.—Warners Hollywood Theatre (3,000), 7 days, 35c-50c-65c. Ceballos Stage Revue. Vita. Acts. Weather, fine.

Rating—100% (3rd week).

Sonny Boy—Cont.

NEW YORK CITY, N. Y.—Strand Theatre, (2,900), 7 days; 35-50-75c, Pathe Sound, Fox M'tone News, Vita. shorts. Feature's first N. Y. showing after three weeks at Warner's at $2 top. Weather: Cool and Rain.

Rating—89 3/10%.

SEATTLE, WASH.—Music Box Theatre, (950), 7 days, 25c-35c-50c. Vita. Acts, Fox News. Weather, rainy.

Rating—110%.

ATLANTIC CITY, N. J.—Stanley Theatre, (1,999), 7 days, 40-50c, "The Hallelujah Lady" (Vita.) "A Few Absurd Moments" (Vita.), Par. News. Weather, generally fair, moderate.

Rating—110%.

AD TIPS—Exploit little Davey and his singing of "Sonny Boy." Give prominence to entertaining amusing story and Bronson's performance.—Stanley Theatre, Atlantic City, N. J.

Just tell folks that "Sonny Boy" is at your theatre, and remind them of "Singing Fool." That's all that is necessary to pack house. Audience appeal—all classes.—Music Box Theatre, Robert Murray, mgr., Seattle, Wash.

Speakeasy (Fox)

LOS ANGELES, CAL.—Criterion Theatre, (1,652), 5 days, 35c-50c-65c. Creatore Band, Clark and McCullough M'tone. "Post Mortems," (Par. Christie). Weather, fine.

Rating—175%.

NEW YORK CITY, N. Y.—Roxy Theatre, (6,205) 7 days; 50c75c-$1-$1.50. Special Anniversary show, Fox M'tone News. Entire bill held over for three weeks. Percentage ratings are: 1st week 133½%; second week, 100 2/5%, this week

Rating—95 2/5%.

Spite Marriage (M-G-M)

NEW YORK CITY, N. Y.—Capitol Theatre, (4,620), 7 days; 35-50-75c-$1-$1.50. M-G-M and Fox M'tone News, "Black and Gold" stage Revue. Picture played house for six days; "The Greater Power," independently made talker, withdrawn after first day. Percentage based on 7 days business.

Rating—85 3/10%.

Stark Mad (W.B.)

OKLAHOMA CITY, OKLA.—Capitol Theatre, (1,200), 7 days, 10c-25c-50c, "The Carnival Man" (Par.), "Knights in Venice," Fox M'tone News. Weather, fair.

Rating—97%.

MINNEAPOLIS, MINN.—Lyric Theatre, (1,238), 7 days, 7 Shows per day, 15c-25c-35c, Vita. Shorts, Newsreel. Weather, fair.

Rating—158%.

AD TIPS—Exploitation featured mystery, chill provoking and humorous angle, Warner, Fazenda got secondary play. Audience appeal: all ages and classes.—Lyric Theatre, E. C. Prinsen, Mgr., Minneapolis, Minn.

Strange Cargo (Pathe)

GRAND RAPIDS, MICH.—Regent Theatre, (1,850), 7 days, 35c-50c. Vita., M'tone. Weather, clear, warm.

Rating—90%.

ATLANTA, GA.—Keith's Georgia Theatre. 6 days. 10-25-35-60c. Keith's Vaud., Par. News. Fair weather.

Rating—80%.

SALT LAKE CITY, UTAH.—Granada Theatre, (2,600), 7 days, 25c-50c. News. Weather, unsettled.

Rating—95%.

UTICA, N. Y.—Stanley Theatre, (3,500), 4 days, 35c-50c. M-G-M, Fox M'tone News, 2 Vita. Vaud. Acts. Weather, rain, warm.

Rating—90%.

Strange Cargo—Cont.

RICHMOND, VA. — Colonial Theatre, (1,800).

Rating—100%.

AD TIPS—Exploiting mystery angle, all talking with 14 B'way stars in cast. Audience appeal, all classes. Granada Theatre, Dave Schayer, Mgr. Salt Lake City, Utah.

Played up as mystery with suspense and comedy. Appeals to all classes but not to children. Bernard Depkin, Mgr., Stanley Theatre, Utica, N. Y.

Exploit all-stage-all-star-cast of 14 distinguished "legit." players. Also that it is fine mystery story and is "all-talking," with action taking place on ship at sea.—Colonial Theatre, Joel Levy, Mgr., Richmond, Va.

Exploit mystery angle; stress fact that stars of legit stage are in this all-talkie. Audience appeal, from high school age up, all classes.—Regent Theatre, Frank Kleaver, Mgr., Grand Rapids, Mich.

Street Angel, The (Fox)

OTTAWA, ONTARIO.—Avalon Theatre, (990), 3 days, 10-35c. "The Interview," "I Don't Know," M'tone News. Weather, fair.

Rating—90%.

Strong Boy (Fox)

JACKSONVILLE, FLA.—Imperial Theatre, (1,000), 4 days. 15c-40c, 2 Vita. Acts, Metro News. Weather, rainy.

Rating—70%.

MILWAUKEE, WIS. — Strand Theatre, (1,297), 7 days, 25c-60c. No presentation. "In Holland," M'tone Short, Fox News. Weather, fair.

Rating—60%.

LOUISVILLE, KY. — Strand Theatre, (1,785), 7 days, 35c-50c. 4 Sound Acts, Fox M'tone News. Weather, fair 4 days, 2 rainy.

Rating—60%.

AD TIPS—Exploit star for all he's worth. Sell picture for comedy elements—not romance. McLaglen, Cook good comics. Audience appeal—family.—Strand Theatre, C. C. Atkinson, Mgr., Louisville, Ky.

Victor McLaglen has strong following, exploit name. Joy made personal appearance in Milwaukee house and was enthusiastically received, hence her name means great deal in Milwaukee now. Audience appeal: general, with more men than women in audience.—Strand Theatre, William Mick, Mgr., Milwaukee, Wis.

Sunrise (Fox)

ST. LOUIS, MO.—Fox Theatre, (5,200), 7 days, 25c-65c. "Whirlwind" with cast of 160. Prologue "Rainbows" with Fox ballet, choral ensemble. "Rhapsody In Blue" with Fox Ballet and choral. Fox M'tone News. Overture: "Caprice Italiana." Weather, fair.

Rating—119%.

AD TIPS—Played under dramatics of production and views of local motion picture critics. Also used prominently names of Gaynor and O'brien, that it was Murnau production, and Symphonic Fox-Movietone accompanyment. Audience appeal: all classes.—Fox Theatre, St. Louis, Mo.

Syncopation (RKO)

CANTON, O.—Palace Theatre, (1,906), 7 days, 25-50c. 5 Acts K-A Vaud. Pathe Sound News, "Short" with Al Jolson introducing Warner Brothers Stars. Sennett all-talking Comedy (Educ.) Weather, unseasonably warm.

Rating—170%.

AD TIPS—Plenty of opportunity for all kinds of exploitation. Next to attractiveness of title, play up fact that Waring's Pennsylvanians are featured. Don't overlook B'way night club angle, but names of cast mean little, since all

Syncopation—Cont.

are practically unknown. Go strong on names of musical numbers, especially "Do, Do, Do Something." Audience Appeal: All classes, but not particularly good for real young members of family. Palace Theatre, Marc Wolff, Mgr., Canton, O.

Synthetic Sin (F.N.)

SPRINGFIELD, MASS.—B'way Theatre, (1,800), 7 days, 25-50c. "The Upland Rider." Vita. Vaud. (Irene Franklin). Pathe News. Weather, fair, rainy.

Rating—75%.

AD TIPS—Exploited Moore in her funniest comedy. Newspaper advertisements read: You'll see four different Colleens—Can you imagine four times the tears of 'Lilac Time' and four times the laughs of 'Oh Kay,' all in one picture?" Audience appeal—all classes.—Broadway Theatre, E. W. Smith, mgr., Springfield, Mass.

Tempest, The (U.A.)

ANN ARBOR, MICH.—Majestic Theatre, (1,050), 4 days, 10c-50c. Aesop's Fables, Pathe Review, Par. News. Weather, cold, unsettled.

Rating—70%.

AD TIPS—Better wise up little on history of Russian nation before revolution, and play this one up as one of greatest dramas of those troubled times, making particular reference to historical occurrences and to actual locations. Audience appeal: Adult; distinctly for high class trade.—Majestic Theatre, Ann Arbor, Mich.

Terror, The (W.B.)

BOISE, IDAHO.—Pinney Theatre, (1,200), 4 days, 25c-50c. Vita. Acts. Weather, fair.

Rating—115%.

Tide Of Empire (M-G-M)

OKLAHOMA CITY, OKLA.—Criterion Theatre, (1,750), 7 days, 10c-25c75c, "Two Little Chinese Maids" (Par.), National Playeras in "The Old Soak."

Rating—85%.

WINSTON-SALEM, N. C.—Carolina Theatre, (2,600), 3 days, 35c-50c-60c, M-G-M Comedy, John Van Arnam's Minstrels, Fox M'tone News. Weather, clear and rainy.

Rating—90%.

PROVIDENCE, R. I.—Loew's State, (3,500), 7 days, 15c-50c, Gus Edwards' Talkie, M-G-M News, Fox M'tone News, Organ. Weather, unsettled.

Rating—80%.

Tide Of Empire—Cont.

ATLANTA, GA.—Loew's Capitol, 6 days, 10c-25c-35c-60c, Loew's Vaud., M-G-M M'tone Act, Fox M'tone News. Fair weather.

Rating—90%.

NORFLOK, VA. — Loew's State Theatre, (2,000), 6 days, 35c-50, 5 Acts Loew Vaud., Jack Baines Band Show, M-G-M News, "Our Gang" Comedy. Weather, fair.

Rating—100%.

BALTIMORE, MD.—Stanley, Theatre, (3-654), 6 days, 25c-65c, Fox M'tone and Par. News, Orchestra, Organ, Elsa Ersi and Nat Ayer, Miller and Lyles, M-G-M Talkie Shorts. Weather, mild and clear with some rain. Holy week hurt.

Rating—86%.

SYRACUSE, N. Y. — Loew's Theatre, (3,000), 7 days, 25-50c. Presentation, 5 Acts Loew Vaud. Fox M'tone, Orchestra. Weather, fair.

Rating—133%.

AD TIPS—Exploit as picturization in sound of Kyne's romantic story featuring Adoree. Outline thrills they will see, all in thrilling sound. Audience appeal: to all who like fine costume drama which really has atmosphere.—Loew's Stanley, Howard Price Kingsmore, Baltimore, Md.

Exploit as swift moving drama of days of '49 in California with colorful background of gay Spanish life. Audience appeal: general.—Loew's State, J. P. McCarthy, Mgr., Providence, R. I.

Featured gold rush, covered wagons, and atmosphere of adventure, with Adoree featured strong.—Loew's State Theatre, Norfolk, Va.

Exploit Kyne novel. Thrilling western romance. Audience appeal: Men and general.—Loew's State, Harry Weiss, Mgr., Syracuse, N. Y.

Trail Of '98, The (M-G-M)

SCHENECTADY, N. Y.—Proctor's Theatre, (3,000), 4 days, 25c-35c-50c. 5 Vaud Acts. Pathe News. Weather, fair.

Rating—100%.

AD TIPS—Tremendous scale of production was principal theme. Played it up as most gigantic spectacle ever produced, and as faithful historical epic of Gold Rush days. Family and general appeal.—Proctor's Theatre, Schenectady, N. Y.

Trial Marriage (Col.)

BIRMINGHAM, ALA.—Trianon Theatre, (650), 6 days, 15c-30c, Aesop's Fables, Fox Silent News, Weather, fair, mild.

Rating—100%.

HOW

they make Record Smashers—how they are written—how they are directed—how they are enacted—how they are sold—how they are exhibited—will be told for the first time in practical form for quick reference by Exhibitors, Studio Executives and Distributors in the

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MOTION PICTURE NEWS

Trial Marriage—Cont.

AD TIPS—Exploit matrimonial question answered in story of easy divorce. Audience appeal: mature audiences.—Trianon Theatre, George Steele, Mgr., Birmingham, Ala.

True Heaven (Fox)

TOLEDO, O.—State Theatre, (2,000), 7 days, 10c-35c-50c, Comedy Skit, "The Diplomats" (Talking)., Fox News.

Rating—75%.

SEATTLE, WASH.—Coliseum Theatre, (1,650), 7 days, 25c-35c. Clark & McCullough short, Fox M'tone News. Weather, rainy.

Rating—75%.

AD TIPS—Did not exploit to fullest extent as comedy skit featuring Clark and McCullough was puller also. Suggest featuring O'Brien and Moran, and that it is war film.—State Theatre, George Greutz, Mgr., Toledo, O.

Exploit cast principally. That will draw more than any tips on story. No particularly strong angles to tie up to. Audience appeal: average adult classes.—Coliseum Theatre, West Coast, Seattle, Wash.

Vanishing Pioneer, The (Par.)

EVANSVILLE, IND.—Alhambra Theatre, (600), 2 days, 20c-30c. Pathe News, Charley Chase Comedy.

Rating—100%.

Weary River (F.N.)

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-35c, Fox M'tone News, M-G-M News showing stars in same addresses they were shown in for opening of London theatre, Sunshine Sammy (short talkie), "Six Cylinder (cartoon). Big despite Holy week

Rating—141%.

NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, $1-$2-$2.50. Two shows a day; three Sat. and Sun. Vita. short subjects. Last week was the ninth and final week. Weather, cool, rain.

Rating—67 1/2%.

BIRMINGHAM, ALA. — Ritz Theatre (1,800), 6 days, 25c-35c-60c, RKO Vaud. M'tone News. Weather, fair, mild.

Rating—110%.

BUFFALO, N. Y.—Lafayette Theatre, "Weary River" (2,700), 7 days, 60c, Para., Int. News, vaud. Weather, cold, stormy.

Rating—150% (2nd week).

AD TIPS—Explointed Barthelmess in song, dialogue. Audience appeal: all ages.—Ritz Theatre, Vernon Reaver, Mgr, Birmingham, Ala.

Play up fact that Barthlemess sings and it is his best picture. Audience appeal: for all ages. —William H. Raynor, Mgr., Lafayette Theatre, Buffalo, N. Y.

What A Night (Par.)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 4 days, 10c-50c, Mel Klee Unit Show, Fox News. Weather, cold, unsettled.

Rating—65%.

AD TIPS—Besides playing up star, exploit fact that it is newspaper story. Try local "reporter contest" hook-up with local paper. On certain day amateur reporters must turn in one story, even if three lines, as long as it's news. Prizes granted for best stories of day. Audience appeal: all classes.—Michigan Theatre, Ann Arbor, Mich.

White Shadows (M-G-M)

TROY, N. Y.—Lincoln Theatre, (1,000), 7 days, 25c-35c, 1 Vita. Act, Metro Comedy, Kinogram News. Weather, variable.

Rating—95%.

White Shadows—Cont.

AD TIPS—Featured fact that it was "different" picture, made in South Seas, with Blue and Torres. Gave away different flowers each day to first seventy-five women with tie-up with local florists. Audience appeal: all classes.—Lincoln Theatre, Ben Stern, Mgr., Troy, N. Y.

White Sister, The (M-G-M)

CANTON, O.—Loew's Theatre (2,025), 3 days, 25c-50c, 5 Acts Loew's Vaud, Int. News, Topics of Day. Weather, unseasonably warm.

Rating—95%.

AD TIPS—Playing up Gish and Colman. Ads should carry some suggestion of story, such as life within reach of Vesuvius, etc. First run for the film in Canton and made no mention of when it had been made. Audience appeal: adults.—Loew's Theatre, Russell Bovim, Mgr., Canton, O.

Why Be Good (F.N.)

OKLAHOMA CITY, OKLA.—Empress Theatre, (1,250), 7 days, 10c-25c-50c, "Kisses" (Par.), Pathe News. Weather, fair.

Rating—100%.

MINNEAPOLIS, MINN.—Minnesota Theatre, (4,025), 7 days, 30c-40c-75c, Publix presentation "Monte Carlo," Jackie Coogan in person, M'tone News, Stage Band, Organ,

Rating—97½%.

BALTIMORE, MD. — Century Theatre (3,221), 6 days, 25c-65c. Fox, M-G-M M'tone News. Loew-Publix unit: "Bubbling Over" with Richy Craig, Jr., Orchestra, Organ, Krazy Kat Cartoon, Jungle Orphans (Ufa Oddity), "Dogging It" (Spotlight), Our Gang in "Election Day." Holy week hurt. Weather, mild, clear, some rain.

Rating—87%.

LOUISVILLE, KY.—Anderson Theatre (1,376), 7 days, 35c-50c. 2 Sound Acts. Pathe Sound News. Weather, 2 days rainy, 5 good. Orchestra. Weather, fair.

Rating—105%.

MACON, GA.—Ritz Theatre (1,000), 3 days, 25c-35c-50c, Vita. units, Par. News. Fair weather.

Rating—100%.

AD TIPS—Play heavily on Moore's name and announce Hamilton as in cast also. Tell them that here's greatest whoopee picture since "Flaming Youth." Play up catchlines: "Be Good and You'll Be Lonesome," "So Why Be Good." Stress line: here is youth—at its jazziest—its best and worst. Audience appeal: to the younger element of patrons, they enjoyed it thoroughly at this theatre.—Howard Price Kingsmore, Gen. Mgr., Loew's Century, Baltimore, Md.

Can sell through Moore and base ad on fact that this picture is more nearly like "Flaming Youth" than any other. Leave out mention of moral lesson as appeal to younger set might be affected. Audience appeal: general younger set best.—Mary Anderson Theatre, A. B. McCoy, Mgr., Louisville, Ky.

Moore puts it over in great style. Theme of great interest to all ages and classes.—H. S. Amos, Mgr., Ritz Theatre, Macon, Ga.

"Melody" And "Showboat" In Omaha

THE Western premiere of "Broadway Melody" will take place at the Rialto, Omaha, Saturday, April 6. On the same night, at the World, also in Omaha, "Showboat" will have its premiere at a $2.50 top for the opening, the highest admission taxed for a pre-view in the Nebraska city.

Why Be Good—Cont.

Colleen Moore was played up. Jazz element with all trimmings featured in exploiting flaming youth film carried picture over. Audience appeal: from high school age up.—Minnesota Theatre, Murray Pennock, Mgr., Minneapolis, Minn.

Wild Orchids (M-G-M)

TROY, N. Y.—Troy Theatre, (2,000), 4 days, 25c-50c, 2 Vita. Acts, Fox M'tone News. Weather, unsettled.

Rating—85%.

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, Publix stage presentation, Comedy, Pathe News. Weather, fair.

Rating—110%.

ROCHESTER, N. Y.—Piccadilly Theatre, 7 days, 35c-50c, "Love Charms" (T.S.), Selected News, twin organs. Weather, clear, warm.

Rating—95%.

AD TIPS—Exploit as containing most thrilling climax ever screened. Name of Garbo worth exploitation also Stone, Asther. Feature drama, throbbing romance. Audience appeal: to everyone particularly women.—Rialto Theatre, Joliet, Ill.

Besides playing up Garbo, orchid idea carried out in publicity and physical exploitation. Lobby framed in lattice work intertwined with orchids. Tieups staged with downtown florists' shops. Natural color novelty and sound stressed in all newspaper ads. Audience appeal: high school age up, all classes.—Piccadilly Theatre, Herbert Chatkin, Mgr., Rochester, N. Y.

Wind, The (M-G-M)

MILWAUKEE, WIS.—Majestic Theatre (1,500), 7 days, 25c-50c. No presentation. "Strange Prayers," Our Gang Comedy. "Napoleon's Homeland." M-G-M News. Weather, fair.

Rating—30%.

AD TIPS—Exploit Gish's name, fact that it is sound picture. Audience appeal: general. Majestic Theatre, Herbert Israel, Mgr., Milwaukee, Wis.

Wings (Par.)

MACON, GA.—Capitol Theatre (1,000), 2 days, 25c-30c, Comedy, News. Weather, fair.

Rating—90% (re-run).

Wolf Song, The (Par.)

HOUSTON, TEX.—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix presentation, Blossoms & Mel Craig. Par. News. Weather, fair.

Rating—115%.

ATLANTA, GA.—Howard Theatre (2,478), 10c-25c-60c, 6 days. Reckless Rosie (Par.), Par. News, Krazy Kat Cartoon. Weather, fair.

Rating—60%.

LOS ANGELES, CAL.—Paramount Theatre (3,595), 7 days, 35c-50c-65c, Publix Revue "Bubbles" & Stanford Univ. Glee Club. Par. News. Weather, fine.

Rating—110%.

BIRMINGHAM, ALA.—Alabama Theatre (2,200), 6 days, 25c-35c-60c, Spot show, Lion's Roar" (Educ.), Par. News. Weather, fair, mild.

Rating—90%.

ATLANTIC CITY, N. J.—Virginia Theatre (1,222), 7 days, 40c-50c. "Artistic Mimicry" (Vita.), M'tone News. Weather, moderate.

Rating—90%.

AD TIPS—Exploited as "Paramount's first singing love story," and Cooper and Velez as new romatic team. We found this paying proposition. Voices and stars are next best selling points. Audience appeal: general.—Metropolitan Theatre, Houston, Tex.

"U" Planning Three Versions Of Next Season's Product

Requirements Of All Nations In Mind Of Laemmle As He Plans Line-up

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—In order to meet the requirements of exhibitors all over the world, Universal will make three versions of practically every picture scheduled for next season.

Carl Laemmle announced that Universal would produce about forty pictures for the coming season, all of which will have both sound and silent versions. In addition to these two types of every production, Universal will put out one that will include synchronized music, sound effects and musical numbers, including singing.

By this method, Universal hopes to supply all those theatres in other countries where English is not the native language, with sound and musical versions of their releases.

The talker versions will be primarily for release in the United States, Canada, England, Australia and other parts of the world where English is generally spoken.

Universal's silent versions will supply all those theatres throughout the world that are not equipped for sound reproduction. The synchronized features will be available in foreign countries to wired houses. Where a song number is presented in a film, the song will be left in, even though it is rendered in English. All sound effects will be carried through in those pictures that have occasion for them.

Proctor Chain Reported Passing To Farash Circuit

It is reported in Schenectady, New York, that the entire F. F. Proctor interests, as far as theatre holdings are concerned, are to be taken over by the Farash Chain of motion picture theatres. This would include the new 3,000-seat house that Proctor is now building there. The Proctor holdings in Albany, Troy, as well as those in New York City and its suburbs, are said to be included in the negotiations that are now being carried on.

When the sale of the Keith-Orpheum Theatres was effected to the Radio Corp. the Proctor houses were said to have been held out of the deal. It was recently stated that these theatres were to be a part of the line-up in the new circuit of vaudeville theatres that J. J. Murdock, Pat Casey and Joseph P. Kennedy were forming.

Goodwin Re-elected

Charles H. Goodwin has been re-elected chairman of the Board of Managers of the M. P. T. O. of Eastern Penna., Southern New Jersey and Delaware for the tenth successive year.

Paramount Reports Net Profits For 1928

COMBINED net profits for the Paramount Famous Lasky Corp., amounted to $8,713,063.25 for the year and $2,737,318.49 for the three months ended Dec. 29, 1928, after deducting all charges and reserves for Federal income and other taxes. Earnings of subsidiary companies are included in these figures.

Net profit for 1928 equals $4.22 per share after the recent split-up of three for one and $12.67 per share on the old basis; profit for the 4th quarter equals $1.33 per share on the new basis and about $4.00 per share on the old. 1928 year earnings represent an increase of $656,000 over the same period in 1927.

Holdovers And Holy Week Hurt B'way Business

(Continued from page 1099)

week were "Weary River," which finished at the Central with $12,305.75 to make room for "His Captive Woman"; "Hearts in Dixie," at the Gaiety, departed and "Christina" came in Saturday night. Business for the final week was bad. "The Trial of Mary Dugan" replaced "The Wolf Song" at the Embassy.

"The Letter," in its third week at the Criterion, held up fairly well, getting $12,-087, while "Noah's Ark," at the Winter Garden, is not doing what was expected of the picture, the receipts being $29,359.75 for its third week there.

At the Harris Theatre, "The Singing Fool," for its 29th week on Broadway and the third week of the run at this house, turned in $12,692.50, which was a slight increase.

"Coquette," with Mary Pickford talking, arrived at the Rivoli on Friday night of this week, with several others scheduled to come in next week. "Alibi" is billed for the 44th Street on Monday night, "The Rainbow Man" is due at the Selwyn on April 16th, and the first of the Sam Goldwyn talking productions, with Ronald Colman as the star, is slated for the Cohan a litttle later.

Disney To Ship Cartoons Direct To The Exhibitor

A chain of "direct-to-the-exhibitor" booking offices, the first of which has just been established at 729 Seventh Avenue, New York, is planned by Walt Disney, producer of the new "Mickey Mouse" sound cartoons. Manny Meyers, formerly with Pathe, will take charge of the New York branch.

Edward Yost Division Mgr. of "U" California Chain

Edward Yost, recently manager-director of the Yost Broadway Theatre, Santa Ana, California, has been appointed division manager of the Universal California Circuit. Fred A. Flader, general manager of the "U" chain, announced the appointment.

Film Progress Barred By Censors Says Will H. Hays

Attempt To Regulate Free Speech Now Directed At Talkies, He Declares

"The one obstacle which stands in the way of the greatest progress of sound and silent pictures is the attempt which still persists in some places to censor," said Will H. Hays, president of the Motion Pictures Producers and Distributors of America, Inc., in the seventh annual report and review of the industry made to the directors of that Association, Monday, March 25. Other topics touched upon by Mr. Hays included the arbitration system, influence of sound pictures and recognition by colleges and universities of the motion picture as a distinctive art-form.

In his discussion of censorship, Mr. Hays mentioned that a strong tendency on the part of a few people to regulate everything had extended itself to an effort to censor speech in direct contravention to the Constitutional amendment which guarantees free expression and assembly.

As to arbitration, Mr. Hays pointed out that 23,869 controversies involving $6,503,-474.75 arose between exhibitors and distributors during the year, and that 52 per cent of these cases were settled between time of filing and actual hearing.

"Sound," he said, "had quickened the pulse of the industry and shot new blood through its arteries.

Future Considered Doubtful For Stage Band Presentation

Will 1929 witness the passing of the stage band show and elaborate presentations from the country's leading motion picture houses?

While apparently there is now nothing on the surface to indicate that this is true, nevertheless a strong under-current in that direction is noticeable principally in St. Louis. Close students of amusements anticipate that talking pictures will sound death knell of personality persons and their kind, and that motion picture theatres will once again become motion picture theatres.

Hal Hodes Appointed Adv. Publicity Chief At Columbia

It is announced by Columbia Pictures Corp. that Hal Hodes has been appointed director of advertising and publicity for the company. Mr. Hodes has been connected with Columbia's short subject department and his present position is a promotion.

Morris Back From South

Sam E. Morris, vice-president of Warner Bros., is back in New York, having returned last week from a fortnight's trip to Havana.

HOLLYWOOD

LAWRENCE A. URBACH
Western Representative

WALTER R. GREENE
Western News Editor

Hollywood Office: Mezzanine Floor, Hotel Roosevelt Phone Granite 2145

West Says 2,000 Stage Players Are Working On Coast

Roland West, stage and screen producer, estimates that nearly two thousand Broadway stage players have found work in the talkies in Hollywood during the past year, and flatly disagrees with D. W. Griffith that dialogue pictures will ring the death knell of the American theatre in five years. He also thinks that concentration of public interest on the art of the talking actor is already making for additional interest in the stage, and that all good plays offered in New York the past season had been successful; that the weaker ones would have suffered, talkies or no talkies.

Mr. West is East to witness the premiere of "Alibi," his all-talkie underworld picture, which opens at the 44th Street Theatre April 8.

Montagne To Paramount As Story Dep't Chief Editor

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—Edward Montagne has been signed by Paramount on a term contract, and will assume the duties of editor-in-chief for that company on April 9th. Montagne is under contract to Universal until that time.

As editor-in-chief at Paramount, Montagne will work directly under B. P. Schulberg, producing head, and his executive assistant, David O. Selznick, in the development of screen material for coming productions. Montagne will have direct charge of the studios story department, of which Vivian Moses is head.

The 3 Moores Together

For first time in their screen careers, the three Moore brothers, Owen, Tom and Matt, will appear in one picture. This will be "49th Street" for RKO, from a story by Mal St. Clair which latter will direct. Eugene Walters is writing dialogue.

Gus Is A Busy Man

Total of 58 musical melodies have been written by Gus Edwards for M-G-M pictures during the past eight months. The songs and numbers have been used in various M-G-M features and short musical revues.

A Re-Make

Virginia Valli has been signed by First National for the lead in "The Isle of Lost Ships" which Irvin Willat will direct. The story is a re-make of a picture under the same title made in 1923. Noah Beery will also be seen in new version.

Actors Forsake Sport To Memorize Lines

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 4.—Bridge games, pitching horseshoes, musical or vocal concerts and all other amusements indulged in by actors between scenes are rapidly fading out of studio life in Hollywood. Players and directors are kept too busy rehearsing dialogue and memorizing lines between the scenes for which they are required.

Talking pictures almost have succeeded in making a supervisor's dream come true by having actors busy working every moment, regardless of whether a camera or lights are set up or not.

M-G-M Stops Production On "Thunder" To Make Changes

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—After five weeks in production, M-G-M has temporarily stopped production on "Thunder" to make cast changes. Decision was made to put James Murray in as juvenile lead instead of Laddie Biggs; Phyllis Haver will remain as leading lady.

The production, a railroad melodrama, is being directed by William Nigh, with Lon Chaney starred. Four weeks were spent in the middle west getting snow scenes with railroad backgrounds for the first part of the picture. It is reported that Biggs appeared in a number of the scenes, but intentions are to match them up with Murray at the studio.

M-G-M figures "Thunder" to be out of the ordinary in possibilities, and officials decided on cast substitutions before it became too late to make changes.

Roles Are Coming Her Way

Lila Lee will make six pictures between the Warner and First National studios, two of them in the latter. The other four will be for Warner-Vitaphone release. Her contract calls for an increase of $250 weekly with each new picture.

"Hearts In Exile"

Production has started at Warner studios on "Hearts in Exile," Vitaphone all-talker with Dolores Costello. Cast includes Grant Withers, Norman Kerry, George Fawcett, David Torrence, Olive Tell, Rudolph Cameron and William Irving, Michael Curtiz directing.

Alice's New Role

Alice Day will be opposite Ted Lewis in his Warner picture, "Is Everybody Happy?"

Pathe Making Extensive Plans For New Season

Pathe is making extensive plans for the production of talking pictures. Plays are being purchased, authors and directors are being signed, and a number of legitimate stage players are or soon will be under contract.

Among the players will be Ann Harding and Sally O'Neill. The former will appear in "Paris Bound," and the latter will be the feminine lead in "Field College." It is also announced that Ina Claire's first all-talking picture will be an original play by Arthur Richman. Richard Boleslavsky will direct Miss Claire.

Directors recently signed include Fred Newmeyer and Gregory La Cava. Newmeyer will direct Alan Hale in a forthcoming picture and La Cava will handle the megaphone for a Robert Armstrong picture.

Academy Cancels Contract Of Hollywood Magazine

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—The contract between "Hollywood Magazine," fan monthly, and the Academy of Motion Picture Arts and Sciences, will be cancelled within the next few weeks, according to present indications. The original deal provided for co-operation between Academy members and the magazine in presenting truthful and newsy items about film personalities. An academy member stated that the deal was entered into in as an experiment and had been found impractical.

A Vitaphone Western

Warner Brothers will make an all-talking Vitaphone outdoor picture with a western setting with title of "Under a Texas Moon." Monte Blue will be starred, with Armida, Gus Edwards' latest discovery, opposite. The story is an original by L. G. Rigby.

Buster's Next Comedy

M-G-M is figuring on a racetrack comedy as Buster Keaton's next starring picture for that organization. Edward Sedgewick will likely direct.

They Do Their Own Talking

Stan Laurel and Oliver Hardy, Roach comedy team, are writing dialogue for their first all-talker picture to be released by M-G-M.

All-Talkers Only For "Our Gang"

Hal Roach's "Our Gang" will henceforth appear in all-talkers. The youngsters are rehearsing lines for their first talker under the direction of Robert McGowan.

Roach Will Direct Personally Series Of All-Talkers

Hal Roach, who has become one of Southern California's crack polo players through diligent practice during the past three years, has laid aside his polo mallets to again become acquainted with a director's megaphone.

In addition to actively supervising all comedies to be produced by Hal Roach Studios during the coming year, Roach will personally direct a number of his organization's all-talker comedies for M-G-M distribution.

Roach has assigned himself to direct the first talker of his all-star unit.

Greta Garbo Will Star In Remake of "Anna Christie"

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—Greta Garbo will be starred in M-G-M's talker re-make of "Anna Christie" under direction of Clarence Brown.

Brown will start preparations on "Anna Christie" immediately upon completion of his first talker for M-G-M, "Wonder of Women," now in production. Greta Garbo was directed by Brown in both "Flesh and the Devil" and "Woman of Affairs," two of her best pictures to date.

"Anna Christie" was produced by Thomas H. Ince in 1924 with Blanche Sweet and released by First National.

Hersholt A "Natural" For The Talkies

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 4—Although Jean Hersholt is Danish, he has portrayed five different nationalities in the five talking pictures in which he has so far appeared.

In "Give and Take" he spoke with a German accent; in "Abie's Irish Rose" he had to register a Jewish dialect; he spoke with a Scotch burr in "The Girl on the Barge;" portrayed a Frenchman in "You Can't Buy Love;" and is a full-fledged American in "The Climax."

Tiffany-Stahl Negotiating For Madge Bellamy Series

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—Tiffany-Stahl is negotiating with Madge Bellamy for a series of three feature length talkies to be produced on the Coast, according to information gathered here this week. Miss Bellamy was with Fox three years ago, and this will be her first appearance since leaving several months ago.

U's Colegiate Yarn

Universal will make "College Spirit" as a talker feature with Nat Ross directing and cast including George Lewis, Dorothy Gulliver, Eddie Phillips and Hayden Stevenson. The picture is a sequel to the Collegian series of two reelers which Universal has been producing for the past three years.

Foreign Contract Players To Be Let Out By Fox Co.

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—With Fox declaring for all-talkers in the future, reports in Hollywood state that all foreign contract players now on the Fox studio payroll will be released when their various options expire. It is understood that about eighteen stock players are slated to be let out.

Studio officials will be so informed immediately upon the arrival of Winfield Sheehan from New York.

Cal. Daylight Savings Bill Defeated By Motion Pictures

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—The California State Judiciary Committee killed the Daylight Savings Bill this week after a lengthy hearing. The motion picture industry organized the opposition to the bill and in the fight received the support of labor and agricultural interests.

A Chaney Song

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—M-G-M is plugging Lon Chaney in a song number being used for the current M-G-M musical revue feature which will probably be released as "Hollywood Follies." The song number is titled "Lon Chaney's Going to Get You If You Don't Watch Out." Lyrics are by John T. Murray, with music by Gus Edwards.



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Hollywood

New Fox Talkies Are Announced For Early Production

(Hollywood Bureau, Motion Picture News)

Hollywood, April 4.—The first definite announcement of the Fox talkie plans was made today. Owen Davis is writing the dramatic dialogue for "They Had to See Paris," Will Rogers' first Movietone feature. The story is from a novel by Homer Croy and Frank Borzage will direct.

George Jessel's first Fox Movietone will be "Hurdy Gurdy," written by John B. Hymer and Dana Burnett. The latter is writing the picture version and dialogue. Elinor Glyn's Cosmopolitan Magazine story, "Such Men Are Dangerous," has been bought for Warner Baxter. Brian Marlowe is writing the dialogue and Guthrie McClintock will direct.

The Sam Behrman play, "Serena Blandish," has been purchased. The author will adapt it and write dialogue. Hugh Sinclair, of the stage cast, has been signed. Fox has also acquired the talkie rights to 'Cradle Snatchers." It was formerly produced in silent form and will now be re-made with Movietone.

Putting Over A Winning House-To-House Campaign

(*Continued from page* 1101)

ture you are plugging, but in the "Ben Hur" drive people came from points far beyond what the theatre had previously pulled from. 'Phone calls came from many of the distant hamlets which the distribution had covered and this kept up for the entire run of the picture. Surely if these people were accustomed to coming to the town and theatre previously they would never have asked some of the questions that they did. "What is the best road to town?", "Does 'such and such' a trolley leave before the performance was over?", "Is there sufficient parking space?", and other 'phone queries of this nature.

Summing up the cost of this entire stunt, reveals the interesting fact that planning, not money, played the largest part in its success. The boys cost $10.00 for the sodas given them with their own lunches and the ice cream after they returned to the theatre. The cost of the announcements was about $20.00. Each captain (being employees of the theatre) received 50c extra and an afternoon off. The assistant manager, special officer and bill poster each cheerfully donated their extra time, although the theatre offered to pay them for the gas, etc., in using their cars.

Meighan's One For Warners

Upon completion of work in "The Argyle Case" for Warner Brothers, Thomas Meighan will return to New York. Meighan's contract with Warners calls for his appearance in one feature talker yearly.

Hays In Hollywood For Conferences

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 4.—Will H. Hays is in Hollywood for a three weeks' stay during which he will hold a series of conferences with producers.

Mr. Hays declares that the rapidity with which events in the motion picture industry are happening, and with producer-interest in sound becoming general, he will make quarterly instead of semi-annual visits to the coast.

52 Two-Reel Talkers From U

Universal is planning a series of 52 two reel dialogue musical comedies with song and dance sequences. One series will star Arthur Lake.

4 Roadshows And 18 Talk Features Coming From F. N.

The new line-up of First National product to be sold during the remainder of the season in order to meet the marketing conditions brought about by the talkies, will consist of four road shows, 18 all-dialogue pictures, 15 with music and sound effects, and 13 silent productions.

The Academy's Anniversary

The Academy of M. P. Arts and Sciences will celebrate the second anniversary of its founding at a dinner in the Roosevelt Hotel May 9th. Presentations of the seventeen awards of merit recently conferred upon members of the producing colony will be made during the evening.



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Broadway Show Reviews

By Fred Schader

New Wrinkle At The Colony Brightens Show

Audience Worker Is First Attempt Of Kind On B'way

The show at the Colony this week was quite boring. The reason was the feature film "Clear The Deck" with Reginald Denny as the star. The feature was so slow that it was impossible for the stage show to overcome the load that it laid on the audience.

There is a new wrinkle however shown at the house that seemed to brighten things for a few minutes. It was the working in the audience of Sweet Sally Sweet, who is in her second week at the house. Heretofore audience workers have been confined pretty much to vaudeville, and this seemingly is the first attempt of this kind in New York in a picture house. The audience "went" for the innovation in good shape.

The entire program runs about two hours and fifteen minutes.

Pathe Sound News is the opening offering running exactly ten minutes with six subjects being shown. The fashion portion of the reel showing the Spring styles in furs seemed to be particularly interesting to the audiences and the shots of the foundlings in an institution brought a few laughs. An International News reel (silent) is also shown, running for 12 minutes; this is projected between the stage show and an M-G-M short.

For the stage show there were two specialties added this week, the McKeon Sisters, who did not prove to be very hot, and Kitty O'Dare, a nifty tap dancer, who managed to click with the audience. The stage show opened with Sam Kahn's Orchestra playing "Deep Night" with Sammy singing it, the playing was oke but the least said about the singing the better. Walter O'Keefe, with a topical parody on "Laugh Clown Laugh," dealing with the stock market, was readily accepted by the audience. He and Sally Sweet worked together on the runway with some talk regarding the painting of Easter eggs that brought laughs. Sally, after this, doing a number. "The One That I Love Loves Me" proved to be a good comedy number for the band after Kitty O'Dare did her stair dance. The sister act followed with a number and a dance that got little from the audience despite O'Keefe's attempt to build them up. He finished ahead of the finale with "Wholesale," another comedy number. The show ran thirty-three minutes.



A different Mary Pickford holds forth in "Coquette," the United Artists picture which has a $2 opening at the Rivoli in N. Y. Friday, April 5. She plays the role of a heart-breaker which Helen Hayes portrayed on the stage. Supporting Miss Pickford are Johnny Mack Brown and Matt Moore. The three scenes above reveal Mary in her new personality

Roxy's Easter Feature "Strong Boy" Proves Weak Screen Entertainment

THE show at the Roxy for Easter Week has a program that runs four minutes short of two hours. It is topped by "Strong Boy," with Victor McLaglen starred, a weak feature that does not help the entertainment any to speak of. Surrounding it there is a timely stage show that makes up for what the picture lacks, and with the short show the house should return a very profitable week, with all of the youngsters in town from school for their holidays.

Due to the shortness of the feature and the fact that the four stage units that Rothafel had framed took but thirty-one minutes it was necessary for the Roxy Magazine and Fox Movietone News to be strung out so that fourteen minutes of news events were given the audience.

Opening the show with Lew White at the organ, Reine Valerie sang Lew Davis' "When the World Is At Rest," and received a neat applause for the effort, which took three minutes.

The orchestral production took eight minutes. There were three divisions of the arrangement, opening with the singing ensemble in the two proscenium boxes and then a processional to the stage for The Resurrection. It was decidedly effective in the manner in which it was handled.

A most effective use of a luminous cloth was made in the Ballet De Papillion. It was a butterfly ballet, in which only the portions of the bodies that were clad in the luminous material could be seen. The faces and hands of the dancers appearing black. When the first full stage scene was shown with the flaming materials there was heavy applause from the house.

"Kewpie Dolls," a composition by Erno Rapee, had its first performance at the house this week. Beatrice Belkin appearing before a black velvet drape in one offered a coloratura solo that scored, after which an octette of piano playing girls was shown performing on what apparently was a gigantic grand piano, there being eight pianos placed into a set piece. Following a number by the girls the Roxeyttes appeared for a lively Kewpie Dance.

"Easter Greetings," which ran for twelve minutes, proved one of the most liked bits of the show. The setting was the window of a candy shop, with huge chocolate eggs, chicks, bunnies and the rest of the window dressing supplied by the ballet, the Roxyette and some of the solo dancers. A series of dance numbers were presented by each set of girls.

Installing Movietone At N. Y. Globe For "Showboat"

Movietone apparatus, at the New York Globe, is now being completely overhauled and rewired in order that everything shall be in readiness for the premiere at this house of Universal's "Showboat," on the evening of Wednesday, April 17th.



Highlights of "Alibi," the new United Artists talkie feature, which goes in for a $2 run at the 44th Street Theatre in N. Y. Monday, April 8. Among its effective cast of performers are Purnell Pratt and Eleanor Griffith, who are seen in the first scene; Pat O'Malley and Chester Morris, the two figures in the second scene; the other scene shows some of the night club atmosphere

"Laces And Graces" Publix Unit A Hit With "Chinatown Nights" At Param't

"LACES AND GRACES," the John Murray Anderson Publix Unit, at the Paramount this week once again proves that class will tell. Anderson is a real showman and stage producer, this effort on his part so far outshines the type of Publix Units that have been presented in the last three months that there is a difference as between day and night in making comparison. The revue, together with Wallace Beery and Florence Vidor in the underworld melodrama "Chinatown Nights," an all-talk feature produced by Paramount, makes the show a highly enjoyable one.

George Kay is the new conductor of the regular pit orchestra at the house. This week there is an orchestral production presented as the opening feature of the show. It is entitled "Easter Greetings," with an ensemble of twenty-eight vocalists, headed by Charles Hedley, soloist, who sings "The Palms." The setting and lighting effects for the offering are worked out to a nicety. At that there are but five minutes devoted to this.

The Paramount News, consisting of four shots from the Paramount News Reel, and a trailer of "The Wolf Song," took up the next seven minutes.

Jesse Crawford at the Wurlitzer came through with a popular program of four numbers, "In Old Tia Juana," "Deep Night," "Where Is That Song of Songs For Me," and "Button Up Your Overcoat," and then finished with "Dance of the Blue Danube" for eight minutes.

Then the Murray Anderson revue for thirty minutes. An off-stage introduction is sung by Llora Hoffman, after which the Tommy Atkins Sextet of boys steps on with the Gamby-Hale Girls following for an Irish number. Molly O'Day with the six boys in a number proved to be a terrific hit, and Miss Hoffman virtually stopped the show with her vocalizing after this. A ballet number by the girls proved enjoyable, and then the stage orchestra, under the direction of Ben Black, who also acts as master of ceremonies, put on "Barbara," with a bell ringing comedy bit which was quite overdone. "Good Little Bad Little You," with Miss O''Day and the boys, again hit the audience right between the eyes, and the finale, with a huge lace shawl, proved to be one of the prettiest stage pictures that the Paramount has had on its stage in a long while. At the conclusion of the revue there was most unusual applause.

"Chinatown Nights" runs an hour and twenty minutes, making the show a little short of two hours.

Garbo-"Wild Orchids" Combination And Snappy Stage Show At Capitol

GRETA GARBO in "Wild Orchids" with Lewis Stone and Nils Ashter supporting her is enough for any box office, but at the Capitol this week they have a corking stage show in addition. The fact that the feature runs for almost an hour and three quarters makes the program take up a little over two hours and a half. There is too much of the feature and it could be cut fifteen minutes to advantage. But the box office at the Capitol is telling the story of good business, and were the show a little shorter they would undoubtedly have a crackerjack week there.

On Monday afternoon at the first De Luxe show Eugene Ormandy handled the orchestra for the overture which consists of the finale of the "Fourth Symphony" and "Deep Night" and the manner in which he handled the baton won the full approval of the audience. Here is a real musician who doesn't resort to a lot of clap-trap to attract the attention of the audience because he doesn't need it. The man has a back that has a lot of personality and he gets to the audience. His handling of both numbers was delightful and he was rewarded with thunderous applause at the conclusion of the selections. Each of the numbers took five minutes.

There were two shots from the M-G-M news and two from Fox Movietone in the Capitol Magazine. The Movietone showed the Mexican Revolutionists and the West Point Cadets. The combination ran eight minutes.

The Chester Hale Production "Pastels" occupied the stage for thirty-one minutes.

Ever effective opening was shown with the musicians on the stage under the direction of Dave Schooler, being hidden in a huge jewel box at the opening with the lid rising slowly to bring the musicians into sight. With the opening number over Joyce Coles offers a toe solo to be followed by Sammy Lewis and Patti Moore in their vaudeville routine which proved a little rough in spots for the Capitol audience. They ran through two numbers with a dance finish for each of them. A ballet offering by the Chester Hale girls is next and "What Price Music?" a specialty by the stage orchestra, proved amusing. Lewis and Moore appeared for another number following this and Ray, Ellis and LaRue, an adagio trio, were a real wallop to the revue just ahead of the finale.

Well Balanced All Talkie Bill Shown By Strand

The "House of Talking Pictures" is showing a well-balanced sound program this week. It is headed by the First National release, "Children of the Ritz," which while not a talker has a synchronized score and some sound effects, and completing the show are three Vitaphone subjects as well as the Pathe Sound and Fox Movietone News reels.

The feature runs an hour and eleven minutes. The combined sound news reels twelve minutes, and the three short subjects twenty-six minutes, which with the organ solo makes a program about five minutes short of two hours.

Bobby Folsom in "A Modern Priscilla" was easily a hit with the second half of her number. Julia Sanderson and Frank Crumit, in a series of songs, were the next in honors, while Willie and Eugene Howard brought up the rear of the procession, although their offering got a number of laughs.

"Krassin" a Road-Show

Amkino will road-show "Krassin," the Russian film portraying the rescue by the ice-breaker of that name of the stranded Nobile expedition, the first road-showing to take place at Symphony Hall, Boston, to be followed by showings at other leading cities.

Gotham Exec On Tour

John N. Weber, assistant general manager of Gotham, left this week for an extended trip which will take him through most of the principal key cities to the West Coast, consummating details for the release by exchanges of new Gotham products.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Britain Sending English Cast To Produce Talkie

As the result of successful demonstration of sound motion pictures in England, British International Pictures are sending a company to this country to make the first British talking picture with a British cast. It will be made in the Gramercy studios, recently opened by RCA Photophone, Inc.

"Kitty," from a novel by Warwick Deeping, author of "Sorrell and Son," has been chosen by Victor Saville, British International director, for the debut. It is claimed that the story offers unusual opportunities for dialogue and sound effects.

Portable Sound Acts Now Ready For Small Theatres

Five to six acts of "canned" vaudeville with portable sound equipment for one night stands are now available for small theatre owners who feel that they cannot afford to wire their houses. Each act runs about seven minutes and averages about 200 feet. Run of the show is approximately 35 minutes. Sidney Northcote, a veteran theatre man is behind the plan and will work with the exhibitor on a percentage basis.

M-G-M Eastern Studio Gets Portable Recording Device

A portable automotive recording apparatus has been delivered to the Metro-Goldwyn-Mayer Eastern Sound Studio by the Electrical Research Products Corporation. The new outfit, which is mounted on a big Reo truck, permits sound film recording of any outdoor sequence, and will be used for the shooting of atmospheric scenes in New York, as well as for short subject work.

Raymond Hitchcock Makes Short Talkie For Warners

Raymond Hitchcock has just completed a short talking picture at Warner Bros. Eastern Vitaphone studios under the direction of Bryan Foy. The act is titled, "An Evening at Home With Hitchy," and is a monologue with Hitchcock's inimitable chatter. He sings one of his old favorite songs, "Here Comes the Groom."

Ruth Chatterton Opposite Jannings In "The Concert"

Ruth Chatterton will appear in another Paramount all-talkie. It will be "The Concert," and will star Emil Jannings. This vehicle served for many years as a war horse for Leo Ditrichstein. Miss Chatterton is now playing in "The Marriage Holiday,"

Musicians At Omaha Meet Discuss Sound

ALTHOUGH speakers at the Midwest conference of the American Federation of Musicians held in Omaha, March 24 and 25, vehemently critized the talking motion pictures, their future success and development was generally conceded. Fifty delegates from local musicians' associations attended.

"I do not say talkies will die out," declared Fred Brinbach, of Minneapolis, member of the national executive board of the federation. "They will be a splendid addition to the program, but they can never be the whole program," he said.

Roach Sound Plant Finished; Shooting Now In Progress

Hal Roach has completed disc and film sound apparatus installations at his Hollywood Studio, and began production of talking comedies for M-G-M on March 25. The new sound plant consists of two stages, one 192 by 110 feet, and the other 57 by 110 feet. The monitor and operating rooms are located between the two stages in one building so that the entire sound plant is housed under one roof. Recorded scenes can be played back and screened either in the monitor room or on the stages.

Springfield Bijou Last To Succumb To Talkies

The Bijou theatre, at Springfield, Mass., owned and managed by Al Anders, is the last first-run film house in the city to succumb to the power of sound and talking pictures. This theatre has held on tenaciously to the all-silent program, much to the satisfaction and approval of hundreds of movie fans. Now Manager Al Anders announces that he will install the De Forest Phonofilm system and be ready within a week or so for the latest sound and talking releases.

Synchronized Pathe Cartoons

Three Paul Terry cartoons, "Skating Hounds," "Faithful Pup" and "Presto Changes," have been synchronized at the Pathe New York studio by Maurice Manne, supervisor of effects, Edward Gould and Orchestral Leader Attilio Marchetto. The recording was done by V. S. Ashdown, RCA sound engineer.

O. P. Heggie With Dix

O. P. Heggie, who plays in "The Letter," will appear in another Paramount picture, as he has been signed for a leading role in "The Wheel of Life," new all-dialogue film.

Western Electric Has 400 Foreign Installation Orders

That Western Electric is increasing its activity in Europe and other foreign countries is reflected in the number of representatives leaving or en route. Assignments range from London and cities of the Continent to several locations in South America.

One hundred theatres in foreign countries have been equipped for sound, and approximately 400 orders are in, according to J. E. Otterson, president of Electrical Research Products, recently returned from a trip abroad. 800 to 1,000 houses are expected to have complete installations by the end of this year.

Bid for Non-Synchronous System Is Made In Canada

Canadian exhibitors are watching the development of the non-synchronous movement which they note in the announcement of the appointment of distributors for the special equipment. Radio Industries of Canada, Limited, Birks Building, Winnipeg, Manitoba, has been introduced as the Western Canadian distributor for the Columbia Theatrephone. Columbia record library and cueing service and the Columbia Public Address System. This company also handles the Capehart Orchestrope. Other distributing companies for non-synchronous sets have recently been announced at Toronto.

Chromotone Buys Vocafilm Plant For Production Work

The Vocafilm Studios, in New York City, have been purchased by Chromotone Film Studios, Inc., which will produce there a number of short and feature talkies and will also lease space. New equipment has been installed and a natural color process will be provided through Artchrome Film Laboratory. Both sound-on-film and disc recording will be available. Adolphe Phillip, B'way producer, will direct for Chromotone.

W. E. Gets Big Sound Job

Western Electric has been awarded the contract for installation of sound reproducing equipment in the large Atlantic City Municipal Auditorium which is rapidly nearing completion.

Dove Finishes "Careers"

Billie Dove has completed "Careers," her first dialogue picture for First National-Vitaphone. The story is now being cut and edited. It will be featured with two theme sonsg.

The Voice Of The Screen

Mind Reading Act Via Talking Film Proves Real Novelty

Terry Turner, publicity executive for the Loew Circuit, got all of the New York daily paper film critics hot and bothered with his gag about "thinking pictures." Those critical minds couldn't quite bridge the gap between the talkies and the dumbies, and then when Terry piled "thinkies" atop of that it was just too much. But it was all a gag after all.

The "thinkie" proved to be nothing more than George Lovetts' "Concentration" long a standard act in vaudeville that was adapted to the talking film. Lovett carries a portable Marveltone device that takes about two hours to install. On the screen appear the two women who worked in his original act. He, in person works the audience and asks the screen personages to read and answer questions that those in the audience had written. Likewise those requesting musical selections were presented with the same.

Various guesses were made as to the manner in which the operation was performed. The easiest is that the two women were on the stage behind the screen working before a mike which carries the amplification into the audience and that Lovett in front has to memorize the continuity of his film as it is projected. Or with three projection machines and the operator in the booth cued the switch can be made by code to fit the type of action required on the screen. There are but three types of action, that of speaking into the mike to answer questions, that of playing the piano and the violin, and third the turning on of the radio.

The idea, however, is a nifty one for any type of theatre and will send them out talking about the manner that the stunt is done.

Publix--San Antonio Plans Spell Keener Competition

Publix will build another San Antonio theatre which will be devoted to the talkies, according to a recent announcement by W. J. Lytle managing director and part owner of Publix houses in San Antonio, Tex. Sketches prepared by architect Robert Boller call for a 14-story theatre-office building to cost $1,500,000 and upon completion the structure will probably replace the Empire and Princess Theatres, both at present under lease to Publix.

Announcement of the new house came on the eve of the opening of the New Majestic Theatre and office building by Interstate Amusement. Tentative opening is May 15. San Antonio has five wired theatres; Majestic, Texas, Empire, Aztec and Plaza.

Handling "Jealousy" Dialogue

The dialogue for "Jealousy," the new Paramount talkie at work at Astoria, is being handled by John D. Williams, Broadway stage producer who directed Jeanne Eagles, the star of "Jeaolusy," in "Rain."

F. N. Insures Star's Voice For a Million

IN case anything happens to the voice of Corinne Griffith, one million dollars will be paid First National Pictures by the Commonwealth Casualty Company of Philadelphia. Miss Griffith was recently given a new contract by the producing organization specifying that she appear in talking motion pictures. Her voice, over which company officials are enthusiastic, was insured as an act of protection.

Production And Recording Is Now Under Way By RLA

The Recording Laboratories of America's subsidiary, The R. L. A. Talking Pictures Corp., is now recording and producing sound films at their studio in the East. The first of the series of pictures produced last week, in association with Sidney Phillips, was based on the vaudeville sketch, "Five Minutes from the Station," by Elaine Stern Carrington. The firm has recorded and produced since March 1 ten shorts for the Home Talkie Productions and two for Roseland Productions: "Join the Party" and "Asleep at the Switch."

"U" Equipped To Use Disc System For Coast Studio

Preparations have been finished at Universal City to put Universal talking pictures on discs as well as on films. Current U features may now be offered in both disc and sound-on-film form, and the numerous Universal talkers released in film form can be transferred to the disc form.

"The Leatherneck" Has Over 60 Percent Dialogue

Pathe's version of "The Leatherneck" is fully 60 per cent talker. Among the novelties of the sound version is the "voice fadeout," a mechanical arrangement by means of which a player's voice may grow or fade in intensity or volume in accordance to the action of the story.

Wiring Cohan Theatre For "Bulldog Drummond" Show

Installation of sound equipment is now in progress at the George M. Cohan Theathe New York, in preparation for the premiere of the new United Artists film, "Bulldog Drummond," set for May 2. Not a single theatre remains unwired on B'way proper above 42nd street.

Sound News Issue Doubled

Pathe Sound News will be issued twice a week, beginning April 6.

Interchangeability Bogie Still Haunts The English Trade

The question of interchangeability occupies as much space in English trade papers today as it did a few months back in the film journals of this country, according to recent reports from London.

Victor Davis, speaking at a gathering of the C. E. A., is credited with making the statement that it was "monstrous that interchangeabiliy should not be permitted. It was also indicated that it was not altogether out of the question but that the government might investigate the matter. In the meantime the subject was being taken up by the Federation of British Industries through a questionnaire addressed to Western Electric.

Replying to this communication Western Electric stated that their policy in England would be the same as in America, based solely on consideration of quality. Licenses have already been granted in England and others are on the way. The company further stated that it had no objection to having British apparatus reproduce if the equipment was efficient and reliable.

Craven Will Do Talk And Titles For Lloyd Vehicle

Frank Carven, a prominent figure on the legitimate stage who has been touring the country in his own show, "The Nineteenth Hole," has affixed his signature to a contract with the Harold Lloyd Corporation whereby he will direct the dialogue and cooperate on the titles for Lloyd's new comedy for Paramount.

Columbia's First Sound Wagon

Columbia Pictures Corp. executives recently witnessed the try-out of this company's first "sound wagon." It is a portable recording studio on wheels, possessing all features of a permanent installation. A number of other trucks will be added later on.

Tiffany-Stahl Films For Wired And Unwired Houses

Feature releases from Tiffany-Stahl are being made with the RCA Photophone sound track on the film and recordings are also being made on discs for such theatres that have only disc wiring. Silent prints are being made for houses not sounded.

Sells Foreign Rights

Oscar A. Price, President of General Pictures Corporation, announces that Frank Bates, of 2 Rue de Lancry, Paris, France, this week acquired the rights for Germany, Scandinavia and Belgium, to "The Bachelors' Club." This first of the series was synchronized on the Fox Movietone process with a special score and orchestration by Erno Rapee and his Roxy Theatre Orchestra.

Opinions on Pictures

Square Shoulders

Good For Young Or Old

(Silent Version)

(Reviewed by Don Ashbaugh)

WHEN you can close the chattering mouths of an audience in preview-jaded Glendale, Calif., and make 'em sit spellbound for a picture featuring a couple of youngsters you have "something." That's what happened when "Square Shoulders," a tale of military school life, was previewed. It features Junior Coghlan and Louis Wolheim with Phillipe de Lacey and a little blonde girlie named Anita Louise supporting.

Good editing and excellent directing make it a crowd holding picture. Mason Hopper is credited for the direction.

In Southern California cities adjacent to Hollywood previews are advertised "blind." Glendale gets many of them because it's just a stone's throw across the dusty Los Angeles River. The audience generally vents its enthusiasms or displeasures so that studio heads are not left in doubt regarding audience reaction.

The fact that the entire audience stayed in its seats for "Square Shoulders" is the best recommendation possible.

The acting in the picture puts to shame many recent attempts of some of the so-called bigger and better stars. Junior Coghlan gets away with some pathetic and heart tearing sequences that dampen the hankies of the nice old ladies.

The tale is simple. A hard-boiled, booze sopping hobo comes back to his home town for the first time since the war. He discovers his son selling newspapers, the boy's mother having died. The kid is crazy over the unknown father who won a medal on the field of battle.

Because of the boy's interest in things military Wolheim, playing the unknown father, steals money and enrolls the boy in military school.

The ending is pathetic with Wolheim dying, the secret that he is the boy's father still untold, after saving the youth during a fight with two of his former hobo pals who try to force him into robbing the commander of the school. The fadeout should be the scene where Coghlan buries the D. S. C. and then plays taps over the grave. Instead the studio has left a tag end showing a long shot of the grave. It's not needed.

Young de Lacey is cast as the rich man's son and Coghlan's rival for the attentions of the commandant's daughter. A clever comedy scene is staged in a drug store with the two boys attempting to outdo each other in the purchase of expensive sundaes to impress the little girl.

The technical direction at the military academy is as near perfect as could be asked, the scenes and dress parade shots being made in one of the west's big academies.

The picture is not a box office record breaker but once you get the crowd in they'll like it.

Drawing Power: Feature the three youngsters to attract the juvenile trade, and play up Wolheim and his character angle to snare the adults. You can promise this one will please all ages.

Produced and **Released** by Pathe. **Producing supervisor**, Paul Bern. **Story** by George Dromgold and Houston Branch. **Scenario** by Peggy Prior. **Directed** by E. Mason Hopper. **Photography** by David Abel. **Length**, 5477. **Release** date Mar. 3.

THE CAST

Tat	Junior Coghlan
Snag	Louis Wolheim
Eddie	Phillipe de Lacey
Mary Jane	Anita Louise
Hook	Johnny Morris
Mr. Cartwright	Montagu Shaw
Delicate Don	Kewpie Morgan
Commander	Clarence Geldert

The Eternal Woman

Just Another Picture

(Silent Version)

(Reviewed by Bill Furman)

"THE ETERNAL WOMAN" is one of those pictures that cannot get above the classification of general program material. A sordid story, combined with the usual triangle and a cold-blooded murder, makes it a picture that will get bookings mainly because it was sold on a group program.

John McCarthy struggled through the direction of a story that was apparently impossible before the picture started. Olive Borden and Ralph Graves do the best they can with what material they have to work with; which isn't much. The balance of the cast, which includes John Miljan, Ruth Clifford, Nena Quartaro, Josef Swickard and Julia Swayne Gordon just amble along. The only comedy relief is furnished by a donkey.

The story has to do with a sister wronged, her father murdered by her betrayer and a second sister swearing revenge. It starts in the mountains of the Argentine, drags through a poorly faked shipwreck in which the wicked wife of the hero is drowned while the hero and the avenging sister are the only survivors. They are married after the avenger nearly bumps him off when she mistakes him for the slayer of her father. The real murderer is identified by the wronged sister who has arrived from Buenos Aires, and he is carted off to be shot or something.

Drawing power: Not much in the picture aside from the featured names in the cast.

Produced by Harry Cohn. **Released** by Columbia Pictures. **Story** and **scenario** by Wellyn Totman. **Directed** by John P. McCarthy. **Cameraman**, Joseph Walker. Length, 5,800 feet. Release date during March.

THE CAST

Anita	Olive Borden
Hartley Forbes	Ralph Graves
Gil Martin	John Miljan
Doris Forbes	Ruth Clifford
Consuelo	Nena Quartero
Ovaldo	Josef Swickard
Mrs. Forbes	Julia Swayne Gordon

Queen Of The Night Clubs

Hey, Sucker! Here's A Chance To Get Even

(Reviewed by Freddie Schader)

YOU'VE heard of Tex Guinan, haven't you? Remember, she started in pictures making Westerns as a "Two-Gun-Woman"? The Warners hired Tex for a talkie which they titled "Queen of the Night Clubs." Wot Queen? Victoria? Tex looks old enough on the screen to be Victoria's sister. At that, Mamie Duffey is o.k. when she's herself, but when she tries to get dramatic—oh boy—she's terrible. But there is this angle to look at, Tex has been front page copy for the dailies, especially the tabloids so long that the theatre-goers away from Broadway might like to get a load of her and may be willing to pay to catch her on the screen. That is the only chance that there is for the picture.

After they had signed Tex, the Warners shipped her to Hollywood and Bryan Foy had to get a story together and make a picture with her as the star. Well they knocked a story together that had a night club background, which is sufficient to carry Tex through. There is enough wild stuff in it to give the umpchays out in the sticks that a night club on Broadway is all that they expected it would be, which is exactly what it isn't. Then Bryan got busy and shot the picture. When it was finished they decided to lay it on the shelf. Then they had a change of heart and shipped it East and Bryan recut it and the result is a good meller for the sticks.

Tex is made the pawn in a battle between two night club factions. She is a drawing card in one club and the proprietor of another wins her over to his place, at the same time having the rival establishment padlocked. Of course, the boys who were forced out of business want to get even. The way that they manage it is by planting a bullet in a gun that is used in a number in the club. But when their plant doesn't work they decide to unload the gun. Why a couple of gangsters should want to do that is a mystery. But they start to do it anyway, and that leads to a shooting of which a youngster is accused. This boy has been the vaudeville partner of one of the girls in the club. After the shooting Tex finds out that he is her own son and right then and there she tries to get dramatic and lets a squawk out of her that will hand anyone a laugh. In the end the real gunmen are discovered, and the boy is freed and all ends happily.

There is a lot of stuff shot that has Tex doing her mistress of ceremonies stuff from the back of a chair in the middle of a floor show in a night club. Tex is herself and right at home in those sequences. A couple of reporter boy friends are introduced and referred to as Winchell and Mark, but the boys don't look the part. Lila Lee and Eddie Foy, Jr., the pair to whom is en-

(Continued on following page)

Queen of Night Clubs

(Continued)

trusted the task of carrying the juvenile love interest, really run away with the picture. Lila Lee is great, and young Foy is going to make a spot for himself in this racket. John Davidson, in a heavy role, is also decidedly worth while. There is another name that is worth a plug, and it is that of Jack Norworth, who is playing a bit in the picture. Jack, by the way, is far from being bad on the screen.

Drawing Power: If they want to get a flash at Tex and a little insight into Broadway night life, this one ought to please them, providing they are not too familiar with Broadway and know enough about it.

Produced and **distributed** by the Warner Bros. **Length:** Sound, 5,424 feet. **Running Time:** an hour and two minutes. **Released:** March 16, 1929. **Directed** by Bryan Foy.

THE CAST

Tex Malone	Texas Guinan
Eddie Parr	Eddie Foy, Jr.
Bee Walters	Lila Lee
Phil Parr	Jack Norworth
Don Holland	John Davidson
Lawyer Grant	John Miljan
Andy Quinlan	Arthur Housman
Ass't. District Attorney	William Davidson
Girl	Charlotte Merriam
Nick	Jimmie Phillips
Crandall	Lee Shumway
Judge	James T. Mack
Flapper	Agnes Traney
Boy	Joe Depew

His Captive Woman

South Sea Love With Talk Interpolations

(Reviewed by Freddie Schader)

MILTON SILLS and Dorothy Mackaill are co-starred in this rather light story, which was originally made as a silent feature. But as the technique in the producing was of the cut back variety, the picture lent itself to the interpolation of talking sequences which have been added via Vitaphone. The result is an altogether pleasing program picture, but not a $2 special for Broadway. In the regular houses it will undoubtedly please the majority of customers.

The task of carrying the principal burden of the dialogue is given to Milton Sills. Dorothy Mackaill talks too, but it is only for a single line at the end of the picture. Others in the cast that stand out in the dialogue sequences are Frank Reicher who, as the district attorney, more than makes good, Sidney Bracey, Marion Byron, in a fresh night club chorus girl role, and George Fawcett. The latter, with little to say, really stands out because he manages to keep himself in the foreground in the talking moments when others are declaiming through the use of old stage tricks. Here is a real artist if there ever was one.

The principal scene of action is a court room. Seemingly we can't get away from them since the talkies have come in. Anne Bergen is on trial for her life, accused of having shot and killed her protector, a young millionaire. Each of the witnesses tell their story on the stand in dialogue, and then the action is flashed back in silent form. Thus we discover that the girl was brought home by the millionaire on a rainy night. He later placed her in an apartment that he paid for, financed her debut as a dancer in a night club and then fell for one of the other girls, walking out on his

His Captive Woman

(Continued)

sweetie. She follows him home, finds him in the arms of the other girl and shoots him dead. The final witness on the stand is Thomas McCarthy, a New York policeman, played by Milton Sills. He relates the story of his being sent to the South Seas to bring back the murderess. When his steamer sailed before he was able to have the necessary papers signed by the Governor of the island, because the official had fallen for the little Broadway charmer, he managed to obtain passage on a little sailing trader which was wrecked and only the cop and his prisoner survived the storm, they being cast on a desert island.

He relates of the wiles that she practiced on him trying to get him to agree to let her go free when they were finally rescued, also how she twice saved his life, likewise that after they married in the sight of God and a vessel approached and there was a chance of rescue he failed in his duty and his wife lit the beacon that made it necessary for him to accept rescue and complete the performance of his duty in bringing her to justice. Then, in the final moment, there is a kick when the judge, in charging the jury, instructs them that they must bring in a verdict of "guilty." When they do this the court immediately sentences the prisoner to life imprisonment—but in the custody of her copper husband on the desert island where their romance began.

Both Milton Sills and Miss Mackaill deliver performances that are worth while, and, if Dorothy can talk in a sustained scene as well as she did in the brief moment that she had in this picture, well then she is going to go right along in the talkies.

Produced by First National. **Distributed** by Warner Bros. **Length:** sound version, 7,992 feet. **Running Time:** an hour and thirty minutes. **Released:** March 24, 1929. **Story** by Donn Byrne, **adapted** by Carey Wilson, **directed** by George Fitzmaurice.

THE CAST

Officer Thomas McCarthy	Milton Sills
Anna Bergen	Dorothy Mackaill
Alastair de Vries	Gladden James
"Fatty" Fargo	Jed Prouty
Means	Sidney Bracey
Lavoris Smythe	Gertrude Howard
Baby Meyers	Marion Byron
Howard Donegan	George Fawcett
Judge of the Court	William Holden
District Attorney	Frank Reicher
Governor of the Island	August Tollaire

Chinatown Nights

Tong War Melodrama With Talk

(Reviewed by Freddie Schader)

WALLACE BEERY is the star of this production with Florence Vidor featured. Quite a combination and it should pull a little at the box office. It is, from a story view-point just another twist to the "Mammie Rose" story that was written by Owen Kildare, now dead. This version of the Chinatown tale was written by Samuel Ornitz, and William Wellman directed it. It is out and out melodrama, of the type that Al Woods produced in the days of the Stair and Havlin Circuit, in fact one can almost see the glaring paper of "King of the Opium Ring" in the shadows behind this picture. But it is strictly box office and as such, with its being a 100 per cent talker, it will get dough anywhere.

Chinatown Nights

(Continued)

Wallace Beery in the role of Chuck Riley is the boss of one faction of Chinamen in Chinatown. Boston Charlie, a Chinaman, heads the other faction. Both want to be regarded as supreme rulers of all the Chinatowns in America. They are right on the edge of a tong war on the night that the story opens. As a rubberneck bus pulls into the Oriental section of the city a Chinaman of one of the factions falls dead before the bus. It wasn't heart failure either that caused him to keel over. The sightseers get out of the bus but when they are told to pile back and get out they all scramble with the exception of a society girl, Joan Fay, played by Florence Vidor. She was "rubbering" in company with a society man who was slightly soused and he went off and left her behind. She starts in upbraiding Chuck and then starts to walk away, but just at that moment Chuck sees that there is a little gunplay coming off and he shoves her in a doorway. The result is that she is compelled to say in his rooms overnight, before he thinks it is safe for her to depart.

The next night she is right back again, this time with another girl and two men. She catches sight of Chuck as he is about to enter the Chinese theatre and follows him in with her friends, and in taking her seats they manage to break up a protection plan that had been worked out by each leader. The result is that a shooting comes off, and when the smoke is cleared, Chuck has been wounded, a couple of Chinamen bumped off, and this time the society girl follows the Chinatown white boss to his home with the result that she lives with him from then on renouncing her society associates. He treats her rough and boy she likes it. Finally when she interferes with his business, which is running a joint and making war on the opposing tong, he turns her out of doors. She had thought that she could reform him, but evidently she was a failure at her self set job. In the end, however, she comes back to Chuck and he smashes up his joint, retires from Chinatown and goes uptown with his society sweetheart.

It's a lotta hoke, but it's the kinda hoke that they like.

In the cast with Beery and Miss Vidor are Warner Oland, who makes an admirable Chinaman; Little Jack McHugh who turns in a really good performance in a kid role; and Jack Oakie as a stuttering reporter makes good.

Drawing Power: It'll get them in any neighborhood and the names of Beery and Florence Vidor together should pull. Nothing too rough in it for any audience.

Produced and **distributed** by Paramount. **Length,** 7,081 feet. **Running time** an hour and twenty minutes. **Released** March 23, 1929. **Story** by Samuel Ornitz, **adapted** by Oliver H. P. Garrett. **Dialog** by William B. Jutto. **Directed** by William Wellman.

THE CAST

Chuck Riley	Wallace Beery
Joan Fay	Florence Vidor
Boston Charlie	Warner Oland
The Shadow	Jack McHugh
The Reporter	Jack Oakie
Woo Chung	Tetsu Komai
Gambler	Frank Chew
Maid	Mrs. Wing
Bartender	Peter Morrison
Gerald	Freeman Wood.

This Is Heaven

Vilma Talks In Fifth Ave. Romance

(Reviewed by Freddie Schader)

SAMUEL GOLDWYN has made a talkie. At least there are three short talking sequences in his latest, "This Is Heaven" which stars Vilma Banky. It is the picture that originally was to have been called "Childs, Fifth Avenue." Of course, Vilma has an accent and to overcome that they had to have her as a Hungarian emigrant girl who arrives at Ellis Island, wearing a dozen petticoats and talking Majyar. That will give the Hunyaks in some of the sections of the country a kick. But Vilma acquires her English rapidly and a couple of reels later she manages to get away with a lot of American wise cracks. "This Is Heaven" is worked out along lines that should make it a neat little box office bet for the regular run of houses. It isn't a special in any sense of the word and the combination of Vilma and James Hall won't ever develop into a "Banky-Colman" bet, but in this particular instance a neat Cinderella story seems to do the trick to introduce Vilma as a talker. The question is "What is Goldwyn going to do for an encore?"

There is a sound sequence in the story right at the opening which shows the receiving pen at Ellis Island. Eva, the little Hungarian, played by Miss Banky, arrives with her bundles and accent. Her uncle and his daughter are there to meet her. She is taken to their home in the Bronx and the next thing that we know she is flapping a stack o' wheats in the window of Child's on Fifth Avenue . The cousin is also on the job there waiting on table and she tries to "fix it" for Eva with a swell John who is trying to make her. Eva will have none of him, however, and the next day on the subway, on her way to the job, she sees a boy in the car with her that strikes her fancy. At the restaurant she is informed that she is slated to preside over the gridle at a Charity Bazaar to be held in Scarsdale that afternoon and when she arrives there she sees the boy again. She thinks that he is a chauffeur and he recalling her face from somewhere believes that she is a Russian Princess in exile. But he keeps up the chauffeur pretense, and rushes Eva, finally getting her to consent to marry him.

Eva at this point decides that he had better get into business on his own and forces him into buying a second-hand taxicab. She is taking charge of his "earnings" and saving to pay off the note due on the cab, but when the day of payment arrives she discovers that her uncle, who has a yen for playing the ponies has looted the cigarbox savings bank and squandered the dough. It is the night before her wedding and she has but one place to turn for a loan. It is to her cousin who has left home and become the mistress of the "swell John" who Eva turned down. She goes to him and makes the touch, but when he drives her home her intended sees her and believes the worst, and here the dramatic scene is built up with Vilma and Jimmie having it out in dialog. She fares very well indeed in this encounter when you can understand her.

But all her dreams are shattered and the wedding is called off, only to be straightened out the next day when she discovers that the boy that she thought a poor chauffeur is in reality a young millionaire.

In the cast with Miss Banky and Hall

This Is Heaven

(*Continued*)

are Fritzi Ridgeway who gives a very good portrayal of "what the well kept dame will wear" and does it very naturally. Lucien Littlefield plays the old uncle making the characterization a tremendously worth while bit of work, and Richard Tucker as "the John" is the heavy menace.

Drawing Power: Particularly good for New York and spots where there is a Hungarian population. Vilma looks as pretty as ever and gives a great performance and her own following should turn out to hear her talk for the first time.

Produced by Samuel Goldwyn. **Distributed** by United Artists. **Length:** sound version, 7,948 feet. **Running time:** an hour and twenty-eight minutes. **Released:** date not determined. **Directed** by Al. Santell.

THE CAST

Eva	Vilma Banky
Her Uncle	Lucien Littlefield
Her Cousin	Fritizi Ridgeway
Jimmie Stackpool	James Hall
Mr. Wallace	Richard Tucker

Christina

Poor Little Janet

(Reviewed by Freddie Schader)

AFTER you play this one you'll say "Poor little Janet Gaynor, what are they trying to do to her?" They managed to build her up in two pictures "Street Angel" and "Seventh Heaven" and here at one stroke they have undone all the prestige that accrued to the star as a box office attraction in those pictures. In the first place they have broken up the winning combination of Janet Gaynor and Charlie Farrell. Replacing him is Charlie Morton, a boy who is somewhat of the same type as Farrell, but who is far from having the appeal that Farrell has. Atop of that the photography as far as Miss Gaynor is concerned is very bad indeed. Never has she appeared so unprepossessing, worn and tired looking. From a box office standpoint don't figure this one within a million miles of either "Seventh Heaven" or "Street Angel." There is a synchronized score for the picture and a neat little theme song.

Tupper laid his scene of action on a little island off the mainland of Holland, and his plot hinges on whether or not the betrothal candle burns out or not. Janet Gaynor in the role of Christina, is the daughter of an aged toy-maker. Dirk Torpe, played by Harry Cording, a swaggering fisherman is in love with her and wants her to marry him, but the girl having visions of a knight in shining armor mounted on a white horse, a la one of her father's carvings, will have none of his proposal. Then the circus comes to the island, and in the parade leader, who acts as advertising eryer for the show, mounted on a white horse, she believes that she has found her ideal. She saw him before, but he was afoot and while she spoke to him she seemingly failed to get a romantic kick out of it. But when he was mounted on the white horse it was all off with Christina, so, in reality she must have fallen for the horse. But the lady owner of the circus also loves the boy and she is willing to go to any end to prevent any other woman getting him. Therefore when the boy remains behind when the show leaves the island she swears out a warrant for his arrest, charging embezzlement. The police take him away without he being

Christina

(*Continued*)

able to tell Christina, and the broken little girl whose father has gone blind by this time sits and awaits a letter from her missing lover. Finally she goes to Amsterdam to seek him, only to find him in the arms of the circus woman. But he is there because he is unconscious, the circus woman having shot him, and it is only after the landlady tells him that Christina calls, that he starts out to hunt for her. He finds her just in time, for she is seated at a table burning another betrothal candle with Dirk. And thus ends the tale.

On the opening night the audience howled out loud when Jan, played by Charley Morton, staggered up the stairs of house where Christina was stopping, in time to save her from Dirk.

Poor Little Janet, she tries awfully hard but she cannot carry the whole weight of a picture on her own shoulders. Charlie Morton is just a fair leading man opposite her, while Harry Cording is all that can be asked for as the swaggering heavy. Rudolph Schildkraut as the father steals the picture as far as a performance goes, with Lucy Dorraine as the circus owning woman delivering in good shape.

It is too bad that William K. Howard didn't get a better story for his first effort on the Fox lot.

Drawing Power: Janet Gaynor's name will have to pull them in for this one.

Produced and distributed by Fox Films Corp. **Length:** 6,955 fee. **Running time:** an hour and fifteen minutes. **Released:** Mar. 30. **Original story** by Tristram Tupper. **Directed** by William K. Howard.

THE CAST

Christina	Janet Gaynor
Jan	Charles Morton
Niklass	Rudolph Schildkraut
Dirk Torpe	Harry Cording
Madame Bosman	Lucy Dorraine

Wild Orchids

Torrid Java Made Hotter By Greta Garbo

(Reviewed by Freddie Schader)

JOHN COLTON who was the author of "Rain" stepped out and wrote this to order for Greta Garbo. He laid the principal scenes on a steamer bound for the Orient and in Java. But the story itself is a rather weak one, the stereotyped triangle that just doesn't angle, and were it not for the fact that Greta Garbo was the star it is quite possible that this would flop at the box office, but with Greta there to pull it along the picture will get money. It is draggy in spots and could be cut to advantage.

In addition to Greta Garbo the cast has Lewis Stone and Nils Asther. The former playing the lead and the latter the heavy. The picture is silent as far as dialog is concerned, although it has a synchronized score and two short sequences with a troup of Samoans, one showing their native dances and then the singing of native melodies in the distance.

Opening the tale Lillie and John Sterling, husband and wife are shown setting out on their second honeymoon. They are making a rush across San Francisco to catch the steamer for the Orient. Lillie, Greta Garbo is shown as delighted at taking the trip, while to John Sterling, Lewis Stone, it is

(*Continued on following page*)

Wild Orchids

(Continued)

just an affair of business. He is going to inspect tea plantations in Java. Once on board they meet with Prince De Gace, who very coincidently owns tea plantations in Java, is dashing and clever and immediately sets out to win Sterling's wife. Right aboard ship on the night that he is introduced he grasps her in his arms and forces his kisses on her. Later she tries to tell her husband but he is sound asleep, so she evidently says to herself, what is the use. Sterling accepts the Prince's invitation to be his guest in Java and even though the wife protests he insists on going.

That brings them to a train that is traveling to the Prince's estate and in their compartment Mrs. Sterling faints from the heat, but is revived. This whole sequence could have readily been dropped from the picture. Once at the estate of the Prince things move rapidly, and here on their first night the Prince again grasps Mrs. Sterling in his arms. The next day the three start on a tour of inspection of the plantations and are caught in a terrific rainstorm. Soaked to the skin they are forced to put in at the home of a native. The men are going to continue while Mrs. Sterling remains to get her clothing dried. But her husband thinks it best that the Prince remain to protect her. The Prince is only too willing, but the wife locks herself in a room for the day awaiting the return of her husband. When she finally does venture forth the Prince is right on the job and then old Torrid Java gets in its work. Hubby returning, sees the shadows of two people embracing, and while he first suspects that it is his wife and the Prince, his suspicions are lulled when he notes the Prince fondling the native woman. But finding his wife's necklace on the couch above which the shadow appears he again becomes suspicious.

The Prince arranges a tiger hunt and it is in the jungle that the husband almost confirms his suspicions. He then takes the Prince on a night hunt and puts him in the path of the tiger. The Prince is wounded, Sterling's wife rushes to his side. All three return to the home of the Prince and then when it is found that he will recover Sterling prepares to depart leaving his wife there, but she is in the car when he steps into it and she tells him that he is the only man she ever loved and he, the poor sap, believes it.

Garbo gives her regular sexy performance. Stone is perfect and Asther is an admirable heavy.

Produced and distributed by Metro-Goldwyn-Mayer. **Length,** 9,235 feet. **Running time** an hour and forty-two minutes. **Released,** Feb. 23, 1929. An original screen story by John Colton. **Directed** by Sidney Franklin.

THE CAST

Lillie Sterling	Greta Garbo
John Sterling	Lewis Stone
Prince De Gace	Nils Asther

"The Water Cure"
(Pathe—One Reel)

A FAIRLY enjoyable cartoon. Old Al is seen taking a bath when a mischievous monk turns on the water taps and floods the house, driving Al and the other inmates of the structure into a regular Niagara. Slapstick and similar type of humor offer its best points. It is program fare and entirely suitable for the youngsters.—RAYMOND GANLY.

Strong Boy

The Romance Of A Dumb Baggage Smasher

(Reviewed by Freddie Schader)

THERE are three good laugh moments in this feature. That is about as much as can be said for this romance of a dumb baggage smasher's life. Although it is a John Ford production, it is not in any sense better than an ordinary program picture. Ford is capable of much better things and this story was evidently thrown at him to make as a potboiler between more important productions. Victor McLaglen is the star and with him in the cast as his support are Clyde Cook and Slim Summerville, who supply the comedy element. From a box office standpoint the picture has naught to recommend it other than the name of McLaglen and that of Ford.

McLaglen has the role of a baggage smasher at one of the big stations in New York. The set used is a composite of both the Grand Central and the Pennsylvania, and then they run Union Pacific Trains through it.

When he saves the vice-president's child from being crushed by a trunk, she feels certain that his reward will be nothing less than the post of yard superintendent, but, instead, McLaglen emerges from the executive office with the plum of the lost and found desk in his hands. Mary is disappointed, but Strong Boy's pals see that the lost and found is kept busy and anything loose around the station is picked up by them and deposited in the care of their pal. A couple of goats, a kid, two pair of rabbits and a monkey are part of the day's catch. Of course the rabbits multiply and when they are finally redeemed there are literally hundreds of them. This was one of the big laughs of the film. The following day one of the pals picks up a string of "beads" on the platform, which later prove to be the $100,000 pearls of a picture star, and when they are returned by the Lost and Found Strong Boy is in line for another promotion. This time he lets Mary speak for him and she secures the post of traveling passenger agent for him, but he prevails on the president of the road to make him a fireman of the locomotive on which Mary's father is the engineer. Mary, wroth at the change, sends Strong Boy out of her life. The initial trip that Strong Boy makes is hauling the train in which a Queen is making a tour of the country. At a water station the train is held up by crooks who are after the crown jewels, and it is Strong Boy that frustrates the robbers, kicks them from the train and when he gets back to his division head he is met by Mary who forgives him.

It is a hokey-pokey story without anything in it to make it worth while.

Drawing Power: All right for children audiences, but the grown-ups won't get much of a kick out of it.

Produced and **distributed** by Fox Film Corp. **Length:** 5,150 feet. **Released,** Mar. 3, 1929. **Story** by Frederick H. Brennan, **titles** by Malcolm Stuart Boylan. **Directed** by John Ford.

THE CAST

"Strong Boy"	Victor McLaglen
Mary McGregor	Leatrice Joy
Angus McGregor	Farrell MacDonald
Pete	Clyde Cook
Wilbur Watkins	Kent Sanderson
Wobby	Douglas Scott
Slim	Slim Summerville
Baggage Master	Tom Wilson
Queen of Lisonia	Eulalie Jensen
President of Rail Road	David Torrence
Prima Donna	Dolores Johnson

Short Talkers

"Gus Edwards International Revue"
(Metro-Movietone Act—One Reel)

COMBINE good sound recording, with exquisite settings in Technicolor, with an aggregation of beautiful girls and entertainers of the calibre of Georgie Harris, Doris Walker, Armida and others and you can readily take it for granted that the resulting product will be quite an eyeful and earful. That is the case with this Metro-Movietone Act. It is well staged, to say the least. Its color catches and holds the eye, the ear grows preoccupied with its songs and in general both senses work overtime so forceful is the general appeal of the oral and pantomime work.

The subject contains a Russian song a balalaika orchestra, a Dutch clog dance, a Scottish song, a Spanish tango and song, Japanese geisha girls—high class entertainment all the way through. Georgie Harris keeps the act running as a master of ceremonies. Edwards' songs —"By the Zyder Zee," "Strike Up a Bagpipe Tune," "Love Is Love" and "The International Revue"—provide some peppy music.

Perhaps the most fascinating young creature seen in the films in a long time is Armida, the young Spanish girl seen in a short tango and dance in this Revue. She is vibrantly beautiful and has a winning personality. Seen in Technicolor, she is all the more beautiful. Edwards has a find in her and she should come along in great style.—RAYMOND GANLY.

"Van And Schenck"
(Metro-Movietone Act—One Reel)

THE popular team of songsters sing four numbers in the sixth release that they have recorded for the Metro Movietone Acts and they are: "That's How You Can Tell They're Irish," "Rainbow 'Round My Shoulder," "Ramona" and "The Dixie Troubadours." They sing them—especially the last number—in their inimitable style, cleverly intertwining their harmonies and revelling in intricate melody. The quartet of songs is balanced enough to provide practically every lover of the popular song with pleasing entertainment. The reel has been recorded on disc and has been done very well. The boys work against a nice little drawing room setting. Schenck shows a better line of facial pantomime

Popular entertainment that's bound to go over with the fans.—RAYMOND GANLY.

"Steppin' Along"
(Sunshine Sammy In M-G-M Short Talker)

(Reviewed by Freddie Schader)

"SUNSHINE" SAMMY, the colored youngster who stepped from the silent comedies into vaudeville, is the principal boy in this M-G-M singing and dancing short subject. There are two other boys and a "mammy." The "Mammy" opens with "'Way Down Upon Swaunee River" before a cabin set. After this "Sunshine" does his stuff steppin' a routine that is fast. One of the other boys slips in a song and for the finale the three step together, after "Sunshine" has done Bill Robinson's stair dance. There is nothing very hot about this one which runs eight minutes.

"Taking The Air"
(Metro-Movietone Act—One Reel)

THIS popular group of artists, radio favorites and hotel entertainers on the West Coast, make a most agreeable impression in this disc recording of "The Song I Love," "Every Time I Kiss My Sugar I Get a Lump in My Throat," "Joan," "Happy Days and Lonely Nights," and "Chiquita." The recording catches their pleasing voices and delicately strummed instruments. A radio announcer, introducing them over Station GIN, the "Voice of America," lends good comedy relief.

Well done. Sure to go over.—RAYMOND GANLY.

MANAGER'S ROUND TABLE CLUB

CHARLES E. LEWIS *Chairman and Editor*

A National Association of Theatre Managers Meeting in

MOTION PICTURE NEWS

Every Week—for Mutual Benefit and Progress



CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"An Extra Dose Of Enthusiasm"

APPLYING the writing of John Wanamaker, founder of the famous stores of his name, to the show business seems very appropriate, especially when applied to this particular little subject we offer below:

Every Man Is at His Best When He Adds Enthusiasm

to whatever he honestly believes in. Both power and progress will then enter into his undertakings. He may not have had much schooling, but if he is so disposed he can learn one new thing every day. He may have only a small capital, but carefully used it will constantly increase. He may have friends, but good manners, right living and well doing will draw new friends about him continually.

(Signed) John Wanamaker.

There is much wisdom in that story and we can certainly recommend it to those who are open for suggestions. John Wanamaker was a great believer in the expression that when a man stops learning he is going to stop earning, and this again could well be applied to the showman of today. He, of all people on earth, must be ready and willing to learn something new every day, he must be constantly on the alert for new ideas, and to remodel old ones to fit new conditions. There are many of us who were not so fortunate in having a chance for a college education. I know of some who had to finish their grammar school lessons late at night. But those are things of the past, we are now deep into a business that requires wide-awake, fast thinking and the ability to accomplish big things, but to accomplish them at very little cost. Present day conditions have promoted a spirit of economy and we could all do well by applying some of that spirit to our individual habits as well as those of our employers. Making friends is just a matter of making yourself agreeable and mingling with the kind of people whom you like to make friends with. We, in the show business, always find parasites of some sort hanging around, waiting for some crumb of encouragement to be thrown their way. We could well afford to pass up such types. Try better, to cultivate the friendship of those folks in your respective towns and cities, whose friendship can mean something besides being patted on the back.

But summing up this little "confidential" chat, we must go back to what Mr. Wanamaker said at the beginning of his story — "Every Man Is at His Best When He Adds Enthusiasm To Whatever He Honestly Believes In."

That's the point we want to drive home. Add that extra dose of Enthusiasm to whatever you are doing and see how much better it will be, how much further you will get, and how much nicer it is to work that way.. C. E. L.

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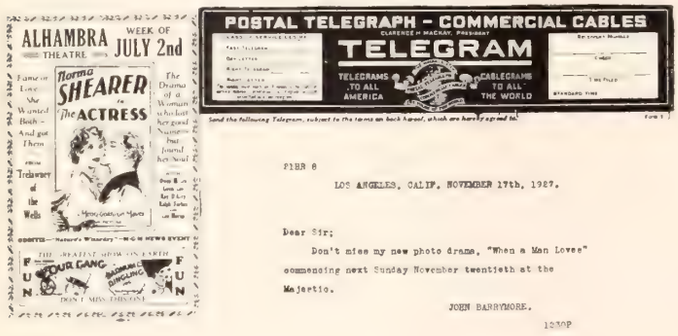
An assortment of Newspaper Ads.

MANAGERS' ROUND TABLE CLUB

Harpster Is Busy Pepping Up The Pittsburg Alhambra

When we have not heard from one of our members in several months and then find that his sole reason for the silence was that business was good and he was busy, then we don't mind his silence one bit. As a matter of fact, we rather like to feel that every member who is a little lax in keeping us posted on his activities, is only in arrears because his theatre's business has him on the jump.

This particularly applies to Frank P. Harpster, of the Alhambra Theatre in Pittsburg, a Naborhood house of distinction and well managed by Frank. After a long period of silence he came through with the excuse which we have stated above, but he also sent some mighty interesting enclosures on some of the little things he has been doing in the meantime. Frank is one of the great believers in the mailing list theory, and has found it a valuable asset for boosting some particular attraction, so among the exploitation data we find several attractive circulars which he used for both



mailing list and street distribution, one on the form of a personal message from the manager of the theatre to his patrons and friends, another made up on a coated white stock and printed in a flaming red ink which attracts attention on sight. A card, which he distributed quite a ways around his theatre's section carried an attractive ad on "Diamond Handcuffs" and the reverse side listed all the 12 birthstones. Still another from Frank was an envelope reading — "Go Where 'The Crowd' Goes." — and with a corner note to "See Inside." Since we are just as curious as his patrons, we did 'see inside' and it contained a nicely printed card with a teaser ad on "The Crowd." This particular type of advertising appeals to most any class of patronage and you can well copy it for any picture you want to plug. A telegram tie-up with Postal Telegraph on "When A Man Loves," with John Barrymore sending the message is still another of his accomplishments.

From one always on the lookout for new and original stunts to inject into his theatre's advertising, we should hate to have Harpster keep quiet again for too long a time. Keep us posted, Frank, will you? Thanks!

Please Take Note

THE pages of the Club are open for the publication of photographs from both members and readers. These photos may be of theatre managers, theatre fronts, marquee displays, lobby settings, etc., etc. Due credit will be given those sending photos to the Club, providing they attach the proper description and their own names and theatre addresses.

Managers' Round Table Club.

"Spring Cleaning" A Good Slogan For This Time Of Year

Just as in the Spring a young man's fancy — etc., etc., so to theatre men we say—in the spring a manager's fancy should turn to thoughts of cleaning and sprucing up. This is the time of the year when we should be getting all set after the Lenten season which ought to be good until the hot weather keeps them home fanning themselves. Why not start in right now and brighten the place up? Get after your marquee and signs, perhaps a little touching up of the letters, a change in color of lighting on the flasher, etc., would make it look real spring-like. Cast your gaze through the big or little lobby and see what you can do to brighten it up. A few palms, some flowers here and there, all help to lend that spring touch to the theatre. But above all don't let the appearance of your theatre, especially the front and lobby grow seedy looking. Are you a believer in changing of lobby colors at frequent intervals? If so, get busy now, don't wait for the heat of summer. You can always get around to that when the real summer weather arrives.

Pep it up, boys, and don't let the spring fever get you so bad that you fall asleep on the job. Make the boss (or bosses) perk up when they come into the theatre by the attractiveness of your house.

And another thing you should not overlook. The Carnival season is close at hand and many will recall the numerous tie-ups which were printed on the Club pages last spring regarding such business builders. If you don't recall them and do not happen to have last spring's issue of the NEWS, just drop me a line and I will send you the "dope." Carnivals can be made into money makers for the theatre as well as the Carnival people if the house managers are on the job.

"Godless Girl" Is Well Sold At The State-Lake, Chic.

Large and small, they are all falling for the Cut-out and display stuff all over again. Here we picture the front and also the inside lobby of the big State-Lake Theatre (RKO) in Chicago (park your machine guns at the entrance) where the marquee was fixed up very attractively with a large cut-out, possibly from a six sheet, and made into an attractive shadow box effect. The inside lobby you will note is just chock-full of stuff on the feature.



"The Godless Girl" will be found practically everywhere you look, over the doors, on insert frames, in photo frames, with painted displays over the doors, in fact, if anyone enters that theatre and don't know that "Godless Girl" is coming, then they ought to get their eyes examined. But it's good stuff just the same, and if it makes'em talk about the picture in advance, then we have earned the price of what the whole idea might cost. Use plenty of banners, cut-outs and shadow boxes because they have come back into style once again.

MANAGERS' ROUND TABLE CLUB

An Open Letter To Fally Markus

Dear friend Fally:

When I passed you in the foyer of the Motion Picture Club the other day you made a crack that I was not giving vaudeville a good break. Well, Fally, thou art all wet, (if you will pardon the gutter slang). Breathes there a manager with showmanship so dead who never to himself has said—"Hurray for Vaudeville." Not me, Fally, not me. I'm a great believer in vaudeville, especially for the small towns and cities, and no one can sell me the idea that talkies, screechies or call them what you like, will ever displace the real, live honest-to-goodness vodvil performer, either now or in the future.

But, kidding aside, Fally, I'm all for good vaudeville, and believe, from years of experience, that it should play an important part in the average theatre in most towns and cities. BUT the ability of the booking agent to see that the proper kind of a show is booked still remains the most important factor in small city vaudeville. After all, what can the manager do if he finds several of his acts are not appropriate for his clientele, after the show gets in and the first performance is over? He must grin and bear it and that's the tought part of the Vaudeville racket for those boys.

You should know the game well enough by this time to realize that the average vaudeville booker cannot adequately book a small town theatre. He must be a man of wide experience on small town vaudeville, exclusively, to do that right. But right or wrong, vaudeville will always hold a strong appeal for the theatre-goer in the majority of towns.

Have I set myself straight Fally? So don't ever misjudge me again and you should really set yourself down to your trusty typewriter and send me an apology or at least an invitation to lunch.

Until the screechies stop screeching, and with the best kind of personal regards, I'll try to remain,

Always cordially yours,
CHARLES E. LEWIS,
Chairman.

IN addition to our usual interesting club news, we will feature, in next week's issue, the following:

C. J. ROSE'S Weekly Theatre Bulletin in Oneonta, N. Y.

TED EMERSON'S Novel Stunt on "The Bellamy Trial" Out in Omaha, Neb., (and it's a corker).

G. F. GREENE'S Balloon Exploitation on "Wolf of Wall Street" in Minneapolis.

Read the Club Pages Every Week

Cartwright Uses New Ideas With "Redskin" Stunts

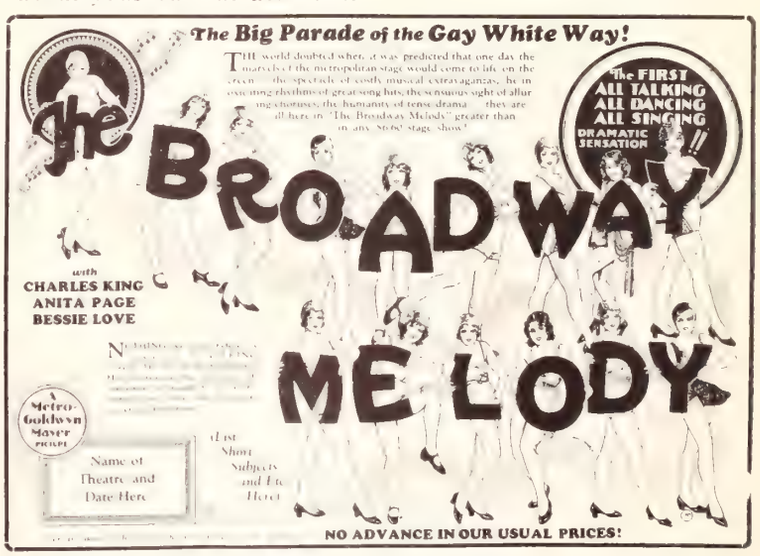
Think up any stunt that will make the customers talk or give them a giggle or two and you have the recipe for additional interest in your theatre and more business. That, briefly, sums up, in our humble opinion, the exploitation of "Redskin" by Manager J. L. Cartwright, of the Florida Theatre, in St. Petersburg, Fla.

Mr. Cartwright dressed up all his ushers as Indians and kept them that way for five days prior to the opening of the picture. He had another man in Indian costume walking back and forth across the roof of the marquee with arms folded and cracking nary a smile. At night he continued his walking but with a spot light following him back and forth.



Marquees have been used for all kinds of dressing and exploitation but it is not an every day occurrence to use it for a live ballyhoo like the one described above. However, being that it is a little different is the chief reason why we are telling about it. Just imagine, you birds in the smaller cities, what a whale of a gab-fest you would start in the town if you were to pull one like this. Added to it would be a Scout and Indian contest between rival troops of Boy Scouts and there you have the making of a great stunt to sell "Redskin" or any other story that will lend itself to such a tie-up.

Mr. Cartwright has been putting over some mighty fine exploitation and we would all like to read more about them. So friend, J. L., better find the little time it takes to write us about your various activities.

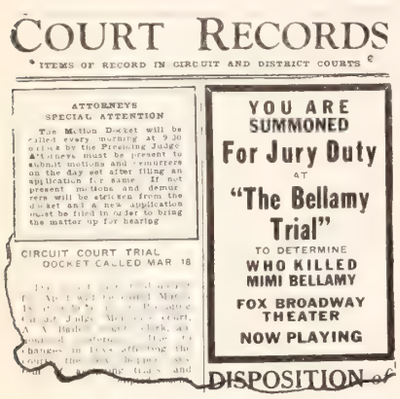


We could not resist printing the above reproduction of a special art mat which just came out of the TAM shop where they are specializing on this type of work. Who will deny that it "hit's you squarely in the eye?"

MANAGERS' ROUND TABLE CLUB

Ordinary Teaser Made Effective By Maxwell's New Idea

Putting teaser ads in newspapers can hardly be called original, regardless of how you work them or how they look, but here is a real "different" one when it comes to injecting a new idea into such advertising. You will note that Manager Floyd Maxwell of the Fox Broadway Theatre in Portland, Ore., placed this teaser on "The Bellamy Trial" right under the legal department in the Daily Journal of Commerce, a paper which is widely read by the business and legal fraternity in Portland.



This same idea, ever applied to a regulation teaser ad would be pretty good at that, but placing it in such a paper and in such a position makes it worth just that much more.

Maxwell has been responsible for many up-to-the-minute stunts and should take advantage of this opportunity to broadcast his various activities via these Club pages.

Anysh Puts Over "Lucky Boy" With Unusual Ballyhoo

Matthew F. Anysh, manager of the Plaza Theatre, in San Diego, Cal., writes to tell us about how he put over "Lucky Boy" with a stunt that was certainly up-to-the-minute, and what's more you can apply it to any picture you want to use it on. Maybe one or two of you have heard or used a similar idea before, but that makes no difference, we believe this is a darn good piece of showmanship and pass it on to every member or reader in need of getting out of a rut when it comes to his exploitation.

With the aid of his lobby artist, Dick E. Dare, two men were hired and dressed as Scotchmen in Kilties. One carried a big bass drum lettered with title, theatre and play dates, the other a mailman's bag loaded with pennies and phoney money, the latter also carried good advertising copy on the picture.

Parading through the streets of the city you can well imagine the effect. First a Scotchman marching and banging on his big bass drum and right on his heels another Scotchman throwing away money??????. "I esk you"—is dis a bad stunt? Suppose, asks Anysh, that they were arrested. For throwing away money? More good publicity. And we don't give a dang where you or your theatre is located, but if it needs some pepping up then try this one and get a laugh out o' life yourself. Our only complaint to Matthews is that he did not send us a photo of the two Scotchmen.

Grab this one boys and make use of it, and should you try it out, PLEASE send me a photo of the ballyhoo. Anysh will be tickled to know that his suggestion was used and that it meant something to his brother members. Don't forget to keep up your good work. We sort of like Pacific Coast stunts. They most generally are good.

Membership Certificates

In answer to the many letters we have received on this subject, we wish to advise those who inquired as well as all other members, that Certificates are now being prepared and an announcement regarding same will appear in an early issue.

Here Is Something "Different" In A Cheap Throwaway

Here is a neat little idea that gets away from the old worn out circular and herald which can at times become a darned nuisance, but it's worth trying anyway if only for the laughs you will get out of it. This card, printed on various colored cards, measures about 3 x 4 ins. and the back can also be used for advertising purposes, possibly you can sell that space and make the card self-supporting, but any way the thing I like about it is, you can use it for any picture that you please. It is not restricted to any particular production and as I said before it gets away from routine throwaways.



For additional details concerning this idea, we suggest that you drop a line direct to Mr. Ed. T. Zadra, manager of the Lyric & Ramsdell Theatres in Manistee, Mich., who will gladly answer all your questions.

Mr. Zadra, long with the Club, can always be depended upon to go out of his way to assist other members who might want some information or advice.

HOW ABOUT YOU?

Here is what one member says about the Club:-

"I have been reading 'ALL' the items on the CLUB pages and certainly do find them both interesting and profitable. Through these columns I have been able to exploit quite a few pictures in a manner that I hardly believe I would have been able to without the suggestions".

L. G. Jenkins
Ocala, Fla.

MANAGERS' ROUND TABLE CLUB

Klein's Tie-Up With University Quartette Clicks

Surrounding an unusual picture with an unusual tie-up was the accomplishment of Harry Klein, manager of the Roth-Lyons Theatre, in Madison, New Jersey, when he played "Jesus of Nazareth" a Passion play. Mr. Klein deserves a lot of credit for the arrangement he made with Drew University, a local institution where young men study to be ministers, and through this tie-up he secured the Drew University Quartette to sing at different parts of the picture. This quartette is well known over a very wide radius surrounding Madison because of their radio broadcasting and other appearances, so his announcement to the patrons of the Roth-Lyons was well received and many turned out, just as much to hear them as to see the picture itself. We have been told that this attraction brought hundreds of people to the theatre from distant points because they were anxious to hear this quartette.

Another effective tie-up arranged by Mr. Klein is to serve Ice Cream to everyone present at the matinee of April 6th. This stunt was arranged through one of the largest Ice Cream Companies in New Jersey and they are going to send a well known dietition on that day to give a brief lecture on the history, manufacturing points and food value of ice cream.

By such tie-ups, Klein is rapidly lining up most of the theatre-goers in his section and that the results should speak volumes at the box office is to be expected. Keep on the alert for every opportunity, add that bit of extra enthusiasm mentioned in the Club editorial this week, and your efforts will be rewarded by seeing your house go over bigger than ever. It's a great spirit and one well cultivating.

Mat Reilly Is On The Job With New Stunt On "Arizona"

Mat Reilly, manager of the Victory Theatre in Providence, R. I., pulled a real fast one on "In Old Arizona" when he dressed up a young chap as the Cisco Kid and paraded him around the streets of the city for a week before the showing of the picture without any signs or other identification marks, and naturally drew a lot of attention from everyone trying to figure out what it was all about. A few days before the opening the ballyhoo carried a sign on his back reading "In Old Arizona" without any theatre name. Because he was blocking traffic he was taken to the station house where they had to explain it to the Chief before the Cisco Kid was allowed to continue on his way. The story also found its way into the local papers, which added still more publicity to the stunt. The kid Mr. Reilly used could also talk a little Spanish and stopped to talk to people whether they knew what he was talking about or not.



Let's hear more from Providence. What say?

This One Is Better For Small Towns Than Big Cities

The Colony Theatre, on Broadway, in New York recently effected a good old-fashioned "small-town" tie-up when they played "Geraldine" and tied up with a music store a half a block down the street. But they thought it was good, so we are passing it on to the members of the Club who might want to derive some benefit out of their enthusiasm. It should



be a better small town tie-up than a New York stunt but, aside from that, we suggest that you file it away for future use whenever you happen to be playing the picture you can dig it out and see your local music stores about it. The most important part of the whole stunt was the use of a twelve-foot arrow pointing up the street from the music story to the Colony Theatre. In addition, the store used plenty of exchange 11 x 14's and 22 x 28's—and thus the story ends with everyone happy.

THE REAL "CLUB SPIRIT":—

"There isn't a manager or exhibitor that hasn't at some time or other, worked out some campaign or stunt that was a success at the box office. Why not exchange them through the Club? These stunts can always be changed to meet the requirements of any house."

Lloyd F. Sinclair,
Minneapolis, Minn.

MANAGERS' ROUND TABLE CLUB

Sitting 'Round The "Round Table" With Some Club Gossip

Lee Euering, of the Majestic Theatre, in Springfield, O., is still "at 'em" with something new every moment. The latest one from Lee is the serving of afternoon tea for the ladies at all matinees. The idea is also in use at the State Theatre in the same city.

Whoever said that exhibitors are now curious should see how many of them crowd about the picture that has been placed at the head of the stairs in the Paramount Exchange in Kansas City showing Lupe Velez as she appears in "The Wolf Song." NO, they are not curious. Not much.

Manager Weiss, of the Florida Theatre, is proving to be very popular down that way. His many new and novel stunts constantly keep the Florida Theatre in the foreground. Window displays on "Desert Nights" and the "Barker" were among his latest eye-attractors. Weiss should not keep his activities so dark a secret. Come out of that corner and tell us more about yourself.

Loew's Palace Theatre, in Atlanta, Ga., attracted much attention recently when they ballyhooed "The Iron Mask" with a man walking the streets in one of them and another following him up dressed as a Musketeer. On the Saturday of the showing the pair led a parade through the streets heading some 800 newsboys of the local papers on a treasure hunt tour of the loop section. This "hunt" ended in a showing of the picture for the boys, all of whom received a little token from the management. "Iron Mask" banners and placards were carried by everyone of the boys in the parade. It attracted a lot of attention all over the city.

Louis Charninsky, manager of the Pantages Theatre in Kansas City, Mo., never bothers to employ costumed ballyhoo men when he gets out after a picture. When he ran "The Side Show" in his house he dressed himself up as a barker and got out front to pull 'em in. On "Old Arizona" he ups and dresses himself as an honest to goodness Mexican. Besides all of this he also directs the orchestra. In his spare time, we suspect, he sells tickets, ushers and operates the machines. I'd like to hear from Louis once in a while. He sounds like the kind of a showman who could shoot some great stuff into the CLUB if he wanted to. Yes, Louis?

"Don't Mind The Weather—'Lilac Time' will soon be here," is the way Manager J. S. Smart of the Royal Theatre in Port Hope, started off to sell the picture right during a mean storm. What you could call a sort of tie-up with the weather man in a case like this.

Manager Ambrose Nolan of the Avalon Theatre in Ottawa, Canada, co-operated with a local newsdealer, who secured plenty of copies of the "Screen Book" magazine and distributed them to lady patrons as an inducement for them to attend the showing of "The Awakening of Love." Not so bad.

You showmen who are not gathering 'round the Round Table with the rest of us are sure losing out on a great bet. What do you gain by accomplishing great things if you keep all those accomplishments a deep, dark secret? No man ever climbed the ladder of success in this business by hiding his personality and individuality out of sight. Join now.

A VARIED ASSORTMENT OF ATTRACTIVE NEWSPAPERS ADVTS.



















MANAGERS' ROUND TABLE CLUB

Introducing Additional New Members

J. BERMAN, is the manager of the Regent Theatre in Maywood, Ill., (seems like all of Illinois is lining up in the Club), and we are mighty glad to extend a welcoming hand to him. Let us hope he will find his membership both interesting and profitable, possibly a short letter telling us more about himself would better serve to introduce him than these few lines. Come through J. B. Thanks.

* * *

JACK ROSENBERG handles the Superba Theatre in San Diego, Cal., and if Jack knows anything about our weakness for coast activities, then he will have to sit himself right down and tell us a lot about himself and his theatre. A personal photo would go a long ways towards introducing him properly to the other "Clubbers." We will watch our California mail from now until we get what we want. Oak?

* * *

C. WALLACE BOTSFORD, brother members, is another Canadian manager to become affiliated with the Club, which continues to prove that distance or country are no factors to live-wire managers when they want to get in with a crowd like ours. You picked good company Mr. Botsford and now we would like your own photo and a little letter telling some more about Sunbury, Canada. Make it snappy.

* * *

F. A. KELLY should not be introduced in this way because he is not "new" to your chairman. We met, and had a dern good time, at the Gus Sun Party at Cedar Point last summer. But he was not regularly enrolled then so we now make him a full-fledged "Round Tabler" from this time on. What do you say Kelly to sending us some dope as how you put 'em across in Jamestown? Thanks in advance.

* * *

CHARLES HURWITZ, who runs the Unique Theatre, in Los Angeles, Cal., is still another newcomer from the west coast. But as they say there is always something new out in L. A. then it should be up to Charlie to prove it with something that will be of interest to all the other Club members. Make it snappy, Hurwitz.

* * *

W. A. ROBERTS, managing the Shawnee and Rialto Theatres in Plymouth, Penn., adds still another Roberts to our membership list. We only hope he's as regular a fellow as the other Roberts' are. But aside from that, how about a photo of yourself and a little letter just to give the boys an idea of how you sell those two peppy houses in Plymouth.

* * *

ERNEST L. MILLER, is the man who manages the Lark Theatre in Brazil, Ind. (not South America), and with the show business so much on the jump these days, Ernie ought to be able to slip us some interesting information from his viewpoint. Suppose you make a start. O. K.?

WILLIAM S. WILDER, is the enterprising manager of the Newport Theatre in Norfolk, Va. For almost a year we have been wanting members from that town. You see, we spent some pleasant days down there and so we still have a soft spot in our hearts for Norfolk. Now our wish is fulfilled—providing Bill keeps us posted on how he does things down his way. Can we depend on you? Great.

* * *

STEVE FARRAR is the directing genius of the Orpheum Theatre in Harrisburg, Ill., and with his "talkies and sound" he should make an interesting member whose activities will be looked upon with a view of using them for other members. Start the ball rolling, Steve, with your own photo and a little letter telling the boys all about the Orpheum and Harrisburg. Oak?

NOTE: These are just a few of the many new members of the Club, others will appear in succeeding issues. Members who have forwarded their applications are requested to give us time to reach their names.

WILL YOU BE NEXT??

COME ON!!

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Address .....

Theatre .....

City .....

Policy .....

Capacity .....

State .....

Honorary Chairman Wm. A. Johnston — **Chairman** C. E. Lewis

SHOOT IT IN—NOW!!

WILLIAM G. SMELTZER, right from the Golden Gate comes this new member of the CLUB, and we want you all to know that he is the managing director of the Riviera Theatre in San Francisco, Cal. Bill have you noticed that most of our California members are good correspondents and keep us well posted on what they are doing? If you have been watching these columns then this is no news to you. Fall right in line.

* * *

V. J. HELLING, brother members, is the "chief" of operations for the Grand Theatre in Keokuk, Iowa, and his house is just about finished with their talkie installation by the time this appears, so he should be just about ready to give us a good description of how he introduced sound pictures to his patrons. This always makes interesting reading for the other members. Are we on the right track, V. J.?

* * *

GEORGE ALLISON is the manager of Lee Ochs' big Uptown Theatre in New York City and it is a pleasure to announce him as a member of this great organization. We hope that George follows the example of our other "big town" members by putting us right on his mailing list and also keeping us posted on his theatre's activities. Start your membership off right, George, by sending me your own photo as well as that of your theatre. We'll be looking for a visit from you too.

* * *

DAVID L. BROMBERG, one of the Fox boys in New York, manages the Japanese Gardens for that outfit and, since it was one of the early sound houses in New York, he should be in a good position to tell us something about it. Can we expect to hear from you soon, Dave?

* * *

HENRY GOLDBERG has a big job on his hands handling the Lincoln Hippodrome out in Chicago, but that should not stop him from keeping all the members of the CLUB posted on his various activities. Just as an introduction Henry, you might tell us how things are going out in the big city of Chicago. We'll be waiting for it.

* * *

"BUZZ" BRIGGS, is the peppy name that the manager of the State used out in Denver, Colo., and we should certainly like to hear "Buzz" buzz around, via the mail, with some interesting stuff on theatre operation and exploitation. What say, Briggs? And how do they take talkies out there in Denver?

* * *

JACK LaREAUX handles the big Huntington Theatre on Long Island for the Schwartz Circuit and from the little we have heard about Jack, we know he could make a corking good member if he would only loosen up and shoot some stuff in to us on how he is "knocking 'em dead" out in Huntington. And your photo too? Thanks.

Regional News from Correspondents

Woman Is Hurt In St. Louis Theatre Panic

A WOMAN suffered minor injuries when she was crushed as she rushed for the exit of a motion picture theatre at 2351 Market Street, St. Louis, Mo., when the motion picture film caught fire March 19. She was treated at City Hospital No. 2 and taken home. Lancaster Bryant, negro projectionist, extinguished the flames before firemen arrived. Loss was estimated at $250.

Tommy Terry who formerly was the organist at Loew's State Theatre here is playing the organ for the new Fox Theatre, Grand and Washington Boulevards.

The Central States Theatre Corp., Joseph Brody, manager, plans the erection of a new theatre to cost $400,000 at Burlington, Ia.

J. T. Constant of Lawrence, Kas., has been awarded the contract for the remodeling of the Strand Theatre in Chillicothe, Mo. New sound equipment will be installed.

The Gem Theatre Company, I. W. Rodgers, president, 224 Eighth Street, Cairo, Ill., is taking bids on the construction of a new theatre in Cairo to cost about $100,000.

Various reasons why St. Louis should adopt daylight saving were advanced by representatives of financial institutions, civic and health organizations at a hearing conducted by St. Louis Chamber of Commerce on March 22, while spokesmen for organized labor and the Tenth Ward Improvement Assoc. spoke against it. Central Trades and Labor Unions on March 24 voted to use every honorable means to defeat a daylight saving bill if one is presented to the Board of Aldermen. Building Trades Council has also gone on record as opposing daylight saving.

Charles Raymond, ex-manager of Loews State Theatre in St. Louis, Mo., on April 1 assumed his new duties as district manager for the Loew Theatres in Baltimore, Md.

Vitaphone Corp. of N. Y. has taken out foreign corporation charter in Mo. and plans to use $12,000 of its authorized $500,000 capital stock in this state.

The Randolph Theatre Co., Moberly, Mo., has been incorporated with 50 shares of $100 par value preferred stock and 450 shares of non-par common stock. Incorporators are: Theodore P. Davis, Arthur Miller and David L. Sheffrey, both of Kansas City; Charles C. Non, Morris Bierman, G. O. Perry, H. J. Lotte, Fred Pressmeyer, Leo Eisenstein, T. C. Hall, Joseph M. Berger and Louis Klein, all of Moberly, Mo. Davis, Miller and Sheffrey are directors.

College Theatre Co. of Columbia, Mo., with 100 shares of non-par common stock has been organized. Incorporators are J. Dozier Stone, E. Sydney Stephens, Frank W. Deering, H. H. Banks and Fred B. Beaver. These five men compose the board of directors.

The Columbia Theatre Co. plans to rebuild its theatre in Columbia, Mo., recently destroyed by fire. Boller Brothers of Kansas City are preparing plans for the new house, which will cost upwards of $25,000.

Plans for a new $600,000 motion picture house for Marshalltown, Ia., have been prepared by Charles B. Zalesky, Cedar Rapids, Ia., for a syndicate represented by Theodore Stark & Co. An office building will be included. The theatre will seat 1200. It has not been learned what company will operate this house.

Alex Beck of Omaha, Nebr., has been awarded contract for erection of theatre in North Platte, Nebr., for North Platte Realty Co. House will cover a site 132 by 66 feet.

Webster Groves, leading suburb of St. Louis, Mo., voted April 2 on the question whether the present city ordinance which prohibits motion picture shows on Sundays shall be repealed.

Isador and Oscar Fine plan to build new theatre in Evansville, Ind. House will be two-story with basement and 60 by 125 feet. It will cost upwards of $50,000.

Harrison, Ark., is to have a new theatre if plans of D. E. Fiton and F. M. Garvin of the Lyric materialize. House will be one-story, 40 by 140 feet, and cost about $35,000 and seat 800 persons.

Elmer F. Behrns, Chicago, Ill., will take bids soon on new theatres to be erected in De Kalb, Ill., and Plainfield, Ill. Complete details are not yet available.

Exhibitors' Doings In Southeastern Area

THE Crystal, Sporkman, Ark., opened last week under managerial direction of W. Crosby.

Mrs. L. M. Hanlan has acquired and will continue to operate the Majestic, Louann, Ark.

RCA Photophone equipment for the Orpheum, Memphis, was delivered at the new Memphis house last week by express.

Sound installations in the territory reported in Memphis include the Royal, Hot Springs, Ark.

The Marlowe, Jackson, Tenn., a Publix house, closed Friday night.

Visitors in Memphis last week included: H. D. Bowers, Grenada, Grenada, Miss.; E. L. Drake, Gem, Jackson, Tenn.; L. D. Herrington, Pontotoc, Miss.

The Lyric, Memphis, last week passed into hands of Mezda Grotto, sold to them by Madison Avenue Theatre Co.

Col. Abe Finberg, manager Gayety Theatre, Louisville, Ky., is preparing to celebrate the first week in April as Anniversary Week.

S. W. Switow, vice president of Switow Enterprises, Inc., of Louisville, and Harry Switow, secretary, were in Lexington, Ky., latter part of last week, to make arrangements for the opening of their new theatre, the State.

The Rex Theatre, Dixon, Ky., is closing, also the Dreamland Theatre, Providence, Ky. The Gem Theatre, Mt. Olivet, Ky., has closed, due to smallpox epidemic.

Twenty blind persons from various institutions in New Orleans, La., were guests of the Saenger Theatre recently.

Levere Montgomery, manager Booking Dept., New Orleans Suburban Theatres, New Orleans, is all smiles these days, as he is receiving congratulations on arrival of ten pound youngster, Levere, Jr.

John W. Peck, Jr., has contrived a sound amplifier and equipment with which he has outfitted the Five Points, Birmingham, Ala., as well as the First National, Sylacauga, Ala., and the Rose, Dublin, Ga.

Movie-Phone announces deals which will place five instruments with Southern Theatres, Inc., including installations in their Ensley, Fairfield, Wylam and North Birmingham houses, and also has arranged to install Movie-Phone in the Grand, Bessemer, operated by John A. Snider and Son.

John M. Miller, of the Dixie, Cordova, is installing a Master-Tone device. The installation of Vitaphone and Movietone now under way in the Birmingham, Ala., Empire (Marvin Wise Circuit), is progressing rapidly, says General Manager Frank V. Merritt. The Harrison Talking Device is being installed in the Imperial Theatre, Bessemer, Ala., by Manager Jim Lundy.

3 Baltimore Theatres Installing Sound

THREE playhouses in Baltimore are being wired for sound and talking pictures. One is Columbia, Eugene B. McCurdy, proprietor, which is having Cinephone installed. The other is Rialto, operated by Associated Theatres, J. Louis Rome, general manager, which is having Royal mechanism installed. The third is Irvington, having Truetone installed. A Truetone is being installed also in Capitol Theatre, Ocean City, Md.

Suddenly stricken with ptomaine poisoning, Bert Smith, theatrical producer and head of the Bert Smith Players at Baltimore Hippodrome, had to be rushed to St. Agnes Hospital. He is now pronounced out of danger.

All Warner Brothers' and Stanley theatres in Atlantic City, N. J., are now under the general management of Guy L. Wonders, who for many years managed Baltimore Rivoli.

Robert Kanter, Astor Theatre proprietor, Baltimore, has recovered from a sprained ankle.

Midnight shows were given at the Metropolitan, Keith's Hippodrome and Loew's Stanley theatres, here, Easter Sunday night, March 31.

News Items From Des Moines Locality

LEWIS, IA., last week voted in Sunday movies after a bit of contention that proved conclusively that the Sunday amusement was desired by the large majority of the citizens of the town. A petition signed by 82 per cent of the voters asked the city council to allow the Sunday shows to operate.

Among those who have been visiting along film row were Mr. and Mrs. Haldredge of Shenandoah, Mr. Mitchell of Jefferson, Fred Koch of Remsen, Mr. Carnes of Sioux City, Ia.

M. L. Dixon of the Temple, Mt. Pleasant, is making a real picture temple of his house. He is installing sound equipment this week and purchased a $700 new carpet for the Temple.

RKO entertained a group of Iowa exhibitors last week, including F. E. Robertson of the Wilton at Wilton Junction, Mr. and Mrs. Treloar of the Treloar at Ogden, Jake Cohen of the Strand at Ottumwa, Leo Moore of the Majestic at Centerville.

Iowa theatres now installing sound equipment are the Royal, Spirit Lake; the Solon, Spencer; the Beardsley, Red Oak; the King, Ida Grove; Opera House at Sutherland, Ia.

Harry Simpson of the Garden, Sigourney, is installing Moviefone equipment this week at this house.

Moviefone has been purchased by John Veenschoten of the Hyland, Highland, and H. L. Fair, of the Elite, at Laurens.

W. P. Grossman of the Strand, Nevada, last week contracted for the Biofone equipment for his theatre.

Margaret Francis is the new owner of the Royal Theatre at Pomeroy, Ia.

Harry Weinberg, president of Central States Theatre Corp., announces that the Palace at Burlington, Ia., purchased on March 10 by the Central States Theatre Corp., will be under the management of Harold D. Barnes.

RKO entertained a group of visitors last week, including W. A. Graham, Grant, Knoxville; E. W. Brooks, Star, Lake City; Mrs. Lauver, Royal, Panora; J. E. Forsman, Strand, Jewell; M. L. Dixon, Mt. Pleasant Theatre.

The Talkafone Company announces that they are now handling the Movietone attachment in connection with their Talkafone equipment. Installations of Talkafone, Sr., were made recently at the Bryn Marr, Chicago, Ill., at Fairfax, Minn., and at Wagle Band, Minn. Installation was also made at Nevada, Iowa, where the Talkafone was purchased by Circle Theatre.

Mr. and Mrs. Fair of the Elite at Lorenz, D. W. Kale of the Crown at Truro, W. P. Grossman of the Nevada were callers in film row. Mr. Grossman reports that he is installing the Biofone equipment.

Triangle Establishing Office in Atlanta

TRIANGLE POSTER AND PRINTING CO., Philadelphia, is establishing a branch in Atlanta at 161 Walton Street. J. Shapiro, who will have charge of the Atlanta branch, was busily engaged this week superintending installation of presses, type, etc.

Out-of-town theatre folks who visited Atlanta's film row this week included the following:

Carl Cape, Colonial Theatre, Buford, Ga.; C. W. Maxey, Royal Theatre, Summerville, Ga.; Idlehour Theatre, Monroe, Ga.; Joe Wheeler, Grand Theatre, Cedartown, Ga.; Roy Martin, of Columbus, Ga., head of Martin chain of theatres, accompanied by Mr. Adams, one of his executives: George Stonarus, Royal Theatre, Wauchula, Fla.; T. F. Thompson, Palace Theatre, Cedartown, Ga.; Louis Rosenbaum, Princess Theatre, Florence, Ala.; Walter J. Brackin, Callahan Theatre, Bainbridge, Ga.; J. T. Freeman, Imperial Theatre, Griffin, Ga.; F. G. Haygood, Grand Theatre, Waynesboro, Ga.; Bruce Snider, Grand Theatre, Bessemer, Ala.; Dewey Mousson, Knickerbocker Theatre, Nashville, Tenn.

Changes in ownership of a number of theatres in the Southeast were announced this week, among them being the following:

Empress, Pikeville, Tenn., from P. C. Tallent to T. J. Swofford; Moonglow, Homosassa, Fla., from Albert L. Freeman to E. M. McKenzie; Gadsden, Gadsden, Ala., from B. C. Hall to C. R. Hatcher; American, Green Cove Springs, Fla., from F. H. Lewis to J. M. Biddle; Biltmore, Buena Vista, Fla., from E. R. Collins to Samuel Rosenblum; Ariana, Auburndale, Fla., from G. C. McCabe to H. G. Moore; Ritz, Montgomery, Ala., from DeWees & Katz to Mecca Theatre Co., Inc.; Ritz, Bridgeport, Ala., to J. L. Hackworth; Liberty, Homerville, Ga., from Hughes & Jernigan to W. J. Hurn; Rex, Lakeland, Fla., from J. T. Ashby to W. L. King; Majestic, Nashville, Ga., from Ed Falte to J. W. Giddens; Burlington, Knoxville, Tenn., from Tim W. Smith to W. H. Bright; Lincoln, Palatka, Fla., to Clarence E. Walker.

Publix Theatres Corporation has summoned its various district and division managers for a conference to open at the company's New York headquarters April 4.

New Pittsburgh House Opening Next Month

THE theatre which Harris Amusement Co. is erecting in Mt. Oliver section of Pittsburgh, Pa., will probably be opened during May. The house will seat 1,600, will be equipped with Vitaphone-Movietone. Cost in the neighborhood of $450,000. No name chosen although it may be called the Harris Hill Top.

The new Oakford, Richwood, W. Va., was opened early in March.

M. Garfinkle, Pittsburgh film man and exhibitor, has taken over the Western Pennsylvania-West Virginia agency for Cinephone.

The New Victoria, Wheeling, W. Va., was opened March 16th.

Lawrence C. K. Ridington is now manager of the Riant, Norristown, Pa. For the past two years he served as accountant for the company, and now succeeds Francis Case.

Goodwill Theatres, Inc., of Union, W. Va., plan to erect theatre at Princeton, W. Va. J. A. Little is general manager of Goodwill.

Albert J. Youndt, assistant manager at Davis Theatre, is now acting in similar capacity at Stanley, both in downtown Pittsburgh.

Jerry Mayhall is now arranging music for the Stanley and Enright, Pittsburgh.

Universal's Cameo, Pittsburgh, destroyed by fire last July 4th, is soon to be rebuilt.

The new Robb Theatre, Clairton, Pa., will probably be ready for opening during April. Seating capacity, approximately 745.

Majestic Amusement Company has broken ground for a big new house at Rochester.

Milwaukee T. O. Elect New Officers

THE Milwaukee Theatre Owners Association held its annual election of officers at the Randolph Hotel on Wednesday. New officers are Fred S. Meyer, president; A. J. Guttenberg, vice-president; Sherman Brown, Jr., secretary; Ernest Langmack, treasurer. Board of directors for coming year is comprised of officers just elected and Harold J. Fitzgerald, James Higler, Henry Goldenberg, George Fischer, Steve Bauer.

Mr. and Mrs. S. Olson of the Pastime, Delavan, have returned from a month's trip to Florida and Cuba.

Paul Schultz, of the Orpheum, Hancock, was recent visitor at exchanges.

Dan Kelliher, Elkhorn exhibitor, came up from Florida, where he is spending some time, took care of matters pertaining to his theatres, and returned.

Charles Plaine, manager of the Grand, Oconoto Falls, and W. R. Vincent, associated with Syncophone, were in the city recently.

Move Afoot To Obtain Film Freedom In Mass.

FOLLOWING the success of the Association of Public Librarians of Massachusetts in securing legislation for extensive revision of the book censorship rules, theatre owners and managers are planning to wage an active battle before the next Legislature to secure a similar revision of the rules of censorship of motion pictures and Sunday releases.

The Maplewood, Malden, Mass., was totally destroyed by fire early Wednesday morning with loss estimated at upwards of $50,000. Jack R. Radin owns the building and operates the theatre.

Firemen of Quincy, Mass., extinguished a fire in the boiler room of the Regent while a show was in progress without the audience being aware of the blaze.

Samuel Wernick, owner, and Frank Lenehan, manager Wernick, Chicopee Falls, Mass., were in Boston during the week.

The Victoria, Greenfield, has now been equipped for sound and Louis Rosenzweig was in Boston during the week booking sound features.

The Strand, Southbridge, and the Gardner, Gardner, have started Sunday shows.

The Star, Newmarket, N. H., is closed.

The Opera House, Lakeport, reopened Monday after having been closed since the fire of several weeks ago. Repairs have been made.

Southbridge voted in favor of Sunday films 2,348 to 1,640 at its annual town meeting.

Exhibitor Notes From Salt Lake City

"HAP" Fredericks, former branch manager for Sheffield exchange here, has joined the Universal sales staff here, and is taking the place of J. A. Epperson, who has been working in Southern Utah for this organization, and who has resigned.

S. M. Smart has taken over the Mission Theatre, a suburban house here, formerly operated by J. H. Harrison, it is reported.

S. C. Ruschmeier has recently taken over the Bonita Theatre at Provo, Utah.

Louis Marcus, of the Marcus Enterprises, accompanied by James W. Collins, with Mrs. Marcus and Mrs. Collins, left this week for a six weeks' trip to the Pacific coast, Panama, Florida and New York.

Mervin Peterson of the Avalon Theatre at Fillmore, Utah, is visiting film row here this week.

J. A. Firmage of the Jewel Theatre of Bever, Utah, was in this city conferring with branch manager, as was Ray Sutton, operating the Strand Theatre at Provo, Utah.

Projection Fire In Ann Arbor House

THE Rao, Ann Arbor, Mich., house, suffered a blaze in projection booth March 20. Origin of fire not determined, although an operator was in booth at time.

The Michigan, a campus house of 2,200 seats will open with sound early in April, equipment for Vitaphone and Movietone installation is being installed.

4 Omaha Houses Pass Into New Hands

R. A. DAVIS recently sold the Ritz, Holbrook, Neb., to Messrs. Sherburne and Shoemaker. Sherburne owns the Electric in Cambridge, Neb.

Sale of the Leeds, Leed, Ia., to M. C Kirkpatrick was recently completed by Mrs. M. Danese, former owner.

The Goldlite, Decatur, Neb., which was badly damaged by fire on March 8, is temporarily closed for repairs.

The Palace, Burlington, Ia., was recently sold by Oscar Jacobs to Central States Theatres Co.

J. C. Penny Co., Inc., have leased the Gem, Minden, Neb., from C. G. Binderup presumably to remodel into a store building.

New houses opening this week: Seamon in Big Springs, Nebr. A. H. Lehman opening theatre in Avoca, Nebr.

H. H. Ludeman has taken over management of the Cota, Waukon, Ia. The Grand, Independence, Ia., is now owned by E. W. Hageman.

U Appoints New Frisco Publicity Head

HOWARD McBRIDE has been with Universal for three years, so Universal felt the best way for McBride to celebrate his third anniversary was to have him move his headquarters to San Francisco, to be head of publicity for the Western Division of Universal.

E. E. Fulton Company are supervising all the work being done on Sol Levis' Strand Theatre, San Francisco.

Lee Ballister, director of National Theatres Syndicate, has made a trip over the territory, visiting every theatre on the circuit.

Louis R. Greenfield and Joel C. Cohen have just returned from a vacation of several weeks in Honolulu.

An after-theatre dinner dance was given recently at the Leamington Hotel by the employes of the various theatres near Oakland. Assistant Manager Isabella, of the New Oakland, handled the preliminary matters.

Crane Wilbur, Beatrice Blinn, Eugene Eby, Robert McWade and E. O. Bondeson, manager of the Dufwin, were honor guests at the Oakland Ad Club luncheon, March 12.

The new Sequoia, Mill Valley, opened recently.

Under the management of Frank W. Vail, a new slide and film studio has been opened at 261 Golden Gate avenue by S. C. Long.

Three San Francisco theatres and two in the East Bay were without union musicians, motion picture operators, and stage hands, March 19, as a result of the latest dispute between the Musicians' Union and theatre managers.

EMPIRE LABORATORIES INC.
723 Seventh Ave., N. Y. Quality Bryant 2180-2181-2182
DEVELOPING AND PRINTING MOTION PICTURE FILM

Dallas Supply Firm Is Again Functioning

THE King Scenic & Theatre Supply Co., Dallas, Tex., is again turning out orders on schedule following the total loss of their studios by fire. The loss by fire was between $25,000 and $30,000, of which $15,000 was covered by insurance.

Frank Starz, director of publicity for the Interstate Amusement Co., left April 6th for New York, Chicago and St. Louis on a combined business and pleasure trip.

Raymond Lilly will be in charge of the new Interstate Theatre, San Antonio, when it is opened. John Loveridge is now in charge of the Majestic at Fort Worth. Frank Weatherford, acting manager of the Majestic, Fort Worth, will be transferred to the new theatre in San Antonio. Other changes in the personnel of the Interstate circuit include E. W. Pfaffenberger, treasurer, Majestic, Dallas; Dave Miller, treasurer, Majestic, Houas assistant manager of Loew's Theston; Harry Slinker, treasurer, Fort Worth.

Bob Armstrong, former director of publicity for the Palace, Dallas, left for Hollywood, where he will continue in publicity work.

Mr. Karl Hoblitzelle, president of the Interstate Circuit, and Colonel Fardwell and Mr. O'Donnell, of the same company, are in San Antonio on business pertaining to the erection and opening of the company's new theatre there.

The Majestic, Little Rock, Ark., is now in operation as a sound house and is equipped with both Vitaphone and Movietone.

Three major changes in management of Publix Theatres in San Antonio, Tex., have been announced by J. O. Cherry, district manager of Publix Theatres in Texas.

Al Fourmet, manager of the Empire Theatre, has been promoted to managing director of the Texas Theatre, San Antonio. He succeeds William C. OHare, who has been transferred to the Minnesota district.

H. J. Thatcher, of Miami, Fla., succeeds Fourmet as manager of the Empire, San Antonio.

Past Week In Florida Was Slow

H. E. MOORE and B. E. Darby bought the Ariana, Auburndale, Fla., and re-opened it under the name of the Park. To inaugurate opening they gave free show Friday night.

W. A. Barry and P. O. Hughes have leased the Loop, Sulphur Springs, Fla., and plan to re-open it shortly.

Downtown pre-Easter services during the noon hour were given each noon the past week at the Strand, Tampa.

Citizens of Fort Pierce, Fla., by a vote of 365 to 49 on Tuesday, March 19, definitely decided on a policy of Sunday motion picture shows for Ft. Pierce.

Manager Al F. Weiss, Jr., and Jonas Perlberg, house manager, Jacksonville, Fla., are the Florida Theatres battery of smilingly efficient executives responsible for muchly increased box-office grosses in the near past and present.

W. A. Krause, Jr., manager of the Empress, was one of the lucky ones to get away Sunday on E. J. Sparks' annual fishing trip.

Censa Galetti, second woman of the Arcade Players, was married recently to Ralph Feathers, local orchestra leader, news of the wedding becoming known this week.

Ottawa Musicians Feel Effect Of Sound

ACCORDING to reports at Ottawa, Ontario, 25 local musicians are "affected" by the introduction of sound films at four Ottawa theatres. On the other hand, there is an acute shortage in Ottawa of projectionists because the projection booth crew has been doubled in each house as it has been wired. Further, three theatres that had been operated on an open-shop basis have come to terms with the union at last and new operators have been introduced there as well.

By way of a business boost during the Lenten season, the United Amusements, Limited, Montreal, presented two valuable silver cups as prizes for an elimination dancing contest in eight of their fourteen local theatres during the week of March 18.

Helmuth Preisereck, projectionist of the Columbia, Victoria, B. C., proved to be a hero when fire broke out in the projection room during the Saturday matinee performance when the house was crowded with children. When he failed to extinguish the film fire with two extinguishers, Preiserck seized the burning reel with his bare hands and thrust it into the wash basin. Choked with fumes and with his face and hands burned, he notified the manager and the fire department finished the job without the knowledge of the crowd, the show being resumed after a short delay.

S. B. Taube, of Toronto, veteran film exchange man, has been appointed Canadian general manager for World Wide Pictures, with headquarters in Toronto.

The Baldwin Sound Reproducing Equipment has been installed in the Palace Theatre, London, Ontario, a unique neighborhood house recently opened by Sam Marks, formerly of Toronto.

Edmonton, Alberta, has been added to the list of Canadian cities to have wired theatres following the re-opening of the Capitol Theatre by Manager Harold Bishop after a lay-off of two months, during which the capacity of the house was raised from 1,000 to 1,600 seats through the building of a balcony and the wiring was done.

The RKO Trophy, emblematic of the championship of the Big Four Hockey League at Ottawa, was won by the Imperial team following a strenuous season's play.

The new Famous Players at Ottawa, Ontario, to seat 2,400, will be completed next January, according to official announcement by Clarence Robson, Eastern Division manager of Famous Players, at Ottawa, on March 27. The interior will be finished in Oriental style and the house will cost $750,000.

Engineers and electricians are now engaged in the installation of RCA Photophone equipment in the Orpheum, Winnipeg, Manitoba, of which F. E. Wedge is manager.

The Cartier, Montreal, the latest house to be added to the group of splendid suburban houses of Confederation Amusements, Ltd., in the Canadian metropolis. The Cartier has 1,200 seats.

Events In Cincinnati And Suburbs

THE "No Sunday Shows" clause incorporated in the lease given in the past to the Ashland Opera House, Ashland, Ohio, will be stricken therefrom when a new contract is made for operation of the house. In the past it has been the requirement of city council that the theatre remain dark on Sunday.

Milford Unger, manager of Grand Opera House, Cincinnati, says A. L. Erlanger, owner, plans to have the house wired for talking pictures. Talkies will be used when legitimate productions are not available.

The Capitol, Steubenville, O.; The Bexley, Dover, O.; the Sixth Street, Coshocton, O.; the State, Springfield, O., and the Oxford, Oxford, O., are among recent houses to install sound equipment.

Sam Mankins, Maysville, O., has appointed William Dillbeck to manage the Folly.

John Schwalm, manager of the Rialto, Hamilton, O., accompanied by his two sons, recently spent considerable time in Pittsburgh visiting Mr. Schwalm's aged father.

Manager Griff. Granger, of the Kaypee, Mt. Gilead, O., reports he will continue keeping his house open every evening, rather than curtail his showings to two nights a week.

Shine's Ohio, Sidney, O., has joined the rank of Sunday houses.

Manager William Erk, of May's Opera House, Piqua, Ohio, has kept his theatre open for two successive Sundays in order to test the reaction from the town's "antis."

Keith's, Dayton, O., celebrated Easter by inauguration of sound pictures in addition to regular programs.

Ray Jones arrived on Wednesday as assistant manager of Lew's Theatre, which will be formally opened on or about April 20, Jones making the first announcement of the opening of the new 3,000 seater. Manager not named, Jones coming here from Cleveland.

H. J. Graybill, former Interstate Theatre manager at Bellaire, comes to Cuyahoga Falls, Akron suburb, as manager of Falls theatre, which is now wiring.

Contract for construction of a $75,000 theatre building at Kenton, O., has been awarded by the Kenton Amusement Company.

Among visitors to Toledo, O., theatre row this week was David J. Chatkin, general director theatre management for Publix. Mr. Chatkin was manager of the Toledo Film Exchange 14 years ago.

Plans for two new neighborhood movie houses in Toledo, O., are being drafted by architects. Thomas H. Gardner proposes an 800-seat building, 50 by 100 feet, while E. M. Francis plans a 500-seat theatre, also 50 by 100 feet. Sites have not been definitely selected.

Wichita, Kas., To Vote On Sunday Movies

NO sooner do Kansas exhibitors get out of one "tight situation" than another bobs up. The problem now is to defeat reformers trying to abolish Sunday shows in Wichita, Kas. The question will be put to voters April 16.

The first instance of where a memorial building has been put to use as a motion picture theatre, operating for commercial purposes only, under the recent Kansas law legalizing such practice, occurred in Hiawatha, Kas., where William Schenkelberger has been given a lease on memorial building to operate as a motion picture show, not subject to taxation.

While a fire raged in projection room of the Elliott, Independence, Mo., Saturday, entire house was emptied without confusion. About $2,400 worth of film was destroyed and two projection machines damaged.

Thieves entered the El Dorado, Eldorado, Kas., Friday night, rolled large safe from office into auditorium, where dial was knocked off of it, and $500 taken.

The Tucker and Majestic, Liberal, Kas., have been sold by Henry Tucker to Midwest Theatres, Kansas City. Mr. Tucker probably will remain as manager of houses. Tom Magruder has sold his Elite, Iola, Kas., to O. D. Taylor. The Delharco, Osborne, Kas., has been purchased by Sam Blair of Belleville, Kas., from D. F. Harris.

Michael Purcell no sooner had his New Lewis, Independence, Mo., which he still manages, to the Glenn Dickinson circuit, than he proceeded to get married, the bride being Miss Helen Turner of Independence.

The following out-of-town exhibitors were in the Kansas City market last week: H. Goebel, Garden City, Kas.; John Scheiferecke, Opera House, Lenore, Kas.; C. E. Mallory, Liberty Theatre, Brewster, Kas.; C. W. Trickett, Trickett Theatre, Bird City, Kas.; Charles Goodell, Ottawa, Kas.

Report Loew Acquires Indiana House

CONTROL of the New Grand, Evansville, Ind., is said to have passed from R-K-O into the control of the Loew circuit.

H. A. Sommers, manager of the New Grand for the past two and one-half years, has accepted the managership of the Stanley, Jersey City, N. J.

Rumors of a deal involving the Majestic, of the North End Amusement Co., Evansville, Ind., are current about town, but Manager Charles Sweeton, who returned to the job after a layoff because of auto accident injuries, says no deal has yet been made with anyone, although several firms have been conducting negotiation with him.

The American, Evansville, Ind., closed last Wednesday for remodeling and the installation of Western Electric talking picture equipment.

3 New York Exhibitors Laid Low By Illness

WORD has reached Albany that James Roach, of Schenectady, former general manager of Farash there, is dangerously ill in New York hospital, suffering from abscess on the brain.

Frank Braymeter, theatre manager of Schenectady, now handling Rivoli, has been confined to bed for past week.

Jacob Feldman, of Schenectady, is ill at his home, suffering from arthritis.

Sunday movie proposal was carried by heavy majority in recent election in Malone, N. Y. Village board has to say whether resolution or ordinance permitting Sunday shows shall be passed.

Lew Fischer, of Fort Edward, in Albany last week, announced that he will install talking apparatus in Hoosick Falls theatre.

Eli Rosenbaum, of Hippodrome, Ogdensburg, is negotiating with orchestra formerly at Strand which was discharged when talking pictures were installed. The orchestra may play on percentage basis.

Moe Mark and Moe Silver, of Stanley Co., were in Albany last week.

C. H. Buckley, who runs Leland and Clinton Square, Albany, has been busy during past week, supervising installation of a soda water fountain in Leland lobby.

Amos Leonard, of Syracuse, former salesman for Pathe, is once more back, being connected with Albany force of Worldwide.

Harry Hellman, owner of Royal and Paramount, Albany, is building a log cabin in connection with his summer home on one of the nearby lakes. Neil Hellman, manager of Paramount, was in Syracuse during week.

The Happy Hour, Binghamton, has been sold by J. C. Hillman, to Charles and John Savery, of Binghamton.

Situations Wanted

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

EXPERIENCED ORGANIST desires position in 6-day New Jersey wired theatre maintaining manager intelligent enough to use organ as "sound relief." Experienced as assistant manager and sound reproducing. $75 to start. Liberty Sept. 1st. Box 245, Motion Picture News, 729 Seventh Ave., New York City.

New "Arty" Cinema Is Opened In Philly

APPARENTLY encouraged by the success of Little Market Street, Philadelphia's second Film Guild Cinema opened to the public in the redecorated and refurnished Regent on Market Street between Sixteenth and Seventeenth on March 25th. The house plays continuous policy, with one week stands, except in case of holdovers, with top of 75 cents in evenings. Coffee is served in lobby. J. T. Machat is manager while Symon Gould is art director.

Moviephone, sound on disc device, is being distributed in this territory by Joseph Klein and Herman Levin, of De Forest Phonofilm Co.

Pictureland Theatre, Reading's oldest picture house, seating 400, closed March 30th and will be converted into store.

As direct result of M. P. T. O. Sound Convention in Philadelphia March 15th, local distributors of sound devices report a marked increase in sales to exhibitors. An R. C. A. Phototone is being installed in the Germantown Theatre, owned by Dr. Walter Steumpfig.

Petitions for the return of silent motion pictures were signed here today among the members of the Speech-Reading Club and will be circulated among sixty-two other leagues for the deaf in all parts of the country.

The Princess, Philadelphia, has closed owing to poor business; house now for sale.

The Grand, Stroudsburg, Pa., was swept by fire, causing a loss estimated at $50,000.

Silverman Bros. Obtain 2 Cleveland Houses

MESSRS. Jacob and Isaac Silverman, have purchased the Uptown and the Variety, Cleveland, from Variety Amusement Co. Ed Weiss will manage the Uptown, and Lee Berger the Variety.

Dwight Smith, with Universal theatres, sails early in April to join Universal in Berlin. Jimmy Carrier, in charge of local Universal houses, has moved his headquarters from Union Bldg. to Cedar-Lee Theatre, Lee Road.

Harry Horwitz, who owns Olympia and Cedar Theatres, Cleveland, has purchased New Broadway from Universal chain. E. F. McBride will continue as house manager. Combination vaudeville and pictures will be policy at the New Broadway, with all sound pictures at Olympia.

Silverman Bros. opened Majestic, Mansfield, on Easter Sunday.

Fred A. Foster has notified Cleveland Film Board of Trade that he has permanently closed Home Theatre, Seville.

Phil Zeller is new lessee of Elk Theatre, Toledo, which he has reopened under name of New Elk.

Paul Gusdanovic did not renew his lease on Orpheum, Cleveland, and lease went to Dr. Hollander, local dentist.

L. Korobov is managing the Manhattan, Cleveland, which he recently sold to Sam Farber.

Theatre owners of Oklahoma are reported to be mobilizing their strength, through M.P.T.O. to resist passage of House Bill No. 397, which seeks to make valid and enforceable written provisions of agreements for the arbitration of disputes and officers of the M.P.T.O. assert that it would be effective against exhibitors in matters pertaining to the show business upon which disagreements crop up.

Jack Long has purchased the Colonial, Bay City, Tex., from J. Preddy.

Contest between the Dent Theatres, Inc., and the motion picture operators at Tyler, Tex., over wage scales when talking pictures were introduced to that town, terminated with the Dent theatres there going open shop.

Teeters & Isley will install sound equipment of the Phototalkers variety in following: Rialto, Wellington, Tex.; Normana and Princess at Victoria, Tex.; Gem at Ryan, Okla.; Aldridge at Okla. City; Chickasha, at Chickasha, Okla.

Ray Teal, stage band leader of the Greater Palace, Dallas, Tex., will not be transferred to New Orleans as planned.

Representatives of William Fox were in Oklahoma City last week negotiating for a site for a new Fox Theatre to be built in the business district in the near future.

Norman Theatre Company, Norman, Okla., has incorporated, capital stock $5000. Incorporators, Ted Colbert, A. F. Colbert and H. K. Buchanan.

Sam Stokes and four employees of the R & R Palace Theatre at McAlester, Okla., were fined $20 and $5 respectively for showing on Sunday.

Week Is Quiet Along Seattle Film Row

PATHE'S new exchange, now under construction on Seattle's new Film Row, will be the first in the city to have a projection room equipped for sound.

Ray Grombacher, ex-president of the M.P.T.O.W. and head of a Spokane chain, last week spent a few days in Seattle, after concluding the deal with Universal for the purchase of their Clemmer.

Loren C. Wahl, head of the Grand, Bellingham, was another out-of-town visitor. Mr. Wahl reports the installation of sound equipment.

Joe Bradt, owning and operating the Roycroft and Gala Seattle, has just concluded a deal with N. N. Ellermand for the sale of the Gala.

A. J. Sullivan, head of the Seattle Columbia exchange, had important visitors last week. One was Clarence McKain, supervisor of exchange for the company, who passed through on his way to Australia. And the other was Joe Goldburg, Columbia's Western division manager.

George Jungert, former exhibitor of Milton and Freewater, Oregon, last week purchased half interest in Eddie River's Tri-State Theatres.

Waldo Ives, exhibitor from Anacortes and Mount Vernon, spent a short time on Film Row last week.

Theatre Activities In Central Penn.

PLUCK of Miss Biehm, pianist in Victor, Allentown, Pa., in continuing to play when fire in projection room, during performance on night of March 28, alarmed audience, averted what seemed likely to be a panic.

Reading's oldest movie house, Pictureland, closed March 30 and property will be remodeled for use as store.

The Strand, York, began its career as a talkie and sound picture house on April 1, after engineers had worked feverishly to install the equipment on time.

Appell's Opera House, York, vaudeville house, closed late in March. D. J. Hickey, manager, is now in charge of Capitol and Strand.

Walter Z. Reinbold, manager of Victor, Allentown, has succeeded Ralph Kinzer, resigned, as manager of Strand, Pottstown. Louis Henderson, of Opera House, Coatesville, went to the Victor, Allentown.

Jack Maloy, district representative of Wilmer & Vincent Theatres in Altoona, has entered into an arrangement with radio station WFBG, of that city, to broadcast weekly programs from State theatre.

Announcement is made that the Opera House, Parkesburg, has been closed indefinitely.

Newspaper reports state that the City Theatre, Williamsport, has been closed permanently and building will be remodeled for use as storage warehouse.

A number of theatres are reported newly closed in Central Pennsylvania towns. Among them are Globe, Nanticoke, owned by Joseph Emashovsky; Memorial, Paxton; Lyric, Kulpmont and Logan, Loganton. The Palace, Warrior's Run; Garden, Buttonwood, both owned by Steve Podsiadlik, are operating only two nights weekly.

For Sale

SEVERAL THOUSAND brand new upholstered chairs. Sensational bargains. Also 3,000 new veneer chairs way below cost. C. G. Demel, 845 South State, Chicago.

FOR SALE: 1,200 high class opera chairs. Good serviceable condition. Box 425, Motion Picture News, 729 Seventh Ave., New York City.

WANTED: Two Simplex Machines, reflector arcs preferred. Must be in good condition and cheap for cash. Harlan Theatres, Harlan, Ky.

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

COLUMBIA

Title	Star	Rel. Date	Length	Reviewed
Apache, The	Alvarado-Livingston	Nov. 19	5818 feet	
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
Driftwood	Alvarado-M. Day	Oct. 15	6267 feet	
Eternal Woman	Borden-Graves	Mar. 18		
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Lone Wolf's Daughter	Lytell-Olmsted	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Nothing to Wear	Logan-Von Eltz	Nov. 5	5701 feet	
Object—Alimony	Wilson-Allan	Dec. 22	6266 feet	
Power of the Press	Fairbanks, Jr.,-Ralston	Oct. 31	6465 feet	
Quitter, The	Lyon-Revier	April 1		
Restless Youth	M. Day-Forbes	Nov. 30	6085 feet	
Stool Pigeon	Borden-Delaney	Oct. 25	5792 feet	
Sideshow, The	Prevost-Graves	Dec. 11	5999 feet	
*†Submarine	Holt-Revier	Nov. 12	8192 feet	
	(Silent Version)	Nov. 12		Sept. 15
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10		
*†§Younger Generation	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Backelor Girl, The	Logan-Collier-Todd			
*†§Broadway Hoofer, The				
*†§Donovan Affair	Holt-Revier		7200 feet	Mar. 30
*†§Fall of Eve				
*†§Father Love				
*†§Flying Marine, The	Ralph Graves			

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
All in Fun	Jerry Mandy	Oct. 21	1 reel	Oct. 27
Air Derby	Reed Howes	Jan. 6	2 reels	
America's Pride	Our World Today	Oct. 7	1 reel	Oct. 6
Auntie's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Be My King	Lupino Lane	Dec. 9	2 reels	Nov. 10
Best Dressed Woman in World	Our World Today	Feb. 17	1 reel	Mar. 30
Bumping Along	Stone-Ruth	Nov. 18	1 reel	Nov. 3
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Come to Papa	"Big Boy"	Oct. 14	2 reels	Oct. 13
Companionate Service	Dorothy Devore	Oct. 7	2 reels	Oct. 6
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fisticuffs	Lupino Lane	Oct. 28	2 reels	Oct. 27
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Follow Teacher	"Big Boy"	Dec. 16	2 reels	Nov. 17
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Glorious Adventure	Hodge-Podge	Oct. 14	1 reel	Oct. 27
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	Apirl 28	2 reels	Mar. 16
Hay Wire	Stone-Dale	Nov. 4	1 reel	Oct. 27
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Hold That Monkey	Monty Collins	Nov. 11	2 reels	Oct. 27
Hot or Cold	Al St. John	Dec. 2	2 reels	Nov. 10
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar. 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
In the Morning	Vernon Dent	Dec. 30	1 reel	Nov. 24
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Kitty, Kitty	Bradley-Thompson		1 reel	Mar. 16
Lucky Duck	Billy Dale	Oct. 7	1 reel	Sept. 15
Magic City	Our World Today	Nov. 11	1 reel	Nov. 3
Making Whoopee	Goodwin-Bradley	Oct. 28	2 reels	Oct. 13
Meandering Thru the Menagerie	Hodge-Podge	April 28	1 reel	
Misplaced Husbands	Dorothy Devore	Nov. 25	2 reels	Nov. 24
Moving Movie Show	Hodge-Podge	Mar. 31	1 reel	
Murder Will Out	Vernon Dent	Dec. 16	1 reel	Nov. 10
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	
Patchwork of Pictures	Hodge-Podge	Nov. 18	1 reel	Nov. 24
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Permanent Wave Railroad	Our World Today		1 reel	Dec. 1
Playful Papas	Jerry Mandy	Dec. 1	1 reel	Dec. 1
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Quiet Worker	Jerry Drew	Nov. 4	2 reels	Oct. 6
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Shifting Scenes	Hodge-Podge	Dec. 16	1 reel	Mar. 30
Skywayman, The	Reed Howes	Nov. 18	2 reels	Nov. 3
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Stage Frights	George Davis	Oct. 21	2 reels	Oct. 6
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent		2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Wooing Fish	Our World Today	Jan. 13	1 reel	
Walat a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Whse Wimmin	Jerry Drew	Mar. 31	2 reels	
Wives Don't Weaken	Drew-Bradley	Dec. 16	2 reels	Dec. 15
*†§Zip! Boom! Bang! (A. T.)	McKee-Conlin-Glass		2 reels	

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The	Gribbon-Clyde	April 7	2 reels	
*†§Bride's Relations	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues	Johnny Burke	Mar. 10	2 reels	
*†§Eligible Mr. Bangs	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§Lion's Roar	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Old Barn	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Right Bed, The	E. E. Horton	April 14	2 reels	
*†§Whirls and Girls	Gribbon-Clyde	Feb. 24	2 reels	Feb. 16

FIRST NATIONAL

Title	Star	Rel. Date	Length	Reviewed
*†Adoration	Billie Dove	Dec. 2	6360 feet	Jan. 19
*†§Barker, The	Sills-Compson	Dec. 30	7137 feet	Dec. 15
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz	Mackaill-Mulhall	Mar. 3	6426 feet	
	(Silent Version)	Feb. 17	6296 feet	
Companionate Marriage	Bronson-Walling	Oct. 21	6227 feet	
Crash, The	Sills-Todd	Oct. 7	6225 feet	
Dancing Vienna	Myon-Mars		5683 feet	
*†§Divine Lady, The	Griffith-Warner	Mar. 31	9914 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
Do Your Duty	Charlie Murray	Oct. 14	5976 feet	
Glorious Trail	Ken Maynard	Oct. 28	5886 feet	
*†Haunted House	Kent-Todd	Nov. 4	5755 feet	Dec. 22
*†His Captive Woman	Sills-Mackaill	Mar. 24	7692 feet	Jan. 19
*†§Hot Stuff	Alice White	April 14		
	(Silent Version)	Mar. 24		Mar. 9
*†§Lilac Time	Moore-Cooper	Nov. 8	8967 feet	Mar. 24 '28
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	Billie Dove	April 7		
	(Silent Version)	Mar 17		
*†Naughty Baby	White-Mulhall	Dec. 16	6360 feet	Feb. 9
	(Silent Version)		6406 feet	
*†Outcast	Griffith-Lowe	Nov. 11	6226 feet	Dec. 8
Phantom City	Ken Maynard	Dec. 23	5887 feet	
*†Saturday's Children	Corinne Griffith	April 14		
	(Silent Version)	Mar. 10	6727 feet	
*†Scarlet Seas	Barthelmess-Compson	Dec. 9	6237 feet	Jan. 5
*†Seven Footprints to Satan	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†Synthetic Sin	Colleen Moore	Jan. 6	6730 feet	Jan. 12
Ware Case, The	Special Cast	Nov. 25	6185 feet	
*†§Weary River	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies	Alice White			
California Mail	Ken Maynard			
*†§Careers (A. T.)	Dove-Moreno-Myers			
*†§Dark Streets	Milton Sills			
Drag	Barthelmess-A. Day			
*†§Girl in the Glass Cage	Dorothy Mackaill			
*†Hard to Get	Mackaill-Burns			
*†§House of Horrors	Todd-Hale-Fazenda			
	(Silent Version)		6700 feet	Sept. 22
Lawless Legion	Ken Maynard		6 reels	
*†§Lilies of the Field	Corinne Griffith			
‡†§Prisoners	Corinne Griffith			
Royal Rider, The	Ken Maynard			
*†§Smiling Irish Skies	Colleen Moore			
*†§Squall, The	Joyce-Loy			
*†§Twin Beds	Mulhall-Miller			
*†§Two Weeks Off				
Wells Fargo Express	Ken Maynard			

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Blindfold	O'Brien-Moran	Dec. 9		
	(Silent Version)	Dec. 9	5598 feet	Jan. 5
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
*†Dry Martini	Astor-Moore	Oct. 7	7176 feet	Nov. 10
	(Silent Version)	Oct. 7	6828 feet	
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†Great White North	Special Cast	Dec. 30	5560 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 10		
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
Homesick	Sammy Cohen	Dec. 16	5153 feet	
*†§Hearts in Dixie (A. T.)	Clarence Muse	Mar. 10	6650 feet	Mar. 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	April 7		
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28	10116 feet	Sept. 22
*†§Mother Machree	Bennett-McLaglen	Oct. 21	6807 feet	Mar. 17 '28
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
*†Me Gangster	Terry-Collyer	Oct. 14	6042 feet	Oct. 27
*†Not Quite Decent	Collyer-Dresser	Mar. 24		
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
*†Prep and Pep	Rollins-Drexel	Nov. 18	6806 feet	Jan. 5
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	
*†Romance of the Underworld	Astor-Boles	Nov. 11	6162 feet	Jan. 12
*†Riley the Cop	McDonald-Drexel	Nov. 25	6132 feet	Dec. 8
	(Silent Version)	Nov. 25	5993 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
*†Red Dance	Del Rio-Farrell	Dec. 2	9250 feet	June 30
*†Red Wine	Collyer-Nagel	Dec. 23	6194 feet	
*†Sunrise	O'Brien-Gaynor	Nov. 4	8393 feet	Oct. 14
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5526 feet	
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
Taking a Chance	Rex-Bell	Nov. 18	4876 feet	
*†Trent's Last Case	Griffith-Day	Mar. 31		
*†§Through Different Eyes	Baxter-Lowe	April 7		
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Churchill-Terry	April 21		

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
Chasing Through Europe	Stuart-Carol			
Christine	Gaynor-Morton			
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
Fox Follies	Special Cast			
Girl Downstairs, The	O'Brien-Moran			
Joy Street	Eaton-Moran-Stuart			
Lost in the Arctic	Special Cast			
Masked Emotions	George O'Brien			
One-Woman Idea, The	LaRocque-M. Day			
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
Protection	Burgess-Elliott-Page			
River, The	Farrell-Duncan		7313 feet	Jan. 5
Veiled Woman, The	Tora-Alba			
Woman, The	Astor-Boles			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Glories of the Evening	Variety	Nov. 11	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 16	1 reel	
Low Necker	Marjorie Beebe	Dec. 18	2 reels	Jan. 14
Monument Valley	Variety	Nov. 25	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Steeplechase	Variety	Oct. 14	1 reel	
Storied Palestine	Variety	Dec. 23	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
*†§Friendship				
*†§George Bernard Shaw	Interview			June 30
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Interview, The	Clark-McCullough			
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The	Clark-McCullough		2 reels	
*†§Mind Your Business	Hugh Herbert			
*†§Napoleon's Barber	Otto Mattiesen	Feb. 17	2980 feet	
*†§Nightie Knights	Clark-McCullough		2 reels	
*†§Old Tunes for New	Dr. Sigmund Spaeth		1 reel	Mar. 2
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Serenade (Schubert)	Harold Murray			Sept. 8
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8

GENERAL PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelor Club, The	Talmadge-Worth			
Heroic Lover, The	St. Leo-Bedford			
Wild Heart of Africa	Special Cast	(Parthenon Pictures)		

GOTHAM

FEATURES

Title]	Star	Rel. Date	Length	Reviewed
Head of the Family, The	Russell-Corbin		6250 feet	
Thru the Breakers	Livingston-Herbert		6420 feet	
*†§Times Square	Day-Lubin		1 reels	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†Baby Cyclone	Cody-Pringle	Nov. 3	5053 feet	
*†Brotherly Love	Dane-Arthur	Oct. 13	6053 feet	
Bushranger, The	Tim McCoy	Nov. 17	5220 feet	
*†§Bridge of San Luis Rey	Damita-Alvarado	Mar. 30		
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.)	Page-Love-King		9372 feet	Feb. 16
Dream of Love	Crawford-Asther	Dec. 1	7987 feet	Jan. 5
*†Desert Nights	Gilbert-Nolan	Mar. 9	6177 feet	
	(Silent Version)	Mar. 9		Jan. 19
*†§Duke Steps Out	Haines-Crawford	Mar. 16	6236 feet	
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet	Novarro-Page	Jan. 19	9044 feet	Feb. 16
Honeymoon	Flash-Moran	Dec. 29	4823 feet	
Lady of Chance	Norma Shearer	Dec. 22	7126 feet	Jan. 26
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
Masks of the Devil	John Gilbert	Nov. 17	6575 feet	Dec. 1
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Napoleon	Special Cast	Oct. 27	6893 feet	Feb. 16
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
Shadows of the Night	Flash-Gray	Oct. 6	5448 feet	
*†Show People	Davies-Haines	Oct. 20	7453 feet	Nov. 17
Spies	Special Cast	Dec. 8	7999 feet	Mar. 9
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
*†Trail of '98	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5		Mar. 24, '28
*†Tide of Empire	Adoree-Duryea	Mar. 23	6552 feet	
*†Wind, The	Gish-Hanson	Oct. 27	6721 feet	Nov. 17
*†§White Shadows in the South Seas	Blue-Torres	Nov. 10	7968 feet	Aug. 18
West of Zanzibar	Chaney-Nolan	Nov. 24	6150 feet	Jan. 5
*†Woman of Affairs	Garbo-Gilbert	Dec. 15	8319 feet	Nov. 3
*†Wild Orchids	Garbo-Asther	Feb. 23	9235 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
All Parts	Charley Chase	Oct. 27	2 reels	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Assorted Babies	Ufa Oddities	Nov. 5	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
*†Booster, The	Charley Chase	Nov. 24	2 reels	
	(Silent Version)	Nov. 24	2 reels	
Boy Friend	Roach Stars	Nov. 10	2 reels	Dec. 1
Call of the Cuckoo	Max Davidson	Oct. 15	2 reels	
Chasing Husbands	Charley Chase	Dec. 22	2 reels	
Do Gentlemen Snore?	Roach Stars	Oct. 13	2 reels	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Early to Bed	Laurel-Hardy	Oct. 6	2 reels	Nov. 3
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Feed 'Em and Weep	Roach Stars	Dec. 8	2 reels	
Foundations of Eold	Ufa Oddities	May 16	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Habeas Corpus	Laurel-Hardy	Dec. 1	2 reels	Jan. 12
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Kisses Comes High	Ufa Oddities	Dec. 8	1 reel	
Leader, The	Ufa Oddities	April 27	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
	(Silent Version)	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Lonely Lapland	Ufa Oddities	Nov. 10	1 reel	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Madame Du Barry		Nov. 17	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
*†Noisy Neighbors	"Our Gang"	Feb. 9	2 reels	
	(Silent Version)	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
*†Ol' Gray Hoss	"Our Gang"	Oct. 20	2 reels	Oct. 13
	(Silent Version)	Oct. 20	2 reels	July 28
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding	Ufa Oddities	April 13	1 reel	
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Savage Customs	Ufa Oddities	Nov. 24	1 reel	
*†School Begins	"Our Gang"	Nov. 17	2 reels	Sept. 29
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
*†Spanking Age	"Our Gang"	Dec. 15	2 reels	
Strange Prayers	Ufa Oddities	Dec. 22	1 reel	
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
	(Silent Version)	Dec. 29	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Two Tars	Laurel-Hardy	Nov. 3	2 reels	Dec. 8
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
*†We Faw Down	Laurel-Hardy	Dec. 29	2 reels	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
	(Silent Version)	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	
Wives for Sale	Ufa Oddities	Oct. 27	1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13	1 reel	Nov. 3
*†Wrong Again	Laurel-Hardy	Feb. 00	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
China Bound	Dane-Arthur	May 18		
Deadline, The	Flash-Lorraine-Gray			
Desert Rider	Tim McCoy	May 11		
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Great Power, The (A. T.)	Special Cast	April 20		
*†§Green Ghost, The				
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Last of Mrs. Cheney	Conrad Nagel			
*†§Madame X	Ruth Chatterton			
Man's Man, A	Haines-Dunn	May 25		
*†§Marianne	Davies-Shaw			
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly-Barrymore			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			
*†§Pagan	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Redemption	Gilbert-Nagel-Adoree			
Single Standard, The	Flash-Gray-Lorraine			
Sioux Blood	McCoy-Frazer		4811 feet	April 30
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Spite Marriage	Buster Keaton	April 6		
	(Silent Version)		6500 feet	Feb. 2
*†§Thunder	Lon Chaney			
*†Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.)	Shearer-Warner-Hackett			
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Voice of the City (A. T.)	Willard Mack	April 13		
	(Silent Version)			
*†§Where East is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
*†§White Collars	Nagel-Love-Hyams			
Wonder of Women, The	Stone-Wood			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Confession (D)	Ames-Nye	Jan. 12	2 reels	
Craig Campbell (D)	3 Songs	June 1	641 feet	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi & Nat Ayer (F)	2 Songs	Nov. 24	1 reel	
Ella Shields (F)	2 Songs	Oct. 27	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Frances White (F)	3 Songs	Nov. 17	1 reel	
Fuzzy Knight (F)	2 Songs	Oct. 13	1 reel	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (F)	2 Songs	Oct. 27	1 reel	
George Dewey Washington (F)	2 Songs	Nov. 17	1 reel	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. color) 1043 feet	
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	
Irving Aaronson's Commanders (D)	3 Band Nos.	June 1	793 feet	
Jan Gabo's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Jimtown Speakeasy (F)	Miller & Lyles	Nov. 10	1 reel	
Johnny Marvin (F)	2 Songs	Sept. 29	1 reel	
Johnny Marvin (F)	2 Songs	Nov. 3	1 reel	
JosephRegan (F)	2 Songs	Oct. 13	1 reel	
Joseph Regan (F)	2 Songs	Nov. 3	1 reel	
Leo Beers (F)	3 Songs	Oct. 6	1 reel	
Locust Sisters (F)	2 Songs	Oct. 6	1 reel	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	
Marion Harris (F)	2 Songs	Sept. 29	1 reel	
Marion Harris (F)	2 Songs	Oct. 20	1 reel	
Marion Harris (F)	2 Songs	Nov. 17	1 reel	
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Mayor of Jimtown The (F)	Miller & Lyles	Oct. 13	1 reel	
Metro Movietone Revue No. 1 (F)	All-star Cast	Nov. 3	(T. color) 2 reels	
Metro Movietone Revue No. 2 (F)	All-star Cast	Nov. 24	(T. color) 2 reels	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
Odette Myrtil (F)	2 Songs	Oct. 20	1 reel	
On the March (F)	William O'Neal	April 27	1696 feet	
Ponce Susters (F)	2 Songs	Oct. 20	1 reel	
Ponce Sisters (F)	2 Songs	Nov. 10	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Soitalny Band Revue	April 20	2042 feet	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Taking the Air (D)	Biltmore Trio	June 15	1 reel	
Tita Ruffo (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
Van and Schenck (F)	2 Songs	Sept. 29	1 reel	
Van and Schenck (F)	2 Songs	Oct. 27	1 reel	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (D)	3 Songs	April 27	833 feet	
Vincent Lopez (D)	3 Piano Solos	Feb. 16	1 reel	
Vincent Lopez (D)	Piano Solos	Nov. 10	1 reel	
Walt Roesmer & Capitolians (F)	2 Band Nos.	Oct. 6	1 reel	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

Title	Star	Rel. Date	Length	Reviewed
Avalanche	Jack Holt	Nov. 10	6099 feet	
*†§Abie's Irish Rose	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Behind the German Lines	Special Cast	Jan. 12	8254 feet	Dec. 8
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Canary Murder Case, The (A. T.)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid The	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
*†§Doctor's Secret, The (A. T.)	Edeson-Chatterton	Jan. 26	5832 feet	Feb. 9
	(No Silent Version)			
*†§Dummy, The (A. T.)	Bennett-Chatterton	Mar. 9	5354 feet	Mar. 9
	(No Silent Version)			
Hunting Tower	Harry Lauder	Nov. 3	5812 feet	
His Private Life	Menjou-Carver	Nov. 7	4690 feet	Nov. 17
*†Homecoming, The	Hanson-Parlo		8104 feet	Nov. 24
*†§Interference (A. T.)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6643 feet	
*†Looping the Loop	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Moran of the Marines	Dix-Elder	Oct. 13	5444 feet	Nov. 3
*†§Manhattan Cocktail	Arlen-Carroll	Nov. 24	6051 feet	Jan. 12
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T.)	Brice-Rooney	Feb. 23	3389 feet	
*†Redskin	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
Someone to Love	Rogers-Brian	Dec. 1	6323 feet	Dec. 8
*†§Sins of the Fathers	Jannings-Chatterton	Dec. 29	7845 feet	Feb. 2
	(Silent Version)	Dec. 9	7724 feet	
*†§Shopworn Angel, The	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
	(Silent Version)	Jan. 12	7112 feet	
Sunset Pass	Holt-Conklin	Feb. 9	5862 feet	
Take Me Home	Daniels-Hamilton	Oct. 13	5614 feet	Oct. 27
Three Week Ends	Bow-Hamilton	Dec. 8	5962 feet	Dec. 15
*†§Tong War (A. T.)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Varsity	Rogers-Brian-Conklin	Oct. 27	6348 feet	Nov. 3
	(Silent Version)	Oct. 27	6063 feet	
*†Wedding March, The	Von Stroheim-Wray	Oct. 6	10659 feet	Oct. 20
*†Woman from Moscow, The	Negri-Kerry	Nov. 3	6916 feet	Nov. 10
What a Night	Daniels-Hamilton	Dec. 22	5378 feet	Jan. 5
*†§Wolf of Wall Street, The (A. T.)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Beaches and Scream	Krazy Kat Cartoon	Oct. 22	1 reel	
B⋿eve It or Not (Christie)	Frances Lee	Nov. 24	2 reels	
Call Again	E. E. Horton	Oct. 20	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27	2 reels	
Footloose Fannie (Christie)	Frances Lee	Feb. 9	2 reels	
Footloose Wimmin (Christie)	Bobby Vernon		2 reels	
Gobs of Love (Christie)	Billy Dooley	Dec. 15	2 reels	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Home Girl, The	Gilmore-Kruger	Dec. 1	2 reels	
Hot Sparks (Christie)	Bobby Vernon	Nov. 3	2 reels	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20	1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6	1 reel	
Lay On, MacDuff (Christie)	Jack Duffy	Nov. 17	2 reels	
Loose Change (Christie)	Jack Duffy	Oct. 6	2 reels	
Nifty Numbers (Christie)	Frances Lee	Jan. 5	2 reels	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13	2 reels	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 26	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
She-Going Sailor, A (Christie)	Billy Dooley	Nov. 10	2 reels	
Should Scotchmen Marry? (Christie)	Jack Duffy	Dec. 22	2 reels	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Bird in the Hand A (Christie A. T.)	Lois Wilson	Feb. 16	2 reels	Feb. 2
*†§Bishop's Candlesticks, The (A. T.)	Walter Huston	Feb. 23	1911 feet	
	(No Silent Version)			
*†§Boyhood Days	Borrah Minnevitch	Jan. 26	1510 feet	
	(No Silent Version)			
*†§Blue Songs	Ruth Etting	Jan. 5		
	(No Silent Version)			
*†§Carnival Man, The	Walter Huston		1½ reels	Mar. 16
*†§False Alarm Fire Co. The	Smith-Dale		1 reel	Feb. 2
*†§Framing of the Shrew The (Christie A. T.)	Colored Cast	April 27	2 reels	Mar. 9
*†§Highlowbrow	Donnelly-Shannon		2 reels	Feb. 2
*†§His College Chums	Orchestea Skit		2 reels	
*†§Hot Lemonade (A. T.)	Fazenda-Arthur			
*†§Humorous Lights (A. T.)	Donald Ogden Stewart			
*†§If Men Played Cards as Women Do (A. T.)	Special Cast		1 reel	Mar. 2
*†§Inspiration	Schuberi's Songs		1 reel	
*†§Instalment Collector, The	Fred Allen			
*†§It Happened to Him (A. T.)	James Barton			
*†§Jed's Vacation (Christie A. T.)	Charles Grapewin	April 13	2 reels	
*†§Just One Word (A. T.)	Special Cast	Jan. 26	615 feet	
	(No Silent Version)			
*†§Meet the Missue (Christie A. T.)	James Gleason	Mar. 30	2 reels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Midnight Frolic, The	Eddie Cantor		1 reel	Mar. 16
*†§Moonshine (A. T.)	James Barton			
*†§Music Hath Charms (Christie A.T.)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then	Special Cast			Mar. 2
*†§Old Black Joe	Fleischer Song Cartoon		½ reel	Mar. 23
*†§Post Mortems (Christie A. T.)	Raymond Griffith	Mar. 2	2 reels	Marl 9
*†§Pusher-in-the-Face, The (A. T.)	Hitchcock-Taylor	Feb. 23	2 reels	
	(No Silent Version)			
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†§Sidewalks of New York	Novelty		1 reel	
*†§That Party in Person	Songs	Jan. 5	805 feet	
	(No Silent Version)			
*†§Traffic Regulations	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Little Chinese Maids	Chang-Kuma			Feb. 2
*†§When Caesar Ran a Newspaper (Christie A. T.)	Hatton-Hardy	Feb. 9	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Betrayal, The	Jannings-Ralston-Cooper			
*†§Burlesque	Carroll-Skelly-Review			
*†§Close Harmony (A. T.)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Concert, The (A. T.)	Emil Jannings			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.)	MacLean-Prevost			
*†Four Feathers	Wray-Arlen-Beery			
*†§Genius is Born, A. (A. T.)	O. P. Heggie			
*†§Gentlemen of the Press (A. T.)	Walter Huston			
*†§Greene Murder Case The (A. T.)	Powell-Chatterton			
*†§Hole in the Wall, The (A. T.)	Colbert-Robinson			
*†§Innocents of Paris, The (A. T.)	Maurice Chevalier			
*†§Insidious Dr. Fu Manchu (A. T.)	Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Letter, The	Jeanne Eagels		5886 feet	Mar. 16
*†§Magnolia (A. T.)	Rogers-Brian-Arthur			
*†§Man I Love, The (A. T.)	Arlen-Brian			
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			
*†§Nothing But the Truth (A. T.)	Richard Dix		8 reels	
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Kohler-Conklin			
*†§Thunderbolt (A. T.)	Bancroft-Wray-Arlen			
*†§T N T	Harold Lloyd			
*†§Wheel of Life, The	Dix-Ralston			
*†§Wild Party The (A. T.)	Clara Bow		7 reels	Mar. 30
*†§Wheel of Life, The	Richard Dix			
*†§Wild Party	Clara Bow			
*†§Woman Who Needed Killing, The (A. T.)	Baclanova-Brook			Mar. 23

PATHE

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Annapolis	Brown-Loff	Dec. 2	7957 feet	
	(Silent Version)	Nov. 18	7008 feet	
Border Patrol, The	Harry Carey	Dec. 23	4598 feet	
†§Captain Swagger	La Rocque-Carol	Nov. 18	6124 feet	Dec. 29
	(Silent Version)	Oct. 14	6312 feet	
Celebrity	Armstrong-Basquette	Oct. 7	6145 feet	Aug. 11
Flying Buckaroo, The	Wally Wales	Nov. 25	4751 feet	
Forbidden Love	Lily Damita	Oct. 28	6787 feet	Jan. 19
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine	Quillan-Nixon	Jan. 16	5959 feet	Mar. 9
	(Silent Version)			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
*†§Godless Girl, The	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)		9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§King of Kings, The	Warner-Logan			
	(Silent Version)			April 29 '27
*†§Leathernecks, The	William Boyd	Feb. 24		Jan. 26
	(Silent Version)		6898 feet	
Love Over Night	La Rocque-Loff	Nov. 25	5737 feet	
*†§Marked Money	Junior Coghlan	Dec. 5	5490 feet	
	(Silent Version)			Nov. 3
*†Ned McCobb's Daughter	Irene Rich	Jan. 12	6015 feet	Feb. 9
	(Silent Version)	Dec. 2	6070 feet	
* §Noisy Neighbors	Quillan-Vaughn	Jan. 27	5998 feet	
*†§Office Scandal, The	Phyllis Haver	Mar. 3	6291 feet	
	(Silent Version)		6511 feet	
	(Silent Version)		5735 feet	
*†§Sal of Singapore	Haver-Hale	Jan. 4	6349 feet	
	(Silent Version)		6988 feet	Aug. 22
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Show Folks	Quillan-Basquette	Dec. 16	6566 feet	Dec. 15
	(Silent Version)	Oct. 21	6581 feet	
*†§Shady Lady, A	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)		6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Spieler, The	Hale-Adoree	Dec. 30	5600 feet	Mar. 2
	(Silent Version)	Dec. 30	5816 feet	Oct. 20
*†§Square Shoulders	Junior Coghlan	Mar. 3		
	(Silent Version)		5477 feet	
*†§Strange Cargo (A. T.)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
Yellow Contraband	Leo Maloney	Oct. 28	5937 feet	Oct. 2

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Bargain Hunt, The	Jackson-Hiatt-McKee	Oct. 14	2 reels	Oct. 8
Big Game	"Aesop Fables"	Oct. 21	1 reel	Oct. 27
Black Duck, The	"Aesop Fables"		1 reel	Mar. 16
Bridle Byways	Sportlight		1 reel	Mar. 30
Burglar, The	Jackson-Hiatt-McKee	Dec. 9	2 reels	
Button My Back	Billy Bevan		2 reels	Feb. 16
Camping Out	Donald Haines	Dec. 16	2 reels	Dec. 22
Campus Vamp, The	Sennett Girls	Nov. 25	2 reels	Nov. 24
Caught in the Draft	"Aesop Fables"	Nov. 11	1 reel	Dec. 1
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cure or Kill	"Aesop Fables"	Oct. 7	1 reel	Oct. 6
Day Off A	"Aesop Fables"	Dec. 9	1 reel	Dec. 1
Defensive Ends, The	Football Sense	Oct. 28	1 reel	Oct. 27
Defensive Half Backs, The	Football Sense	Oct. 7	1 reel	Sept. 29
Defensive Line, The	Football Sense, The	Oct. 21	1 reel	Oct. 20
*†Dinner Time	"Aesop Fable"		1 reel	
Eagle of the Night (Serial)	Frank Clarke	Oct. 14	10 episodes	Oct. 6
Fair Catch, The	Football Sense	Oct. 14	1 reel	Oct. 27
Fishing Fool, The	"Aesop Fables"	Dec. 2	1 reel	Dec. 8
Flying Hoofs	"Aesop Fables"	Dec. 23	1 reel	Dec. 15
Foolish Husbands	Bevan-Dent		2 reels	Mar. 16
Girls Will Be Boys	Sportlights		1 reel	Feb. 9
Getting Together	Sportlight	Oct. 28	1 reel	Oct. 20
Grandma's House	"Aesop Fables"		1 reel	Feb. 16
Gridiron Demons	"Aesop Fables"	Oct. 28	1 reel	Oct. 27
His New Stenographer	Billy Bevan	Dec. 30	2 reels	
Hubby's Latest Alibi	Billy Bevan	Nov. 4	2 reels	Nov. 17
Hubby's Week-End Trip	Bevan-Dent	Dec. 2	2 reels	Dec. 8
Jim Jam Janitor, A	Johnny Burke	Nov. 11	2 reels	Nov. 3
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12
Lad and His Laugh, A	"Aesop Fables"		1 reel	Mar. 23
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Laundry Man, The	"Aesop Fables"	Nov. 4	1 reel	Nov. 17
*†§Lincoln (Special reel)	George Billings	Feb. 10	1 reel	Feb. 2
Mail Man, The	"Aesop Fables"	Dec. 30	2 reels	
Matchmaking Mamas	Burke-Eilers-Kemp		2 reels	Mar. 30
Monkey Love	"Aesop Fables"	Oct. 14	1 reel	Oct. 27
Muscle Marvels	Sportlight	Oct. 14	1 reel	Oct. 13
No Children	Haines-Coombs	Mar. 10	2 reels	
No Picnic	Haines-Coombs-Dempsey	Oct. 7	2 reels	Sept. 29
No Sale	Haines-Coombs	Nov. 18	2 reels	
On the Links	"Aesop Fables"	Nov. 25	1 reel	Dec. 1
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polar Flight, A	"Aesop Fables"	Nov. 18	1 reel	Nov. 10
Queen Bee, The	"Aesop Fables"		1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Smith Catalina Rowboat Race	Jackson-Hiatt-McKee	Oct. 21	2 reels	Oct. 13
Snapping the Whip	"Aesop Fables"	Jan. 20	2 reels	Jan. 19
Spartan Diet	"Aesop Fables"	Nov. 11	1 reel	Dec. 8
*§Stage Struck	"Aesop Fables"		1 reel	
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Targets	Sportlight	Nov. 25	1 reel	
Taxi Beauties	Jack Cooper	Dec. 23	2 reels	
Taxi Scandal, A	Jack Cooper	Oct. 28	2 reels	Oct. 27
Tiger's Shadow, The	McConnell-Allan	Dec. 23	10 episodes	
Under Dog, The	"Aesop Fables"		1 reel	Mar. 30
Watch My Smoke..!!	Haines-Coombs	April 7	2 reels	Mar. 30
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
*†§Winning Patterns	Sportlight		1 reel	
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2

TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's	Le-aire-Simon	Mar. 24	2 reels	Mar. 23
*†§Dancing Around	LeMaire-Phillips		2 reels	
*†§Her New Chauffeur	Simon-Teasdale		2 reels	
*†§What a Day	Simon-Mallory		2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Flying Fool, The (A. T.)	Boyd-Prevost-Gleason			
*†§High Voltage (A. T.)	Boyd-Prevost-Hale			
*†§Listen Baby (A. T.)	Eddie Quillan			
*†§Mother's Boy	Downey-Bdnnett			

RKO
FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steele	April 7		
Avenging Rider	Tom Tyler	Oct. 7	4808 feet	
*†§Blockade	Anna Q. Nilsson	Dec. 16	6408 feet	
*†§Circus Kid	Darro-Brown	Oct. 7	6085 feet	
	(Silent Version)			Sept. 22
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Headin' for Danger	Bob Steele	Dec. 16	5265 feet	
Hardboiled	O'Neil-Tashman	Fen. 3	5940 feet	
Hey Rube!	Olmsted-Trevor	Dec. 23	6262 feet	
His Last Haul	T. Moore-Owen	Nov. 11	5797 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
King Cowboy	Tom Mix	Nov. 26	6269 feet	
Lightning Speed	Bob Steele	Oct. 21	4647 feet	
Love in the Desert	Borden-Trevor	Mar. 17		
Orphan of the Sage	Buzz Barton	Dec. 23	4923 feet	
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Rough Ridin' Red	Buzz Barton	Nov. 4	4714 feet	
Red Sword	Nixon-Collier Jr	Feb. 17		
Sally's Shoulders	Lois Wilson	Oct. 7	6279 feet	
Singapore Mutiny	Taylor-Ince	Oct. 14	6812 feet	Oct. 13
Sinners in Love	Olive Borden	Nov. 4	6310 feet	Oct. 20
Son of the Golden West	Tom Mix	Oct. 1	6037 feet	Sept. 29
Stolen Love	M. Day-O. Moore	Dec. 2	6223 feet	
*†§Taxi 13	Conklin-Sleeper	Nov. 18	5760 feet	
Tracked	Ranger	Nov. 4	4957 feet	
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Tropic Madness	Leatrice Joy	Dec. 9	6217 feet	
Tyrant of Red Gulch	Tom Tyler	Nov. 25	4823 feet	
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan. 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Almost a Gentleman	Al Cooke	June 25	2 reels	
Beef Steaks	Hellum-Davis	Dec. 30	2 reels	
Casper's Week-End	Hill-Duncan	Dec. 9	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Curiosities No. 2	Novelty	Oct. 10	1 reel	
Curiosities No. 3	Novelty	Oct. 24	1 reel	
Curiosities No. 4	Novelty		1 reel	
Curiosities No. 5	Novelty		1 reel	
Curiosities No. 6	Novelty	Dec. 5	1 reel	
Curiosities No. 7	Novelty	Dec. 19	1 reel	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Honey Balks	Hellum-Davis	Dec. 2	2 reels	
Horsefeathers	Barney Hellum	Dec. 9	2 reels	Sept. 29
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Big Game Hunt	Mickey Yule	Dec. 23	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Mickey the Detective	Mickey Yule	Oct. 28	2 reels	
Mild But She Satisfies	Alberta-Vaughn	Oct. 14	2 reels	
*†§Odd Facts	Curiosities			
Okmnx	Barney Hellum	Oct. 7	2 reels	
Six Best Fellows	Alberta Vaughn	Oct. 27	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
That Wild Irish Pose	Alberta Vaughn	Oct. 24	2 reels	
Watch Your Pep	Alberta Vaughn	Oct. 7	2 reels	
What a Wife	Duncan-Hill	Oct. 14	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Big Diamond Robbery	Tom Mix	May 13		
Idaho Red	Tom Tyler	April 21		
Laughing at Death	Bob Steele	June 2		
Little Savage	Buzz Barton	May 19		
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Special Cast			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			
Woman I Love	Morris-Kerry	May 26		

RAYART (S. R.)
FEATURES

Title	Star	Rel. Date	Length	Reviewed
Black Pearl, The	Lee-Hallor		5100 feet	
Isle of Lost Men	Tam Santschi	Oct.	5800 feet	
Sisters of Eve	Anita Stewart	Oct. 1	5650 feet	
Sweet Sixteen	Foster-Olmstead	Dec.	5991 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Anna Against the World	Shirley Mason			
Brothers	Keefe-Bedford-Rankin			
Shanghai Bound	Irene Rich			
*†§Should a Girl Marry?	Foster-Keith			
Some Mother's Boy	Carr-Ralston-Robards			
When Dreams Come True	Lease-H. Costello			

FILMTONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Overture of 1812 (Tschaikowsky)	Filmtone Harmonies			
Val and Ernie Stanton	Songs			
At the Night Club	Gladys Read and Shaw's Hawaiians			
Dancing Colleens	Tap Dancers			
Radio Franks, The	Songs			

STATE RIGHTS
FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
About Trial Marriage	Corliss Palmer	Circle Pict.	Oct. 15		
At the South Pole	Special Cast	Pole Pict. Corp.		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod.		5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5600 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Muriat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
Hearts of Men	Harris-Keefe	Anchor	5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict		
Into the Night	Agnes Ayres	Raleigh	5712 feet	
Jazzland	Reynolds-Nye	Carlos	5700 feet	
Krassin	Russian Cast	Amkino	7 reels	
Lash of the Czar	Russian Cast	Amkino	6290 feet	
Life of Beethoven	German Cast	Film Art Guild	7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules	5300 feet	
Lookout Girl, The	Jacqueline Logan	Quality Dist.	Nov.	6413 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Mother of Mine	Special Cast	Zakoro	Oct.	7200 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry'	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict		5573 feet	Sept. 15
On the Divide	Bob Custer	Syndicate	Oct. 15	4657 feet	
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Oct.	6100 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Scarlet Youth	Corliss Palmer	Circle Pict	Oct.		
Shanghai Document	Russian Cast		Oct. 13	5000 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
Ten Days That Shook the World	Russian Cast	Amkino	Nov. 2	7815 feet	Nov. 24
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Three Comrades and One Invention	Russian Cast	Amkino	Oct. 13	6000 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Amerangio		7300 feet	
Untamed Justice	Faire-Glass	Biltmore		5770 feet	
U-Boat 9	Foreign Cast	Jofa Prod		6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European	7 reels	
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield		
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone		
Dancer of His Majesty, The	Special Cast	Amkino	7000 feet	
Duty to be Silent	Maria Albana	Aff. European	6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer		
Full Dressed Thieves	Nils Asther	Aff. European	7 reels	
German Underworld	Special Cast	Aff. European	7 reels	
§Great Power, The	Special Cast	Bell Tone		
Great Unknown, The	John Loder	Aff. European	6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern		
Her Viennese Lover	Asther-Nolan	Aff. European	6 reels	
Just Off Broadway	Keith-Christy	Chesterfield		
Milak of the Snowlands	Special Cast	Ufa-Eastern		
Our Daily Bread	Mary Nolan	Aff. European	7 reels	
Poet and Czar	Special Cast	Amkino	8775 feet	
*†§Rainbow Man The (A. T.)	Eddie Dowling	Sono-Art Prod.		
Two Days	Special Cast	Amkino	6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European		
Verdun	Special Cast	Richmount		
Vera Miezewa (tentative)	Derussa	Aff. European	7 reels	
Water The	M. Chekhov	Amkino	7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern	6714 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Photographer's	Harry Delf	Elbee		
*†§Meet the Family	Harry Delf	Elbee		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Down Hawaii Way		Jan. 1	1 reel	
Fatal Warning, The	H. Costello-Graves	Mascot	10 episodes	
Flaming Canyons		Feb. 1	1 reel	
Kids and Pets		Mar. 15	1 reel	
Sixty Minutes From Broadway		Jan. 15	1 reel	
Sunshine		Mar. 1	1 reel	
Trailing the Western Sun		Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
*†§Cavalier, The	Bedford-R. Talmadge	Nov. 1	6775 feet	Oct. 27
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
Floating College, The	O'Neill-Collier, Jr.	Nov. 10	5477 feet	
George Washington Cohen	Jessel-Palmer	Dec. 20		
*§Ghetto, The	George Jessel	Feb. 1		
Gun Runner, The	Cortez-Lane	Nov. 20	5516 feet	
*†§Lucky Boy	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
Man in Hobbies, The	Lee-Harron	Dec. 20	5957 feet	
*†§Marriage by Contract	Miller-Gray	Dec. 1	7780 feet	Oct. 20
*§Molly and Me	Brown-Bennett-Vaughn	April		
Naughty Duchess, The	Warner-Southern	Oct. 10	5271 feet	
Power of Silence, The	Belle Bennett	Oct. 20	5554 feet	
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*§Reputation	Keane-Standing			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Toilers, The	Ralston-Fairbanks, Jr.	Oct. 1	7256 feet	Oct. 20
Tropical Nights	Miller-McGregor	Dec. 10	5449 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Gold	Color Classic		1 reel	
*†§Hawaiian Love Call, The	Color Symphony	Dec. 15	1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	
*†§In a Persian Market	Color Symphony	Oct. 1	1 reel	Nov. 17
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
*†§Toy Shop, The	Color Symphony	Nov. 1	1 reel	
*†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*§Midstream	Cortez-Windsor	June 1		
Miracle, The	Southern-Pidgeon			
*†§Molly and Me	Alberta Vaughn			
*†§My Lady's Past	Bennett-Brown	April 1		
*†§New Orleans	Cortez-Bennett	June 20		
Spirit of Youth, The	Sebastian-Kent	Feb. 10	6216 feet	
*†§Two Men and a Maid	Collier-Jr.-Bennett	June 15		
*†§Whispering Winds	Southern-McGregor	May 1		

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Awakening, The	Banky-Byron	Nov. 17	7972 feet	Jan. 12
*†Battle of the Sexes	Bennett-Hersholt-Haver	Oct. 13	8180 feet	Oct. 20
*†§Iron Mask, The	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	Silent Version)	Feb. 16	7495 feet	
*†Rescue, The	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	
*†Revenge	Dolores Del Rio	Nov. 3	6541 feet	Dec. 15
*†Woman Disputed, The	Talmadge-Roland	Oct. 29	8041 feet	Nov. 17

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Bulldog Drummond (A. T.)	Colman-Tashman-Love			
*†§Coquette (A. T.)	Pickford-Brown-M. Moore	April		Mar. 23
	(No Silent Version)			
*†§City Lights	Charlie Chaplin			
*†Eternal Love	Barrymore-Horn-Varconi	May 11		Jan. 26
*†Evangeline	Del Rio-Drew			
*†Hell's Angels	Lyon-Hall-Nisson			
*†§Lummox (A. T.)		Aug. 3		
Miracle Girl, The	Lillian Gish			
*†§Queen Kelly	Swanson-Byron	July 13		
*†§Say It With Music (A. T.)	Harry Richman			
*†§She Goes to War	Boardman-Rubens-Holland	June 22		
	(Silent Version)	June 22		Feb. 23
*†§Song of Broadway, The	Harry-Richman			
*†§This is Heaven	Banky-Hall			
*†Three Passions	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Dec. 16	4179 feet	
Body Punch, The	Daugherty-Faire	Oct. 28	4786 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
Clearing the Trail	Gibson-Gulliver	Oct. 7	5311 feet	
*†§Clear the Decks	Reginald Denny	Mar. 3		
*†§Cohens and Kelleys In Atlantic City, The	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
Crimson Canyon, The	Ted Wells	Dec. 16	4179 feet	
Danger Rider, The	Hoot Gibson	Nov. 18	5357 feet	Dec. 22
Freedom of the Press	Stone-Keith-M. Day	Oct. 28	6474 feet	Oct. 20
Gate Crasher, The	Glenn Tryon	Dec. 9	5597 feet	
*†§Girl on the Barge, The	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
*†§Give and Take	Sidney-Hersholt	Dec. 23	7089 feet	Dec. 29
	(Silent Version)	Dec. 23	6552 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
Hero of the Circus	Special Cast	Dec. 2	5606 feet	
Honeymoon Flats	Lewis-Gulliver	Dec. 30	6057 feet	
How to Handle Women	Tryon-Nixon	Oct. 14	5591 feet	July 14
Jazz Mad	Hersholt-Nixon-Lewis	Nov. 11	6832 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
*†§Last Warning, The	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
*†Man, Woman and Wife	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
*†§Melody of Love (A. T.)	Pidgeon-Harris, Winton	Dec. 2	6733 feet	Oct. 27
Michigan Kid	Nagel-Adoree	Oct. 21	6030 feet	July 7
One Rainy Night	Laura La Plante	Dec. 9		
Phyllis of the Follies	M. Moore-A. Day	Nov. 25	5907 feet	
Price of Fear, The	Cody-Thompson	Oct. 28	4230 feet	
*†§Red Hot Speed	Denny-Day	Jan. 27	6621 feet	Feb. 26
	(Silent Version)	Jan. 27	6621 feet	
Red Lips	Nixon-Rogers	Dec. 2	6957 feet	
*†§Shakedown, The	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov. 13	5598 feet	Dec. 9
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18	4616 feet	
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	
Wolves of the City		Dec. 2		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All for Geraldine	Sid Saylor	Dec. 5	2 reels	Nov. 17
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
Alpine Antics	Oswald Cartoon	April 1	1 reel	
And Morning Came	Young-La Salle	Dec. 19	2 reels	
At the Front	Arthur Lake		1 reel	Feb. 16
Beyond the Smoke	Edmund Cobb		2 reels	Feb. 23
Bookworm Hero	Lewis-Gulliver-Phillips	Dec. 17	2 reels	
Boundary Battle, The	Edmund Cobb	Nov. 17	2 reels	Oct. 27
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Bull-oney	Oswald Cartoon	Nov. 28	1 reel	Sept. 29
Calford in the Movies	Lewis-Gulliver-Phillips	Oct. 15	2 reels	Oct. 6
Calford on Horseback	Lewis-Gulliver-Phillips	Dec. 10	2 reels	Dec. 1
*†§Charlatan, The	Special Cast	Mar. 24		
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Clean Sweep, A	Bob Chandler	Dec. 1	2 reels	Nov. 24
Come on, Horace	Arthur Lake	Oct. 8	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	Oct. 13
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Daring Chances	Jack Hoxie	Dec. 15	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Dead Game	Art Acord	Oct. 7	2 reels	
Dear Old Calford	Lewis-Gulliver-Phillips	Nov. 26	2 reels	
Death's Head	Bob Curwood	Dec. 8	2 reels	Dec. 15
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Farmyard Follies	Oswald Cartoon	Dec. 24	1 reel	
Fiery Fireman, The	Oswald Cartoon	Oct. 15	1 reel	
Fighting Forester, The	Edmund Cobb	Oct. 20	2 reels	
Fighting for Victory	Lewis-Gulliver-Phillips	Nov. 12	2 reels	Oct. 27
Fighting Tenderfoot, A	Bob Chandler	Dec. 29	2 reels	
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
	(Silent Version)	April 29	1 reel	
Fish Stories	Young-La Salle	Nov. 21	2 reels	Oct. 20
Footprints	Laemmle Novelty	Nov. 19	1 reel	Oct. 27
Fun in the Clouds	Arthur Lake	Nov. 5	1 reel	Oct. 20
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	1 reel	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Horse Tail, A	Oswald Cartoon	Dec. 10	1 reel	
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
Just Monkeys	Laemmle Novelty		2 reels	Feb. 9
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
Kidnapped	Bob Curwood		2 reels	Feb. 9
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
	(Silent Version)	April 1	2 reels	
Knight Watch, The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Look Pleasant	Sid Saylor	Oct. 10	2 reels	
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
	(Silent Version)	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Mystery Rider, the (Serial)	Desmond-Perdue	Nov. 26	10 episodes	
Newlyweds' Court Trouble	Snookums-Perdue-Egan	Oct. 31	2 reels	Sept. 29
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	Dec. 28
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26	2 reels	Dec. 1
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Night Watch, The	Arthur Lake		1 reel	Mar. 30
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Paddling Co-Eds	Lewis-Gulliver-Phillips	Oct. 29	2 reels	Oct. 27
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	Oct. 13
Private Business	Sid Saylor	April 26	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Red Warning	Jack Hoxie	Nov. 1	2 reels	
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	
	(Silent Version)	April 15	2 reels	
Rocks and Saddles	Oswald Cartoon	Nov. 12	1 reel	Oct. 20
Romeo of the Range	Bob Curwood	Oct. 6	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Saps and Saddles	Bob Chandler	Oct. 27	2 reels	Oct. 16
Secret Outlaw, The	Bob Curwood	Nov. 10	2 reels	Oct. 6
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
Sleeping Through	Arthur Lake	Dec. 31	1 reel	Dec. 8
South Pole Flight, A	Oswald Cartoon	Nov. 26	1 reel	Dec. 1
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
*†Steamboat Willie	Oswald Cartoon		1 reel	
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	Oct. 20
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	Mar. 16
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	Dec. 8
Wax Figures	Laemmle Novelty	Oct. 22	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Woman's Man, A	Arthur Lake	Dec. 3	1 reel	Nov. 17
Wooden Soldier, The	Laemmle Novelty	Dec. 17	1 reel	Dec. 00
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 00

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain in the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Blow for Blow	Hoot Gibson	May 19		
Born to the Saddle	Ted Wells			
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§Broadway (A. T.)	Tryon-Brent-Kennedy			
	(Silent Version)	Mar. 3	5729 feet	
*†§Collegiate (A. T.)	Lewis-Gulliver-Phillips			
*†§Come Across	Basquette-Howes	April 28		
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence	Laura La Plante			
Eyes of the Underworld	William Cody	April 28	4208 feet	
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
*†§Harmony Lane	Eddie Leonard			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day	Reginald Denny	May 12		
*†§It Can't Be Done	Tryon-Carol	April 14		
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
Man Disturber, The	Reginald Denny			
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Scandal	Laura La Plante	April 14		
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat	La Plante-J. Schildkraut			
Smilin' Guns	Hoot Gibson	April 7	5270 feet	
*†§That Blonde	Laura La Plante	May 5		
*†§Under the Southern Cross	Special Cast		6500 feet	Jan. 26
Wagon Master, The	Ken Maynard			
Watch My Speed	Reginald Denny			
*†§You Can't Buy Love (A. T.)	Hersholt-Crawford-Chase	May 26		

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
Three Brox Sisters	Songs	June 14	1 reel	Mar. 9
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

Title	Star	Rel. Date	Length	Reviewed
*†§Beware of Bachelors	Audrey Ferris	Oct. 27	5778 feet	
	(Silent Version)	Dec. 1	5278 feet	
*†§Conquest (A. T.)	Blue-Warner-Wilson	Dec. 22	6779 feet	Feb. 16
	(Silent Version)	Jan. 19	4706 feet	
*†§Fancy Baggage	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§Greyhound Limited, The	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose	Loy-Collier-Brockwell	Mar. 30		
	(Silent Version)	May 4		
*†§Home Towners, The (A. T.)	Bennett-Kenyon-Brockwell	Nov. 3	8693 feet	Oct. 27
	(Silent Version)	Dec. 15	4841 feet	
*†§Kid Gloves	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27		
*†§Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams	Oct. 13	5179 feet	
	(Silent Version)	Nov. 10	5079 feet	
*†§Little Wild Cat, The	Ferris-Hall-Dawson	Dec. 8	5644 feet	Jan. 29
	(Silent Version)	Jan. 5	5161 feet	
*†§Midnight Taxi, The	Moreno-Costello	Sept. 1	5729 feet	Nov. 24
	(Silent Version)	Oct. 6	5057 feet	
*†§Million Dollar Collar, The	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
*†§My Man	Fanny Brice	Dec. 15	9247 feet	Jan. 5
	(Silent Version)	Jan. 12	6136 feet	
*†§One Stolen Night	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20		
*†§On Trial (A. T.)	Frederick-Lytell	Dec. 1	8290 feet	Nov. 3
	(Silent Version)	Dec. 29	5455 feet	
*†§Queen of the Night Clubs (A. T.)	Texas Guinan	Mar. 16	5424 feet	
	(Silent Version)	April 14		
*†§Redeeming Sin, The	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool, The	Jolson-Bronson-Dunn	Sept. 29	9551 feet	Sept. 29
	Silent Version)	April 13		
*†§Sonny Boy	Lee-Horton-Bronson	April 13	6001 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	Mar. 4	4917 feet	
*†§Terror, The (A. T.)	McAvoy-Horton	Sept. 8	7654 feet	Aug. 25
	(Silent Version)	Oct. 20	5443 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T.)	Thomas Meighan			
*†§Desert Song, The	Boles-King			
*†§From Headquarters	Monte Blue	April 27		
	(Silent Version)	June 6		
*†§Frozen River	Rin-Tin-Tin	April 20		
	(Silent Version)	May 26		
*†§Glad Rag Doll, The	Dolores Costello			
*†§Glorious Betsy	D. Costello-Nagel		7441 feet	May 5
*†§Green Goddess, The (A. T.)	George Arliss			
*†§Hearts in Exile	H. Costello-Kerry			
*†§Honky-Tonk (A. T.)	Sophie Tucker			
*†§Madonna of Avenue A	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Noah's Ark	D. Costello-O'Brien		9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Defense	Blue-McAvoy	Feb. 16	6921 feet	April 6
	(Silent Version)	May 11		
*†§No Questions Asked	Ferris-Collier, Jr.			
*†§On With the Show (A. T.)	Comoson-Brown-Fazenda			
*†§Sap, The	E. E. Horton			
*†§She Knew Men	Bronson-Lee-Olmsted			
*†§Time, the Place and the Girl, The	Olmsted, Withers-Kirkwood			

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Paintor	Songs		½ reel	Mar. 16
Family Affair, A	Arthur Byron			
Feminine Types	Jean Barrios			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview	Mar. 16		
Meet the Wife	Frank Orth & Co.			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros.		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian			
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
*†§Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman in White, The	Blanche Sweet		7 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Hollywood—*Continued*

Warners Sign Horton

Warner Brothers have signed Edward Everett Horton to an exclusive term contract as a featured player in all talkers.

Ralston Opposite Dix

Esther Ralston in a number of silent films, will be Richard Dix's leading woman again in his second talking picture, "The Wheel of Life," soon to go into production. O. P. Heggie and Arthur Hoyt have principal supporting roles.

Dialoguing "New Orleans"

Dialogue and sound sequences are now being made for Tiffany-Stahl Reginald Barker production "New Orleans" which is soon to be released.

She Played In "Big Parade"

Rosita Marstini, Franco-Belgian character actress has been added to the cast of "Redemption."

Leading Lady

Edith Roberts will be Ken Maynard's leading lady in "The Wagon Master," his first for Universal. Others cast are Jackie Hanlin, Al Ferguson, Bobbie Dunn, and Tom Santschi. Harry J. Brown is directing. It will have talk and songs.

Pathe Signs The Gleasons

Mr. and Mrs. Jimmy Gleason have been signed for a series of talking shorts with Pathe. Scenarios and dialogue are being written by Gleason.

F. N. Buys Hurst Story

"Back Pay," novel by Fannie Hurst, has been purchased by First National-Vitaphone Pictures as a starring vehicle for Corinne Griffith. William A. Seiter will direct.

Sheila Fitzmaurice

George Fitzmaurice, film director, has announced the arrival of a daughter, Sheila. Mrs. Fitzmaurice was formerly Diana Kane, picture actress.

Holman's New Job

William S. Holman, associated with Christie Film Co. for several years, is handling Metropolitan Studios as a rental plant for the Christie Brothers.

Green With Moran And Mack

Harry Green, vaudeville and stage star, has been cast in one of the leading roles in the first all-dialogue starring picture which Moran and Mack, the Two Black Crows, will make for Paramount.

"The Locked Door"

A new United Artists vehicle, to go into work soon under the direction of George Fitzmaurice, will be a screen version of Channing Pollack's "The Locked Door."

Paramount Plans For Eaton

Paramount has purchased "Pointed Heels," Charles Brackett's story of stage life, and is preparing to make it into an all-talkie with Mary Eaton starred, Ludwig Berger to direct, starting in May.

Fannie Brice

Fannie Brice, who is to make an all-talkie and all-singie for United Artists from a story by her husband, Billie Rose, is expected to arrive in Hollywood about June 1st.

Bow-Chevalier-Wallace

Clara Bow, Mrs. Clarence Badger, Maurice Chevalier and Richard Wallace, all of whom have been vacationing in New York, have returned to Hollywood.

Harry Richman On Tour

As soon as Harry Richman has finished his tour, he will leave for Hollywood to begin "Song of Broadway," story and songs of which have been written by Irving Berlin for United Artists.

RKO Signs Ruggles

Wesley Ruggles, director, has linked up with Radio Pictures to direct "The Viennese Charmer," Betty Compson's story.

Supports Dix

With Richard Dix in "The Wheel of Life," new talkie, will be Myrtle Stedman. Chappel Dosset will assist in cast of "Fu Manchu." Both are Paramount talkies.

"Thunderbolt" Launched

Paramount has started work on "Thunderbolt," new George Bancroft vehicle, Fay Wray and Richard Arlen playing juvenile leads, Josef von Sternberg directing.

The Hillside Theatre

The Hillstreet theatre, three-a-day vaudeville and picture house operated by RKO circuit in Los Angeles, will give special attention in the future to publicity and exploitation. Lou Marangella has been engaged to handle advertising and exploitation for the house.

No Wampas Ball Or Frolic

The Wampas have definitely abandoned any attempts to stage a frolic and ball this year, and will confine their activities to a dinner dance as an excuse to introduce the 1929 Wampas Baby Stars to the press and studio executives.

Lloyd Gagman Returns

Tim Whelan, former gag man and writer with Harold Lloyd, has returned from England, where he spent nearly two years working for British producers. Whelan is negotiating with M-G-M to join its scenario staff.

Gelsey Annexed By Paramount

E. S. Gelsey has returned to Paramount and has been appointed Eastern story contact for the West Coast Studios.

Berman In RKO Post

Pandro Berman has been appointed film cutter and editor at the RKO Studios.

With George Bancroft

Tully Marshall will have a featured part in "Thunderbolt," Paramount all-talker.

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- 55th St. Play-House New York City
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- New Gates Brooklyn, N.Y.
- Conant Detroit, Mich.
- Vista Kansas City, Mo.
- Saenger's Century Jackson, Miss.
- Waldo Kansas City, Mo.
- Saenger's Majestic Shreveport, La.
- Saenger's Marion Clarksdale, Miss.
- Saenger's Columbia Baton Rouge, La.
- Jefferson Beaumont, Tex.
- Capitol Winchester, Va.
- Loew's Grand New York City
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- Dumont Dumont, N.J.
- Plymouth Worcester, Mass.
- Publix-Saenger National Greensboro, N.C.

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- Saenger New Orleans, La.
- Pantages San Francisco, Calif.
- Pantages Fresno, Calif.
- Cecilia Panama City, Pan.
- Hoffman's Strand Hartford, Conn.
- Berkeley Denver, Colo.
- Publix-Saenger Hope, Ark.
- Plaza Milford, Del.
- Rialto Leominster, Mass.
- Paramount Latrobe, Pa.
- Ritz Indiana, Pa.
- Harvey Aliquippa, Pa.
- Plaza Brownsville, Pa.
- Universal's Rivoli Indianapolis, Ind.
- Universal's Capitol Atlanta, Ga.
- Alhambra Garden Sacramento, Calif.
- Up-Town Kansas City, Mo.
- Arcade Crisfield, Md.
- Strand Emporia, Kans.
- Mayfair Newark, N.J.
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Motion Picture News

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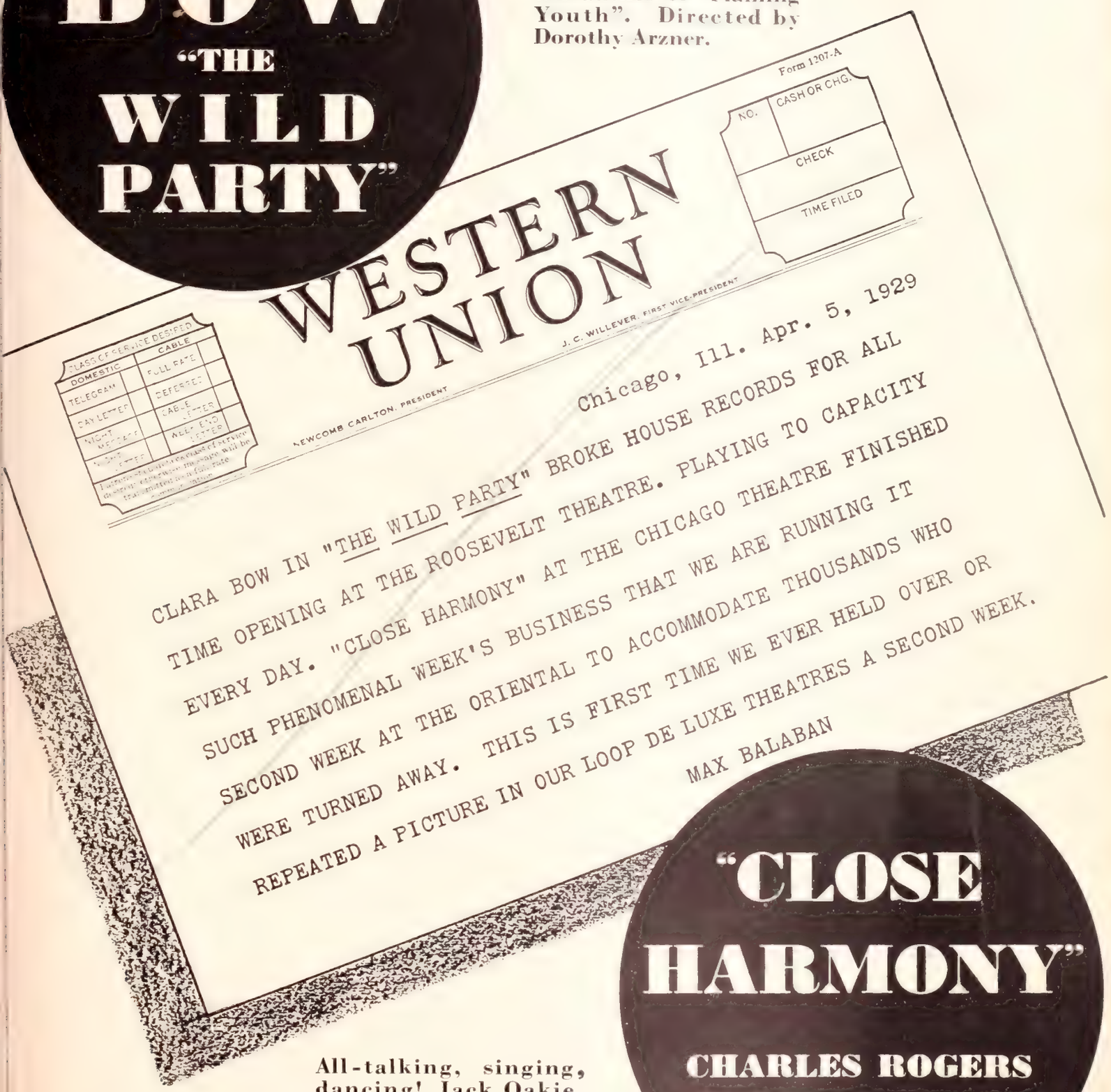
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CHARLES ROGERS
NANCY CARROLL

All-talking, singing, dancing! Jack Oakie, "Skeets" Gallagher, Harry Green and 50 dazzling girls. By Elsie Janis and Gene Markey. Directed by John Cromwell and Edward Sutherland.

(over)

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WHAT a merry race the two biggest talking picture hits of the hour—"THE WILD PARTY" and "CLOSE HARMONY"—are running to see which will smash your box-office records by the widest margin.

"THE WILD PARTY" has rolled up record grosses already in these theatres: Rialto, New York; Buffalo, Buffalo; Eastman, Rochester; Indiana, Indianapolis; Ambassador, St. Louis; Minnesota, Minneapolis; Riviera, Omaha; Palace, Dallas; Texas, San Antonio; Metropolitan, Houston; Alabama, Birmingham; State, Chattanooga; Riviera, Knoxville; Plaza, Asheville; Worth, Ft. Worth.

"CLOSE HARMONY" has knocked the box-office records for a loop at the Granada, San Francisco; Paramount, Los Angeles; Newman, Kansas City; Portland, Portland; Seattle Theatre, Seattle; Fenway, Boston. Held over second week—T & D Theatre, Oakland, Cal.—unprecedented! Outside of Chicago, these are about the only towns where the picture has played at this writing.

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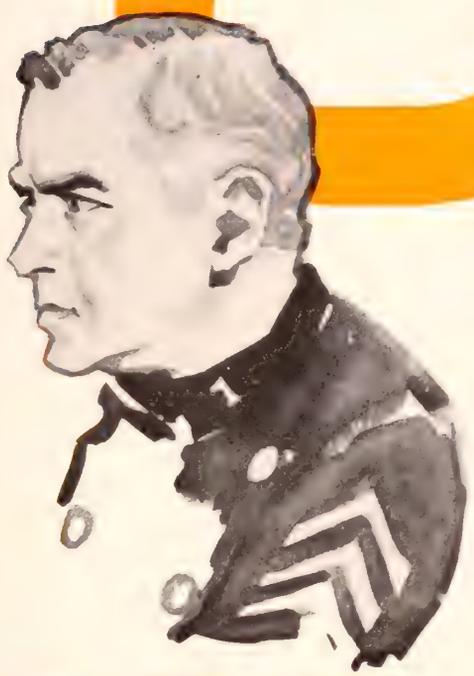
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—Bland, Mirror

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—John S. Cohen, The Sun

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Sound Advice

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With the exception of a stage show—which a majority of patrons care nothing about, and a lot of decorated interior theatre space—which once seen holds little interest for patrons, the small theatre can now offer identically the same high-class music, songs, dialogue and pictures as the deluxe house, and for much less money—which is always interesting to the shopping public.

All the little theatre needs to immediately become a healthy competitor in offering equally high-class entertainment—plus the attraction of price and convenience—is a high-class sound installation.

Silence Near End

The producing companies have now turned their entire attention to sound pictures. All stories for future production are being arranged for sound only, and pictures made especially for sound are wholly unsuited for showing in silent theatres.

The technique of the sound picture is entirely different from the silent drama. Sound pictures must be shown with sound to be understood and appreciated by audiences.

Within one year competition between the silent picture house and the wired theatre will cease. Within twelve months the silent theatre will close its doors because there will be no good silent pictures on the market and not enough silent product of any description to keep the unwired theatre running.

And before this scarcity of product forces the closing, many silent houses will go dark through loss of patronage taken away by the sound theatres.

The opportunity of competing with the best of theatres councils the investment in sound equipment—But the equipment to be a sound investment, must be of the finest tonal quality.

Millions of radio sets in the home have trained the ears of masses to a keen appreciation of tone quality. Every day thousands of new radio sets are bought, and old sets are discarded by the public in the demand for better and better sound reproduction. The public is critical of tone quality and will not pay admissions to hear poor sound.

NOTE: *From the exhibitor's viewpoint all doubt about the permanency of sound pictures and the question of installing sound equipment should be settled by three outstanding facts.*

First, the increased attendance at Sound Theatres.

Second and more important, the fact that practically no silent pictures are being made and without product the silent theatre cannot carry on.

Third and most important, Sound lifts the small theatre to a place of keen competition with the biggest theatres in town.

The Theatre's Voice

Sound equipment is the voice of the theatre. That voice should be clear, distinct and pleasing. It should be capable of reproducing all notes of all musical instruments, and every delicate inflection of the human voice, in full, rich, undistorted volume.

If the voice of the theatre fails to meet requirements it cannot succeed in competition any more than weak-voiced untrained amateur performers can compete with high-class professional talent.

In giving the theatre a voice, give it the best there is —One that will be permanent, efficient and pleasing to the sound-critical public. Give the theatre a voice of quality that can and will compete with the biggest and strongest competitors.

Reasonably Priced Quality

The most reasonably priced high-class sound equipment is the Powers Cinephone. This equipment is the triumphant result of years of experimental work by technical engineers and accoustical experts. It will reproduce with perfect tonal quality and undistorted volume, all synchronized sound pictures produced by any and all standard system either on film or on discs.

Powers Cinephone

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COMPLETE DISC Equipment	$2500.	For Theatres Up to 1500 Seating Capacity
SOUND-ON-FILM COMPLETE	$5000.	
For Both Disc and Sound-on-Film	$6000.	

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Many of the Erlanger chain of theatres are now wired and ready for the presentation of sound pictures. Work on the others will be completed on August 1st, 1929. Many houses will be added to the chain in 1930.

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Motion Picture News

Volume XXXIX NEW YORK CITY, APRIL 13, 1929 No. 15

A New Industry

And It Demands a New Order Of Showmanship

By William A. Johnston

HOW many film folk realize that they are actually in a new industry? How many fully grasp the fact that the old order has passed?

We all talk about the sound revolution, but how many of us stop to figure that once there has been a revolution, there can be no going back to things as they were before the upheaval?

This is a new industry. Sound has made it so. The ultimate form in which sound will be found most suited to screen needs, nobody knows. But everybody should know that sound, in some form, will stay as entertainment.

And the only thing the public is interested in is entertainment. You can't dramatize a patent; you can't put mergers on the screen; you can't get the public excited into paying money at the box office for anything except entertainment.

And entertainment is created by showmen. Nobody else.

But it is well to remember that showmanship like everything else, is subject to change. And a big change is coming; in fact, is here now. How many exhibitors realize that?

This change goes way down deep. Think back and you'll realize at once that the great vogue of the screen has been due to personalities favored by the public: stars established in popular favor over a long period; players whose names are household words.

But that's changed now. Players from the legitimate and vaudeville are coming rapidly into pictures. Their names don't mean much to screen fans; some of them don't mean anything. They're here because the talkies demand their kind of talent. Not all the box office stand-bys of the old era will disappear. But many of them will, or be relegated to minor roles because they can't measure up to the demands of the new type of entertainment.

Nevertheless, the newcomers will have to be "sold" to the public. Back of their appearance on the screen is a tremendous investment, not merely in their salaries, but in sound equipment of all descriptions.

If they're not properly "sold," the industry stands to lose a lot of money.

So we say a new order of showmanship is plainly demanded. It will require the sort of ability which the old time advance agent had —trail-blazing, pioneer showmanship. Many of these personalities are from the stage. They can talk, and act; that's why the field has opened to them.

But the public doesn't know them as personalities, and it will require expert showmanship to get them established in public favor. The job must be done.

Chaplin Against U. A.-Warner Deal; Purchase Of The Star's Interest And Contract Likely

Bankers Reported Insisting That Proposed Merger Must Go Through

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 10.—Following the flat refusal of Charlie Chaplin to be a party to the proposed United Artists-Warner consolidation, it was learned authoritatively today that completion of the deal hinges upon the purchase of Chaplin's interest in United Artists and the cancellation of contract for the three remaining pictures which he was to make for that company.

Chaplin would then, it is understood, sell the completed films individually to the highest bidder in the open market.

Joseph M. Schenck is said to be plainly disturbed over the Chaplin attitude, but must, it is believed, consummate the deal because of the insistence of the bankers. Douglas Fairbanks, Mary Pickford and D. W. Griffith, other owner-members of United Artists, are agreeable to the deal, but it is unlikely that the two former would outvote Chaplin in the present situation. Both are favorable to the plan that the Chaplin interest should be purchased and that the deal should then be put through as scheduled.

Schenck Silent

Mr. Schenck declined today to make any comment or to answer questions. Comment was also sought from Mr. Fairbanks, but he referred inquiries back to Mr. Schenck, declaring that everything was in his hands.

Mr. Chaplin is definitely against any deal which would "usurp" his independence. The present contracts provide for one picture each from Pickford and Fairbanks, and three each from Chaplin and Griffith.

It is understood that the Warner bankers desire the United Artists product, on account of its calibre, for the Warner first-run houses. It is reported that the bankers are not permitting bidding from Fox, RKO or Paramount for United Artists.

Newsreel Bill Gets Good Hand From Penn. Senate

The state senate, in Harrisburg, Pa., favorably reported this week on the bill eliminating newsreels from the jurisdiction of the State Board of Motion Picture Censors. Originally it included sound films, but this clause was eliminated in committee.

John Spargo

IN the passing of John S. Spargo, who died at his home in Freeport, L. I., Sunday after a long illness, the industry loses one of its most substantial citizens. He came into the business about ten years ago, after a distinguished career as a newspaper executive in Boston, Chicago, Minneapolis and Richmond.

Courageous, kindly, and gifted with a splendid capacity for friendship, John Spargo brought distinction to the industry he served. As the New York Editor of Exhibitors Herald World over a long period; as one of the organizers of the Motion Picture Club, he rendered splendid service which will not be forgotten.

In common with many others, we mourn the passing of this fine character and friend.

Shubert, Brady And Harris Will Produce Talkies

Trio Forming New Sound Film Co. And Will Use W. E. Recording

Confirmation of the report that the Shuberts, Sam H. Harris and William A. Brady were going into the field of talking picture production was received in Providence, R. I., this week by Lee Shubert, who arrived there to see a new play. Mr. Shubert said that he, Messrs. Brady and Harris and several other producers would unite to finance a new company, American Sound Films, Inc.

Plans to finance the project are now under way, he stated. The new producing corporation will use a sound device which the theatrical producers heard demonstrated at the Music Box Theatre, N. Y. C., last week, Mr. Shubert stated. Western Electric recording apparatus will be used. Messrs. Brady and Harris said in N. Y. that nothing had been settled as to taking over the device.

Last summer several of the theatrical producers were interested in the Vocafilm device and it was announced that they would produce screen attractions using that apparatus, but the deal fell through due to legal difficulties.

French-American Film Relations At Critical Point

Americans Announce They'll Close Offices When Present Contracts Are Filled

Following the move by the French Government to restrict further the quota and impose licenses on American films, it seems likely now that America will quit the French film field. American companies supplying films to France have already announced that they will close down their business interests in two months when present contracts have been fulfilled. They contend that they cannot do business in France because the new contingent rule there makes it impossible for them to operate. The French defend their new restriction as a protection of their home film industry.

Both sides are hopeful that some understanding may be reached.

Under the new French ruling, American distributors claim that the only way they can exhibit in France is by subsidizing the rival French industry. This interpretation is strongly resented in France.

Among the distributors who have announced their intention to retire from the French field are Paramount, United Artists, Universal, First National, Warner Bros., and Metro-Goldwyn.

It has been proposed by the Syndicate Chamber, practically a Chamber of Commerce for France, that a change be made in the regulations to the extent of a three to one quota, permitting 20 per cent free imports. The Minister of Public Instruction now has the recommendation under consideration. The measure is expected to pass and it is because of this impending action that the American distributors have decided to withdraw from competition.

The theory of the French contingent ruling was branded as "unsound" over a month ago by Will H. Hays, president of the M. P. P. D. A. He was not available for a statement in New York this week concerning the move of the American distributors to evacuate French territory. Major Frederick L. Herron, manager of the foreign department of the Hays Office, said in commenting on the decision:

"American film companies cannot afford to keep up their organizations in France under such conditions. The people who will suffer the most will be not the Americans, but the French themselves. They have made nearly all their money in the motion picture business with American films."

Write Better Plays Than Americans, Says Parisian

Discussing the restrictions placed on foreign and American films in France, Saint-Granier, playwright and leader in the Parisian theatrical world, advises his countrymen that the contingent system is basically wrong. In a statement recently issued to the Parisian press, he rapped the action taken by the Societe des Auteurs to limit the number of foreign plays produced,

Allied In Drive For Independents; Eleven States Now In Organization

SMALL TOWNS AND SOUND

High Cost Of Sound Film Will Force Closing Of 200 Houses In Michigan, Says Richey

DETROIT, April 11.—H. M. Richey, general manager of the Motion Picture Theatre Owners of Michigan, after the quarterly meeting of the organization, last Tuesday stated that within the next eighteen months more than 200 small town exhibitors in the state would be forced to close their theatres because of the tremendous increased costs of operation due to sound. These theatres in towns from 750 to 3,000 population represent some 73,000 days of booking to the distributors with rentals averaging from $10 to $20 a day for silent film. The closing of these theatres will mean a loss to the producers of more than $1,000,000 a year in Michigan alone, which state is a four per cent territory.

Higher Costs

In his talk before the meeting Richey stated that exhibitors having sound installations were paying an increased rental for their pictures, together with the synchronization charges, which amounted anywhere from 125 to 275 per cent over what the costs were for silent film. In this increase they are not figuring the additional costs in their booth operation.

The meeting of the Michigan Theatre Owners followed a luncheon held in the Wolverine Hotel. The chairman was Charles W. Porter, president of the Michigan organization. He introduced Judge Alfred J. Murphy, who stated that he had not come to speak, but rather to hear what Abram F. Myers, president of the Allied States Assn., had to say. However, in commenting on the need for a strong national organization by independent exhibitors, he stated that in the past "the leadership of national exhibitor organizations has been unwise, to put it mildly."

Mr. Myers was the next speaker. In his opening remarks he stated that "The producers and distributors of ninety-eight per cent of the film are bound together through the Hays organization in a degree which results in complete unity of action in all matters affecting the exhibitors.

"It is futile for the exhibitors to bewail the existence of this powerful organization

(*Continued on page* 1190)

Jannings' Par. Contract Reported Terminated

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 10.—The contract of Emil Jannings with Paramount has been terminated, it was learned authoritatively here today.

The company statement claimed that the star was being given an indefinite leave of absence, but would return to the studio. However, an executive admitted that his departure from Paramount was permanent, but the company might use him if he returned at some future time. The termination came suddenly, although production plans were well advanced to start "Concert" with Jannings in the stellar role.

Jannings' representative claimed the star will return and make his first talking picture with Ernst Lubitsch directing. He denied that the contract had been terminated.

Records Available Judge's Ruling In West Coast Case

Holds Jury Has Right To Subpoena Information On Zoning And Clearance

(Hollywood Bureau, Motion Picture News)

Hollywood, April 10.—Federal Judge McCormick ruled today that the Federal Grand Jury had the right to obtain the necessary records and consider evidence against West Coast Theatres, Inc., and various film exchanges. The court overruled motion made by counsel for the film organizations who sought to enjoin the Grand Jury from proceeding.

Only What Is Necessary

The court ruled that the Government prosecutors might subpoena the "essential" records after attorneys declared that the seizure of all records might embarrass the companies involved. The film companies are now defendants in a suit brought by the Government several months ago to stop alleged illegal actions. The latter case will be tried in a few weeks.

The present Federal Grand Jury investigation is directed against zoning and clearance regulations alleged to have been put into effect by exchanges here whereby, it is said, big theatres get preferences in bookings. The process, it is charged prevented smaller houses from getting desirable bookings. The probe is slated to last several days.

MYERS SPEAKS IN MICH.

Will Place Five Organizers In Field; New England First For Organizing; Seven New States

By FREDDIE SCHADER

DETROIT, April 11.—Abram F. Myers, president and general counsel of the Allied States Association of Motion Picture Exhibitors, at the quarterly meeting of the Motion Picture Theatre Owners of Michigan held at the Wolverine Hotel here on Tuesday stated that immediate steps would be taken to launch organization drives among the independent exhibitors of the country in those territories that are not now affiliated with the Allied States. Five organizers would be placed in the field, according to Mr. Myers, and they would work with prominent exhibitors in various states where there was need of organization.

"By the first of next year the Allied States Association will number in its affiliated groups exhibitors whose custom and good-will will mark the difference between profit and loss, success and failure, to every producer in the United States," was the manner in which Mr. Myers predicted the future of the organization which he heads. "The just demands of the exhibitors will then be respected by the producers," he continued.

There were more than 125 theatre owners present. They came from all parts of the state, the showing being all the more remarkable when it was known that the meeting had only been called a week in advance of last Tuesday. Mr. Myers' remarks were greeted by enthusiasm by those at the gathering.

Plan June Meeting

After the meeting Mr. Myers stated that he thought it would be a good idea to call a meeting of the membership of the various state organizations that are affiliated with the Allied States Association in Chicago in June during the American Theatre Equipment Exposition, which is to be held at the Coliseum there from June 1 to 9. He stated that he thought the exhibitors should see the exposition, and that it would be as good a time as any for a get together.

The Allied States Association, according to Mr. Myers, now includes the states of

(*Continued on page* 1190)

Pathe, In 1928 Finance Report, Shows Big Gain

Net Profit For Year Of Over $187,000 Under Kennedy Regime

A greatly improved situation, and a net profit for the year 1928 of $187,435.95, are shown by Pathe in the annual report to stockholders of J. J. Murdock, President. Under the management of Joseph P. Kennedy, the company is now in excellent financial shape.

Arrangements are being made with Mr. Kennedy for his services for another two years, Mr. Murdock announced.

In his statement to stockholders, Mr. Murdock says in part: "As was indicated in the annual report for the year 1927, your Directors secured the services of Mr. Joseph P. Kennedy, who, at the time, was President of the FBO Pictures Corporation. Mr. Kennedy's active connection with your company dates from April 21, 1928.

"At the beginning of 1928, a reserve was set aside against the estimated excessive cost of pictures produced prior to Mr. Kennedy's connection with the Company and to cover certain estimated losses arising from prior operations. After applying a substantial portion of this reserve to absorb such excessive costs and losses as they were determined during the year and after providing for depreciation, interest and Federal income taxes, the operations of the company from January 1, 1928, to April 21, 1928, showed a loss of $415,389.18 and after April 21 resulted in a profit of $602,825.13. Such net profits for the year as a whole thus were $187,435.95.

"The pictures produced, and the work of the Sales Department under Mr. Kennedy's management, have given a very high degree of satisfaction, as is evidenced by higher average prices per picture and sales to a substantially increased number of exhibitors."

Guy Wonders Is Made W. B. Agent At Atlantic City

Recently in charge of the Stanley Pittsburgh interests, Guy Wonders has been assigned as Warner Bros. representative in Atlantic City, N. J., directing the houses of the Stanley chain there. Four of the Stanley houses at the resort have been equipped for the sound, only one, the Liberty, remaining silent.

New Ontario T. O. Leaders

At annual election of officers of Ontario Division of M. P. T. O. Assoc., Harry Alexander, Park theatre, Toronto, was chosen president succeeding John C. Brady, Madison theatre, Toronto, who had been president for many years. Mr. Brady was made honorary president. M. Gebertig was elected vice-president; A. Polokoff, treasurer, and J. Alexander, secretary, all Toronto exhibitors.

Daily Lists Suburbans' Weekly Film Line-Up

SUBURBAN exhibitors of Kansas City have adopted a plan, co-operating with the Kansas City Star, whereby the entire week's lineup of pictures will be listed each Sunday in newspaper advertising of all the houses instead of the current production, thus allowing patrons to pick out the pictures for the week which they have missed in first run showings at downtown houses.

Corbett Plans To State Right Short Talkers

Now Producing Series Of 12 At Bristolphone Plant In Waterbury

Jack Corbett, who has been generally conceded one of the best theatre traders in the motion picture industry, has entered the production field making a series of 12 short talk and sound subjects. The subjects range from drama to comedy, and a number of musical subjects.

Corbett has been utilizing the Bristolphone plant at Waterbury, Conn., as the scene of his production activities. To date about five subjects have been completed.

The present plan is to offer the product to the exhibitor via the state rights medium.

Making his headquarters in New York Corbett obtains his casts and they are rehearsed then when up in their lines they are taken to Waterbury where usually a single day is all that is required for the shooting. Working with Corbett is Ira Simmons, a booker of artists, and Ruby, the musical director at Fox' Brooklyn.

New Memorial Theatre In McKeesport Opens Apr. 26

The new million dollar J. P. Harris Memorial Theatre in McKeesport, Pa., opens on April 26. House, designed by John Eberson of New York and Chicago, seats approximately 2,500. Elaborate atmospheric ornamentation is an outstanding feature.

Publix-Saenger Acquires Winston-Salem Colonial

Publix-Saenger Theatres of North Carolina, Inc., has purchased the Colonial in Winston-Salem and will take charge of the house on April 8. U. K. Rice, general manager of the Colonial Theatre Co., remains as house manager.

Loew Mgr. To New Post

Walter DeWitt, manager of Loew's Victory, Evansville, Ind., has been made supervisor for the Victory and Grand there. He will also actively manage the New Grand for the next week or two, pending arrival of new manager to succeed Henry A. Sommers, resigned.

French Film Co. Opens Office In New York City

Director Hurel Outlines Distribution Policy To Trade Press

Franco-Film Company, a French producing and distributing organization, recently established headquarters in the French building, 551 Fifth avenue, New York City. Robert Hurel, executive-director of the company, before returning to France a few days ago, in an address to press representatives at a gathering last week in the Park Central Hotel, outlined his company's plans and appointed M. Edw. Sullivan, former managing-director of the Little Carnegie Playhouse, American representative.

In his address to the press Mr. Hurel pointed out that while Franco-Film was the youngest picture company in France it had in two years' time made a record in French film circles. In addition to its own producing and distributing facilities, Hurel stated that an agreement with Gaumont gave Franco-Film a managing mandate over all Gaumont theatres. The company also owns the Monopole chain of 16 houses.

Thinks Quota Harmful

Declaring the policy of Franco-Film, Hurel stated that his firm had witnessed the establishment of different quotas and was of the opinion that this method of protection could be harmful to both parties. Franco-Film's policy, he said, would be to establish a quota based on international exchanges, and commented further that this plan had already been successfully worked out in Europe.

A number of productions, with internationally known players in the casts, has been announced by Franco-Film for American distribution.

European Film Output Increased 50% The Past Year

European producers of motion pictures increased their output 50 per cent during the past year. This is taken to mean that they are determined to shake off the alleged American monopoly over the European trade.

The Department of Commerce, Washington, D. C., has released figures indicating that Germany is the leading European producer, with a record of 221 pictures in 1928 at a cost of $11,000,000. Great Britain's production is now second on the list, having increased more rapidly than any other. The British total for 1928 was $7,610,000, compared with $2,600,000 in 1927. France, Austria and Czechoslovakia were the only other nations to show notable gains in production.

In the British market the proportionate use of American films declined about 10 per cent.

"Ideas" Enroute As Katz Tries New Attraction

Flash Acts Invading East While Publix Head Seeks Different Method

While one large theatre circuit, with extensive Eastern holdings, is experimenting on the west coast with a view towards curtailing picture presentations, a stage "idea" which is considered a vital part of a big Western circuit is all set to be routed East for an extended booking.

Sam Katz, president of Publix Theatres, is reported conducting the try-out of a new form of presentation by the introduction of short talkies. His move in this direction is influenced by the popularity of all-talking picture programs. Highly competitive locations have been chosen for this experiment which, if it goes over, may mean that this form will be adopted on a national scale. Mr. Katz is generally credited with being the father of presentation popularity.

Wolf's Arrangement

Marco Wolf, senior member of Fanchon and Marco's "Ideas," recenly returned to the Coast from New York City where he went to complete arrangements for the Eastward routing of presentations. The first "Idea" is already wending its way towards New York from Salt Lake City. After playing Denver, split weeks will follow in various cities and it will then go to Milwaukee through a booking arrangement with Joe Leo for the Wisconsin theatre. Four weeks' stand will be made in Chicago and then on to Manhattan, where an eight weeks' booking has been decided upon. They will go into Fox houses as flash acts in various parts of the city.

It is said that with these booking arrangements only twenty-one weeks would be needed to fill in a complete fifty-two weeks' tour. Fanchon and Marco state that they have had offers to fill in the balance but that in most instances it would mean playing opposition to Loew or Fox houses.

Franklin's View

Harold B. Franklin, president of West Coast Theatres, commenting on the extension of "Ideas," said:

"We are mightily pleased that Eastern routing has been definitely set. They have proven their worth to us as box-office attractions. . . . California is the birthplace of modern stage presentation . . . a real treat is awaiting the East."

Omaha, Nebr., April 10.—It is reported that Fanchon and Marco units will open the World theatre here about May 3. The house is locally owned, operating with a Pantages franchise, but rumors have been current for the past six months that negotiations have been on with Fox, despite denials to the contrary. .The report of the F & M opening appears to lend further credence to Fox control.

"Strong Boy" Top With $115,298; "Wild Orchids" $85,354, Held; All But Strand Over 100%

Stage Shows Dropped Since Katz Visit

PUBLIX stage shows will no longer be seen at the Portland Theatre, Portland, Ore., or the Seattle Theatre in Seattle, Wash., after April 18, and both houses are scheduled to go on an all-talkie basis. This announcement follows closely the recent visit there of Sam Katz and associates. Also among other changes the Portland and Seattle houses will open on Friday, instead of Saturday as at present.

Henry Busse, master of ceremonies, at Portland Theatre is slated to go to Chicago Theatre, Chicago, and the Portland stage band will be replaced with a pit orchestra, to include several singers.

"Wild Party" Almost Touches Record; "B'way Melody" Still Strong Getting $24,097

EVERYONE of the Broadway grind houses, with the exception of the Strand, topped 100 per cent in business for Easter Week. Of course, the town was crowded with the youngsters home from school over the Easter holidays, and that accounted for the influx of business. The outstanding business of the street went to the Roxy with "Strong Boy" as the feature attraction, a weak picture but a strong stage show, the business being $115,-298. The Strand, with "Children of the Ritz," played to $32,000, which gave the house 92 1/10 per cent of its average business, and proved the "low" for the Main Stem.

Last week was the first that the little Cameo Theatre offered sound pictures. Its installation was completed, and "The Godless Girl" got its first run on Broadway here. The business on the week went to almost $9,200, which was 150 2/5 per cent. This week, however, is not holding to the pace of the opening week.

Clara Bow, in "The Wild Party," almost touched the record at the Rialto, getting $54,500, while at the Capitol "Wild Orchids," with Greta Garbo, played to $85,-354, which was sufficient to have the picture hold over for a second week.

The Paramount held "Chinatown Nights" for receipts of $78,500, while Douglas Fairbanks in "The Iron Mask," in its final week at the Rivoli, turned in $30,600, giving the house 108 2/5 per cent for the sixth week of the run. At the Colony, Reginald Denny in "Clear The Decks," an indifferent picture, played to $11,765, which was a little above the average at the house.

Two New Run Arrivals

Two new arrivals in the legitimate theatres for a run last week. They are "Christina," which came to the Gaiety and on the first week showed $13,777.75, and "His Captive Woman," which succeeded "Weary River" at the Central. In four days this picture played to $11,300 which, on percentage, shows 108½, with the basis for figuring the nine weeks of business done by "Weary River."

Of the run pictures there are three that are doing outstanding business. The leader remains "The Broadway Melody," now in its eighth week at the Astor, with the business last week at $24,097; following hard on the heels of this is "The Trial of Mary Dugan," which is in its second week at the Embassy. Business there was $11,-852, which gives it 151 4/5 per cent. Both of these are Metro-Goldwyn-Mayer pictures. The third is "The Divine Lady," at War-

(*Continued on following page*)

"Coquette" Goes Over The Top In Los Angeles

Grosses $39,600 For First Week; "Desert Song" And "Wild Party" Strong

An unusually strong line-up of pictures last week brought about keen competition but, in face of this, every house did a better than normal business, percentages ranging from 125 to 290, two out of seven doubled normal, one a smash; two did 175 per cent and one 150 per cent. Now think this over and pay attention to the titles that rolled up these figures.

"Coquette" was the "smash" at the United Artists Theatre, getting away with $39,600, or 290 per cent for its first week. "Broadway Melody," still very strong in its 9th week at the Chinese, gathered in $32,000 for a 200 per cent rating.

Next in line comes "Desert Song" which, at $18,000 for the first four days, struck a 175 per cent gait with only a Phil Baker Vitaphone as support; no Ceballos revue. "Speakeasy," at the Criterion, on a full week, gathered in $18,000, also a 175 per cent rating.

Paramount got $45,000 with "Wild Party" or 150 per cent for the week, and "Duke Steps Out" made a return of $34,-000 for the State for 130 per cent.. To make it a perfect above normal week for all, "Iron Mask," in its fourth week at the Carthay, turned in $16,500, or 125 per cent.

Small-Asher With Columbia

Arrangements have been completed between Columbia and Small and Asher whereby the former will distribute a series of Small and Asher features.

RCA Announces Reproducer For Small Theatres

Quality And Lower Price Range Promised; More Information Soon

The development of a new type of sound reproducing equipment for theatres with seating capacity of 750 or less is announced this week by RCA Photophone, Inc. Officials of the company indicate that the new apparatus will be placed on the market at a lower price range than heretofore has been available to the small theatre owner desirous of meeting a standard set by the more expensive equipment. E. E. Bucher, executive vice-president of the company, declares that definite schedules of delivery, prices and terms will be announced within a week or ten days.

Mr. Bucher states:

"RCA Photophone, Inc., after a close study of the requirements of the smaller motion-picture houses of the country, began some months ago the task of designing modern reproducing equipment for theatres with a seating capacity of 750 or less. The great problem was to produce an efficient low-priced system that would include the highest developments in the field of sound reproduction and synchronization, and which would give quality of sound reproduction equal to that of its standard high-priced equipment at a price well within the means of the smaller theatres of the country. Several models were developed and scrapped. The models now to be released meet the highest acoustical and mechanical standards built into the more elaborate types of RCA Photophone reproducing equipment.

"The lower-priced reproducing apparatus which will soon be ready for rapid delivery will include a sound-on-disc machine as well as a sound-on-film machine. We believe that the terms, when announced, will reflect the remarkable progress made in the manufacture and sale of standard sound-reproducing equipment for theatres."

An indication that RCA may plan extensive marketing of their projector is contained in this additional statement by Mr. Bucher:

"RCA Photophone will continue to market its present types of sound-picture apparatus, i.e., the sound head attachment, which was designed for mounting on standard projectors, and its type P-2 sound picture projector, which combines sound and picture mechanism in one machine, and which was designed by the General Electric Company and the Westinghouse Electric and Manufacturing Company."

Pa.-Va. Exhibitors To Meet

Plans are in readiness for the ninth annual convention of the M. P. T. O. of W. Pa. and W. Va., to be held at the Fort Pitt Hotel, Pittsburgh, April 14-15-16. William Finkel, Southside exhibitor, is general convention chairman. Several exhibitor leaders will be on hand, including Abram F. Myers. A trade showing of Columbia's "The Donovan Affair" will open the meet.

Tex. Houses To Operate Despite Blue Laws

TEXAS theatres will continue to operate Sundays but they will do so in defiance of the ancient blue laws forbidding their operation on the Sabbath.

Governor Moody has vetoed the bill repealing the blue laws as far as they affected Sunday operation of theatres, declaring the measure unconstitutional. The bill designated to repeal these blue laws gave the cities the right to permit or forbid the showing of films after 1 P. M. Sundays.

M-G-M Will Spend Million For Seven New Sound Stages

Move Seen As Indication Company Will Not Merge With Fox Production

Hollywood, April 10.—Concrete evidence that M-G-M will continue as a separate organization and will not be merged with the William Fox production units is contained in the announcement this week by Louis B. Mayer that nearly one million dollars is now being expended on construction of seven new sound stages and a four acre industrial center at the M-G-M Studios at Culver City.

When the seven sound stages are completed, it will give M-G-M a total of eleven sound stages; equal to the facilities of any other producing company. These do not include two sound-proof studios in New York City.

The four acre industrial center will include mills, shops, lumber yard, warehouses, etc.; consolidating all studio labor units for greater efficiency.

Included in the construction program is plan for a fifteen hundred seat private theatre wired for projecting sound productions. The theatre will also be utilized for shooting theatre audiences and stage numbers for pictures in the making, eliminating the necessity of specially constructing theatre sets when needed.

All Broadway Grind Houses Do Big Business For Week

(*Continued from preceding page*)

ner's, which got $21,493 in its second week.

The remaining three were all under 100 per cent. "The Letter," at the Criterion, played to $11,455 while, at the Winter Garden, "Noah's Ark" did $31,457.25, which is not good, considering the strong advertising campaign placed behind the picture. At the Harris Theatre, "The Singing Fool," for its thirtieth week on Broadway, got $13,864.75.

"Alibi" came into the 44th Street on Monday night of this week, and looks like a solid hit. Due, in the near future are "The Rainbow Man" with Eddie Dowling at the Selwyn, and "Bulldog Drummond," which comes to the Apollo.

Iowa Is Rapidly Turning Towards Sound Apparatus

64 Theatres Equipped At Present; 50 With Disc, 14 With Combination

A recent survey of sound equipped houses in Iowa discloses that theatres of this state are rapidly turning towards talkie installations. Sixty-four houses are at this time equipped, fifty of this number with disc apparatus and the balance of fourteen with disc and sound-on-film combinations.

The list of installations, covering town, name of theatre and ownership is as follows:

Disc Installations

At Iowa City, Garden Theatre (Publix); Albia, Rex and King; Chariton, Ritz (A. H. Blank); Boone, Princess (John Anderson); Ft. Dodge, Plaza (H. W. Schultz), Strand (William Johnson); Estherville, Grand; Atlantic, Strand (Waldorf and Johnson); Colfax; Star (Walter Carroll; Guthrie Center, Garden (George L. Schwenneker); Centerville, Ritz (Leo Moore); Creston, Crest (Clarence Lacey); Jefferson, Strand (J. H. Michael); Carroll, Earle (E. N. Neu, Inc.); Sac City, Lyric (W. F. Weary); Manchester, Plaza (Wayne Dutton); Decorah, Grand (Troxell and Salmon); Forest City, Forest (M. A. Brown); Laurens, Elite (J. G. Fair); Fonda, Amuzu (E. Recknagel); Webster City, Isis (A. C. Schuneman), Orpheum (Stephens and Puffer); Eagle Grove, Eagle (E. E. Morris); Grinnell, Colonial (L. C. West); Strand (W. H. Mart and Son); Mt. Vernon, Strand (L. C. West); Washington, Fox (H. E. Pratt), Graham (Harry Frankel); Des Moines, Garden (Publix); Maquoketa, Pastime (S. R. Peake); Clinton, Orpheum (A. H. Blank); Muscatine, Amuzu (Ludy Bosten); Valley Junction, Lyric (Fae Graham); Mt. Pleasant, Temple (M. L. Dickson); Sigourney, Garden (Harry Simpson); Oskaloosa, Rivoli (Staak and Pierce); North English, Orpheum (Vance Smith); Ottumwa, Capitol (Jake Cohen); Tama, Mills (Wesley Mansfield); Belle Plaine; Strand (Wesley Mansfield); Marengo, Strand (Otto Panknen); Brooklyn, Broadway (M. A. Fauver); Tipton, Hardacre (G. L. DeNune); DeWitt; Majestic (G. L. Denune); Marion, Garden (F. C. Williams); Oelwein, Gem (C. L. Niles); Marshalltown, Capitol (C. C. Dunsmoor); Nevada, Circle (Oscar Strine); Ames, Twin Star (A. H. Blank); Audubon, Crescent (E. B. Johnson); Perry, Foxy (Macey & Stanley); Dexter, Princess (S. M. Heefner); Osceola, Lyric (John Waller); Leon, Strand (J. E. Michael); Hampton, Windsor (Charles Peterson); Pocohontas, Rialto (Jack Bauma); Rockwell City, Lyric (Walter Peterson); Lake City, Star (E. W. Brooks); Clear Lake, Park (Lecy and Melcher); Mason City, Cecil (Tom Arthur), Bijou (A. H. Blank); Charles City, Hildreth (M. J. Keuch); Cedar Falls, Regent (M. R. Blair).

Disc and Sound-on-Film

Iowa City, Englert (A. H. Blank); Boone, Rialto (A. H. Blank); Ft. Dodge, Rialto (A. H. Blank); Newton, Capitol (Publix); Des Moines, Des Moines Publix), Capitol (Publix), Strand (Publix); Dubuque, Majestic (Nate Rosenthal), Grand (John H. Maclay); Clinton, Strand (Publix); Davenport, Garden and Columbia (Publix); Muscatine, Grand and Palace (Midland Circuit); Burlington, Palace, and Rialto (Publix); Ft. Madison, Strand and Orpheum (Midland Circuit); Ottumwa, Square (S. Braun); Marshalltown, Casino (Hostettler); Ames, Capitol and Ames (A. H. Blank); Mason City, Palace (A. H. Blank).

All E. E. Fulton Officers Re-elected; Co. Will Expand

At the annual meeting of the E. E. Fulton Company, held in New York March 26, Carl H. Fulton was re-elected president; Pat Casey, vice-pres.; F. A. Van Husan, vice-pres.; Frank Meyers, sec'y, and A. G. Jarmin, treas. The board of directors, consisting of Carl Fulton, Pat Casey, F. A. Van Husan, Frank Meyers and C. C. Moskowitz, was also reelected.

It was pointed out by Mr. Fulton that several additional branches were opened by the company during 1928 and that 1929 has already seen establishment of branch offices in Boston and Los Angeles. A further expansion program was approved.

Chester B. Bahn says: "The 1929 Motion Picture News Blue Book is of the utmost value in conducting The Radio Movie Question Box. Indeed, without it I should be quite lost. Examination of the tally kept of the queries received during the first three weeks shows that approximately 60% relate to biographical data. The Blue Book thus becomes indispensable, you see. Where the fan's question states that it is based upon, or results from a wager, I am citing the Blue Book in broadcasting the reply".

Bahn's Movie Question Box Is Novel Radio-Newspaper Tie-Up

Successful Idea Used by Syracuse Herald Interests Thousands of Fans, and Can Be Adopted by Exhibitors in Cities with Broadcast Stations

FOR exhibitors in cities where there are broadcasting stations, here is a corking good idea for a radio-newspaper tie-up.

It is the "Movie Question Box," originated by Chester B. Bahn, dramatic editor of The Syracuse (N. Y.) *Herald* in conjunction with Charles H. Kaletzki, manager of Station WSYR, the Hotel Syracuse studios. Tens of thousands of movie fans in upper New York State listen in every week to Bahn's 15-minute period on the air.

There is nothing complex in the plan. The fans are asked to send their questions by letter either to the station or the newspaper. The big majority go to the latter. The 15-minute period permits Mr. Bahn, in the role of movie oracle, to answer the bulk; some, of course, are answered by mail—these are queries which require detailed explanations which would take up too much time on the air.

Broadcast Is Informal

The broadcast is entirely informal. "I stress that we are simply fans chatting over a mutual hobby," says Mr. Bahn.

Through the medium of The Movie Question Box, fans may ascertain, for instance, the color of Mary Pickford's eyes, the tint of Greta Garbo's hair and the weight of Milton Sills.

Nor is this all. They may ask and be advised as to the birthplace and birth date of stars and featured players; their school and college background, if it exists, and the names of some of the pictures in which they have appeared.

Pertinent information about pictures announced for screening, in production, awaiting release and current on silver-sheets; present activities of stars and featured players, and, in short, any film data which may intrigue a fan is supplied by Mr. Bahn over the air to fans.

Mr. Bahn does not undertake to answer queries pertaining to the purely domestic lives of screen players. This bars questions relating to unhappy matrimonial scandals, real or gossiped.

The order in which queries are received governs Mr. Bahn in the preparation of replies. All letters from fans are required to bear the full name and address of the writer.

A Sure-Fire Plan

Although but five weeks old, the Movie Question Box has shown a steady growth in the number of questions submitted. This, too, is interesting and important: letters are coming in from listeners commenting favorably upon the feature although they have no questions to submit.



Chester B. Bahn, Dramatic Editor of the Syracuse Herald

"I feel that the plan is sure-fire for any newspaper in a city where a radio station is maintained," says Mr. Bahn. "As for the value to the station, perhaps the best indication is the fact that WSYR makes no charge for the period."

As an instance of the great variety of screen personalities about whom questions are asked, here is the list of those included in Mr. Bahn's fourth broadcast:

Richard Barthelmess, Clara Bow, Jackie Coogan, Greta Garbo, Buddy Rogers, Jean Hersholt, Kathryn Crawford, Renee Adoree, Bradley King, Eleanor Boardman, Louise Fazenda, Dorothy Mackaill, King Vidor, William Beaudine, John Gilbert, Anita Page, Fred Niblo, Sam Wood, Sally Starr, Mary Nolan, Conrad Nagel, Norma Talmadge, Eddie Leonard, Jane LaVerne, Robert F. Hill, D. W. Griffith, Colleen Moore, Lila Lee, Douglas Fairbanks, Alice Day, Tom Dugan, Mary Pickford and Frank Lloyd.

It is apparent that, directly or indirectly, Syracuse exhibitors and the industry as well reap great value out of the Movie Question Box.

Exhibitors Can Use It

MOTION PICTURE NEWS points out to exhibitors that they have a chance here for a first-class tie-up. If there is a radio station in your city, we suggest that you take up the idea with the photoplay editor of your newspaper. He will, we believe, be greatly interested in it, and you can very likely work out a plan by which your theatre—in fact, all the theatres in town—can be directly benefitted.

For example, you could boost the Movie Question Box in your house programs, and might even run trailers from time to time in co-operation with the newspaper.

As a builder of good-will with your newspaper, and the general quickening of interest in screen personalities, the idea offers a wide field for fine results.

If you have trouble in playing sound pictures in your theatre you will be interested in this article, which tells how hidden and unsuspected causes may baffle your best efforts to deliver a first class show. Actual experiences of exhibitors are given. The solutions they found for vibration—or, more properly, reverberation—of sound are timely and should prove of great value to other theatre men who meet similar difficulties. Even the walls of the house and theatre seats themselves play an important—sometimes a harmful role—in the handling of sound waves.

Sound Troubles In The Theatre Often Come From Unexpected Causes

Draperies, Electric Fans, Theatre Seats And Even Basement Pipes Must Now Be Figured By The Exhibitor From New and Important Angles

WHO would ever suppose that draperies, electric fans, theatre seats and needles would have an important bearing on the proper reproduction of sound pictures in the theatre?

Yet such is the fact. And there are other things, too, that often "make" or "break" the talkie for the audience, despite all the engineering and production skill that has been put at the disposal of wired houses.

Motion Picture News has learned of a number of little-suspected causes that may not be discovered by an exhibitor without previous experience in handling sound equipment and result in serious loss of patronage.

Sound Absorbers

For instance, there is the question of sound wave reverberation as related to bare walls. Some theatres, in widely separated sections of the country, have learned from experience that acoustics are greatly improved if drapes are hung on the walls of the theatre. These act as reducers of reverberation as distinguished from bare walls, which have the effect of throwing sound around the house in such a way as to lessen its quality.

The result is that a number of theatres are placing draperies of one sort or another at different points in the house as sound-absorbers and not confining them merely to the stage.

Then there is the matter of generators and fans. The even distribution of sound waves can be seriously interfered with by a simple little electric fan. This is a point that should be watched, particularly in the summer season. If the fan is uncovered and revolving, the sound waves as they come out from the screen hit the fan blades with the same effect as would be caused if your hand were struck by them. The sound waves are split up and scattered and this tends to destroy their quality. The solution to the problem is to cover the fans over in front, so that the air may be thrown out from the sides, while at the same time there will be no interference with sound waves.

Hidden Troubles

In a certain theatre, which has an excellent sound installation, there was constant vibration as the sound came from the screen. Engineers were called in, and every inch of the mechanism was gone over. The cause of the trouble remained hidden. The exhibitor was at his wits' end, yet he had no luck in finding out what caused it.

As a last resort, it was decided that the difficulty must arise from faulty wiring in the basement. So the cement floor was ripped up and the cause was readily discovered. In wiring the house, a conduit had been placed on top of a pipe which had its terminal near a generator. When the generator was in operation, the pipe vibrated and this vibration was carried by the wires in the conduit, with the result that reproduction of sound pictures in the theatre became impossible.

Raising the conduit half an inch corrected the trouble and restored sound reproduction.

One of the most interesting flaws in sound reproduction was discovered in a most unsuspected place by still another theatre. Every time a sound picture was projected, there was a distinct and annoying scraping which issued from the screen. As in the instance just named, examination was made of the whole sound mechanism, but the trouble persisted.

Finally, one of the house staff decided that the only thing left to do was to examine the needles which were used in playing the discs. A naked-eye examination revealed nothing, but the manager was not satisfied that his theory was wrong, so he called a miscroscope into play. Then the trouble was revealed. On the very end of the needle he dicovered that an infinitesimal piece had been chipped off, and this was the origin of the noise for which everything else had been blamed previously and erroneously. Now, all the needles that come into the theatres controlled by the exhibitor in question are subjected to miscroscopic examination. And you may be sure that there is a supply of microscopes on hand at all times, in these houses.

Of course, it is well known that the acoustics of any auditorium vary in proportion to the number of people in it. But what is not so well known is that the audience, in another way, may have a lot to do with spoiling the talk that comes from the screen.

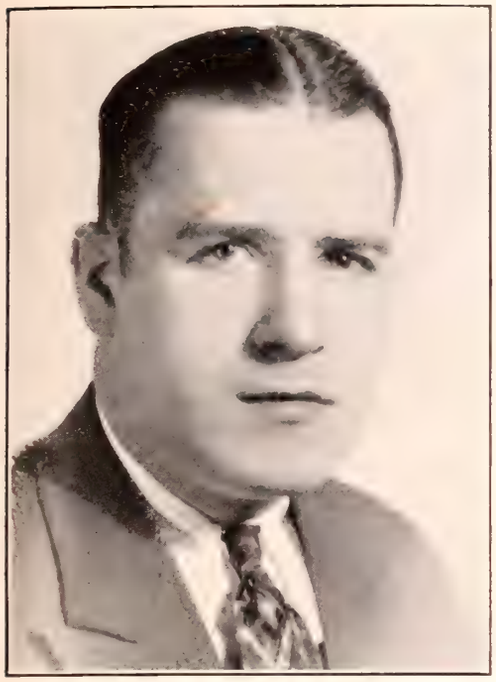
Theatre Seats And Sound

We will say that a number of people are seated during the showing of a sound picture. If a dozen of them slam down their theatre seats, there is interference with sound waves. The remedy for this would seem to be the installation of noiseless theatre chairs, such as are already found in a number of de luxe houses.

It has been found, on investigation, that tapestry-covered theatre seats are also an important item in the proper handling of sound waves. If the chair is a bare wood surface, sound waves striking it produce a series of reverberations which interfere with playing of the picture. On the other hand, if the front of the chair is covered with tapestry the waves are absorbed and the vibration eliminated.

All these instances of sound troubles in the theatre are cited from the actual experience of exhibitors who have discovered them, often at great pains, and corrected them.

How A Chain Manager Has Become A Leading Citizen In His Town



George Kelly, Manager of the Cranford Theatre, Cranford, N. J.

MUCH has been written and will continue to be written about every theatre's responsibility to its community.

Daniel N. Casey, Secretary of the Chamber of Commerce of Harrisburg, Pa., in a recent issue of MOTION PICTURE NEWS, brought this question out forcibly when he asked whether theatres are stealing rides at local expense.

His remarks were pointed almost exclusively at chain operators. In a survey which THE NEWS is now making of the community activity of chains, many interesting facts have been revealed concerning the work of the Stanley-Fabian Circuit, whose policy, according to David E. Weshner, advertising director, "is and always has been to make each one of its houses community theatres in every sense of the word."

Noted Lecturers Heard

For example, in Cranford, New Jersey, Manager George Kelly of the Cranford Theatre, a Stanley-Fabian house, has made himself and his theatre decided assets to the community. He also carried on a Community Forum Idea which he began in the winter of 1927. Mr. Kelly started this Community Forum by first obtaining a committee of ten of the most influential citizens of Cranford, who in turn made up a list of guarantors who pledged to pay a sum of not over $5.00 in the event that any loss were incurred by the Forum Committee. This list of guarantors numbers about 200 and today they have never been forced to pay over $2.50 for the season. The meetings are held at the theatre with no admission fee charged but a silver collection taken up to help defray expenses which include speakers' fees and other incidentals. The Cranford Community Forum, held at the Cranford Theatre on Sunday afternoon, attracts the very best people in town.

Within the past six weeks the following noted lecturers have appeared there and addressed the audiences:

Rev. Stephen S. Wise, who spoke on "The Great and Small Things in American Home Life"; Dr. B. Baumgarten, whose topic was "Castles and Legends of the Rhine"; Mrs. Sinclair Lewis, who spoke on "The New Russia"; Dr. Bruno Rosselli, whose topic was "Mussolini and European Politics"; Dr. Boyd-Carpenter, who spoke on "Oriental Problems Religious and Social"; Mr. Henry Franke, who spoke on "South America" and "Awakening China."

George Kelly's Community Forum idea is underwritten by the most influential citizens of his town. It is a splendid example of how the picture theatre can be built right into the life of the community. But, then, Mr. Kelly himself is a leading citizen. Here is a story which tells some of the reasons why this enterprising house manager plays a big part in important civic activities.

Naturally, the appearance of these noted lectures in the town is fully heralded in the newspaper. This is an important item in the community work which Kelly is doing. The lectures are reported as news stories, and the name of the theatre is, of course, mentioned.

But Kelly's work is by no means confined to the Community Forum idea, important as that it.

In most small communities there are one or more smaller Parent-Teacher Associations. Knowing that each member of the P-T-A represents a home where one or more children exist, Manager Kelly felt that he could be doing a service to this important organization and to his theatre by cooperating with them in the matter of Kiddie shows. Making it his policy to obtain this necessary good-will, which is so important in small communities, and knowing that the P-T-A is interested in the pictures that the children see, he made arrangements with the P-T-A of Cranford, whereby special pictures were booked in at the theatre every Saturday matinee, eliminating, of course, pictures that had anything to do with sex, gangsters or anything suggestive.

Co-operation With P-T-A

Whenever his feature attraction on Saturday was not quite suitable for kiddie showing, it was taken out of the program entirely on that afternoon and another attraction booked in that would be more adaptable to kiddie entertainment and one that met with the approval of the P-T-A. The Parent-Teacher Association was extremely impressed with this idea and at their meetings and in their monthly bulletins they urge all parents to cooperate with the theatre management by allowing their kiddies to attend Kiddie Matinees. The list of Friday and Saturday attractions are also placed in this bulletin. With this plan in effect, every parent in the Town of Cranford is continually boosting the Cranford Theatre and the Cranford Theatre in return is receiving the whole-hearted support of the community for the splendid work it is doing.

The important part the theatre managers can play in their local communities is therefore well evidenced in these cases. In the case of Mr. Kelly, following is an extract of a resolution passed by the Lions Club of Cranford:

"The Board of Directors recommend that George Kelly be made an honorary member of the Lions Club. Mr. Kelly is known to every member of the Club. His relations with us have been helpful in promoting the cause of Lionism in Cranford. He rendered a very great service to us in helping to make the Radio Show last winter the success it proved to be.

"While Mr. Kelly has been with us but a few years, yet he has in that brief time displayed a public-spirited interest in all things pertaining to the best interest of our town. His unfailing courtesy and energetic efforts to serve the civic and social interests of Cranford, deserve our commendation, and in honoring Mr. Kelly, we are publicly extending to him that recognition which is merited by his service to the community in general and to our club in particular."

Articles on the community work of other managers in this circuit will appear in later issues.

What The Exchange Man Thinks Of The Small Exhibitor As A Showman

IS the small town exhibitor his own worst enemy? That is a question which arose pointedly the other day along film row in Milwaukee, when a representative of MOTION PICTURE NEWS started out to interview exchange managers on their most difficult sales problems.

Most of the branch managers and salesmen, with whom the representative chatted, declared that the small town exhibitor has too many irons in the fire to make the most of his opportunities in the show business. His theatre, they said, is a side line, a spare time job, and is given what attention he can spare from his other duties.

During the day you will find him behind the desk at the telegraph office, at the depot wearing the cap of dispatcher, in a blacksmith shop, he may be the barber, or even the school teacher.

The Exhibitor's Complaint

The exhibitor will invariably complain, say sales managers, that the show business does not pay him enough to devote more of his time to it; that he has to hold another job to make a living.

"No money in the business," one exhibitor complained only last week. "No matter what I do, I can't bring 'em in. Folks like to go shopping for their pictures. You know how I'm situated, with B—— only nine miles off, and good macadam all the way."

Now this sounded like a logical complaint. It fitted in with the well-known fact that good roads have played a big part in the evolution of the small town exhibition business. Evolution, or revolution. At any rate, many a small exhibitor sees his former patrons drive on to the next town, or larger trading center, with resultant loss to his house, and chiefly because, so it has been believed, of good roads plus the widespread use of the automobile.

But was it a logical complaint? Let's see the other side of the story. The exchange manager declared that this exhibitor was an exhibitor only during the evening and at Sunday matinees. He never ordered any advertising, and so far as the exchange manager knew, had never exerted himself to exploit the pictures he booked. A one-sheet on a stand in front of the house was his idea of a big campaign.

In an age of specialization—and that is what 1929 is—this attitude on the part of the exhibitor looked decidedly out of date, old fashioned, and unbusinesslike.

"The average small town exhibitor is satisfied," remarked another exchange manager, "if he can make $20 to $25 a week out of his house. His other business usually makes a living wage so he is not dependent on his theatre for his bread and butter."

Is the small town exhibitor a showman? Can he expect to make money in the picture business if he operates his theatre merely as a sideline? In this age of sound and rapid changes, can he even survive if he is an exhibitor only one or two days a week, so far as devoting himself to the business is concerned? This article gives the viewpoint of exchange managers and salesmen in an important key center on this subject. Many small town exhibitors are, most decidedly, showmen and good businessmen. They are living in the present, not the past. But there is another type of exhibitor who is described in the accompanying article as "his own worst enemy."

The analysis of the small town exhibitor by the exchange manager went further—considerably further.

One branch manager estimated that if the average exhibitor in the smaller community would devote one-fifth of his attention intelligently to his theatre he would increase his business 100 per cent.

This manager stated emphatically that he believed the exhibitor of this description is his own worst enemy. He is his own competition, because of his inactivity in the show business, his lack of ability in that line, coupled with his lack of desire to study his business.

The same opinion is held by a salesman whose territory takes him into a good many towns of 5,000 or less.

When questioned as to whether he felt the small town exhibitor demonstrated enough showmanship, he answered very bluntly:

"The truth is, most of the exhibitors don't know what it is all about. They don't know what their audience wants, and so, of course, aren't sure themselves of what to show. They don't know how to keep the good business they had a few years back, and so they must yell about business being 'shot,' not what it used to be, the producers aren't making good pictures, etc. And when you give them suggestions, what do they do about it? Nothing! I tell you they don't know what it's all about."

Little Effort, Little Return

From this analysis of the situation in many of the small towns, it would appear that a certain type of exhibitor makes little or no effort to be a showman.

Yet it is perfectly obvious that if he is to survive, the small exhibitor must wake up and get in step with the times. This is particularly true at the moment because of the great changes that the industry itself is undergoing, because of the advent of sound.

There is no doubt that this summing up of the small exhibitor by the sales forces could be applied to more than one exchange district. It would not be universally true, of course. There are many small exhibitors who are devoting the proper attention to their business, and to the extent of their ability are giving their public the best shows possible.

These men, whatever the size of their towns; whatever the difficulties they have to face, are fighters. Furthermore, they are showmen first. The results are just what you would expect. They don't hang out a one-sheet and expect the public to break down their doors trying to get in to see the picture. They know they must go after business in order to get it, exactly as the retailer in any other line. And they get it.

Motion Picture News Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Abie's Irish Rose (Par.)

ATLANTA, GA.—Loew's Grand Theatre. Weather, fair.

Rating—80% (second run).

Alias Jimmy Valentine (M-G-M)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 4 days, 10c-50c, "Our Gang" comedy, Fox News, 2 Acts. Weather, cold, rain.

Rating—70%.

AD TIPS—If your house is not wired, do not worry, but play up unusually funny titles. Some audiences complained about Haines getting away with "smart aleck" tricks in former pictures; if your location experienced that, it's worth mentioning in ads that he plays serious role here, eased with good comedy. Don't leave out Dane. Refer to fact picture has been made before and was hit. Audience appeal: general.—Michigan Theatre, Ann Arbor, Mich.

Air Legion, The (RKO)

JOLIET, ILL.—Princess Theatre (960), Comedy, News, 1 day, 15c-35c. Weather, raining.

Rating—40%

AD TIPS—Exploited as picture of hair-breath excitement dedicated to U. S. air mail heroes. Featured aerial thrills, romance. Has great appeal for boys.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Barker, The (F.N.)

CANTON, O.—Palace Theatre (1,906), 7 days, 30c-50c, 5 Acts K.-A. Vaud., Pathe Sound News, Sennett all-talking Comedy (Educ.).

Rating—175%

OMAHA, NEB.—Orpheum Theatre (3,000), 7 days, 25c-60c, 4 Acts RKO Vaud., Pathe News. Weather, rain.

Rating—100%.

AD TIPS—Play up circus atmosphere. Dress up front of theatre to represent circus tent front. Put imitation calliope at box office, in lobby build regulation ticket box and have snappy "barker" to announce show. Build stage show around circus atmosphere and put ushers in aisles with peanuts, popcorn, etc. In newspaper ads, play up Sills, Compson and fact that film has talk. Audience appeal: not for real young members of family; high school age and above.—Palace Theatre, Canton, O., Marc Wolff, Mgr.

Bath Between, The (Fox)

TULSA, OKLA.—Rialto Theatre (1,200), 3 days, 35c-50c, News, Fables, 2 Stage Acts. Weather, fair.

Rating—80% (double feature).

Bellamy Trial, The (M-G-M)

ALBANY, N. Y.—Mark Ritz Theatre (1,146), 6 days, 25c-35c, Vita. Act, Pathe Sound News. Weather, fair-rain.

Rating—125%

MINNEAPOLIS, MINN.—Hennepin-Orpheum Theatre (2,900), 7 days, 3 shows daily, 25c-50c-75c, 6 Acts Vaud., No Shorts. Weather, fair.

Rating—73½%

AD TIPS—Exploited picture as having scored heavily in N. Y. City; featured that it was mystery drama in talkie. Audience appeal: all classes.—Mark Ritz Theatre, Charles Smakowitz, Mgr., Albany, N. Y.

Title played up heavily in billing. Star of film, talking sequences, trial scene, sound synchronization and drama exploited. Fact that Leatrice Joy had appeared in person in this theatre few weeks previous did much to bring customers. Audience appeal: adult.—Frank Burke, Mgr., Hennepin-Orpheum Theatre, Minneapolis, Minn.

Blockade (RKO)

UTICA, N. Y.—Gaiety Theatre (1,700), 3 days, 35c-50c, 5 Keith Vaud. Acts, Int'l News. Weather, rain and warm.

Rating—103%.

Blue Skies (Fox)

UTICA, N. Y.—Olympic Theatre (1,300), 3 days, 35c, Charley Chase Comedy, Pathe Review, Fox News. Weather, rain and warm.

Rating—80%.

Broadway Melody, The (M-G-M)

NEW YORK CITY, N. Y.—Astor Theatre (1,120), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun., M-G-M short talkers, eighth week. Weather, cool and rain.

Rating—163 7/10%.

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 15c-25c-50c, 5 Vaud. Acts, Roach Comedies, Fox M'tone News. Weather, warm and fair.

Rating—140%

TROY, N. Y.—Troy Theatre (2,000), 7 days, 25c-40c, 2 Vita. Acts, Fox M'tone News. Weather, variable.

Rating—250%

ALBANY, N. Y.—Leland Theatre (1,400), 7 days, 25c-35c, Fox M'tone News. Weather, fair forepart of week, and rainy last.

Rating—225%

PROVIDENCE, R. I.—Loew's State Theatre (3,500), 7 days, 15c50c, Organlogue, Fox M'tone News, "Confession" (M-G-M). Weather, fair and worm.

Rating—125%.

Broadway Melody—Cont.

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7 days, 25c-65c, Selected News. Weather, fair.

Rating—140%

CLEVELAND, O.—Stillman Theatre (1,800), 7 days, 50c-$2.00, "Confession" (M-G-M), M-G-M News. Weather, starting out with a bad storm, ended fair and very warm.

Rating—77% (5th week)

CANTON, O.—Loew's Theatre (2,025), 7 days, 30c-50c, Vaud. eliminated for week, Fox M'tone News, "Confession" (M-G-M).

Rating—200%

MILWAUKEE, WIS.—Strand Theatre (1,297), 7 days, 25c-60c, no presentation, Robert Benchley Comedy, Fox News. Weather, snow, sleet, rain, unsettled.

Rating—170%

ATLANTA, GA.—Loew's Capitol Theatre. Weather, fair.

Rating—150%.

NORFOLK, VA.—Norva Theatre (1,800), 6 days, 35c-50c, M-G-M News. Weather, fair and warm.

Rating—150%.

BALTIMORE, MD.—Loew's Stanley Theatre (3,654), 6 days, 25c-65c, Fox M'tone, Par. News, Orchestra, Organ, "Nearly Divorced" (M-G-M Talkie). Weather, mild with some rain.

Rating—203%.

SYRACUSE, N. Y.—Loew's Theatre (3,000), 7 days, 25c-35c-50c, Presentation, 5 Acts Loew Vaud., Orch., Fox M'tone. Weather, fair, rain one day.

Rating—300%.

TULSA, OKLA.—Majestic Theatre (1,000), 7 days, 50c-75c, News. Weather, fair.

Rating—125%.

MEMPHIS, TENN.—Loew's Palace Theatre (2,200), 6 days, 15c-50c, Fox M'tone News, M-G-M Shorts. Weather, fair and warm.

Rating—155%.

ATLANTIC CITY, N. J.—Strand Theatre (1,188), 14 days, 50c-75c, "A Recital Classique" (Metro M'tone), M-G-M News. Weather, generally fair and moderate.

Rating—125%.

UTICA, N. Y.—Stanley Theatre (3,500), 7 days, 35c-50c, Mickey Mouse Cartoon, M-G-M, Fox M'tone News. Weather, warm and rain.

Rating—148%.

ROCHESTER, N. Y.—Piccadilly Theatre (2,259), 7 days, 25c-35c-60c, Organ, Krazy Kat Comedy (Par.), Pathe News. Weather, clear.

Rating—150%.

Broadway Melody—Cont.

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,023), 75c-$100-$1.50, Vaud. Revue.

Rating—200%.

LOUISVILLE, KY.—Loew's and United Artists' State Theatre (3,400), 7 days, 35c-50c, Sound Act, Organlogue, M-G-M News, Fox M'tone News. Weather, fair and warm.

Rating—190%.

PORTLAND, ORE.—United Artists Theatre (957), 7 days, 25c-60c, Fox News, Metro Acts. Weather, fair, mild.

Rating—105%.

AD TIPS—Fact that picture drew so well first week that it was necessary to hold it over second week was exploited in advertising second week, first week's advertising and exploitation having been built around line: "The clink of glasses; youth and beauty; the barbaric rythm of the band—on Broadway at last."Audience appeal: all ages and classes.—Loew's Midland Theatre, Kansas City, Mo., Walter Maloney, Mgr.

Called attention to fact that picture was shown in New York at $6.60 and that it was unquestionably greatest picture of its kind ever made. Advised everyone possible to attend 10 a. m. or 12 noon shows if they wished a seat. Used heavy newspaper space. Audience appeal: all classes.—Leland Theatre, Alec Sayles, Mgr., Albany, N. Y.

Featured production as ushering in new era of living screen. Play up musical comedy element, stress dramatic story of big parade of gay white way. Audience appeal: all ages and classes.—J. P. McCarthy, Mgr., Loew's State Theatre, Providence, R. I.

Exploited as an all-talking, all-singing, all-dancing production. Use names of songs used in picture. Audience appeal: includes practically every type, from habitual theatre goer to man who has not seen a picture in a year.—Strand Theatre, William E. Mack, Mgr., Milwaukee, Wis.

Plenty of angles for good advertising. Play up strong all-talking and musical features, along with fact that story deals intimately with life behind scenes of Broadway musical comedy, Tin Pan Alley, etc. Also opportunity to go strong on names of Page and Love. Make mention of special scenes in Technicolor and don't forget musical numbers. Audience appeal: good family picture, except for very young.—Loew's Theatre, Canton, O., Russell Bovim, Mgr.

Featured singing, talking, dancing feature, stressing spectacular angle, and offering complete musical comedy on screen with no increase in regular prices.—Norva Theatre, Norfolk, Va.

Exploited play entirely on its merits, leaving it up to newspaper ads to represent it as one of season's best. Biggest point stressed was fact that film brought together galaxy of musical comedy stars in musical setting. Emphasized also realistic pathos and humor of backstage life. Page, Love and King played big. First all-talking, all-singing, all-dancing publicity went over big. Audience appeal: high school age up and all classes.—Picadilly Theatre, Herbert Chatkin, Mgr., Rochester, N. Y.

Exploited back stage life with background of glamorous musical comedy; also played up director Beaumont as responsible for "Our Dancing Daughters." Audience appeal: to all ages and all classes.—Bernard Depkins, Mgr., Stanley Theatre, Utica, N. Y.



Broadway Melody—Cont.

Heavy exploitation, special sheet music shop-amplifiers installed, records played song hits, all stepped up attendance. Clever newspaper advertising. Universal appeal.—United Artists Theatre, J. J. Parker, Mgr., Portland, Ore.

Exploit as first all-talking, all-dancing and all-singing picture. Good line for ad would be "Biggest sensation since advent of talking pictures" and you needn't be afraid of using it as picture backs up everything you say about it. Song hits worth playing up and make splendid tie-up with radio and music dealers. Action good and entire picture will stand heavy exploitation. Audience appeal: all classes.—Loew's State, Col. Harry E. Long, Mgr., Louisville, Ky.

Did great business by exploiting first all-talking, all-singing, all-dancing screen musical comedy. Outside of show centers production will have to be plugged hard. Used many tie-ups and special publicity stunts, including elaborate theatre front, and a little more than doubled newspaper advertising. Got business, and everybody went away humming real song hits of picture. Audiences of every class and age liked it.—Loew's State Theatre, Homer McCallon, Pub. Dir., Houston, Tex.

Called this biggest picture since introduction of motion pictures and that picture had taken Troy by storm. Also in newspaper advertising state that N. Y. speculators were demanding $6.60 seat for this picture. Audience appeal: all classes.—Troy Theatre, Walter Roberts, Mgr., Troy, N. Y.

Advertised extensively by one sheets, window cards, extra newspaper space and first all-talking, all-singing, all-dancing sound picture. Played it as a road show with reserved seats. Got many readers for it because of its policy. Audience appeal: for all classes.—Stillman Theatre, Cleveland, O., Charles Katz, Mgr.

Play up this title because of its wide exploitation. Name King, Page and Love as featured players. Stress all-talking, all-dancing, all-singing points. Tell them youth and beauty will pass before them as though in life telling their gripping story, singing their hit songs, dancing in choruses of sensuous feminine charm. Audience appeal: to all classes and all ages this great picture carries a big human appeal.—Charles Raymond, Gen. Mgr., Loew's Stanley, Baltimore, Md.

Newspaper tieup with serialized story of the film proved one of biggest publicity bets here, and helped to bring crowds that held it over for second week in smaller house.—Loew's Palace Theatre, Memphis, Tenn., Ernest Emerling, City Mgr.

Exploit as first musical comedy in talkies. Exploit Love and King. Audience appeal: general.—Loew's State, Harry Weiss, Mgr., Syracuse, N. Y.

Exploited on its merits as combining all-talking, all-singing and all-dancing with a fine cast; a Broadway musical show and absorbing drama in one picture. Audience appeal: all ages and classes.—Strand Theatre, Andrew D. Mustard, Mgr., Atlantic City, N. J.

Canary Murder Case (Par.)

ATLANTA, GA.—Rialto Theatre, Vita. Act. Weather, fair.

Rating—75% (second run).

BALTIMORE, MD.—Loew's Parkway Theatre (1,096), 6 days, 15c-35c, Fox M'tone News, Odette Myrtle, Bob Nelson (M-G-M Talkie), "Wrong Again" (M-G-M Talkie). Weather, mild with some rain.

Rating—122% (third run).

SYRACUSE, N. Y.—Eckel Theatre (2,140), 25c-35c, Presentation, 2 Acts Vita., Par. News, Organ. Weather, fair, rain one day.

Rating—125%.

AD TIPS—Exploit mystery angle. Feature novel and Powell in Philo Vance characterization. Audience appeal: general.—Schine Eckel Theatre, Ralph W. Thayer, Mgr., Syracuse, N. Y.

Captain Lash (Fox)

DES MOINES, IA.—Strand Theatre (1,096), 4 days, 20c-30c, "Turn Him Loose" (Par.), Brock Sisters (U Act), Par. News. Weather, warm.

Rating—90%.

PORTLAND, ORE—Blue Mouse Theatre (657), 25c-35c, 7 days, Fox News, Pathe's "Comedy of Roars. Weather, fair, mild.

Rating—80%.

AD TIPS—First run increased business. Exploited McLaglen, popular here. Clever Vita. Acts.—Blue Mouse Theatre, Francis Johnson, Mgr., Portland, Ore.

McLaglen played up for this feature and the fact that it is a talking picture. McLaglen's reputation was considered a draw. The U act also was played up and went nicely. The picture and bill had general appeal. Warm weather was given credit for the fact that the bill was not up to average at the box office.—George Watson, Strand Theatre, Des Moines, Ia.

Carnation Kid, The (Par)

KANSAS CITY, MO.—Royal Theatre (900), 7 days, 25c-50c, Publix Presentation, Florence Lawrence & Question Marks, News. Weather, fair.

Rating—90%.

TACOMA, WASH.—Fox Rialto Theatre (1,350), 7 days, 10c-35c-50c-75c, "Mind Your Own Business (Fox M'tone playlet), Fox M'tone News, Review, Par. News. Weather, bad.

Rating—65%.

COLUMBUS, O.—Ohio Theatre (4,000), 25c-50c, 7 days, Loew's Publix Unit. Weather, fair and warm.

Rating—100%.

NORFOLK, VA.—Loew's State Theatre (2,000), 6 days, 35c-50c, Loew's Vaud., Blackstone the Magician, Par. News. Weather, fair and warm.

Rating—100%.

SCHENECTADY, N. Y.—Proctor's Theatre (3,000), 3 days, 25c-35c-50c, 5 Acts Vaud., Pathe News.

Rating—105%

AD TIPS—Played up fact that local girl, Lorraine Eddy, has vamp part in this MacLean talkie. Audience appeal, general.—Rialto Theatre. Doug. Kimberley, Mgr., Tacoma, Wash.

MacLean back in action—political, underworld, melodramatic comedy. Audience appeal: all ages, all classes.—Ohio Theatre, Edw. Melniker, Mgr., Columbus, O.

Sketch of McLean, with pretty blonde holding tight to him was used in newspaper advertising, along with line, "He'll talk. And how!" Audience appeal: all ages and classes.—Royal Theatre, Kansas City, Mo., C. Koppock, Mgr.

MacLean still has good following, and talking angle, as his first talkie, is good one. Also comedy and gang war slants.—Proctor's Theatre, Schenectady, N. Y.

Children Of The Ritz (F.N.)

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 35c-50c-75c, Fox M'tone and Pathe Sound news reels, Vita. shorts. Weather, cool and rain.

Rating—92 1/10%.

JOLIET, ILL.—Rialto Theatre (2,300), 1 day, 35c-60c, 3 Acts, Orchestra, Comedy, Int'l News. Weather, raining.

Rating—40%

MACON, GA.—Capitol Theatre (1,000), 2 days, 25c-30c, Comedy, News. Weather, fair.

Rating—95%.

AD TIPS—Mackaill and Mulhall in unusual drama of $10,000 prize story dealing with modern youth. Exploit loads of comedy with screen's most lovable love team. Has appeal for young.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Children Of The Ritz—Cont.

Exploit "high life," Mackaill and Mulhall. Very good for all classes and ages.—Robert Mann, Mgr., Capitl Theatre, Macon, Ga.

Chinatown Nights (Par.)

ATLANTA, GA.—Keith's Georgia Theatre. Weather, fair.

Rating—60%

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-75c-85c-$1, Par. News and Technicolor Fashion Review, Jesse Crawford at Organ, Ben Black, master of ceremonies and stage band, John Murray Anderson, Publix Revue, "Laces and Graces." Weather, cool and rain.

Rating—108 2/5%.

SPRINGFIELD, MASS.—Fox-Palace Theatre (2,484), 7 days, 30c-60c, 3 Acts Fox Vaud., Sennett Comedy, M'tone Vaud., Fox News. Weather, cloudy, cold.

Rating—112%.

AD TIPS—Exploited Tong war theme and mystery of inner Chinese life in America. Newspaper advertisements stressed it as 100 per cent talkie with Beery and Vidor; and story of white woman lost among Chinamen. Audience appeal: older persons.—Fox-Palace, Mr. Torgan, Mgr., Springfield, Mass.

Christina (Fox)

NEW YORK CITY, N. Y.—Gaiety Theatre (808), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun, Fox M'tone shorts. M'tone News, first week. Weather, cool and rain.

Rating—147 7/10%.

Circus Kid, The (RKO)

ROCHESTER, N. Y.—Keith's Palace Theatre (3,200), 4 days, 35c-60c, 6 Acts, Pathe News. Weather, clear.

Rating—100%.

AD TIPS—Thrills stressed as well as pathos and drama of circus life. Picture represented as one letting audience behind scenes of big top life. Audience appeal: all ages and classes.—Keith Palace Theatre, E. L. Lake, Mgr., Rochester, N. Y.

Clear The Decks (U.)

NEW YORK CITY, N. Y.—Colony Theatre (1,980), 7 days, 50c-75c-$1, Pathe Sound and Int. News, Cartoon Comedy, stage band led by Sam Kahn. Walter O'Keefe, master of ceremonies, specialty acts. Weather, cool and rain.

Rating—100 2/5%.

OKLAHOMA CITY, OKLA.—Liberty Theatre (1,250), 7 days, 25c-50c, Fox M'tone News, Int'l News, Oswald Cartoon. Weather, fair.

Rating—100%.

PORTLAND, ORE.—Pantages Theatre (1,800), 7 days, 25c-50c, 5 Acts Vaud. headed by Huston Ray, Pathe Sound News, "Collegians." Weather, fair, mild.

Rating—100%

AD TIPS—Sail the seas of fun and become laugh-sick. Picture was excellent.—Liberty Theatre, Oklahoma City, Okla.

Close Harmony (Par.)

AKRON, O.—Colonial Theatre (1,147), 7 days, 25c-50c, "Three Aces," Par. News. Weather, changeable.

Rating—160%.

AD TIPS—Played up musical comedy angle, stressing singing, dancing, playing by principals, called attention to new songs and orchestrations. Voiced appeal to all ages and classes.—Colonial Theatre, L. B. Cool, Mgr., Akron, O.

Exploited fact it is all-talking, all-singing and all-dancing picture of youth, gaiety and beauty in a sound picture "years ahead of its time. Audience appeal: all classes.—Capitol Theatre, Walter Merkel, Mgr., Springfield, Mass.

Code Of The Scarlet, The (F.N.)

WICHITA, KAN.—Kansas Theatre (800), 20c, Comedy, News, Filmtone Act.

Rating—97%.

AD TIPS—Exploit story of Northwest Mounties and handsome Ken Maynard getting his man. Audience appeal: general.—Mrs. Charles G. Barron, Mgr., Kansas Theatre, Wichita, Kan.

Cohens And Kellys In Atlantic City (U.)

TAMPA, FLA.—Tampa Theatre (1,600), 3 days, 25c-50c-60c, Talkie Acts, Fable, Par. News, Organ. Weather, fair and warm.

Rating—100%

AD TIPS—Exploit as sure-fire laugh provoker, in dialogue, titles and situations. Play up star and cast, as well as real Atlantic City shots. All classes and ages.—A. N. Roy, Mgr., Tampa Theatre, Tampa, Fla.

Companionate Marriage (F.N.)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20c-25c, Pathe News, Bert Smith Players in "Irene," Vaud., Chorus. Weather, mild, some rain.

Rating—90%

AD TIPS—Exploit Bronson and Francis as featured players and tell them it throws spotlight on new marriage idea that has startled world. That Judge Ben B. Lindsay's book has been screened with great cast. That plot deals with love story and most vital question ever put before humanity. Audience appeal: to all and especially to married people. Our family trade liked it immensely.—Hippodrome Theatre, Nat Keene, Mgr., Baltimore, Md.

Conquest (W.B.)

SCHENECTADY, N. Y.—Strand Theatre (1,000), 7 days, 25c-35c-50c, Vita. Vaud., Fox M'tone News, Sennett Talking Comedy (Educ.). Weather, varying.

Rating—100%.

MACON, GA.—Ritz Theatre, (1,000), 3 days, 25c-35c-50c, Vita. Units, News. Weather, fair.

Rating—80%.

AD TIPS—Timely melodrama of antarctic flight, good on account of interest current in South Pole flyers. Warners first out-door talker and another 100 per center.—Strand Theatre, Schenectady, N. Y.

Coquette (U.A.)

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, M-G-M Gus Edwards Musical Revue, "Climbing Golden Stairs."

Rating—290%.

Court Martial (Col.)

CANTON, O.—Valentine Theatre (850), 10c-25c, Pathe News, Comedy, no stage presentation.

Rating—100%

AD TIPS—Arouse interest in story by inserting note in ad which requests those who have seen picture not to reveal ending to those who have not seen it. Go strong on possibilities suggested by title. Audience appeal: family picture.—Valentine Theatre, Canton, O., Joe Calla, Mgr.

Desert Song, The (W.B.)

LOS ANGELES, CAL.—Warners Hollywood Theatre (3,000), 35c-50c-60c, Vita. Acts, Phil Baker.

Rating—175%.

Desert Nights (M-G-M)

BALTIMORE, MD.—Loew's Century Theatre (3,221), 6 days, 25c-65c, Fox, M-G-M News, Loew-Publix Unit "Happy Go Lucky" with Richy Craig, Jr., Orchestra, Organ, "The Holy Terror" (Comedy), "Bridle Byways" (Sportlight). Weather, mild with some rain.

Rating—108%.

AD TIPS—Exploit John Gilbert heavily with the line "The Dean of Lovers"—with Mary Nolan and Ernest Torrence—a sound sensation—Desert Love—Desert thrills—Burning passion and bodies' pounding pulses—mad desires—a great drama of love and the desert. She would have sold her soul for water. Audience appeal: to all Gilbert fans; to the flapper class particularly, to all who like a strong romantic drama.—Loew's Century Theatre, Charles Raymon, Gen. Mgr., Baltimore, Md.

Devil's Apple Tree, The (T.-S.)

SAN ANTONIO, TEX.—Princess Theatre (1,300), 3 days, 25c-35c, Comedy, Int'l News. Weather, fair and warm.

Rating—75%

AD TIPS—Play up Kent and Sebastian who scored heavily in "Spirit of Youth." Jungle feature together with primitive passions and experiences of young couple in South Seas. Audience appeal: general.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Tex.

Divine Lady, The (F.N.)

NEW YORK CITY, N. Y.—Warner's Theatre (1,360), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun., Vita, shorts, second week. cool and rain.

Rating—134 1/2%.

TOLEDO, O.—Pantheon Theatre (922), 7 days, 25c-35c-65c, Pathe News, Song Slide. Weather, variable.

Rating—80%

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 25c-50c, 2 Vita. Acts, Fox M'tone News. Weather, variable.

Rating—92%

OKLAHOMA CITY, OKLA.—Empress Theatre, 7 days, 25c-50c, Bob White Comedy, Pathe News. Weather, fair.

Rating—150%

TAMPA, FLA.—Victory Theatre (1,600), 7 days, 25c-50c-60c, Vita. Acts, Fox M'tone News.

Rating—150%

CLEVELAND, O.—Allen Theatre (3,300), 7 days, 30c-60c, "She Going Sailor" (Par.-Christie), M-G-M News, M'tone Acts. Weather, storm first part of week, very warm last half.

Rating—100%

ATLANTA, GA.—Metropolitan Theatre. Weather, fair.

Rating—125%

LITTLE ROCK, ARK.—Royal Theatre (1,000), 5 shows a day, 15c-60c. Weather, clear.

Rating—70%

SCHENECTADY, N. Y.—State Theatre (1,700), 7 days, 25c-35c-50c, Vita. Vaud., Fox M'tone. Weather, varying.

Rating—140%.



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Divine Lady, The—Cont.

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 5 shows daily, 25c-35c-60c, Stage Show, Organ, Stage Band, M'tone News. State Digest. Weather, fair.

Rating—50%.

BUFFALO, N. Y.—Lafayette Theatre (2,700), 7 days, 65c- K.-A. Vaud, Fox M'tone, Int'l News. Weather, fair and rain.

Rating—100%.

AD TIPS—You can go limit and promise best picture of kind ever made. Play up naval battles as they are wonderfully worked out. All classes and ages.—George B. Peck, Mgr., Victory Theatre, Tampa, Fla.

Tied up with Public Library for historical display. This gave us many newspaper notices. Audience appeal: for all, but more especially for adults.—Allen Theatre, Cleveland, O., W. E. Buton, Mgr.

Called attention to fact that picture was of romance in history's most beautiful enchantress, and in sound. Featured Griffith above everything else. Audience appeal: mature.—Mark Strand Theatre, Thomas Clark, Mgr., Albany, N. Y.

Exploited Griffith and that it was her first talking picture. Also that she is supported by capable cast. Audience appeal: better classes.—Pantheon Theatre, Langdon W. Kumler, Mgr., Toledo, O.

Worth plenty of extra newspaper space. Relied quite largely on the special campaign backed by the producer, but ballyhoo it plenty locally, as gorgeous, historical drama, etc. Star appeal is good here; also took advantage of strength in big supporting cast.—State Theatre, Schenectady, N. Y.

Play up this thrilling picture, and its background of deck to deck battle. Audience appeal: for all ages.—William Raynor, Mgr., Lafayette Theatre, Schenectady, N. Y.

The love angle featured with Griffith as the star of the picture. The sound synchronization was stressed. Audience appeal: adult.—G. E. Greene, State Theatre, Minneapolis, Minn.

Do Your Duty (F.N.)

NEWPORT NEWS, VA.—Palace Theatre (720), 3 days, 25c-35c, "The Cowboy Kid," Comedy, Fox News. Weather, warm.

Rating—90%.



Do Your Duty—Cont.

AD TIPS—Name of Murray good draw. Played it up here as part of double feature Bill and Cop comedy. Audience appeal: Murray fans.—Palace Theatre, Mrs. William Gordon, Mgr., Newport News, Va.

Dry Martini (Fox)

SYRACUSE, N. Y.—Empire Theatre (1,700), 7 days, 25c-40c, Presentation, Comedy, Fox M'tone, 2 Fox M'tone Acts. Weather, fair, one day rain.

Rating—110%.

Duke Steps Out, The (M-G-M)

MEMPHIS, TENN.—Loew's State Theatre (2,600), 6 days, 15c-50c, Fox M'tone News, M-G-M M'tone shorts, 5 Acts Vaud. Weather, fair and warm.

Rating—125%.

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c-75c-$1.00, Fanchon-Marco "Bows and Beaus" and Rube Wolf, Van & Schenck, M-G-M M'tone, Fox M'tone.

Rating—130%.

BUFFALO, N. Y.—Hippodrome Theatre (2,700), 7 days, 60c, Fox M'tone, Par. News, Vaud. Weather, fair and rain.

Rating—100%.

AD TIPS—Just Haines and nothing else, following such picture as "Alias Jimmy Valentine," is enough to pack 'em in for this one, not to mention the big personality appeal that naturally goes with Crawford.—Loew's State Theatre, Memphis, Tenn., Ernest Emerling, City Mgr.

Exploit Haines and Crawford as stars, and this very good comedy.—George Mason, Mgr., Hippodrome Theatre, Buffalo, N. Y.

Dummy, The (Par.)

EVANSVILLE, IND.—Loew's Victory Theatre (2,300), 3 days, 25c-40c, 5 Acts Vaud., M-G-M News, Comedy. Weather, warm.

Rating—100%.

TROY, N. Y.—Proctor's Fourth Street Theatre (2,000), 3 days, 25c-50c, Unit Vaud. Show, News.

Rating—100%.

Flying Fleet, The (M-G-M)

ATLANTA, GA.—Loew's Grand Theatre. Weather, fair.

Rating—85%

Foreign Legion, The (U.)

OTTAWA, ONT.—Rex Theatre (900), 3 days, 15c-20c, Pathe Weekly, "High Up." Weather, mild and rain.

Rating—90%

AD TIPS—Apart from attractive title, Stone, Kerry, Nolan and Marlowe emphasize value of this swift-moving story. Audience appeal: all ages, all classes.—Rex Theatre, P. J. Nolan, Mgr., Ottawa, Ont.

Fugitives (Fox)

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 3 days, 35c-60c, 6 Acts, Pathe News. Weather, clear.

Rating—110%.

AD TIPS—Played up as underworld film with Madge Bellamy's name foremost. Film ran three good days and was good drawing card, although Gilda Gray was high point of vaudeville bill. Underworld films found good attraction if stressed as such. Audience appeal, all ages and classes.—Keith Palace Theatre, E. L. Lake, Mgr., Rochester, N. Y.

Gang War (RKO)

OMAHA, NEB.—Empress Theatre (1,000), 7 days, 25c-50c. Weather, rain.

Rating—80%.

Geraldine (Pathe)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 35c-50c, Presentation—6 Acts RKO Vaud., Pathe News. Weather, fair, rain one day.

Rating—120%.

AD TIPS—Exploit Tarkington novel. Audience appeal-flapper type.—B. F. Keith's, John Burns, Mgr., Syracuse, N. Y.

Ghost Talks, The (Fox)

SALT LAKE CITY, UTAH—Victory Theatre (1,287), 15c-50c, 7 days, Fox M'tone News, Vita. Acts. Weather unsettled.

Rating—100%.

GRAND RAPIDS, MICH.—Majestic Theatre (1,150), 7 days, 35c-50c, Orchestra, Vita. shorts, Paramount News. Weather, warm, rainy.

Rating—90%.

LOUISVILLE, KY.—Strand Theatre (1,785), 7 days, 35c-50c, Three Vita. Acts, Fox M'tone News. Weather, fair and warm.

Rating—75%.

AD TIPS—Exploited special feature length farce, with sound, including weird lamentations and blood curdeling laughter. Audience appeal: all classes.—Victory Theatre, Ray Hendry, Mgr., Salt Lake City, Utah.

It was my first all talking comedy and I pushed that with good success. Appeals to all ages. Children seemed to like it very much.—Majestic Theatre, Grover Ranck, Mgr., Grand Rapids, Mich.

Only good for comedy elements. Is good for juvenile audiences but beyond that has little strength. Audience appeal: juvenile.—Strand Theatre, C. C. Atkinson, Mgr., Louisville, Ky.

Girl On The Barge, The (U.)

ALBANY, N. Y.—Grand Theatre (1,800), 3 days, 25c-75c, Unit Vaud. Show, Pathe Sound News. Weather, variable.

Rating—75%.

AKRON, O.—Allen Theatre (50), 7 days, 25c-50c, Comedy, Int'l News. Weather, changeable.

Rating—85%.

AD TIPS—Exploited the fact that this picture was taken in adjacent territory and that some of the scenes were laid in the neighboring city of Troy. Audience appeal: all classes.—Grand Theatre, Joseph Wallace, Mgr., Albany, N. Y.

Unusual romance against historic background mentioned. Used lines to show love beating down parental objection in elemental environment. Appeal. All ages, particularly those who like irrepressable romance.—Allen Theatre, J. B. Allman, Mgr., Akron, O.

Godless Girl, The (Pathe)

NEW YORK CITY, N. Y.—Cameo Theatre (549), 7 days, 50c-75c, Pathe Sound News, first week of sound installation at house, picture held for second week. Weather, cool and rain.

Rating—150 2/5%.

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 35c-50c-65c, 4 Vaud. Acts, "Our Gang" Comedy, Fox M'tone, News. Weather, fair.

Rating—80%

ROCHESTER, N. Y.—Regent Theatre (1,510), 7 days, 25c-50c, "Back from Abroad" (W. B.), "Noise Annoys" (Par.), News. Weather, clear.

Rating—90%.

AD TIPS—Youth angle was played up strong. So was DeMille's personality in producing the picture. Film was advertised as talkie with plenty of DeMille details. Youth angle play up, made special appeal to high-school students. Did not stress stars names at all. Audience appeal: high school age up and all classes.—Regent Theatre, Martin Dryer, Mgr., Rochester, N. Y.

Hearts In Dixie (Fox)

HOUSTON, TEX.—Majestic Theatre (2,250), 7 days, 15c-25c-60c, 5 Vaud. Acts, Æsop's Fables (Pathe), Serial, Fox M'tone News. Weather, warm and fair.

Rating—100%.

MILWAUKEE, WISC.—Wisconsin Theatre (2,902), 7 days, 25c-75c. Five Acts Vaud., Fox News. Weather, snow, sleet, rain, unsettled.

Rating—95%.

BALTIMORE, MD.—New Theatre 1,600), 6 days, 25c-50c, Fox M'tone, Fox Silent News, "Mind Your Business" (Fox M'tone Short), "Ginger Snaps" (Educ.). Weather, mild with some rain.

Rating—70%.

SPRINGFIELD, MASS.—Fox Theatre (1,444), 7 days, 20c-50c, Friendship (M'tone), Royal Hawaiian Singers (M'tone), Mack Sennett Skit, Fox News. Weather, cloudy, cold.

Rating—105%.

MEMPHIS, TENN.—Loew's Strand Theatre (1,100), 6 days, 15c-40c, M-G-M News, M-G-M comedy. Fair and warm weather.

Rating—85%.

BUFFALO, N. Y.—Great Lakes Theatre (3,000), 7 days, 65c-85c, Fox M'tone, Fox Silent News. Audience appeal: all ages. Weather, fair and rain.

Rating—100%.

AD TIPS—Contrary to the opinion of many, this picture is well received in South. Exploit the unusual theme and treatment, and fact principals are presented as natural Southern darkies in natural background with no attempt to exploit negro races. Negro melodies and voices may be played up big. Audience appeal: is general, and of course negro section overflowed at every show.—Majestic Theatre, Eddie Bremer, Mgr., Houston, Tex.

Exploit this as 100 per cent all talking, singing and dancing. It was a sensation in New York at $2.00 prices. See it here at our regular prices. Quote New York World: "Most delightful entertainment in all New York!" Stress that it has in cast 200 entertainers from the levees and the cotton fields with famous Bill Brew chorus and with Fechit as the comedian. Audience appeal: this has a universal appeal for all people with its pathos, drama and humor and done without taint of prejudice or propaganda.—William E. Stump, Mgr., New Theatre, Baltimore, Md.

Exploited All Negro cast and great amount of singing by colored chorus. Ads emphasized its being "a musical drama of the south" and also first New England showing of picture. Audience appeal: from high school age up, particularly adults.—Fox Theatre, James Skiffington, Mgr., Springfield, Mass.

Exploit all colored talking picture one of the best ever.—Lawrence P. Straut, Mgr., Great Lakes Theatre, Buffalo, N. Y.

Put this over as a singing, dancing, talking picture from the heart of the "blues' country." Audience appeal: general appeal.—Wisconsin Theatre, W. O. James, Mgr., Milwaukee, Wis.

Musical score, featuring singing, gives best opportunity for boosting this in south.—Loew's Strand Theatre, Ernest Emerling, City Mgr., Memphis, Tenn.

Heart Trouble (F.N.)

COLUMBUS, O.—Majestic Theatre (1,000), 15c-25c, 7 days, Pathe News, Organ. Weather, fair and warm.

Rating—100%

His Captive Woman (F.N.)

NEW YORK CITY, N. Y.—Central Theatre (922), $1-$2-$2.50, 7 days, 2 shows a day, 3 Sat. & Sun., Vita. shorts, business based on the first four days after opening. Weather, cool and rain.

Rating—108 1/2%.

His Captive Woman—Cont.

CLEVELAND, O.—Palace Theatre (3,600), 7 days, 35c-75c, 6 Acts Keith Vaud., "Foot Loose Wimmen" (Par.), Fables, Topics, Review, Fox and Par. News. Weather, storm first half, very warm last half.

Rating—90%

AD TIPS—Opening of sound policy, and stressed this as an exceptional talking picture; emphasized quality of sound installation. Audience appeal: for all.—Palace Theatre, Cleveland, O., Frank Hines, Mgr.

Home Coming (Par.)

COLUMBUS, O.—Palace Theatre (3,200), 3 days, 25c-50c, 5 Acts Vaud. Weather, fair and warm.

Rating—90%

AD TIPS—Foreign players, unusual Siberian settings, warfare and romance. Audience appeal: all ages and classes.—Palace Theatre, Burns O'Sullivan, Mgr., Columbus, O.

Honor Bound (Fox)

WICHITA, KAN.—Kansas Theatre (800), 20c, Comedy, News, Filmtone Non-Syn. Acts.

Rating—95%.

AD TIPS—Exploit convict labor system and O'Brien and Taylor. Audience appeal: general.—Kansas Theatre, Mrs. Charles G. Barron, Mgr., Wichita, Kan.

Hunchback Of Notre Dame, The (U.)

JOLIET, ILL.—Princess Theatre (960), Comedy, News, 2 days, 15c-35c. Weather, variable.

Rating—90%

AD TIPS—Exploited this picture as greatest of Chaney productions returned here by popular demand. Featured historical background and fact that it was one of great screen attractions of age. Has universal appeal.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

In Old Arizona (Fox)

SALT LAKE CITY, UTAH—Paramount Empress Theatre (1,400), 14 days, 15c-50c, Par. News, Vita. Acts. Weather, unsettled.

Rating—125% (2nd week)

AD TIPS—Scenes made in Zion National Park of Southern Utah, and first all talking out-of-doors picture. Audience appeal: all classes.—Paramount Empress Theatre, D. Edwards, Mgr., Salt Lake City, Utah.

Interference (Par.)

ANN ARBOR, MICH.—Wuerth Theatre (77), 7 days, 10c-50c, Three M'tone Acts: Eddie Cantor, Ruth Etting, Chic Sales, Fox M'tone News. Weather, cool, unsettled.

Rating—108%.

AD TIPS—By all means stress particularly greatly increased personality and character brought out in Powell and Brook by giving them voices. They are different people than when playing silents. Brent does well before the mike. Mention dignified English setting but pepped up with a good crime story in which full talkie and sound play a highly effective part. Also play up fact that this is Paramount's first all talkie. Audience appeal: more for the high class trade.—Wuerth Theatre, Ann Arbor, Mich.

Iron Mask, (U.A.)

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-50c-75c-85c-$1, selected news reel, Par. shorts, sixth and final week. Weather, cool and rain.

Rating—108 2/5%.

TULSA, OKLA.—Ritz Theatre (1,500), 7 days, 35c-50c, News, Talking Unit. Weather fair.

Rating—100%.

Iron Mask—Cont.

SAN FRANCISCO, CAL.—California Theatre (2,358), 7 days, 25c-50c, Cartoon Comedy, Par. News, Special Orchestra from "Three Musketeers." Weather, rainy and cold.

Rating—125% (second week)

ATLANTA, GA.—Howard Theatre. Weather, fair.

Rating—60%

ROCHESTER, N. Y.—Rochester Theatre (4,000), 7 days, 35c-60c, four acts, Int'l News. Weather, clear.

Rating—150%.

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 75c-$1.00-$1.50, Elinor's Orchestra, M'tone Shorts, M'tone News.

Rating—125% (4th week)

MACON, GA.—Rialto Theatre (900), 6 days, 30c-45c, Units, Fox M'tone News. Fair weather.

Rating—90%.

AD TIPS—That it is from "Three Musketeers" and is "Doug's Finest Picture." Emphasized that it is exceptionally thrill. Audience appeal: all ages and all classes.—California Theatre, Nat Holt, Mgr., San Francisco, Cal.

Spent $3,000 in advertising and felt it was worth it. Left outside hookups and street stunts alone. Confined most of publicity to newspapers, beginning ads full week ahead of time. Stressed the fact that Fairbank's voice can be heard. Stressed also film's sequel to "Three Musketeers" and historical accuracy of both films. Show went over as a Fairbanks show. Audience appeal: all ages and classes.—Rochester Theatre, H. M. Addison, Mgr., Rochester, N. Y.

It Can Be Done (U.)

MILWAUKEE, WIS.—Alhambra Theatre (2,000), 7 days, 25c-50c, No Presentation, Int'l News, "The Bride's Relations" (Educ.), Laemmle Novelty. Weather, snow, sleet, rain, unsettled.

Rating—85%

AD TIPS—Use names of Carol and Tryon, who have general appeal and draw well. Also use fact that it is talking picture. Audience appeal: the usual theatre patrons.—Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

Jazz Age, The (RKO)

UTICA, N. Y.—Gaiety Theatre (1,700), 4 days, 35c, 5 Keith Vaud. Acts, Int'l News. Weather, rain and warm.

Rating—110%.

King Of Kings, The (Pathe)

NEWPORT NEWS, VA.—Olympic Theatre (853, 6 days, 35c-50c, Kinograms. Weather, warm.

Rating—100%.

AD TIPS—Picture needs little or no exploitation. Its previous record would have put it over alone, but the number of stars and their roles were emphasized, and the whole picture played up as a great classic of the age. Audience appeal: all classes but children.—Olympic Theatre, E. T. Crall, Mgr., Newport News, Va.



Kid Gloves (W.B.)

MILWAUKEE, WIS.—Garden Theatre (1,200), 7 days, 25c-50c, No Presentation, "A Breeze from the South," Fox News. Weather, snow, sleet, rain, unsettled.

Rating—90%

LITTLE ROCK, ARK.—Capitol Theatre (1,400), 3 days, 5 shows a day, 15c-60c. Weather, clear.

Rating—100%

DALLAS, TEX.—Melba Theatre (1,800), 7 days, 25c-35c-50c, Vita. Act, Flo Lewis "Give Us a Lift," Mal Hallett & Orchestra, Laurel & Hardy "Wrong Again," M'tone News. Weather, fair.

Rating—95%

AD TIPS—Advertise as gang war drama. Nagel's name always draws well. Use it in exploitation. Audience appeal: general, with more women in audience than men usually.—Garden Theatre, L. K. Brin, Mgr., Milwaukee, Wis.

Exploit Nagel to greatest extent. Billed as picture of Thousand Thrills. Reams of Romance. Avalanche of Adventure. With All Star Talking Cast. Audience appeal: all classes.—Melba Theatre, Harl A. Wolever, Mgr., Dallas, Tex.

Lady Of The Pavements (U.A.)

NEW ORLEANS, LA.—Saenger Theatre (4,000), 5 days, 25c-60c, Publix presentation, Fox M'tone News. Weather, fair and hot.

Rating—93%.

EVANSVILLE, IND.—Loew's Victory Theatre (2,300), 4 days, 25c-40c-50c, 5 Acts Vaud., M-G-M News, Comedy, Oddities. Weather, warm.

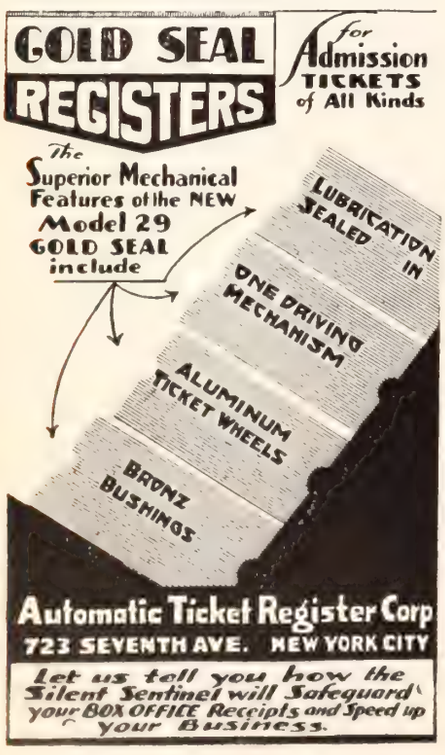
Rating—107%.

SPRINGFIELD, MASS.—Bijou Theatre, (1,000), 7 days, 25c-50c, "The Sideshow," Silent Comedy, Int'l News. Weather, cloudy, cold.

Rating—80%.

AD TIPS—Exploited picture as Griffith's first talking-singing success with Boyd and Goudal names given prominence.—Saenger Theatre, New Orleans, La.

Exploited Velez as whoopee girl of screen Griffith's latest picture. Ads read: "Come make whoopee with Lupe.' Sunday "ad" offered elaborate 40-pags booklet handsomely illustrated with stills from picture, to first 200 women attending Monday matinee. Audience appeal: adults, especially to women.—Bijou Theatre, Al Anders, Mgr,. Springfield, Mass.



Land Of The Silver Fox (W.B.)

SAN ANTONIO, TEX.—Princess Theatre (1,300), 4 days, 25c-35c, Comedy, Int'l News. Weather, fair and warm.

Rating—60%

AD TIPS—Feature Rin-Tin-Tin and Canadian Mounted Police. Dress lobby with display of north woods scenery, if possible. Film has plenty of thrills. Audience appeal: limited to children and lovers of animals.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Tex.

Last Warning, The (U.)

TACOMA, WASH.—Pantages Theatre (1,500), 4 days, 25c-50c-75c, 5 Acts Vaud., Pathe News. Weather, bad.

Rating—75%

VANCOUVER, B. C.—Pantages Theatre (1,700), 6 days, 30c-50c, presentation, 5 Vaud. Acts, News. Weather, fair.

Rating—150%.

ATLANTIC CITY, N. J.—Earle Theatre, (2,200), 4 days, 25c-50c, 5 Acts Vaud., Orchestra, Pathe News. Weather, generally fair.

Rating—110%.

AD TIPS—Played up mystery angle. Audience appeal: general.—Pantages Theatre, C. D. Miller, Mgr., Tacoma, Wash.

Featured the spooks, chills, thrills and mystery. La Plante's name good puller. Audience appeal: general for all classes.—Pantages Theatre, Lloyds Pantages, Mgr., Vancouver, B. C.

Exploitation as mystery drama with La Plante as attractive star best drawing power. Audience appeal: all ages and classes.—Earle Theatre, Vernon D. Somers, Mgr., Atlantic City, N. J.

Leatherneck, The (Pathe)

PROVIDENCE, R. I.—Victory Theatre (1,600), 7 days, 15c-50c, Pathe Sound News, Raymond Griffith Talking Short. Weather, fair and warm.

Rating—90%.

BIRMINGHAM, ALA.—Strand Theatre (850), 6 days, 25c-50c, "Ask Dad," Fox M'tone News. Weather, fair.

Rating—95%.

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 35c-50c, Presentation, 6 Acts RKO Vaud., Pathe News. Weather, fair, rain one day.

Rating—120%.

PORTLAND, ORE.—Oriental Theatre, (1,600), 7 days, 5 Shows (25c-35c), Frazier Players, Shelley at Wurlitzer. Fair, mild weather.

Rating—100%

AD TIPS—Thrilling adventures of marines. 3 weeks' advertising, heavy on street boards, hook-up Marine Corps, war trophies displayed lobby. Universal appeal especially juvenile.—Oriental Theatre, Portland, Ore.

Play up as thrilling drama of Marines. Bill human side of life and stress pathos and romance. Audience appeal: general.—Matt Reilly, Mgr., Victory Theatre, Providence, R. I.

Exploit story of United States Marines, also Boyd. Audience appeal: general.—B. F. Keith's Theatre, John J. Burns, Mgr., Syracuse, N. Y.

Exploited Boyd and Hale in first sound picture and picturesque story of ever popular marines. Business better than last few weeks. Audience appeal: all ages.—Strand Theatre, C. D. Haug, Mgr., Birmingham, Ala.

Letter, The (Par.)

NEW YORK CITY, N. Y.—Criterion Theatre (861), $1-$2. 7 days, 2 shows a day, 3 Sat. & Sun., Par. shorts, fourth week. Weather, cool and rain.

Rating—83 1/10%.

BUFFALO, N. Y.—Century Theatre (2,700), 7 days, 60c, Fox M'tone, Par., Fox Silent News. Weather, fair and rain.

Rating—130%.

Letter, The—Cont.

AD TIPS—Play this great dramatic all talking picture with Eagles as star. Audience appeal: for all ages.—John Carr, Mgr., Century Theatre, Buffalo, N. Y.

Lilac Time (F.N.)

VANCOUVER, B. C.—Strand Theatre (1,800), 6 days, 25c-50c, Presentation Fancon & Marco "Hotern Hot Idea," Jackie Sounders & Stage Band. Weather, fine.

Rating—100%.

AD TIPS—Featured Cooper in greatest air spectical of age. Sweetest love story of this era. Return engagement here was by popular request. Audience appeal: all classes.—Strand Theatre, D. P. DeWees, Mgr., Vancouver, B. C.

Lone Wolf's Daughter, The (Col.)

SAN ANTONIO, TEX.—Majestic Theatre (1,700). 7 days, 25c-60c, Fox M'tone, Pathe News, Fables, 5 Acts Vaud. Weather, fair and warm.

Rating—75%

AD TIPS—Exploit Lytell; also fact that first reel of film is talkie. Also feature synchronization. Title of Lone Wolf good box office attraction. Audience appeal: all classes.—Majestic Theatre, Raymond M. Willie, Mgr., San Antonio, Tex.

Love And The Devil (F.N.)

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 25c-35c, M-G-M News, "Whoopee Boy," "Bottles," Bits of the World Over," "Sweetheart of All My Dreams" (Musical Novelty). Weather, mild with some rain.

Rating—68%

MEMPHIS, TENN.—Orpheum Theatre (2,600), 6 days, 15c-60c, Aesop's Fables, Pathe News, Grantland Rice Sportlight, 5 Acts Vaud. Weather, fair and warm.

Rating—90%.

AD TIPS—Exploit Sills supported by Corda in this which they can see and hear. Outline it as: Bachelor, adventurer, lover, he inherited woman from his best friend but had to fight to claim her. Sills and Corda teamed for first time in startling drama of the Continent. Audience appeal: to thousands of Sills fans and to those particularly who enjoy intriguing love drama.—Charles Raymond, Gen. Mgr., Loew's Valencia, Baltimore, Md.

Milton Sills' personality, unusual nature of love story, courtroom setting and scenes in Venice furnish background for working up much romantic appeal.—New Orpheum Theatre, L. L. Pierce, Mgr., Memphis, Tenn.

Love In The Desert (RKO)

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, Fox M'tone, Pathe Sound News, Neal Sisters, Frank Crummit (Vita.), "Broadway Blues" (Educ. Talkie)., Weather, mild, some rain.

Rating—50%

AD TIPS—Emphasize as story of souls torn by frenzied passions of Orient with Borden, Beery and Trevor, directed by Melford, creator of "The Shiek." Marvellous dialogue and melodious music. RKO talking picture of drama fierce and impassioned. Romance enchanting as desert night. Audience appeal: to flappers and young bloods and especially to all who like strong desert romance of "The Shiek" type but with different twist.—Frank Price, Jr., Mgr., Rivoli Theatre, Baltimore, Md.

Lucky Boy (T.-S.)

COLUMBUS, O.—Broad Theatre (3,000), 25c-50c, 7 days, Sound Shorts, Fox M'tone News. Weather, fair and warm.

Rating—100%

Lucky Boy—Cont.

OMAHA, NEB.—World Theatre (2,500) 7 days, 25c-60c, 5 Acts, Pantages Vaud., Fox News. Weather, rain.

Rating—90%.

AD TIPS—Use Jessel's name freely. Viola Brothers Shore may have a following, too. Audience appeal: all ages, all classes, especially women.—C. H. Weidner, Mgr., Broad Theatre, Columbus, O.

Used George Jessel's name and advertised him widely as original "Jazz Singer" on Broadway. Audience appeal: general.—World Theatre, Ralph Goldberg, Mgr., Omaha, Neb.

Magnificent Flirt, The (Par.)

EVANSVILLE, IND.—Alhambra Theatre (600), 2 days, Pathe News, Comedy. Weather, warm.

Rating—105%

Man-Made Woman (Pathe)

WICHITA, KAN.—Orpheum Theatre (1,700), 25c-40c, Loie Bridge Co., Tab Shows, News, Comedy.

Rating—116%.

AD TIPS—Exploited Warner and Joy in story of how lover got husband to take his wife back. Audience appeal: limited to Warner and Joy fans, and side-walk trade of general character, no clientele drawing power—H. E. Jameyson, Publisher Director, Orpheum Theatre, Wichita, Kan.

Man, Woman, Wife (U.)

DALLAS, TEX.—Capitol Theatre (1,044), 7 days, 15c-25c-35c, Int'l News. Weather, fair.

Rating—105% (double feature)

AD TIPS—Exploited Kerry and Stark together with Nixon and Harlan in thrilling drama and a tender romance-story founded on fear. Audience appeal of both: all classes.—Capitol Theatre, Ray Stinnett, Mgr., Dallas, Tex.

Masks Of The Devil (M-G-M)

SALT LAKE CITY-, UTAH—Pantages Theatre (2,500), 7 days, 15c-75c, Vaud., M-G-M News. Weather, unsettled.

Rating—125%.

AD TIPS—Exploited, setting, star, cast and unusual romantic appeal. Audience appeal: all classes, exceptionally adult.—Pantages Theatre, Grant Pemberton, Mgr., Salt Lake City, Utah.

Melody Of Love (U.)

ATLANTIC CITY, N. J.—Royal Theatre (785), 4 days, 20c-25c, 2 Vita. Acts, M'tone News. Weather, generally fair.

Rating—115%

Michigan Kid, The (U.)

TULSA, OKL.,—Orpheum Theatre (2,000), 7 days, 60c-75c, 5 Orpheum Interstate Acts. Weather, fair.

Rating—90%

Midnight Taxi, The (W.B.)

OKLAHOMA CITY, OKLA.—Rilato Theatre (1,000), 15c-25c, 3 days.

Rating—75%

Napoleon (M-G-M)

OTTAWA, ONT.—Fern Theatre (750), 3 days, 10c-25c, "What Every Iceman Knows," "Eagle of the Night" (Serial). Weather, mild and rain.

Rating—80%

AD TIPS—Good attraction for school holiday period. History in popular form. Audience appeal: juveniles and men.—Fern Theatre, C. Robertson, Mgr., Ottawa, Ont.

Napoleon's Barber (Fox)

TULSA, OKLA.—Rialto Theatre, (1,200), 3 days, 35c-50c, News, Fables, 2 Stage Acts. Weather, fair.

Rating—80% (double feature)

Naughty Baby (F.N.)

BIRMINGHAM, ALA.—Ritz Theatre (1,800), 6 days, 25c-35c-60c, RKO Vaud., M'tone News. Weather, fair.

Rating—95%

Noah's Ark (W.B.)

NEW YORK CITY, N. Y.—Winter Garden (1,492), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun.. Vita. shorts, fourth week. Weather, cool and rain.

Ratig—77 9/10%

Ned McCobb's Daughter (Pathe)

LOUISVILLE, KY.—Rialto Theatre (3,000), 3 days, 30c-50c, 5 Acts RKO Vaud., Pathe's Review, Pathe News. Weather, fair and warm.

Rating—70%

AD TIPS—Advertised as stirring drama with Rich and Armstrong doing best work of careers. Strong suspense elements. Audience appeal: mature.—Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

New Year's Eve (Fox)

MILWAUKEE, WIS.—Merrill Theatre (1,167), 7 days, 25c-50c, No Presentation, "Waltzing Around" (Fox), Fox News. Weather, snow, sleet, rain, unsettled.

Rating—70%

AD TIPS—Exploit as underworld drama and romance. Audience appeal: usual theatre patrons.—Merrill Theatre, William E. Mick, Mgr., Milwaukee, Wis.

Noisy Neighbors (Pathe)

NEW ORLEANS, LA.—Orpheum Theatre (2,200), 7 days, 25c-50c, 5 Acts Vaud., Æsop's Fable (Pathe), Fox M'tone News. Weather, fair and hot.

Rating—85%

OTTAWA, ONT.

B. F. Keith's Theatre (2,596), 6 days, 15c-60c, 5 Vaud. Acts, Aesop's Fables, Pathe Weekly. Weather, mild with rain.

Rating—75%.

LOUISVILLE, KY.—Rialto Theatre (3,000), 4 days, 30c-50c, Pathe Review, 5 Acts RKO Vaud., Pathe News. Weather, fair and warm.

Rating—65%

AD TIPS—This made appropriate attraction following Lent. It will tickle children and fairly amusing to adults. Quillan Family worth a mention. Call it a comedy and nothing else. Audience appeal: children and male adults.—B. F. Keith's, J. M. Franklin, Mgr., Ottawa, Ont.

Comedy angle played up in advertisements and fact that this was Roberts' last picture. Audience appeal: general.—Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

On Trial (W.B.)

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c50c, Orchestra, Stage Show, Fables, M-G-M Comedy, "Wrong Again," Pathe News. Weather, clear and warm.

Rating—90%

AD TIPS—Exploit as 100 per cent all-talking picture with cast of great stars. Feature fact that action takes place in courtroom with all details carried out to such an extent that it seems to be real murder trial. Has universal appeal.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Power (Pathe)

ANN ARBOR, MICH.—Majestic Theatre (1,050), 3 days, 10c-50c, "That's My Wife" (M-G-M), Pathecolor film, Pathe Review, Par. News. Weather, warm, unsettled.

Rating—50%

AD TIPS—Stress fact that this is a typical Boyd he-man picture with lots of action and plenty of exciting scenes. Ask them if they remember and were thrilled by Lloyd's "High and Dizzy"? Then point out that this has got all the "suspense" high above the city sidewalks, plus a dandy comedy-drama plot. Audience appeal: general.—Majestic Theatre, Ann Arbor, Mich.

Queen Of Night Clubs (W.B.)

TROY, N. Y.—Lincoln Theatre (1,000), 7 days, 25c-35c, 1 Vita. Act, Comedy, News. Weather, variable.

Rating—90%

AD TIPS—Featured Guinan heavily as most talked about hostess in world and that this picture was her first talkie and would give residents of Troy a look-in on night clubs of N. Y. Audience appeal: all classes.—Lincoln Theatre, Ben Stern, Mgr., Troy, N. Y.

Rainbow, The (T.-S.)

PROVIDENCE, R. I.—Strand Theatre (2,200), 7 days, 15c-50c, News. Weather, fair and warm.

Rating—95% (double feature)

Redeeming Sin, The (W.B.)

CANTON, O.—Strand Theatre (750), 7 days, 25c-40c, Pathe Sound News, All-talking Sennett comedy, Cartoon with Sound.

Rating—110%

AD TIPS—"Was she saint or sinner?" reads ad, then going into partial synopsis of story. Go strong on fact that picture is Vita. Talking Feature and make use of names of Nagel and Costello. Audience appeal: adult, with strong feminine appeal.—Strand Theatre, Canton, O., Joe Calla, Mgr.

Red Hot Speed (U.)

ALBANY, N. Y.—Grand Theatre (1,800), 3 days, 25c-75c, Unit Vaude, Pathe Sound News. Weather, fair and rainy.

Rating—90%

LOUISVILLE, KY.—Alamo Theatre (950), 7 days, 20c-30c-40c, 3 Sound Acts, Fox M'tone News. Weather, fair and warm.

Rating—85%

AD TIPS—Advised theatregoers that this was Denny's funniest comedy and also featured Day as co-star. Audience appeal: all classes.—Grand Theatre, Joseph Wallace, Mgr., Albany, N. Y.



Red Hot Speed—Cont.

Play up very prominently fact that this is Denny's first talking picture. It has a new type story and plenty of fast moving action. Can promise anything to Denny fans. Audience appeal: general.—Alamo Theatre, John Blunk, Mgr., Louisville, Ky.

Redskin (Par.)

NEW ORLEANS, LA.—Tudor Theatre (1,000), 7 days, 15c-50c, 4 Acts Vita. Vaud., Fox M'tone News. Weather, fair and hot.

Rating—115%

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 35c-50c, 2 Acts, Orchestra, "The Old Barn" (Educ.), Pathe Sound News, Paramount News. Weather, warm and variable.

Rating—100%

AD TIPS—This picture is a sure fire hit when exploited from the angle that it is first sound film in colors. Dix' name used in big type in ads also helps out. Scenic and Sound makes catch phrase.—Tudor Theatre, New Orleans.

Exploit as the first to combine the magic of Technicolor with sound and singing features. Feature Dix as having role of college-bred Indian trying to dispel ignorance from his people. Bill this film as great Indian romance with technicolor showing the Indian as he is. Has appeal for everyone.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Red Wine (U.)

BIRMINGHAM, ALA.—Trianon Theatre (650), 6 days, 15c-35c, "Collegians" (silent), Fox News. Weather, fair.

Rating—98%

AD TIPS—Exploited Nagel (local favorite), as star and comedy as modern life plus. Audience appeal: high school age and over.—Trianon Theatre, George Steele, Mgr., Birmingham, Ala.

Rescue, The (U.A.)

OKLAHOMA CITY, OKLA.—Criterion Theatre (1,700), 10c-35c-50c-75c. Fair weather.

Rating—100%

Rescue, The—Cont.

AD TIPS—Stress popularity of story and sea adventure. Appeal: all ages and classes.—Criterion Theatre, Oklahoma City, Okla.

Sal Of Singapore (Pathe)

MACON, GA.—Capitol Theatre (1,000), 2 days, 25c-50c, Comedy, News. Weather, fair.

Rating—100%

AD TIPS—Play up adventure and romance in tropical settings; appeals particularly to high school and college ages.—Robert Mann, Mgr., Capitol Theatre, Macon, Ga.

Saturday's Children (F.N.)

SAN FRANCISCO, CAL.—Granada Theatre (2,900), 25c-50c, Publix Presentation, Singer's Midgets, Comedy, "False Alarm," Fox News. Weather, rainy and cold.

Rating—125%

WICHITA, KANS.—Miller Theatre (1,987), 3 days, 25c-50c, Orchestra, "Our Gang" Comedy, "School Begins," News.

Rating—99%

AD TIPS—Exploited with such phrases as: "Corinne Griffith in another Classified—"All about the H. C. L. (High Cost of Love)." Also fact that it is screen version of Pulitzer prize play. Audience appeal: Griffith fans and also general public, all ages and classes.—H. E. Jameyson, Pub. Director, Miller Theatre, Wichita, Kans.

Scarlet Seas (F.N.)

MINNEAPOLIS, MINN.—Lyric Theatre (1,238), 15c-25c-35c, 2 Vita. Shorts, M'tone News. Weather, fair.

Rating—125%

NEW HAVEN, CONN.—Olympia Theatre (2,000), 7 days, 50c-60c-75c, Publix Revue, News, Shorts.

Rating—110%

AD TIPS—Barthelmess played up heavily as hard-hearted hero who finds his soul and the undying love of a woman at the same time. Compson given secondary billing. Action and

Scarlet Seas—Cont.

romance of a sailor voyaging through Life's Scarlet Seas. This goes big here, the crowd eats up the reckless, passionate love stuff. Audience appeal: adult.—E. C. Prinsen, Mgr., Lyric Theatre, Minneapolis, Minn.

Shady Lady, The (Pathe)

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c-35c, Comedy, News. Weather, variable.

Rating—90%

TAMPA, FLA.—Strand Theatre (800), 4 days, 15c-35c-40c, Comedy, Int'l News. Weather, fair and warm.

Rating—80%

AD TIPS—Appeal to those who like underworld pictures. Play up the star and cast. Adult audiences.—Edwin Adler, Mgr., Strand Theatre, Tampa, Fla.

Exploited Haver as having new role that of girl accused of crime. Featured scenes of Havana underworld. Has appeal for young persons.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Shakedown, The (U.)

TOLEDO, O.—State Theatre (2,000), 15c-35c-50c, M'tone News, Sound Song Act, Comedy, Sound Cartoon.

Rating—75%

MEMPHIS, TENN.—Pantages Theatre (1,900), 6 days, 15c-50c, Pathe News, 5 Acts Vaud. Weather, fair and warm.

Rating—90%

AD TIPS—Exploited crook angle, with emphasis that leading parts were taken by Murray and Little Jackie Hanlon. Audience appeal: general.—State Theatre, George Kreutz, Mgr., Toledo, O.

Ship Comes In, A (Pathe)

WICHITA, KAN.—Orpheum Theatre (1,700), 25c-40c, Loie Bridge & Co., Tab Shows, News, Comedy.

Rating—106%

THE COUNTRY'S GREATEST CIRCUITS HAVE BOOKED "THE DONOVA
CAST—MAKE THIS COLUMBIA PRODUCTION THE GREATES



OWEN DAVIS
Author



FRANK R. CAPRA
Director



JACK HOLT
as Inspector Killian



DOROTHY REVIER
as Jean Rankin

Ship Comes In, A—Cont.

AD TIPS—Exploited Schildkraut in a gripping story of the life of a Russian immigrant. Also Louise Dresser, of "Mother Knows Best" fame. Audience appeal: all ages and classes.—H. E. Jameyson, Pub. Director, Orpheum Theatre, Wichita, Kan.

Shopworn Angel, The (Par.)

OTTAWA, ONT.—Regent Theatre (1,225), 6 days, 25c-60c,Metro M'tone Revue, M'tone News, Orchestra. Weather, mild with rain.

Rating—95%

AD TIPS—Colorful romance of Broadway chorus lady and soldier boy with portrayal by Carroll that is wistful. Some would like to hear her sing. Reference to chorus rehearsal scenes won't do any harm; ignore sad ending. Audience appeal: adults.—Regent Theatre, T. R. Tubman, Mgr., Ottawa, Ont.

Exploited talking sequences and Cooper with Carroll in leading roles. Also good boy and naughty girl who found love and ———? Did they lose it? Audience appeal: general, all ages and classes.—J. C. Hartman, Mgr., Nomar Theatre, Wichita, Kans.

Show Folks (Pathe)

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 3 days, 25c-50c, 5 Vaud. Acts, Orchestra, Pathe News. Weather, generally fair.

Rating—110%

AD TIPS—Exploit Quillan and Basquette for good performance and dialogue. Play up interesting back-stage drama. Audience appeal: all ages and classes.—Earle Theatre, Vernon D. Somers, Mgr., Atlantic City, N. J.

Show Girl, The (F.N.)

VANCOUVER, B. C.—Capitol Theatre (2,400), 6 days, 25c-65c, Presentation, "Miss Information," Fox M'tone News, Stage Band. Weather, fine.

Rating—98%

Show Girl, The—Cont.

AD TIPS—Exploited sparkling humor of McEvoy's best seller. Oozing with midnight to morning life in Broadway's hottest night clubs. Revealing intimate dressing room and parlor secrets of a hotsy-totsy show queen. Audience appeal: younger set.—Capitol Theatre, Lloyd Dearth, Mgr., Vancouver, B. C.

Show People (M-G-M)

WICHITA, KAN.—Miller Theatre (1,987), 3 days, 25c-50c, Orchestra, Comedy, News.

Rating—94%

AD TIPS—Exploited Davies in "novel and unique comedy with Hollywood's greatest stars as extras." Also Haines, and inside of the picture making game. Audience appeal: all ages and classes.—H. E. Jameyson, Pub. Director, Miller Theatre, Wichita, Kan.

Simba (Capitol)

SAN FRANCISCO, CAL.—St. Francis Theatre (1,430), 7 days, 25c-50c, "A Bird in the Hand" (Par.), Kinograms, Brombilla's Concert (Stolen Sketches). Weather, rainy and cold.

Rating—125%

BALTIMORE, MD.—Little Theatre (267), 6 days, 35c-50c, Paramount News, Goofytone News (burlesque), Aesop's Fables. Weather, mild, with some rain.

Rating—130% (second week)

AD TIPS—Emphasized that picture "Actually made in African jungles. Naked savages battle with beasts. Lions and tigers trapping their prey! It's all real—real—real!" Also that this picture is "a fitting successor to the celebrated 'Chang.'" Audience appeal: all classes and ages but mostly the youths.—St. Francis Theatre, San Francisco, Cal.

Sin Sister, The (Fox)

DALLAS, TEX.—Majestic Theatre (2,680), 7 days, 25c-35c-60c, Interstate Vaud., M'tone News, Fable. Weather, fair.

Rating—95%

Sin Sister, The—Cont.

AD TIPS—Exploited Carroll who is best draw of the picture. Billed as a dramatic romance of the far north. Audience appeal: all classes.—Majestic Theatre, Sid Henry, Mgr., Dallas, Tex.

Singing Fool, The (W.B.)

NEW YORK CITY, N. Y.—Harris Theatre (1,200), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun., Vita. shorts, thirtieth week. Weather, col and rain.

Rating—70%.

Sins Of Fathers (Par.)

CANTON, O.—Valentine Theatre (850), 3 days, 15c-25c, Pathe News, Comedy. No stage presentation.

Rating—85%

SCHENECTADY, N. Y.—Proctor's Theatre (3,000), 4 days, 25c-35c-50c, 5 Acts Vaud., Pathe News.

Rating—110%

Exploit great Jannings in another of the great human characterizations that have made him famous. The bootleg angle may or not be good according to local sentiment.—Proctor's Theatre, Schenectady, N. Y.

Sonny Boy (W.B.)

OKLAHOMA CITY, OKLA.—Capitol Theatre (1,100), 25c-50c, 7 days, Fox M'tone. Weather, fair.

Rating—150%

TACOMA, WASH.—Blue Mouse Theatre (601), 7 days, 25c50c, 6 All-talking Shorts, Pathe Review. Weather, bad.

Rating—115%

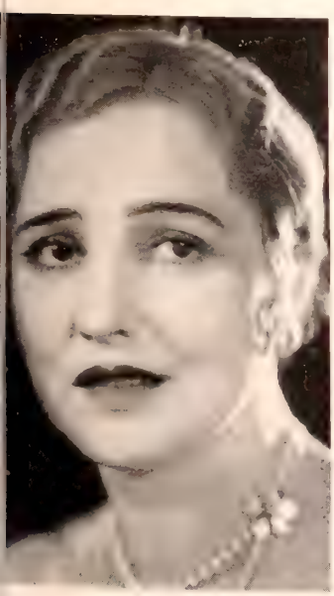
TOLEDO, O.—Vita Temple Theatre (1,200), 7 days, 25c-35c-65c, M'tone News, 2 Vita. Acts, Color Reel.

Rating—90%

MILWAUKEE, WIS.—Majestic, Theatre (1,500), 7 days, 25c-50c. No Presentation, Laurel & Hardy Comedy, M-G-M News. Weather, snow, sleet, rain, unsettled.

Rating—140%

FFAIR" BECAUSE ITS GREAT AUTHOR—GREAT DIRECTOR—GREAT
LL-TALKING MYSTERY DRAMA EVER CREATED!



AGNES AYRES
as Lydia Rankin



WILLIAM COLLIER, Jr.
as David Cornish



FRED KELSEY
as Detective Carney



WHEELER OAKMAN
as Porter

Adv.

Sonny Boy—Cont.

BALTIMORE, MD.—Warner's Metropolitan Theatre (1,500), 6 days, 15c-50c, Kinograms, Bobby Falson, Sammy Cohen, Original Hill Brothers (Vita. Shorts). Weather, mild with some rain.

Rating—100%

ROCHESTER, N. Y.—Fay's Theatre (1,250), 7 days, 25c-50c, "The Beau Brummels" (W. B.), "Friendship" (Fox), "Hold That Monkey" (Educ.), Fox M'tone News. Weather, clear.

Rating—100%

SALT LAKE CITY, UTAH.—Capitol Theatre (2,000), 7 days, 15c-60c, Fanchon & Marco's Stage Presentation, "Waltz Idea," Par. News. Weather, unsettled.

Rating—110%

NEW HAVEN, CONN.—Roger Sherman Theatre (2,200), 7 days, 50c-60c-75c, Vita., Comedy, Stage Show.

Rating—115%

PORTLAND, ORE.—Music Box Theatre (1,837), 7 days, 25c-50c, Para. All-Talking Comedy, "Music Hath Harms," Fox News, Vita. Acts. Weather, fair, mild.

Rating—100%

AD TIPS—Davey Lee pulls them in; use his name and picture wherever possible. Stress fact that he talks. Audience appeal: general, with large percentage of children.—Majestic Theatre, Herbert Israel, Mgr., Milwaukee, Wis.

Exploited Davey Lee and his success in "The Singing Fool." Lee's personal appearance in trailer announcement previous week did much to pull back those who heard him then. Audience appeal: general.—Vita-Temple, Jack O'Connell, Mgr., Toledo, O.

Emphasize that he sings, he talks, he charms, he'll make you laugh and cry and then say: See and hear Davey Lee in "Sonny Boy," with Bronson and Horton. Tell them Davey will steal your heart again in "Sonny Boy" as he did with Al Jolson in "The Singing Fool." Vitaphone Symphony Orchestra, 110 pieces. Audience appeal: to everyone, big and little. Davey Lee has faculty of charming all, he is far greater than Coogan was at the height of his career.—C. S. Langue, Mgr., Warners' Metropoltan Theatre, Baltimore, Md.

Good business without exploitation. Lee, clever child, good for extra week. Audience appeal: general, especially parents; very satisfactory.—Music Box Theatre, Andrew Saso, Mgr., Portland, Ore.

Exploited the fact of eight leading stars, with only three with new voices to the screen; Vita. attraction, comedy drama. Audience appeal: all ages and classes.—Capitol Theatre, George F. Carpenter, Mgr., Salt Lake City, Utah.

Linked film with "Singing Fool" which went over big here few months ago. Stressed Lee as greatest film find in years and reminded public of his appearance in "Singing Fool." In ads, stressed necessity of attending matinees to avoid crowds. Audience appeal: all ages and classes.—Fay's Theatre, Arch McCallum, Mgr., Rochester, N. Y.

Speakeasy (Fox)

CLEVELAND, O.—Hippodrome (4,500), 7 days, 25c-50c, "Friendship" (Fox), "Whirls and Girls" (Educ.), Fox News. Weather, storm first half, very warm last half.

Rating—130%

SAN FRANCISCO, CAL.—Loew's Warfield Theatre (2,671), 7 days, 35c-65c, Fanchon-Marco Idea, "Fantasma," Presentation, Fox M'tone News, Peabody, Special Organist. Weather, rain and cold.

Rating—140%

LOS ANGELES, CAL.—Criterion Theatre (1,652), 35c-50c-65c, Creatore Symphony, Christie Talkie Comedy, "Post Mortems," Clark-McCullough M'tone.

Rating—175%

Speakeasy—Cont.

PORTLAND, ORE.—Fox Broadway Theatre (1,912), 7 days, 25c-60c, Fox News, Fanchon & Marco "Gobs of Joy," Georgie Stoll, Violinist M. O.

Rating—95%

NEW HAVEN, CONN.—Fox-Poli Theatre (3,000), 7 days, 60c-90c, Vaud.

Rating—130%

AD TIPS—Advertised as "Best Yet All-Talking." Organist and presentation act with cuts, played up. Audience appeal: all classes.—Loew's Warfield Theatre, Dick Spier, Mgr., San Francisco, Cal.

Advertised and played up heart of New York, Madison Square Garden—heavy on Easter Gift idea. Appeal general, brought up March figures.—Fox Broadway Theatre, Floyd Maxwell, Mgr., Portland, Ore.

Advertised with the phrase "Hear New York Talk." Also emphasized the records broken at the Roxy. Audience appeal: for all who like melodrama.—Hippodrome Theatre, Cleveland, O., Wm. Watson, Mgr.

Spieler, The (Pathe)

LOUISVILLE, KY.—Mary Anderson Theatre (1,376), 7 days, 35c-50c, Two Sound Acts, Pathe Sound News. Weather, fair and warm.

Rating—75%

AD TIPS—Just another carnival melodrama with several good scenes. Kohler does best work as menace in piece. Hale and Adoree have box office attraction. Audience appeal: limited to younger, less mature intelligence.—Mary Anderson Theatre, A. B. McCoy, Mgr., Louisville, Ky.

Stark Mad (W.B.)

GRAND RAPIDS, MICH.—Regent Theatre (1,850), 7 days, 35c-50c, Vita. Shorts, M'tone News. Weather, warm, rainy.

Rating—90%

AD TIPS—Stress all talking, Warner and Fazenda. Audience appeal: from high school age and up.—Regent Theatre, Frank Kleaver, Mgr., Grand Rapids, Mich.

Stolen Kisses (W.B.)

DES MOINES, IA.—Weather, warm, Strand Theatre (1,096), 20c-30c, "Now and Then" (Par.), Par. News.

Rating—90%

AD TIPS—The fact that this is a talking picture was exploited above the fact that it is a star picture for McAvoy, who does very nicely, but does not register full strength here.—George Watson, Mgr., Strand Theatre, Des Moines, Ia.

Strange Cargo (Pathe)

NORFOLK, VA.—Granby Theatre (900), 6 days, 25c-35c-50c, Vita. Acts, William Demarest, Jess Stafford and Orchestra, Archie Gottler, Sennett Comedy, News. Weather, fair and warm.

Rating—70%

AD TIPS—Featured masterpiece of mystery with large cast of celebrated stage and screen stars, in unusual setting on yacht at sea.—Granby Theatre, Norfolk, Va.

Strong Boy (Fox)

NEW YORK CITY, N. Y.—Roxy Theatre (6,205), 7 days, 50c-75c-$1-$1.50, Fox M'tone, effective Roxy stage show put the picture over. Weather, cool and rain.

Rating—112 1/2%.

Syncopation (RKO)

KANSAS CITY, MO.—Mainstreet Theatre (3,067), 7 days, 35c-60c, Master Ceremony Presentation, Pathe News. Weather, fair.

Rating—95%

Syncopation—Cont.

BALTIMORE, MD.—Weather, mild with some rain, Keith's Theatre (3,016), 6 days, 25c-65c, Int'l., Fox M'tone News, 5 acts RKO Vaud., with Trixie Friganza and Karyl Norman as headliners, Comedy.

Rating—120%

SALT LAKE CITY, UTAH—Granada Theatre (2,600), 7 days, 15c-50c, Gus Edwards' Colored Revue. Weather, unsettled.

Rating—110%

UTICA, N. Y.—Avon Theatre (1,600), 7 days, 40c, 2 Vita. Acts, Fox M'tone News. Weather, rain and warm.

Rating—100%

AD TIPS—Musical notes plastered all over newspaper advertising, which included the sketch of a "red-hot" jazz band. The fact that the picture was a 100 per cent talkie also was featured. Audience appeal: all ages and classes.—Mainstreet Theatre, Kansas City, Mo., Lawrence Lehman, Mgr.

Exploit as all jingles! All jazz! All joy! 100 per cent all talking, all singing, all playing, mammoth screen extravaganza, Waring's Pennsylvanians in "Syncopation." The first great jazz revue of the talking screen. Drama—rising on wings of golden melody! With Downey, Bennett, Watson and Perkins. New tunes, new songs, new dances, created by the world's foremost artists and made part of an entrancing story of the cabarets. Audience appeal: to all who like good music and good acting in a talking picture with a dramatic comedy.—Keith Theatre, J. Lawrence Schanberger, Mgr., Baltimore, Md.

Exploited fact that it is full of color, charm and heart interest as well as being a brilliant and romantic musical extravaganza. Audience appeal: all classes.—Granada Theatre, Dave Schayer, Mgr., Salt Lake City, Utah.

Synthetic Sin (F.N.)

PROVIDENCE, R. I.—Majestic Theatre (2,400), 7 days, 15c-50c, Fox M'tone News, Royal Filipino Band on Vita. Weather, fair and warm.

Rating—95% (double feature)

AD TIPS—Exploit as another whoopee story from "Flaming Youth" girl. Also play up comedy angle and fact that Colleen appears at her best. Mention Moreno as "great lover." Audience appeal: all classes.—Sol Brauning, Mgr., Majestic Theatre, Providence, R. I.

Tenderloin (W.B.)

NEWPORT NEWS, VA.—Rialto Theatre (873), 6 days, 35c-50c, comedy, Par. News. Weather, warm.

Rating—120%

AD TIPS—Picture drew tremendous crowds here because it was the talkie to play Newport News. Dolores Costello also has large local following. Audience appeal: general.—Rialto, E. T. Crall, Mgr., Newport News, Va.

Terror, The (W.B.)

EVANSVILLE, IND.—New Grand Theatre (1,125), 7 days, 35c-60c, 2 Talkie Acts, Fox M'tone News. Weather, warm.

Rating—84%

COLUMBUS, O.—Grand Theatre (1,200), 7 days, 25c-50c, Vita. Shorts, Fox M'tone News. Weather, warm and fair.

Rating—125%

AD TIPS—Stress mystery thrillers and cash in on fad for mysteries. Also play up all-talking angle. Audience appeal: all ages and all classes.—Grand Theatre, Earl W. Pepper, Mgr., Columbus, O.

Tide Of Empire (M-G-M)

LITTLE ROCK, ARK.—Capitol Theatre (1,400), 3 days, 15c-60c. Weather, clear.

Rating—100%.

Tide Of Empire—Cont.

NEW HAVEN, CONN.—Bijou Theatre (1,528), 7 days, 50c-75c, Fox M'tone, Æsop's Fables, News, stage band.

Rating—60%

AD TIPS—Exploited as a combination of thrills, romance and adventure. Billed it as a screen adaptation of Kyne's great novel. Featured hundreds of thrills dealing with struggle for gold, a horse race and outlaws. Has appeal for almost everyone.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Toilers, The (T.-S.)

WINSTON-SALEM, N. C.—Auditorium Theatre (1,600), 2 days, 35c-50c, 2 acts Vad., "Racing Blood" series (RKO), Pathe News. Weather, fair.

Rating—60%

Trial of Mary Dugan (M-G-M)

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun, M-G-M shorts, 2nd week. Weather, cool and rain.

Rating—151 4/5%.

True Heaven (Fox)

PROVIDENCE, R. I.—Majestic Theatre (2,400), 7 days, 15c-50c, Fox M'tone, Royal Filipino Band (Vita.). Weather, fair and warm.

Rating—95% (double feature)

TAMPA, FLA.—Strand Theatre (800), 3 days, 15c-35c-40c, Comedy, Int'l News. Weather, fair and warm.

Rating—95%

UTICA, N. Y.—Olympic Theatre (1,300), 4 days, 35c, Comedy, Fox News. Weather, rain and warm.

True Heaven—Cont.

Rating—80%

AD TIPS—While this is war story, there is not too much of it, and you can assure your patrons of mighty interesting love story, with very good acting by principals. Good for all classes.—Edwin Adler, Mgr., Strand Theatre, Tampa, Fla.

Two Lovers (M-G-M)

ANN ARBOR, MICH.—Majestic Theatre (1,050), 4 days, 10c-50c, "Running Ragged," Aesop's Fables, Par. News. Weather, cold, rain.

Rating—45%

AD TIPS—An opportunity to stress something for several classes of patronage. In the first place there is a love story that will thrill the younger set. Play it up, for Colman and Banky really present a beautiful lovers' tale. Then hit the more high grade patron with exploitation on the historical settings and plot. Critical historians here were satisfied for the most part. Finally old and young will like the high adventure and action woven throughout the play.—Majestic Theatre, Ann Arbor, Mich.

Weary River (F.N.)

AKRON, O.—Strand Theatre 1,200), 7 days, 25c-50c, "Whirls and Girls," Par. News. Weather, changeable.

Rating—200%

DES MOINES, IA.—Des Moines Theatre (1,600), 25c-50c, 7 days, Vita. Act, Par News. Weather, warm.

Rating—110%

WINSTON-SALEM, N. C.—Auditorium Theatre (1,600), 4 days, 35c-50c, "The Toy Shop" (T.-S.), Pathe News. Weather, fair.

Rating—100%

Weary River—Cont.

SYRACUSE, N. Y.—Strand Theatre (1,700), 7 days, 25c-40c, 2 Vita. Acts, Orchestra, Fox M'tone News. Weather, Fair, one day rain.

Rating—150%

WICHITA, KANS.—Palace Theatre (1,481), 7 days, 25c-50c, Talking Shorts, Ben Bernie, Fox M'tone News. Weather, Fair.

Rating—97%

DALLAS, TEX.—Old Mill Theatre (1,400), 7 days, 20c-25c-35c, Vita. Acts, Dave Dryer, Frances Shelby, Pathe News. Weather, Fair.

Rating—110%

AD TIPS—Exploit Barthelmess singing and playing "Weary River." Also play up as his first talkie. Audience appeal: general.—Strand Theatre, Walter McDowell, Mgr., Syracuse, N. Y.

Used name of Barthelmess prominently in all advertising. Pointed out that in this picture "Weary River," the song, attained its popularity. Fact that it is romance of boy who came back by broadcasting from radio prison, is good. Because of stories circulated that Barthelmess did not sing, there was no direct statement that he sings in ads, although audience urged to hear his voice for first time. Appeal: all classes and ages.—Strand Theatre, Ray Brown, Mgr., Akron, O.

Barthelmess' singing and the star's popularity were used to put this feature on. It was also tied up with church associations. The picture was an attraction for every type of audience.—Lionel Wasson, Mgr., Des Moines Theatre, Des Moines, Iowa.

Exploited Barthelmess singing "Weary River" and the fact that the picture is First National-Vitaphone's first all-talking triumph. Audience appeal: general.—H. E. Jameyson, Pub. Director, Palace Theatre, Wichita, Kans.

Exploited Barthelmess as high light. Singing—Talking—Playing—His Way Deeper Into Your Heart, was the triple description offered

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Weary River—Cont.

of Barthelmess. The picture was also billed as his supreme triumph and, by far, his most appealing role, and the greatest picture of his career. The name of Compson was also played up. Audience appeal: all classes.—Old Mill Theatre, Al. R. Lever, Mgr., Dallas, Tex.

Exploit Barthelmess in his first talking picture and his best dramatic role. Play up excellent dialogue by featured cast. Audience appeal: all ages and classes.—Stanley Theatre, Jos. Jordan, Mgr., Atlantic City, N. J.

White Shadows (M-G-M)

OTTAWA, ONT.—Avalon Theatre (990), 6 days, 10c-35c, "The Diplomats," Fox M'tone News. Weather, mild and rain.

Rating—90%

AD TIPS—For scenic beauty and original appeal this feature is one in a thousand. A tropical romance that means something. Audience appeal: all ages, all classes.—Avalon Theatre, Ambrose Nolan, Mgr., Ottawa, Ont.

Why Be Good (F.N.)

HOUSTON, TEX.—Kirby Theatre (1,654), 7 days, 15c-25c-50c, Vita. Shorts. Weather, warm and fair.

Rating—100%

COLUMBUS, O.—Palace Theatre (3,200), 4 days, 25c-50c, 5 Acts Vaud. Weather, fair and warm.

Rating—100%

SAN ANTONIO, TEX.—Aztec Theatre (2,500), 7 days, 25c-60c, Mel Ruick & Stage Band, Comedy, Fox News. Weather, fair and warm.

Rating—110%

TACOMA, WASH.—Fox Colonial Theatre (965), 7 days, 25c-35c, "Caught in the Kitchen," Pathe Comedy, Fox News. Weather, bad.

Rating—90%

OTTAWA, CAN.—Centre Theatre (1,220), 6 days, 15c-40c, "Hot Sparks," Fox News, Orchestra, Hodge-Podge. Weather, mild and rain.

Rating—90%

AD TIPS—Moore and the title are the best selling points. Modern youth theme may be exploited to some advantage. Audience appeal: high school age up, but particularly young people.—Kirby Theatre, E. E. Collins, City Mgr., Publix Theatres, Houston, Tex.

Colleen Moore and the good plot.—Palace Theatre, Burns O'Sullivan, Mgr., Columbus, O.

Played the flaming youth angle. Audience appeal: general.—Fox Colonial, Doug. Kimberley, Mgr., Tacoma, Wash.

A flaming youth theme in which the rich man's son and the shop girl overcome difficulties and prejudice. Moore is well up to the mark, and her name is a big draw. Audience appeal: all ages and all classes.—Centre Theatre, Don Stapleton, Mgr., Ottawa, Ont.

Wild Party, The (Par.)

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 35c-50c-75c-85c-$1, 7 days, Par. shorts, selected news shots, Bow's first "talker" strongly played up, first week. Weather, cool and rain.

Rating—189 9/10%.

SAN ANTONIO, TEX.—Texas Theatre (3,000), 7 days, 25c-60c, Publix Presentation, "Beaux Arts Frolic," Vita. Shorts, Para. News, Orchestra. Weather, fair and warm.

Rating—125%

HOUSTON, TEX.—Metropolitan Theatre (2,512), 7 days, 15c-25c-60c, Publix Unit, Organ, Orchestra, Para. News. Weather, warm and fair.

Rating—140%

BIRMINGHAM, ALA.—Alabama Theatre (2,200), 6 days, 25c-35c-60c, "Klever Cover Kapers," Spot Show, Para. News. Weather, fair.

Rating—98%



Vincent Youmans, one of the most brilliant of the young musical comedy composers, contributes "Hits the Deck," his latest musical presentation, to the current Radio Picture program

Wild Party—Cont.

ROCHESTER, N. Y.—Eastman Theatre (3,400), 7 days, 35c-65c. Publix Unit, Julia Sanderson & Frank Crumit Songs (W. B.), Selected News. Weather, clear.

Rating—90%

DALLAS, TEX.—Palace Theatre (2,350), 7 days, 25c-35c-60c, Vita. Act, Born & Lawrence, Para. News, Publix Presentation, "Blue Grass." Weather, fair.

Rating—100%

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 7 days, 30c-40c-75c, Publix Unit, Fox M'tone News, Stage Band, Organ, Orchestra, added attractions for every day in the week in celebration of theatre's first birthday. Weather, fair.

Rating—115½%

ATLANTIC CITY, N. J.—Virginia Theatre (1,222), 7 days, 40c-50c, Smith & Dale in "Knights in Venice" (Para.), Fox M'tone News. Weather, generally fair and moderate.

Rating—125%

OMAHA, NEB.—Riviera Theatre (2,900), 7 days, 25c-60c, Publix Unit, "Step on It." Organ, Orchestra, Para. News. Weather, rain.

Rating—110%

BUFFALO, N. Y.—Buffalo Theatre (3,100), 7 days, 65c, Publix Stage Presentation, comedy, M-G-M. Fox M'tone News. Weather, fair and rain.

Rating—125%

LOS ANGELES, CAL.—Para. Theatre (3,595), 35c-50c-65c, Publix Unit, "Monte Carlo" & Milton Charles, Organist, Para. News.

Rating—140%

"You know this 'Trader Horn' is a highbrow book and they had to try to find a hero with a forehead. Picture the panic in Hollywood! Finding a pash actor with a forehead! What do you think I heard they had to do?"

"I can't imagine."

"I heard they got this Latin-looking lover, laid him out and shaved off enough of his hair to make the forehead!" — Blande Johaneson, *N. Y. Mirror*.

Wild Party—Cont.

AD TIPS—Bow' first talking picture is big exploitation angle. The title draws the regular Bow fans, but the fact that the little star's voice is heard is the best selling point. Appeal is to all classes, old young. Metropolitan Theatre.—Emil Bernsticker, Mgr., Houston, Tex.

Exploited Bow (heretofore about a 125% draw) gone collegiate in hot number. General business in theatres all over town very poor. Audience appeal: all ages.—Alabama Theatre, Charles G. Branham, Mgr., Birmingham, Ala.

Bow is one of best bets in pictures today. Play up film as her first talkie. Film will make March as he almost walks off with picture. Audience appeal: general, especially younger generation.—Texas Theatre, Al Fourmet, Mgr., San Antonio, Tex.

Bow was exploited in first talking picture. The fact that the house was one year old was played up heavily in the advertising. The added attractions and having the stage band leader, the concert orchestra director, and the organist play the role of host (one for each day), with the staff and the members of the stage band and the orchestra mingling with the crowd, proved to be a big attraction. The photoplay appeal was from high school age up.—Murray Pennock, Mgr., Minnesota Theatre, Minneapolis, Minn.

Exploited Clara Bow together with the expression, At Last—She Talks—and How. An exploitation stunt used in connection with the picture was that 25 barrels were placed on the street with a red sign on the outside saying, "Do Not Look Inside." Within each of these barrels was a cut out of Bow kicking up in the air. Each barrel had a flash light bulb and battery within to light it up. Audience appeal: younger set.—Palace Theatre, Ernest W. Morrison, Mgr., Dallas, Tex.

Tied up with florist shops and haberdasheries on wild party idea. "Wild ties for wild parties" were displayed in store windows. Not only emphasized that picture was Bow's first talking film but stressed also that she had opportunity to put more human touch into work this time. Called her the new Bow. Played her name all week to get local following. Audience appeal: high school age and up, all classes.—Eastman Theatre, M. J. Murphy, Mgr., Rochester, N. Y.

Exploited successfully as Bow's first talker, and it got the business. Audience: all classes.—Riviera Theatre, Ray Jones, Mgr., Omaha, Neb.

Star's name and fact that this is her first talking film has highest drawing power. Significance of title and lively action proved attractive. Play up large, supporting cast of screen beauties. Audience appeal: all ages and classes.—Virginia Theatre, Harry Klein, Mgr., Atlantic City, N. J.

Exploit the great "It" girl Clara Bow as the star, and its thrilling background. Audience appeal: for all ages.—Vincent P. McFaul, Mgr., Buffalo Theatre, Buffalo, N. Y.

Wild Orchids (M-G-M)

BIRMINGHAM, ALA.—Empire Theatre (1,000), 6 days, 25c-40c, "Off to Buffalo," M-G-M News. Weather, fair.

Rating—103%

NEW YORK CITY, N. Y.—Capitol (4,620), 7 days, 35c-50c-75c-$1-$1.50, M-G-M and Fox M'tone News, Chester Hale stage production "Pastels," Dave Schooler, master of ceremonies and stage band, picture held over for second week. Weather, cool and rain.

Rating—125 3/10%.

Wings (Par.)

OTTAWA, ONT.—Imperial Theatre (1,220), 6 days, 15c-50c, "At the Ball Game," Para. News, Oddities. Weather, mild and rain.

Rating—80%

Wings—Cont.

VANCOUVER, B. C.—Dominion Theatre (800), 6 days, 25c-50c, Vaude. Act, "The Melody Kiddies," Organ Solo, Para. News. Weather, fine.

Rating—125%

AD TIPS—Stood up very well in view of the fact that this was the third local run. It is the standard by which all war flying stories are judged. Still a great thriller, with pathos. Audience appeal: all classes.—Imperial Theatre, T. R. Tubman, Mgr., Ottawa, Ont.

Found that names of Rogers and Bow good to exploit in connection with picture which had previous big publicity in this city. Featured thrilling flying scenes in war. Audience appeal: very general, many flying men interested.—Dominion Theatre, I. Akrey, Mgr., Vancouver, B. C.

Wolf Song, The (Par.)

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 35c-50c, 4 Vita. Acts, Fox M'tone News. Weather, fair.

Rating—80%

OMAHA, NEB., Rialto Theatre (2,247), 7 days, 25c-50c, "Post-Mortems," Para. News. Weather, rain.

Rating—75%

MACON, GA., Ritz Theatre (1,000), 3 days, 25c-35c-50c, Vita. Units, Para. News. Weather, fair.

Rating—105%.

ATLANTA, GA.—Rialto Theatre, 2 Vita. Acts. Weather, fair.

Rating—60% (second run)

PORTLAND, ORE.—Portland Theatre (3,068), 7 days, 25c-60c, Para. News, Publix "Stars" Show, Henry Busse, Cornetist, M. C. Weather, fair, mild.

Rating—100%

NEW ORLEANS, LA.—Loew's State Theatre (3,285), 7 days, 4 shows daily, 25c-50c, 5 Acts Vaud., Fox M'tone News. Weather, fair and hot.

Rating—110%

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 25c60c, Publix Presentation, "Sammy" Cohen and Green's Fadettes, News. Weather, fair.

Rating—100%

SAN ANTONIO, TEX.—Empire Theatre (1,550), 7 days, 25c50c, Vita. Shorts, Fox M'tone. Weather, fair and warm.

Rating—95%

TAMPA, FLA.—Tampa Theatre (1,600), 4 days, 25c-50c-60c, Talkie Acts, Par. News. Review. Organ. Weather, fair and warm.

Rating—100%

CLEVELAND, O.—State Theatre (3,400), 7 days, 30c-60c, Publix Presentation, "Take Your Pick" (U.), Prodigal Pups (U.), Par. News. Weather, storm first half, very warm last half.

Rating—80%

DES MOINES, IA.—Capitol Theatre (1,700), 25c-50c, 7 days, Publix Unit, Fox M'tone News. Weather, warm.

Rating—110%

AD TIPS—Used big ads with Cooper and Velez as main points featuring picture as first singing romance of screen.—Rodney Toups, Mgr., Loew's State Theatre, New Orleans, La.

Cooper and Velez played up in all advertising and exploitation as being true lovers on the screen. Wild romantic phase of picture also featured. Audience appeal: all ages and classes.—Newman Theatre, Kansas City, Mo., Holden Swiger, Mgr.

Feature Cooper and Velez on account of constant publicity they have received lately. Cooper is good advertising bet, also Velez, she being sure-fire comer. Audience appeal: all classes.—Empire Theatre, H. J. Thacher, Mgr., San Antonio, Tex.



A Metro starlet—Leila Hyams—with a California bunny, a prize-winner by the way. Miss Hyams is now playing in "The Idle Rich" with Bessie Love and Conrad Nagel. She will also play in 'The Wonder of Women"

Wolf Song—Cont.

Emphasized Cooper and Velez, both popular stars. Audience appeal: for those who like heavy romance.—State Theatre, Cleveland, O., Sanford, Farkus, Mgr.

Velez offers best exploitation feature; historical value of film should be played up; cast worthy of special mention. All classes.—A. N. Roy, Mgr., Tampa Theatre, Tampa, Fla.

Talking, theme song and appearance of new star played up. Velez made hit, especially with younger audiences to whom this picture made big appeal.—Jess Day, Mgr., Capitol Theatre, Des Moines, Ia.

Plugged theme son, "Yo Te Amo," with tie-ups in windows of music stores. Placed little value in star draw. Audience appeal: general.—Rialto Theatre, John Howard, Mgr., Omaha, Neb.

Feature Velez and Cooper. Especially good for younger class.—Ritz Theatre, H. S. Amos, Mgr., Macon, Ga.

Exploit Mex—appeal—Cooper and Velez—Whoopee nights—Theme song Yo-te-a-mo. Appeal, general.—Portland Theatre, Chas Pincus, Mgr., Portland, Ore.

Wolf Of Wall Street (Par.)

VANCOUVER, B. C.—Capitol Theatre (2,400), 6 days, 25c-65c, Technicolor Easter Fashion Parade, Johnny Marvin in Musical Novelties, M'tone News, Calvin Winter. His Capitolians. Weather, fair, some rain.

Rating—125%.

AD TIPS—Exploited 100% all-talking picture. Featured hero ruthlessly crashing to wealth and power, Wall Street lived by men who live there. Women loved and lost by czars of finance Also featured theme song, "Love Take My Heart." Audience appeal: young and older adult class. Appealed specially here because of tremendous local excitement on stock exchange. Capitol Theatre, Lloyd Dearth, Mgr., Vancouver, B. C.

Sunday Midnite Shows Popular In Chattanooga

LIGHT successive Sunday midnight matinees with a full house for each performance was the record established by W. E. Brock, manager of the State, Chattanooga, Tenn., So popular did these midnight performances become that several times the capacity of the theatre was taxed.

Wolf Of Wall Street—Cont.

cially here because of tremendous local excitement on stock exchange. Capitol Theatre, Lloyd Dearth, Mgr., Vancouver, B. C.

Woman Disputed, The (F.N.)

NEWPORT, NEWS, VA.—Palace Theatre (720), 3 days, 25c-35c, Comedy, Fox News. Weather, warm.

Rating—95%

AD TIPS—Talmadge is, of course, the main exploitation feature of this picture. It would not be amiss to quote some of the "Big Time" reviewers on this picture in local readers. Appeal: adults.—Palace Theatre, Mrs. William Gordon, Mgr., Newport News, Va.

Wright Idea, The (F.N.)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 3 days, 10c-50c, "Summer Saps," Int. News. Weather, hot, unsettled.

Rating—52%

AD TIPS—The star is the thing in this picture. Play him up. Also the fact that it is a breezy comedy sure to entertain. Audience appeal is general.—Michigan Theatre, Ann Arbor, Mich.

Younger Generation, The (Col.)

PROVIDENCE, R. I.—Strand Theatre (2,200), 7 days, 15c-50c, News. Weather, fair and warm.

Rating—95% (double feature)

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c-75c, Vaud., Pathe News. Weather, fair.

Rating—95%

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows daily, 25c-50c-75c, 5 Acts Vaud, Pathe Sound News. Weather, fair.

Rating—80%

UTICA, N.Y.—Olympic Theatre (1,300), 7 days, 35c. Comedy, Fox News. Weather, rain, warm.

Rating—70%.

AD TIPS—Cuts and photographs of Cortez, Basquette and Hersholt featured, along with fact that picture was talkie. Audience appeal: all ages and classes.—Pantages Theatre, Kansas City Mo., Louis Charninsky, Mgr.

Bill as fine talking picture with great cast. Feature Hersholt and Cortez. Play up story as being strong romantic tale of youth. Audience appeal: general.—Ed. Reed, Mgr., Strand Theatre, Providence, R. I.

Jazz age, flaming youth, thrills, tears, laughter played up. Hersholt, Basquette and Cortez given prominence in ads. Audience appeal: from high school age up.—E. C. Bostick, Mgr., Pantages Theatre, Minneapolis, Minn.

AD TIPS—Played up as Hurst novel and name which is very appealing. Audience appeal: to all classes and all ages.—Evans Linton, Mgr., Olympic Theatre, Utica, N. Y.

Yellow Back (RKO)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 35c-50c, Presentation, 6 Acts RKO Vaud., Pathe News, Comedy. Weather, fair.

Rating—110%.

LOUISVILLE, KY.—Rialto Theatre (3,000), 3 days, 30c-50c. Julius Tannen, 4 RKO Acts, Pathe Review, Pathe News. Weather, good.

Rating—70%.

AD TIPS—Exploit: Northwest police angle. Audience appeal: general. B. F. Keith's Theatre, John J. Burns, Mgr., Syracuse, N. Y.

Advertise as good action picture of North woods. About all to exploit. Audience appeal: general. Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

Myers Launches A Big Drive For Indie Exhibitors

(*Continued from page* 1170-c)

Maine, North and South Dakota, Texas, Indiana, Wisconsin, Michigan, New Jersey, Maryland, Montana and Iowa. Within a short time Washington, one of the California organizations, Pennsylvania and Ohio will be added, it was said, which will bring the total to fifteen state organizations. Before January 1, 1930, it is expected that there will not be less than 26 states in the association.

The states forming the Allied have subscribed about $49,000 to date for the carrying on of the work in behalf of the independent exhibitor. With this financial support a drive is to be made immediately for additional membership. One of the first points where the Allied will operate is in New England. This drive will extend over five states, and organizers will be placed in the field as soon as they can be obtained.

8-*Year Myers Contract*

The contract which the Allied States Association has with Mr. Myers is for a period of eight years. His salary for the first year will be $25,000, and in succeeding years will evidently be determined by the growth of the organization.

Mr. Myers stated that there was no truth in the report that he and Al Steffes had been in touch with Wall Street capital with a view to securing finances for the flotation of a stock issue based on independent theatre holdings.

There has been a suggestion made through certain producer-distributor executives that with the exhibitors of the country organized there would be a willingness on the part of a large group to become affiliated with the exhibitors as a producing and sales organization for them with sufficient financial backing to guarantee the independent exhibitors product that would make it possible for them to continue the operation of their theatres despite the attitude on the part of any merged producer- distributor organizations to deprive them of product. This offer is one of the matters that is being considered by the directors of the Allied States Association.

Just who the producer-exhibitor executives are who made the suggestion of an affiliation was not disclosed, but it was stated that they were at present with one of the larger companies and not in accord with the present policy of the organization.

Setay-Consolidated Head Insured For 2 Million

Insurance policies to the extent of $2,000,000 have been taken out for Herbert J. Yates, president of Setay Corp. and of Consolidated Film Industries, Inc., by order of the Board of Directors of Setay. The policies making up the $2,000,000 of business insurance were negotiated by Arthur W. Stebbins, president of Stebbins, Leterman and Gates, Inc., insurance brokers, and are divided among 7 different companies.

Kans. Governor Wants Stricter Censoring

DEMANDING that the Kansas censor board either "clamp down" on pictures or lose their jobs, Governor Reed is extremely wrought up about the censoring of films in his state, after having viewed a current release in a Topeka theatre. "I do not often go to a moving picture show," said the governor, "but there was a good deal in the picture which grated on my nerves. I am going to look at a few more pictures from time to time and if there are many more like this one there will be serious reason to consider an entire new censor board."

Indications of a new reform wave are ripe in Kansas and Missouri. A Sunday closing bill has been introduced in the Missouri legislature, while Wichita recently voted to retain its blue Sundays.

Michigan M.P.T.O. Hears Myers Talk On Organization

(*Continued from page* 1170-c)

among the producers and distributors. Their course was dictated by self-interest and guided by intelligence, and the efficiency achieved commands admiration, and has mine.

"The problem of the exhibitor is to match that efficiency."

In continuing his speech, before entering on a discussion of the manner in which the Federal Trade suits against the Hays Film Boards and Arbitration Boards were conducted, Myers stated that it was originally intended that Mr. Richey should discuss that matter, but at the last minute the decision was reached that Mr. Myers should discuss them, because he preferred that "you should get more of an unbiased viewpoint of the actions than Mr. Richey might give you." This, naturally, brought a big laugh from the exhibitors assembled.

Discusses Mergers

Mr. Myers' remarks deviated from his speech as written for distribution to the press. He stated that he was certain that the decision which would be handed down in the Arbitration Board cases, after briefs were filed, would be favorable to the Hays organization, judging from the evidence that was presented at the trial.

In his speech he stated, "Mergers are fast bringing about a degree of concentration in the production and distribution of pictures, which has seriously curtailed and threatens to extinguish competition in those branches.

"First National and Metro-Goldwyn-Mayer, whose competition was a source of protection to the exhibitor in the past, have passed into rival hands within a year, and there is a persistent rumor that United Artists will follow.

"It may not seem amiss to point out that two of the companies mentioned were first organized in protest against the policies of those dominating the industry, and the patronage of the exhibitors was solicited on the ground that those companies were 'not in the trust.' Also that the producer acquiring one of these concerns was formerly an 'independent' and the principal beneficiary of an action brought by the Government under the anti-trust law some eighteen years ago. The to-be-expected result of these mergers is curtailment of production, and many exhibitors in competitive territory may be confronted with a shortage of product before they expect it, and before they are prepared to cope with it."

In regard to the producers expanding their holdings in the exhibitor field, he pointed out that the producers were intent on a purpose of exploiting the independent theatre owners and dominating all three branches of the industry—production, distribution and exhibition.

In connection with the sound and talking picture, Mr. Myers said:

"The introduction of sound and talking pictures has operated to the detriment of many exhibitors who were caught unprepared because information concerning the new development was confined to a favored few, and the rank and file of exhibitors did not know whether they were confronted with a passing fad or a revolution.

"They did not know what machines, if any, to install; and when a little information crept in they found that their more knowing competitors had pre-empted the supply of available machines for many months to come.

" 'Many who bought machines in a good faith effort to keep up with the procession were unable to secure pictures, because of differences of opinion as to the ability of their installations to do justice to the product.

"Moreover, the recording is done by two vastly different processes requiring different types of apparatus for their reproduction. It is natural that both should be employed until experience demonstrates a marked superiority of one over the other. However, for different producers to use different methods results in a serious economic waste in requiring all exhibitors to equip themselves to reproduce both, and that has not seemed to me to be justifiable.

Sees Liberal Policy

"I am glad that the Allied States Association was formed in time to contribute to the solution of some of these problems.

"The liberalization of the policy of distributing these pictures as a result of which pictures are generally furnished for reproduction on all reputable machines followed closely on the protests of the Allied States Association and our application to the Department of Justice for relief.

"Early this year, moreover, the Allied States Association requested the producers, through Mr. Hays, to spare the exhibitors the cost of installing both devices, while experimentation with the two processes continued, by making all pictures available on both film and discs.

"It is a matter of gratification to note that one of the great producers who has heretofore recorded on film exclusively, and who will in the future devote himself to sound and talking pictures, has announced that his pictures will be recorded by both processes."

After the meeting closed, Myers stated that he was making a hurried trip into Ohio to confer with exhibitor leaders.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Hamilton Back With Educational In New Series Of Talkies

Lloyd Hamilton returns to Educational with the acquisition by the film company of a series of Hamilton talking comedies. "His Big Minute" is the first of six two-reelers in dialogue that the comedian will make under the supervision of Harry Edwards. Lloyd Hamilton Productions, Inc., an independent company, has been organized to produce the shorts.

The first of series has been authored by Gilbert Pratt; Gladys McConnell is leading lady, while Bert Woodruff, Ivan Christy and Fred Peters are support. Western Electric system was used in recording.

Supertone Is Newest Of Coast Reproducing Devices

(Hollywood Bureau, Motion Picture News)

Hollywood, April 11.—Supertone Reproducer Corp. is announced as the latest theatre equipment for sound film reproduction. The company, with offices in Hollywood, is headed by Frank M. Sanford, president; V. B. Millen, vice-president; Tom White, chairman board of directors; Ernest Van Pelt, sales manager. The reproducer is said to be interchangeable to accommodate both regular phonograph records, or the regular records supplied with synchronized or talker pictures. Cost of installation is quoted at $1,450 for theatres seating up to 1,000, with payment spaced over period of a year.

Chesterfield's First Talkie

"The House of Secrets," first talking feature picture planned by Chesterfield, will be produced at Metropolitan Studios in the East. It is now in rehearsal with a cast of Broadway players under direction of Edmund Lawrence. Story is by Sydney Horler, and adaptation by Adelaide Leitzbach. Cast includes Joe Striker, Marcia Manning, Elmer Grandin, Francis Verdi, Richard Stevenson, Harry Southard, Edward Roseman, Herbert Warren, Walter Ringham, Bill Cavanaugh.

Pathe Review In Sound

Pathe is releasing the heretofore Silent Pathe Review in sound versions as well as silent, the sound to be known as Pathe Audio Review; it will be issued once per week. Terry Ramsaye is editor.

Caesar Dialoging For Columbia

Arthur Caesar is dialoging "The Flying Marine" for Columbia. John F. Natteford wrote the original and scenario and Al Rogell will direct.



Columbia's new sound department head. John Paul Livadary, who was recently signed to take care of the company's sound recording activities on the Coast

J. P. Livadary Signed As Columbia Sound Executive

The head of Columbia's sound department in charge of sound operations on the West Coast is John Paul Livadary, who has just been signed to assume immediate command. He comes to Columbia from Paramount, where he was first affiliated as experiment engineer, doing research work for the perfection of sound devices and was later transferred to the production department as operating engineer and mixer, subsequently becoming head of the transmission department.

De Forest Phonofilms Installed At 14 Theatres

Fourteen theatres joined the list of Phonofilm wired houses over the week-end by opening with the De Forest equipment. The houses were: the America, Sterling, Colo.; the Victoria, Wheeling, West Va.; the Colonial, Portsmouth, N. H.; the Avalon, Lawrenceville, Ill.; the Strand, Allentown, Pa.; the Hollywood, Pittsburgh, Pa.; the Illinois, Centralia, Ill.; the Strand, West Frankfort, Ill.; the Star, Stroudsburg, Pa.; the Roxania, Keys Rock, Pa.; the Palace, McGeehee, Ark.; the Rialto, Beaver Falls, Pa.; the Michigan, Flint, Mich.; the Capitol, Lynn, Mass. James J. Backer Co. has been appointed authorized distributor of De Forest Phonofilm in Oregon, Washington and Northern Idaho.

Pathe Silent Prints Available

While presenting talking and sound features, Pathe is also servicing exhibitors whose houses are unwired with silent prints. Two versions may be had of "The King of Kings," likewise of 12 current vehicles and coming feature attractions.

Talkies Won't Have Full Sway At Wired Erlanger Theatres

Although A. L. Erlanger is having his chain of legitimate theatres wired with the Western Electric sound system, he emphatically states that he has not the remotest idea of turning over his houses to the exclusive presentation of sound films. He is equipping his circuit with sound installations, he says, just to keep up to date with the newest electrical appliances.

The work of wiring the chain of houses will be finished by August 1, it is thought. The Biltmore, in Los Angeles, will be the first Erlanger house to present sound, the time being early next month.

Sound Apparatus Parts Lure Seattle Yeggmen

One of the most mystifying robberies in the history of Seattle, Wash., occurred one night last week at the Bagdad, suburban house, when thieves entered the projection booth and carefully removed about $2,000 worth of parts from Movietone and Vitaphone projection equipment. Included in the loot was a large reproducing element, special lenses, and electrical devices, which Leroy V. Johnson, managing director, declared to be of such size that the thieves must have used a truck to transport their loot.

Further mystery is added to the case by the fact that a similar robbery was reported just the day before from Fox-West Coast's Railto Theatre, in Tacoma, where precisely the same equipment was stolen.

Sound Installations

Installation of Biophone sound apparatus will be completed at Samuel Stern's Nassau Theatre, Greenpoint, Brooklyn, N. Y., by April 10.

The Lyceum, in Bayonne, N. J., owned by Leon Rosenblatt, is being wired for sound.

New M-G-M Traveling Unit

M-G-M is becoming known as the company of travelling units to various parts of the world to shoot pictures. The latest plan is to send Tod Browning and a company of players to the West Indies to direct "The Sea Bat," a story of modern pirates, hijackers and rumrunners. Elliott Clawson is writing the film story.

"Prince Of Hearts"—Talkie

Silent version of "A Prince of Hearts," Imperial Production directed by Cliff Wheeler, has been completed, and talker version is now in rehearsal. Recording will be made via Qualitone. Cast includes Norman Kerry, George Fawcett and Barbara Worth.

The Voice Of The Screen

Columbia Offering Two Series Of Short Dialogue Subjects

Two series of talkie shorts—"Columbia Gems" and "Screen Snapshots"—will be a feature of Columbia's schedule of talk-films. Each group will contain 26 releases, to be released on alternate weeks. Besides dialogue they will have music and sound effects, and will also offer playlets and talking acts. The first series is now being made jointly by Columbia and Victor and present Victor talking and singing talent. The Victor plant at Camden has been placed at the disposal of the film producing firm.

Speedy Installation Of The Qualitone Device In Cal.

(Hollywood Bureau, Motion Picture News)

Hollywood, April 11.—A record for speed in installation of talker equipment in a theatre is claimed by Qualitone Corp. when the Redlands theatre, Redlands, Cal., was completely equipped and showing talking pictures ten days after the contract for installation was placed.

Bristolphone For Canada

The agency for the distribution of Bristolphone in Canada and the maritime provinces has been acquired by Samuel Reichbach, of the De Luxe Film Corp.

"U" Signs Caesar

Arthur Caesar has been signed by Universal to write an original dialogue feature based on life in Hollywood. Paul Fejos will likely direct.

Installations In Line 'With W. E. Prediction'

THE most recent report from Electrical Research Products announces that there are now 1,598 theatres in this country wired with Western Electric sound reproducing equipment, the majority of installations being a combination of disc and sound-on-film.

The rate of installations indicates that W. E. is keeping up with the Otterson prediction of approximately 250 per month before the summer of 1929.

"U" Will Produce 52 All-Talk Comedy 2-Reelers

(Hollywood Bureau, Motion Picture News)

Hollywood, April 11.—Universal will produce a total of 52 two-reel situation comedies in all-dialogue for next season. Plans are now being formulated for several series to be made to total 52 pictures, with Arthur Lake slated to make one series of 12.

Ben Holmes and Jack Foley are lined up to direct.

"3 Live Ghosts" U. A. Talkie

United Artists will produce Max Marcin's "Thee Live Ghosts" as an all talker under direction of Thornton Freeland. Marcin arrived in Hollywood this week to prepare the adaptation and dialogue for the picture, and upon its completion will return to New York for the opening of his new play, "Humbug."

Middleton Dialogue Editor

George Middleton has been appointed dialogue editor at Fox studios.

Plan Vitaphone Branches For All Exchange Centers

The Warner Bros., through Sam E. Morris, vice-president of the film company, have announced their intention of establishing Vitaphone offices in every distribution center in the U.S. They will be in working order at the earliest possible time, it is said. The next two cities to have Vitaphone offices will be Minneapolis and Seattle, bringing operating branches up to eleven.

W. B. Salesmen Designate May As "Morris Month"

The month of May has been set aside by the sales force of Warner Bros. as "Sam E. Morris Month." They are taking this method of paying a personal tribute to the vice-president of their company and their aim is to amass play dates during that month. This is the fourth consecutive year that the sales force personnel has elected to demonstrate their loyalty in this manner.

Sound In South America

The sound craze has invaded South America. Max Glucksmann, the largest exhibitor in Argentine has decided to wire his houses with Western Electric sound system. E. E. Gregg, export manager for E. R. P. I., has received an order from Buenos Aires calling for the immediate wiring of five theatres, work on which is to be started before the end of March. The first house wired will be the Grandsplendid, Buenos Aires.

New Mystery Talkie For Leni

Paul Leni will direct another mystery picture for Universal from Moliere's "The Imaginary Invalid" as an all talker. Leni will produce this following completion of "Bargain in the Kremlin," now in preparation.

M-G-M Grabs Radio Tenor

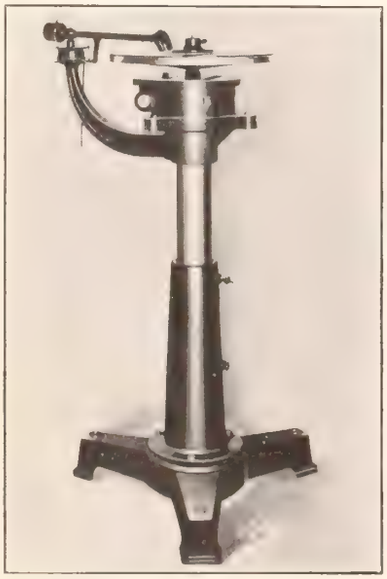
Donald Novis, the Atwater-Kent "discovery," has been placed under a five year contract by Metro-Goldwyn-Mayer. Novis is the tenor singer who won a national radio contest for new talent, sponsored by Atwater-Kent.

A Correction

In April 6 issue of the News there was published a story to the effect that "a 4,000-seat motion picture and vaudeville theatre would be contained in the three million dollar office building of the New York Power and Light Co., Schenectady, N. Y." This was a misstatement as the location is Albany and not Schenectady.

In the same issue, in an item dealing with the Proctor-Farash story, mention was made of the "new 3,000-seat Proctor house" in Schenectady and it was stated that the house was in construction. The fact is that the house has been in operation for some time.

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Broadway Show Reviews

By Fred Schader

"The Shakedown" And A New Comic Are At The Colony

The Colony bill for the week is headed by the Universal feature "The Shakedown," a part talking production, that is only a fair picture. Incidentally, Walter O'Keefe, who had been at the house for four weeks as Master of Ceremonies, has been replaced by Bert Frohman. O'Keefe had his first chance on Broadway at this house and, after the second week, demanded and received a tilt in his salary. After the fourth week he made another like demand and the house decided to let him go rather than meet the conditions he insisted on. Bert Frohman hasn't the comedy gift that O'Keefe possessed, but he makes up for this by putting over a number in great shape.

Sammy Kahn and his band start the show with "Sweetheart of My Dreams," which is followed by the introduction of the new master of ceremonies, who tells a couple of gags and, in turn, introduces Hortense Ragland, who puts over "I Want to Be Bad" rather nicely. She is followed by a good comedy stepping team in Stanley and Healy, after which Alvia Blake tries "Down Among the Sugar Cane," putting the number over in typical honky-tonk speakeasy manner, and not getting any return from the audience for it. Don and Jerry, an adagio team, followed and pulled down a neat hit, while Frohman proceeded to clean up with "Lonely Nights," which he sang with a lot of feeling.

A Pathe Sound News and an International silent with an Oswald Cartoon comedy completed the show, which ran two hours and five minutes, of which the feature exhausted an hour and fourteen minutes.

Testimonial Dinner For Carl Laemmle At M. P. Club

On Tuesday evening, April 16th, the Motion Picture Club will give a dinner in honor of Carl Laemmle. The Club is taking the occasion of the celebration of Carl Laemmle's twenty-third year in the moving picture business and his twentieth as a producer to give him this honor. Mr. Laemmle is a charter member of the Motion Picture Club and one of its most active supporters. The dinner is held on the eve of the opening of "Show Boat."

President Al Lichtman will preside. Harry Reichenbach will be the toastmaster and at the speakers' table will be the heads of the various film companies.

Von Sternberg's Contract Renewed

Paramount exercised option on contract of Josef von Sternberg, director, for the coming six months.



Mary Eaton, one of the stage's lovely ladies, on the beach of "The Four Cocoanuts," the Marx Brothers starring vehicle for Paramount and of which she is the feminine lead. Left to right: Joseph Santley, Irving Berlin, Oscar Shaw, Miss Eaton and Robert Florey. Santley and Florey are co-directing, Oscar Shaw is the juvenile lead and Irving Berlin is composing the musical score for the feature

Minstrel Show With McIntyre & Heath Heads Roxy Bill With "Hearts In Dixie"

THE biggest "flash" to date on the Roxy stage is presented for the current week. There is a regular minstrel first part with McIntyre and Heath as the star names at the head of the show. The entire Roxy company, including the huge orchestra, is on the stage at one time, and that makes a spectacle worth going a long ways to see.

The feature for the current week is the Fox production "Hearts in Dixie." Naturally the picture is attracting a decided negro element to the house.

The show is running a little over two hours. The feature runs an hour and nine minutes. The minstrels forty-three minutes, the Fox Movietone News ten minutes, and "Wake, Up, Chillun, Wake Up," with the Kentucky Jubilee Singers having a special stage production, takes three minutes, which is the same time allotted to the organ and vocal solo at the opening.

Reine Valerie, with Lew White at the organ, sings "Can't Help Lovin' That Man" to open the show. This selection is followed immediately with The Roxy Minstrels.

McIntyre and Heath in one start their well remembered routine of "The Georgia Minstrels" and the two fall asleep on the railroad station after Heath has stated that he is going to have a minstrel show with 350 people in it. Then the huge stage of the Roxy is revealed and tier upon tier of the company are shown seated in the minstrel fashion.

There is a tremendous cloth of gold eye serving as the background for the company. In the front semi-circle are Lon Haskell as interlocutor, with "Fat" Thompson and Bud Williamson as the first ends. The eight Kentucky Jubilee Singers, William Robyn, andWalker and Thompson fill the other chairs. Behind them come the 32 Roxyettes in one tier, the 24 ballet girls in the next, then the orchestra, and behind them, high up-stage is the ensemble numbering 56. There are about 225 people on the stage. After the brief introduction of the end men a couple of gags are pulled, these are followed by William Robyn singing "Silver Threads Among the Gold." Then the ballet in a fast number with a hand drill and then the Jubilee Singers in close harmony. Walker and Thompson have their inning with some soft shoe stepping, and then the wallop. Lon Haskell introduces McIntyre and Heath as "the deans of American Minstrelsy" and a terrific hand results. The two veteran black-face comedians, each have a gag and then exit. The Roxyettes then execute a fast dance routine starting with "Alexander's Ragtime Band" and following "Darktown Strutters Ball." A quiet, but effective exit is provided for the two stars who walk off to the singing of "In the Gloaming" by the ensemble. They come back in one for the finish of the "Georgia Minstrels."

It is a corking flash for this house and something of an innovation on Broadway.

In the Fox Movietone News most effective scenes of the Gen. Foch burial were disclosed, and they made a profound impression on the audience.

Broadway Show Reviews



Victor Saville (seated in the director's chair) and Warwick Deeping, English novelist (who stands directly behind Mr. Saville) watch a close-up scene being shot for "Kitty" at the RCA studios in New York. Round about are the unit technicians, script girl, etc. The "Kitty" company was brought to America from England by World Wide Pictures to complete filming at the RCA plant. Mr. Deeping is author of the piece

Screen Comedian Heads Publix Revue Shown With "Wolf Song" At Param't

SAMMY COHEN, the comedy hit of the screen version of "What Price Glory" and other comedy productions, is at the Paramount this week as the star of the C. A. Niggemeyer Publix Revue "Say It With Flowers." Cohen is making a hit with his burlesque one man boxing bout and his trick falls. In addition to Cohen, the show has Lupe Velez in "The Wolf Song" for its first showing on Broadway at popular prices. A Paramount short talking comedy is also on the bill, together with a neat organ presentation by Mr. and Mrs. Crawford. The usual Paramount Newreels and Dave Rubinoff, with his directorial acrobatics, is back in the pit waving his baton at the musicians as though he would annihilate them.

Dave is playing a selection of Broadway hits this week, starting with the march from "The Three Musketeers," "Why Do I Love You?", "Whoopee," "One Kiss," "Button Up Your Overcoat," and a violin solo done in the usual Rubinoff style, "Lover Come Back to Me," with the march from "The New Moon" finishing.

The news follows. Then the Smith and Dale comedy, "The False Alarm Fire Department," which got a number of great laughs.

Mr. and Mrs. Crawford occupied the console at the opposite sides of the orchestra pit and alternated in the playing of the following selections: "To Be in Love," "Coquette," "Mean to Me," "My Angeline" and "Precious Little Thing Called Love," the latter being done as a slow rag, a barcolle, and as a dance. It is effective and won a hand.

The "Says It with Flowers" revue ran thirty-one minutes. It opens with the twelve Dave Gould girls as Beaux and Belles for a dance to the strains of Victor Herbert's "Sweethearts," with Maxine Hamilton following with a song and dance number that scored, especially true of the dance. She is a little red head, who matches up with Sammy Cohen in this respect, and she has a whale of a personality. An orchestra selection by the stage band is next. Then the girls are back for a "Hand and Foot" number at the conclusion of which they do a hand drill that won two rounds of applause. The solid hit of the revue came with the Stone and Vernon Adagio Quartette. This girl and her three boys just about stopped the revue cold. The finale came along right atop of their hit with Cohen and Miss Hamilton doing a double number that finished off things nicely.

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In And Out Of Town

CAMILLA HORN, young leading lady in United Artists productions, left the Coast on Monday, April 10, for New York, which she will reach Sunday morning, April 14. On Saturday, April 20, she is sailing on the S. S. New York for Germany.

GRANT L. Cook, vice-president and treasurer of Tiffany-Stahl, left Los Angeles on Monday, April 8, for New York where he will go into a huddle with department heads outlining production for forthcoming season.

EMIL JANNINGS leaves America for Berlin during May in quest of a vacation. "I am homesick," the Continental star says.

JOINING the staff of recording experts at the Radio plant on the Coast are Hugh McDowell, Jr., and John Tribby who has just arrived there. Due to arrive soon are Gilbert Brown and James Maresca from New York.

FRANKIE DARRO, juvenile support in "The Rainbow Man," came to New York town on Monday of this week as the guest of Eddie and Mrs. Dowling at their Bayside home. He will be introduced from the stage of the Selwyn during the film's premiere.

THOMAS MEIGHAN, Warner star of Argyle Case," arrived in New York on Tuesday, April 10, from Hollywood.

ANOTHER New York visitor during the week was Rowland V. Lee, Paramount director. He sails Friday night on the S. S. Roma for a three months' vacation, Mrs. Lee accompanying him.

THE star of "Alibi," Chester Morris, arrived in New York Sunday on the 20th Century from Hollywood, and attended the premiere at the 44th St. Theatre. Also in New York for the premiere were Roland West, producer and director, and Mrs. West.

GRETA GARBO, M-G-M star, stayed but a few days in New York, following her return from Sweden, and has already arrived on the Coast.

LOUIS B. MAYER, M-G-M vice-president in charge of production, has returned to California, after a trip East.

PERCY HEATH, "Close Harmony" adaptor, left Hollywood this week for New York enroute to Europe on a two-months' vacation. He sails on the Ile de France.

A.M.P.A. Will Hold Meetings At The Motion Picture Club

The Associated Motion Picture Advertisers held their regular Thursday luncheon meeting at the Motion Picture Club, Bond Building, New York City. All meetings will henceforth be held at the Club. A special program was arranged for this week's affair and a large gathering was present.

"Drummond" At The Apollo

Instead of the George M. Cohan Theatre, "Bulldog Drummond" will come to New York at the Apollo.

HOLLYWOOD

LAWRENCE A. URBACH
Western Representative

WALTER R. GREENE
Western News Editor

Hollywood Office: Mezzanine Floor, Hotel Roosevelt Phone Granite 2145

Sound Wizards No Longer Held In Awe On Coast

(Hollywood Bureau, Motion Picture News)

Hollywood, April 11.—Electrical experts and sound engineers are no longer held in awe by executives and technicians in the coast studios. When the sound wave first struck Hollywood, the engineers were held in awe by everyone. They dictated what could be done with the newly installed electrical equipment, and arbitrarily declared certain things were impossible in adapting the apparatus to production requirements.

For a long time, the sound engineers encountered no opposition. What they said was law, and the producers accepted their statements as such. But the old slogan, "Let's try it," which has stood the test of years in film production, was finally put into effect by a few curious workers at various studios. To the surprise of the engineers, the studios started to accomplish improvements in sound production that had been declared to be impossible with the recording equipment.

Today the sound engineer is consulted on a certain result that is desired. If he says it cannot be done, the studio staff goes out and experiments in an effort to obtain what is required. In most cases they succeed.

Last week, one producer had a problem in shooting a scene which would carry a character in the picture down a long hallway. It was necessary to development of the story that the man be shown talking to himself, with the words recorded. The sound engineers declared it could not be done but, after a few hours of experimenting, the mechanical staff rigged up a series of rubber-tired dollys; placed cameras and lights on the latter, and with the microphone suspended on a small crane, had the character walk the entire length of the hall in front of the moving dollys and obtained just the effect that was wanted.

Out to Conquer The Films

Mulino von Kluk, 17-year-old granddaughter of the German war lord, has left Berlin society flat to try her luck in the movies. She has played in several minor parts in German films and has been chosen by Arthur Ziehm, former foreign sales manager for Metro-Goldwyn, for a role in "1813," a coming Continental attraction.

A Correction

In the issue of Motion Picture News, March 23, in the review of "The Younger Generation," the name of Frank Capra, the director, was omitted through error.



Evelyn Brent, star of "Broadway," the "U" talking motion picture, reinforces her strong position in the talking films with this new vehicle

"Queen Kelly" To Have Separate Dialog Version

(Hollywood Bureau, Motion Picture News)

Hollywood, April 11.—Although reported that the entire silent version of "Queen Kelly," Gloria Swanson's current United Artists picture, would be scrapped and remade, officials of the Swanson unit declare such is not the case, and the company will resume production on the dialogue version of the picture within the next week.

It is understood that the new dialogue version was written by Leo Birinsky, and is quite different along story lines from the silent version which was written and directed by Eric von Stroheim. Paul Stein will direct "Queen Kelly" from now on, sound or silent.

Mae Murray Will Star In 3 Tiffany-Stahl Talkies

(Hollywood Bureau, Motion Picture News)

Hollywood, April 11.—Mae Murray returns to Tiffany-Stahl on a starring contract calling for three all-talker and musical features yearly. Her first will be "Peacock Alley," to be followed by "Fascination" and "Broadway Rose." The first is slated to go into production around first of July; Miss Murray will first complete scheduled vaudeville appearances in East.

Dove In "Declasse" Remake

"Declasse" will be remade as a talkie with Billie Dove starring by First National. It was made in silent form as a Corinne Griffith vehicle. John Francis Dillon will direct it as his first picture under a new contract with First National. Dillon just completed direction of "Careers," starring Miss Dove.

New M-G-M Device May Do Away With Sound-proof Booth

(Hollywood Bureau, Motion Picture News)

Hollywood, April 11.—Sound-proof camera booths, which have been used by producers since the introduction of sound production in the studios, are being discarded by M-G-M.

When production of sound pictures first started, the camera booths were necessary to house the cameras so that the sound of the cameras in operation would not be picked up by the microphone. Sound engineers claimed that the cameras would have to be enclosed in such a booth to make certain that the camera hum would not be recorded.

Technicians at M-G-M, however, have built a box-like device that entirely covers the head of the camera; with inter-lining of sound-proofing material that entirely eliminates any chance of camera sound being picked up by the microphone while scenes are being shot.

By being able to discard the booth M-G-M has found it possible to eliminate delays occasioned by shifting of the cumbersome booth from one spot to another for various camera set-ups. The sound-proofed camera cover enables the camera crews to move the camera on dialogue shots just as quickly as they did previously in the shooting of silent pictures.

Fox To Make All-Talkie With Alaskan Background

(Hollywood Bureau, Motion Picture News)

Hollywood, April 11.—Fox will produce an all-talker and sounder with an Alaskan background under title of "Frozen Justice." Allan Dwan will direct, with Lester Lornegan slated to have charge of the dialogue.

It is probable that a Movietone truck will be shipped to Alaska with the director and staff to secure necessary snow scenes and scenic backgrounds.

Technicolor Buys New Studio

With the growth of color photography in Hollywood, Technicolor has been compelled to purchase another studio in addition to its present one on Cole Avenue. Their new property was formerly the Tremont Laboratories on Seward Street, which Dr. Herbert T. Kalmus, president of Technicolor, bought last week, taking over the entire property and buildings of the Tremont lab.

Lyon And Mason

Ben Lyon and Shirley Mason will be featured in "The Flying Marine" for Columbia under direction of Al Rogell.

Hollywood

Dowling Plans The Production Of Both Talkies And Plays

Eddie Dowling has decided to remain in the field of talking picture production. At the same time, he announces, he will not abandon the production of musical comedies. He will occupy the position of co-producer with Sono-Art, with whom he made "The Rainbow Man."

A new musical comedy by Elmer Harris will be presented by Dowling in Atlantic City on May 13 and will later, it is planned, occupy a house on Broadway, where "Rainbow Man" is soon to open. He will then make a talkie in June and will follow up with a third musical presentation for Broadway fall opening. He plans to return to Hollywood in October, where he will obtain a theatre and a studio for the presentation of both pictures and plays.

RKO Signs St. Clair

Mal St. Clair has been signed to direct for RKO as soon as he finishes work on Harold Lloyd's current feature comedy. St. Clair recently left Paramount, after finishing a three year contract with the latter company.

Ince Will Make "Hurricane"

Ralph Ince has been signed by Columbia to direct "Hurricane," a special all-talker with Hobart Bosworth featured.

Camilla Horn Loaned

Camilla Horn is now enroute to Germany to be featured in "Atilla," a UFA production. Miss Horn is under term contract to United Artists, who loaned her to the German producing company.

Montagu Love Weds

Montagu Love, well known screen heavy, was married Saturday to Marjorie Hollis. The couple are enroute to Hawaii on a honeymoon trip.

Mobley Leaves Paramount

Milly Lou Mobley has resigned as head of the stenographic and secretarial department at Paramount studios, being succeeded by Irene Wright.

Fairbanks, Jr.-Crawford Nuptials

Joan Crawford announced the date of her wedding to Douglas Fairbanks, Jr., as October 23rd next, at a Beverly Hills Church yet to be selected.

"The Woman" Will Be Silent

With initial plans calling for complete dialogue in "The Woman From Hell," Fox has decided to make the picture without talk and release it as a silent production only.

Mrs. Richard Talmadge Dies

Mrs. Madge Frances Talmadge, wife of Richard Talmadge, screen actor and producer, died in Los Angeles after an illness of several months.



Larry Darmour, young president of Darmour Productions, who has announced his plans to make two series of sound shorts for RKO release

Darmour Productions Starts '29-30 Program Next Week

Having installed the RCA Photophone recording apparatus on the stages of his Hollywood studios, Larry Darmour, president of Darmour Productions, begins his new program of two series of short subjects for the 1929-30 season. Both series—"Mickey McGuire" and "The Record Breakers," a new H. C. Witwer series—will be distributed through RKO, and will be made in sound and silent forms.

Her Contract Approved

Superior Judge Keetch approved the five year contract of Armida Vendrell with Warner Brothers as a feature player. Armida was in the Gus Edwards vaudeville revue prior to Edwards' coming to the coast several months ago for M-G-M and appeared in the Gus Edwards short talkers made for the latter organization.

Lloyd Ingraham In Cast

Lloyd Ingraham, who was for many years a stage director and later a motion picture director, has been engaged to play one of the important character parts with Eddie Dowling in "Rainbow Man," the Sono-Art all-talking and musical production being filmed at the Metropolitan Sound Studios in Hollywood.

Additions To Cast

Loretta Young has been awarded a prominent role in "The Girl in the Glass Cage," the forthcoming First National-Vitaphone picture, and Matthew Betz has been assigned a heavy role.

Ann Harding's First

E. H. Griffith will direct Ann Harding in "Paris Bound," her initial starring talker for Pathe.

Material For Colleen

"Footlights and Fools," a short story by Katherine Brush, has been purchased by John McCormick for adaptation as a Colleen Moore Vitaphone talker for First National.

Warns Film Colony Against Operations To Improve Voice

Describing as "foolhardy" moves on the part of members of the film colony to undergo throat operations to improve their voices, Dr. H. J. Strathearn, medical adviser to Paramount Hollywood studio, tabooed all surgical operations of that nature. Only two immediate types of operations can improve the voice—the removal of growths from the vocal cords and the eradication of scars in the same region—said the doctor. Any suggestions further than this are sheer theory, he went on to say. He warned against film players venturing into this dangerous domain and advises "let well enough alone."

Furthman Jumps To U. A. Roster, Getting Wage Boost

(Hollywood Bureau, Motion Picture News)

Hollywood, April 11.—Immediately upon completion of term contract with Paramount as scenario writer, Jules Furthman signed with United Artists to write four scenarios for coming productions. It is understood he will receive $12,000 per script from United Artists. His weekly rate at Paramount was about $750 weekly.

Josephine Quirk In Deal With T-S

Josephine Quirk, author and playwright, has completed a deal with Tiffany-Stahl whereby she will produce a series of ten two reel adventure series. They will be all-talkers. George McIntosh will play juvenile lead.

de Sano and Menjou

Marcel de Sano will direct Adolphe Menjou in "Grounds for Divorce" for Paramount. De Sano was first scheduled to direct Maurice Chevalier in his next musical for Paramount, but was switched to handle the Menjou picture. "Grounds for Divorce" will be the first talker for both Menjou and De Sano.

Ed Small's "Find"

Marjorie King, one of Florenz Ziegfeld's "glorified girls" in "Show Boat," has been put under term contract by Edward Small, with the latter planning to build her in his series of talkers and musicals for Columbia release.

Big Plans For "Virginian"

"The Virginian" will be produced by Paramount on epic proportions according to present plans. In addition to sound and dialogue, the picture will be made entirely in Technicolor. Ben Zeidman has the picture in charge as associate producer.

A Correction

In a "fact box" which was included with a story on "Show Boat's" Miami premiere in the March 23d issue of Motion Picture News, the name of Harry Pollard, director of this picture, was omitted through error.

(Hollywood Notes continued on page 1218)

Opinions on Pictures

The Voice of the City

Sure-Fire Talker Melo

(100% Dialogue Version)

(Reviewed by Walter R. Greene)

FROM every angle, this is sure-fire box office; and rates as one of the best dialogue pictures produced to date by any company. Combining the swift tempo of the silent drama with the advantage of dialogue, it is an example of what can be accomplished with the proper intermixture of stage technique with the silent picture for talkers. Recording is excellent.

Willard Mack wrote both the story and dialogue. He also directed the picture and played one of the principal parts. In fact, Mack lived up to his reputation of a "master of melodrama" in each spot.

"Voice of the City" is one of those stories that contains melodrama and suspense in abundance, together with a believable love theme. Bobby Doyle is framed for a murder and sent to prison. Johnny the Hop helps him from the outside in escaping. Biff Myers, hard-boiled detective, figures Doyle will come back to the city to his sweetheart and sister, and starts shadowing the latter two. Doyle, however, appears at their apartment and is hidden in a sofa when Myers enters to do some questioning. Johnny gets Doyle to his house and hides him in the attic. Then Wilkes, head of the gang responsible for framing Bobby, makes a play for Beebe, Bobby's sweetheart. Wilkes, pretending friendship for Doyle, endeavors to find his hiding place. Johnny cautions Beebe against Wilkes.

Wilkes again visits Beebe and declares his love for her. He is interrupted by the wife of one of his gang, who declares her husband is dying and wrote a note to Wilkes. The latter tries to chase her, but without success. At this point Doyle rushes in and accuses Wilkes of framing him in order to get Beebe. Wilkes draws a gun—the pair struggle, and a shot rings out. Wilkes falls, and Myers dashes out of a closet. He scans the gangster note and informs Doyle it is a confession that entirely clears him. Doyle and Beebe clinch for the final fade-out.

Drawing Power: Bill it as a talking melodrama par-excellence. Mack's name is the strongest on the picture and point out his record of many successful stage plays. One of the best talkers so far produced.

Produced by Cosmopolitan Productions. **Released** by M-G-M. **Story** by Willard Mack. **Directed** by Willard Mack. **Photography** by Maxmillian Fabian. **Running time**, one hour and twenty minutes. **Length**, 8 reels.

THE CAST

Doyle	Robert Ames
Biff	Willard Mack
Beebe	Sylvia Fields
Wilmot	James Farley
Wilkes	John Miltan
Johnny	Clarke Marshall
Mary	Duane Thompson
Kelly	Tom McGuire
Martha	Alice Moe
Betsy	Beatrice Banyard

Bulldog Drummond

Colman Over The Top

(Reviewed by Edwin Schallert)

(Editor Los Angeles Times Preview and Special Correspondent of Motion Picture News)

STILL another silent star has gone over the top. Ronald Colman clicks decidedly in "Bulldog Drummond," his first all-talker—also Samuel Goldwyn's initial one hundred per cent dialogued production. Colman has a fine voice. He has an easy manner in the new medium. Furthermore, his personality brightens up. He looks as if he would be splendid in a light brand of comedy. He is much more like the Colman that is known to people in Hollywood than the rather serious individual who is familiar to picture fans. In a word, his real personality comes out.

"Bulldog Drummond" is weird melodrama, having to do with kidnapping. There are a whole bushel basket of crooks and gorillas ruled over by a Svengali-like doctor, who has a vampish lady and a dress-suit desperado as cohorts. The engaging heroine's rich uncle is their principal victim. By virtue of the doctor's hokus-pokus, the gang is attempting to extort money from him. They add to the hokus-pokus some high power torturing. Colman is the hero-to-the-rescue.

"Bulldog Drummond" represents a skilful use of audible dramatic resources. There are no huddles. The action is at times exceedingly lively. What's more, in settings and pictorial values the production is unquestionably one of the very best talkies to date. The eye is definitely pleased by the skilfully designed settings for which William Cameron Menzies is responsible. People will doubly approve this feature for its fine photographic quality a quality which has been typical of many Goldwyn pictures. The only obtruding fault is that the story is not always told with smoothness and absolutely clarity.

However, in class, the film registers very high, and it combines comedy with a good melodramatic suspense. Excellent performances are given by Lilyan Tashman, Montagu Love, Lawrence Grant, Joan Bennett and others. F. Richard Jones directed.

"Rube Minstrels"

(Metro-Movietone Act—One Reel)

THE Eight Victor Artists—Henry Burr, Billy Murray, Monroe Silver, Frank Banta, James Stanley, Carl Mathieu, Stanley Baughtman and Sam Herman—blend their voices and personalities to make of this rural minstrel show a fairly entertaining piece. They sing "Hey, Hey, Farmer Gray" and parody it in Jewish and Irish fashion. Murray sings a song about "Where Do Mosquitoes Go in the Winter Time?" and Herman renders a clever xylophone solo. All of these boys have a ready made following—their record fans—and the exhibitor should, as Metro suggests, make a bid for their presence by tie-ups with record stores.

Disc recording is used. The comedy songs and the reputation of the performers contribute to make it a fairly strong sound short.—RAYMOND GANLY.

Children Of The Ritz

Jazz Age Drama Has Lot Of Kick

(Reviewed by Freddie Schader)

DOROTHY MACKAILL and Jack Mulhall are co-featured in this drama of the jazz age in which the young society bud marries the family chauffeur, just at the time that her dad goes broke and the chauffeur has won $50,000 on a horse race. It is one of those stories that is made to order for this pair of players and they do deliver a couple of neat characterizations in it. Fair program production.

Cornell Woolrich's $10,000 "College Humor" prize novel was adapted to the screen for this picture. It tells of a family of wealth, the sons and daughter of which are continually making whoopee in the night clubs of New York and especially playing the black and tan joints in the negro belt. Dorothy Mackaill as Angela Pennington is the wildest of the lot, and seemingly it is her delight to steam up the family chauffeurs providing they are young and good looking. Jack Mulhall gets the job as chauf. and Angie makes a play for him, but he plays the chill for her for a couple of reels until he finally falls hook, line and sinker. Then when the family fortune disappears she is willing to marry him. So they wed and move into the Ritz. The girl has no idea of money values and soon the $50,000 that the chauf. has won on the races dwindles and they are broke. But he doesn't let his bride know this and nightly he sallies forth to drive a taxi. But his wife believes that he is cheating and that is why he is out all night. There is a row and when she finds out the true state of affairs a reconciliation and a happy ending.

General atmosphere of the picture is jazzy and it will delight Mackaill-Mulhall fans. John Francis Dillion did nifty piece of work with a couple of corking cabaret dance scenes and Mackaill showing her stepping ability.

Kathryn McGuire as the quiet sister of Angela gave a neat repressed performance and both Eddie Burns, Lee Moran and Doris Dawson scored.

Drawing Power: General appeal. Will be sure to please the younger as well as the older generation.

Produced by First National. **Distributed** by Warner Bros. **Length**, synchronized, 6,426 feet. **Running time**, seventy-one minutes. **Released** March 3, 1929. **Directed** by John Francis Dillon.

THE CAST

Angela Pennington	Dorothy Mackaill
Dewey Haines	JackMulhall
Gil Pennington	James Ford
Mr. Pennington	Richard Carlyle
Mrs. Pennington	Evelyn Hall
Lyle Pennington	Kathryne McGuire
The Butler	Frank Crayne
Gerald Wilder	Eddie Burns
Margie Haines	Doris Dawson

The Trial Of Mary Dugan

Great All-Talkie For Women

(Reviewed by Freddie Schader)

"THE TRIAL OF MARY DUGAN" proves that the stage play after all makes the best material for the talking picture, especially if, as the case is here, the picture version is directed by its author. That Bayard Veiller, who wrote and directed this picture has done a good piece of work cannot be denied. The fact that eight of the nine principals in the cast are graduates of the speaking stage is also significant. The one exception was Norma Shearer, and she handled the scene where she is on the stand telling her story in truly remarkable manner.

It is the story of a girl on trial for the murder of her protector. She protests her innocence from the time that the police arrest her, but the fact that the man was killed in her apartment makes it appear as though there is slim chance of her establishing her innocence. The witnesses for the prosecution, as they relate their stories, one by one build up a strong case against the girl. When the widow of the murdered man takes the stand, and there is no cross examination on the part of the girl's lawyer, the brother of the prisoner, who has just arrived in court, protests, with the result that the attorney withdraws from the case and the boy takes up the defense of his sister. The girl, in her own defense, relates the story of her association with four men as their mistress, the reason being that she needed the money to educate her younger brother, the one that was appearing in her defense. That is the strong meat for the average picture audience. In the end the boy handles her case in such manner that he traps the real murderer.

Norma Shearer, as said before, handles the role of Mary Dugan in manner that will assure her of a future in the talkies. No mean measure of credit should be given Raymond Hackett for his portrayal of the role of the brother. The boy's voice registers nicely and he has a personality that gets over. H. B. Warner as the district attorney does a fine piece of work and atones for several of those that he gave in recent pictures, while Lewis Stone as the attorney for the defense, who proves to be the real murderer, was equally smooth.

Drawing Power: With the star and her supporting cast, plus a corking play well done on the screen from the picture angle and with talk, this is bound to appeal to and with talk, this is bound to appeal..

Produced and **distributed** by Metro-Goldwyn-Mayer. **Length**, approximately 10,000 feet. **Running time**, an hour and fifty-three minutes. **Release date** not determined. **Play** by Bayard Veiller. **Adapted** by Becky Gardiner. **Directed** by Bayard Veiller.

THE CAST

Mary Dugan	Norma Shearer
Edward West	Lewis Stone
District Attorney Galwey	H. B. Warner
Jimmy Dugan	Raymond Hackett
Dagmar Lorne	Lilyan Tashman
Mrs. Edwar Rice	Olive Tell
Marie Ducrot	Adrienne D'Ambricourt
Police Inspector Hunt	Dewitt Jennings
Ferne Arthur	Mary Doran
Judge Nash	Wilfred North
Dr. Welcome	Landers Stevens
Pauline Agguero	Mary Dorne
May Harris	Myra Hampton
Police Captain Price	Westcott Clarke
James Madison	Charles Moore
Henry Plaisted	Claude Allister

The Leatherneck

Sharpshooting On The Heart Range

(Reviewed by Thomas C. Kennedy)

HERE is one of those shows that hits the target marked "audience appeal" square in the bull's-eye, despite the fact that from the standpoint of theory and form the technic of the shooter is terrible.

The picture admits the war is over, and so concerns the love affairs and adventures of three Marines who formed their buddyship during the Big Fight. The major portion of the play is told in flash-back, a device used to permit of some vocal sequences, which, in effect, are little more than a prologue and an epilogue. The real guts of the offering are the tremendously appealing emotional scenes which come at the climax of the court martial, at which Tex Calhoun, splendidly played by William Boyd, is reunited with the Russian girl he married while a member of an expeditionary force in Vladivostock. A revolution conducted by an adventurer, driven by lust for Tanya, Calhoun's bride, and the rich properties in Manchuria owned by her father, separates the dashing Marine and his Russian wife. Fate—and the scenarist—send the Marines to China, and Calhoun and his two buddies go along.

All this is revealed to the eyes of the spectator through a visual and audible presentation of a court martial, at which Calhoun is standing trial for the murder of Joseph Hanlon, one of his buddies. Calhoun, Hanlon and the third member of the triumvirate had been A. W. O. L., and Calhoun had returned, bringing the dead body of Hanlon and Schmidt, the other buddy, insane.

Now the scene in which the crazed Schmidt regains enough of his reason to recognize Tanya, wandering about the street outside the American barracks, is most appealing, and the reunion of Calhoun and the girl is even stronger. Still more powerful sentimentally and emotionally is the scene between Calhoun and Schmidt after the acquittal, which follows Tanya's testimony before the military court.

The dialogue is by fits and starts interesting and just talk. The story as a whole is episodic and in spots long-winded. All of the flash-back scenes are silent, save for an excellently contrived musical score directed by Josiah Zuro, while the scenes at the court, from which the story cuts and returns, are very talkative. This is not the dialogue technic at its best. Nevertheless, all that can be forgotten, if not forgiven, because the show as a whole is one to make a very strong appeal to all classes and all sorts of people. It is a strong, romantic melodrama with the heart-throbs left in.

Drawing Power: Should be an attraction at any house.

Produced by Ralph Block and **distributed** by Pathe. **Running time**, one hour and seventeen minutes. **Story** by Elliott Clawson. **Cameraman**, John Mescall. **Director**, Howard Higgin.

THE CAST

William Calhoun	William Boyd
Otto Schmidt	Alan Hale
Joseph Hanlon	Robert Armstrong
Heckla	Fred Kohler
Tanya	Diane Ellis
Petrovitch	Paul Weigel
Cook	Jules Cowles
Gunnery Sergeant	Wade Boteler
Colonel	Joe Girard
Captain Brand	Mitchell Lewis

Black Waters

Grewsome Mystery Thriller

(Reviewed by Freddie Schader)

WORLD WIDE PICTURES is responsible for the first independently made and distributed all talking production in the market. It is entitled "Black Waters" and is based on a play, "The Fog," written by John Williard, which was produced in New York last season. Herbert Wilcox, the English producer, is the sponsor for the production which was made in Hollywood with a cast selected there from those with worth while screen names, and directed by Marshall Neilan. The picture is a mystery thriller which proves to be a rather grewsome affair without very much story punch. Had the picture, in production, been directed with an eye on the comedy possibilities, rather than on that of straight melodrama, it would have had a greater chance with the public.

There is one thing in favor of the production and that is that it has about the best sound quality as far as the voice of the players are concerned as anything that has been done to date.

The exhibitor who plays this one might be able to "freak" the picture into attracting box office patronage by looking the picture over carefully and with possibly some six or eight women planted in different parts of his audience cued to scream as certain of the grewsome spots in the picture start his audiences talking about the horror and the thrill that there is in watching it. Those screams in the audience will get laughs and send them out talking about women screaming and fainting at the picture. That is the manner in which a couple of stage mystery thrillers were built up on Broadway and it might work in this case.

The cast of names in the picture includes James Kirkwood, John Loder, Hallam Cooley, Frank Reicher, Lloyd Hamilton, Robert Ames, Ben Hendricks, Noble Johnson and Mary Brian. All but the last two have had stage experience and the result is that they know how to use their vocal powers. And Mary Brian, without the benefit of the stage manages to contribute a fairly satisfactory performance. Marshall Neilan directed with a view to getting as much mystery and murder as possible into the film. However, one cannot but think that he went about making this picture with his tongue in his cheek. Even at that Mickey showed that he could get away with a talker.

As to the story. It opens in a dress suit cabaret in San Francisco. The hero and heroine are watching the show, when they are apprised by notes that they will learn something to their interest if they will be on the wharf at a certain street at midnight. Neither knows that the other has received a note, so they sneak away only to meet again at the water's edge. Two others have also been summoned and finally all go aboard a schooner tied to the wharf. There is the girl and a boy friend who has accompanied her, also the man that she is in love with, a former mate aboard the schooner who has turned wandering evangelist, another man and his valet. Six in all, and of that six four are murdered aboard the schooner before the action is cleared up. In addition there are two other murders, for the master of the schooner, who is the principal killer, is in turn killed

Black Waters—*Cont.*

by his negro servant, who also dies as a result of the beating that the master has administered. But we forgot, there is still another murder, but that one doesn't take place aboard ship, but on the dock itself, for the negro at the very start of things manages to do for the Swede watchman on the pier.

Pleasant sort of a prospect, isn't it? But one has to give Jim Kirkwood credit for a real Jekyll and Hyde performance with a voice registry that is nearly perfect, and Frank Reicher is another that delivers, while John Loder, with his English enunciation, will prove a delight to many.

Drawing Power: Only the fact that it is a talker and that there are some names will get them.

Produced by Herbert Wilcox and distributed by World Wide Pictures. **Length** 7,500 feet. **Running Time** an hour and twenty-six minutes. **Released** April 1, 1929. From the play "The Fog," by John Williard. **Directed** by Marshall Neilan.

THE CAST

"Tiger" Larabee ..... James Kirkwood
Kelly .....
Charles ..... John Loder
Elmer ..... Hallam Cooley
Randall ..... Frank Reicher
Temple ..... Lloyd Hamilton
Darcy ..... Robert Ames
Olaf ..... Ben Hendricks
Jeelo ..... Nobel Johnson
Eunice ..... Mary Brian

The Screen"

"Jungle Kings And Queens Of
(Educational—One Reel)

THE famous Gay lion farm, at El Monte, California, makes good material for the movie cameras. This page of the "Our World Today" screen magazine gives some splendid shots of the proud jungle cats among which Mr. Gay unconcernedly strides as though they were household tabbies. A good stimulating subject. A lonely monastery in northern Greece, high atop a mountain, is the next subject in the array of scenes and then, for the sake of novelty, a marriage in Malacca (the region of Asian pygmies) is shown and this is unique as well as interesting entertainment for the Occidental theatregoer.—GEORGE J. REDDY.

"The Big Shot"
(Pathe—One Reel)

AL FALFA leaves his cartoon home to travel to the African jungle in search of big game and there the lions, monkeys, elephants and other jungle folk make sport of him. Al, unable to drop any of the animals with his rifle, fires his weapon among an arenaful of beasts watching a jungle field day and thus brings upon himself the wrath of the entire audience of animals. The result is the familiar shot of Al running down the road with innumerable animals in pursuit. Fair cartoon material.—RAYMOND GANLY.

"Pathe Review No. 16"
(Pathe—One Reel)

THERE are some interesting scenes in this new Pathe Review, the foremost of which is one that takes up most of the reel's footage and is entitled "All of Europe in Five Easy Minutes," a pleasure and convenient pleasure jaunt done in Pathecolor, and taking you through some of Europe's most famous beauty spots. Perhaps the most beautiful of the scenes photographed is that of Windsor Castle in England; they are exceptionally attractive. The potter's wizardry and skill is the theme of "Plasmatics" and "Tahiti Bound" plays up the aesthetic dances.—RAYMOND GANLY.



Bebe's latest photo. Now with Radio Pictures and set for a number of starring talkie features, Bebe Daniels is all ready to pitch into work

"Joy Tonic"
(Educational—Two Reels)
(Reviewed by Raymond Ganly)

"BIG BOY" goes on a fun rampage in this Jack White production and the result is two reels of enjoyment for the fans. Of all his latest comedies, it is one of the best for mingling gags and speed. Helping out the youngster are Lorraine Rivero, his nice little leading lady, Georgia O'Dell, Glen Cavender and Paul Weigel. As usual, Director Charles Lamont guided the kid through his paces.

First seen as a circus imp, with the make-up of a clown, "Big Boy" is forced to abandon a medicine show when he bungles up the works and incurs the enmity of the show's proprietor. He goes to Lorraine's home and with her tries to cure her ailing uncle who is confined to a wheel chair. The kids try to dose the sick man with some of the synthetic liquids of the medicine show and they work on him so effectively and give him so much action that he unconsciously begins to use his legs and thus finds the road to recovery. So "Big Boy" is excused for his cut-ups and is allowed to stay in his girl friend's house.

The gags are unloaded when the servants of the house try to catch the kid after he has tried his "treatment" on the old man. Here you have some snappy work, which will result in loud laughter from audiences.

"Pathe News No. 16"
(Pathe—One Reel)

IMPRESSIVE newsreel shots of the funeral cortege of the late Marshall Foch and an oral interpolation about Foch by James G. Harbord, Major General and Chief of Staff who served under the French commander, make a most impressive finale for this Pathe News issue. The scenes compiled are the occasion for a fine set of titles and synchronizing. Other items in this issue's table of contents are: General Stephen Fuqua, new chief of the U. S. Infantry at Fort Jay; Pittsburgh's football team out for early practice; "Cold Cash" Pyle's newest "bunion derby"; and the sailing of ex-Governor Pinchot, his wife and son for the South Seas. A pleasing reel for theatre patrons. —RAYMOND GANLY.

"Pathe Review No. 17"
(Pathe—One Reel)

THE famous Bal Tabarin, Parisian cafe, a Pathechrome study in orchids, a study of the faces of glassblowers, and the attractive waters of the Mississauga form the subject matter of this Pathe Review, which, like its fellows, is interesting and suitable program fare.—RAYMOND GANLY.

"Taxi Dolls"
(Pathe-Sennett—Two Reels)
(Reviewed by Raymond Ganly)

A BETTER-THAN-ORDINARY comedy. Jack Cooper, with Virginia Vance as the feminine lead, stars. Otto Fries and Jack Lloyd support. Del Lord directed.

It has some good gags—one showing Cooper pushing along his stalled car and unconsciously adding all of the other cars on the street to his load—and the other showing the difficulties Cooper encounters when he mistakes a lady, who is the wife of his boss, for a mechanical doll. These two are the highlights of the comedy. The other material is repetitious, slapstick and sometimes ineffective gagging, but it has enough strength to get by with the majority.

Cooper is a dumb taxi hack, whose boss is after him because he is not bringing in enough profits. After some pitiful efforts to capture trade, Cooper sees the mechanical doll walking the street and, mistaking it for a liquored dame, he takes her into the taxi. Unaware of the fact that the mechanical doll has been recovered by its owner, he mistakes Virginia Vance for it when she boards his taxi. When he lifts her off her feet and carries her to the inventor's house to collect a reward that has been offered, Virginia promptly faints and Cooper, discovering his error, hears the bellowing voice of her hubby outside the door of the inventor's room where he had taken her.

"Pink Pajamas"
(Pathe-Sennett—Two Reels)
(Reviewed by Raymond Ganly)

ONEof those gay Billy Bevan-Vernon Dent roysternig adventures is offered in this new Sennett which also has Natalie Joyce and Alice Ward in its cast.

The charming Natalie gets by mistake a pair of pink pajamas from Billy, who had ordered them for Alice, his wife. Natalie has them on when Billy enters her apartment in neighborly fashion and is forced, in a very short time, to hide in a closet when Vernon, Natalie's awfully jealous hubby, unexpectedly enters. Hubby's suspicions, lulled for a time, flare out anew at a game of bridge when the little note which accompanied the pajamas falls into his hands. Then Vernon becomes certain that Billy has been undermining his domestic happiness and as a result the unfortunate Bevan is tossed into a mucky mess of tar as the comedy ends.

It is not funny all the way through, but laugh highlights occur often enough to designate it an amusing laugh piece which practically all audiences will enjoy. Phil Whitman directed.

"The Air Derby"
(Educational—Two Reels)
(Reviewed by George J. Reddy)

THIS aviation short, starring Reed Howes, with Marjorie Dawes, is an interesting bit of screen entertainment. It has the virtue of presenting a live theme in these days of epic air flights.

As usual, it shows Howes defeating the villainy of airmen who would corrupt the morale of the government's air fleet. A few suspenseful shots are launched throughout the story and on the whole it gets over in good shape. Audiences of children should eat it up and the more blase adults, too, may get a kick out of it.

"Pathe Review No. 15"
(Pathe—One Reel)

THE childish and ofttimes unbelievable things people will do to achieve front-page notices in the daily press is the leading topic in the new Review, the theme being played up with shots of flagpole sitters, dance contestants, bunion derby racers, and the like. Some fine examples of Moorish architecture to be found in old Spain are displayed in "Moorish Splendor," about the best of the lot. Another subject is that of jungle birds and beasts in the region of the Amazon. Interesting, but not as well edited as some of the preceding Reviews. —RAYMOND GANLY.

Short Talkies, Sound News And Novelties

"Climbing The Golden Stairs"
(Metro-Movietone Act—Two Reels)
(Reviewed by Raymond Ganly)

THE most ambitious thing yet attempted in the line of sound revues. Sizing it up is a cinch—it's a winner all over. First of all it has been produced in gorgeous Technicolor and recorded on the sensitive disc with tonal qualities intact. Secondly, it offers Charlie King, the star of "The Broadway Melody," as the leading personality and that should mean something to all houses which have played that feature because King is likely now to mean a lot at the box-office. Thirdly, it has sets that kayo the eyes and that sparkle all over with class. Fourthly, there are four sets of twins to offer novelty and there are songs by Gus Edwards sung by King and the attractive females with which he is surrounded.

King is shown at the gate of Heaven trying to convince St. Peter that, although he is from Broadway, he and his fellow Broadwayites are not so bad and that the big street is quite a humane place after all. He sings a few ditties —"Heart of Broadway," "Climb the Golden Stairs," "It Takes a Cop to Cop a Girl" and "Hello Melody, Good-bye Jazz," with the lyrics for the four by Jimmy Brockman. King puts over his songs in good style. Sydney Jarvis is fairly good as St. Peter, while the twins—the Pearl Twins, the Clute Twins, the Aber Twins and the Bo Twins—do their stuff in passable style.

"Pathe Audio Review No. 1"
(Pathe—One Reel)

TWO kid expert rope twirlers in what is practically a recorded vaudeville act offer the principal attraction in this Pathe Audio Revue. Another subject, one which appears in Pathe Silent Review No. 16 and which embraces a brief cinematic jaunt through Europe is the next topic. This has been dressed up with sound and effects and it is a good subject whatever form, sound or silent, it takes. The Pathe Audio Review offers novelty for the fans. It should grow more attractive as time goes on.—RAYMOND GANLY.

"Dancing Around"
(Pathe Talkie—Two Reels)
(Reviewed by Raymond Ganly)

BEING another of George Le Maire's talkie comedies for Pathe, this subject offers some good fun. Joe Phillips is co-featured with the producer and in the cast are Olive Shea, Sue Conroy, Evelyn Knapp and Lucille Taylor, all good-lookers. Basil Smith was the director. A good job of recording has been done.

Le Maire and Phillips are two Johnnies out to entertain the girls at a night club—only Phillips, the smaller of the two and one who has the money—is loath to spend a great deal on his lady friends. The result is that he squabbles with Le Maire and picks up another pair of sirens and travels with them to the same night club where Le Maire is entertaining his two girl friends. There they have another squabble and it all finally ends when Phillips disguises himself as a revenue officer and raids the place.

The humor is not as spontaneous nor as rapid-fire as that contained in "At the Dentist's," but it is good for quite a few laughs, just the same.

"The Happiness Boys"
(Metro-Movietone Act—One Reel)

THE "How Do You Do" boys—Ernie Hare and Billy Jones—popular on radio and phonograph records alike—hit a nice comedy stride in this Metro sound short with their jokes and singing of "Hello, Everybody, Hello," "I Love to Dunk a Hunk of Sponge Cake" and "I'm Wild About Horns on Automobiles." Within the close-up their personalities are as strong as in their other mediums—the air and the phonograph. With their wide following, their clever line of patter and their renditions of jazzy hits, this release is bound to prove a hit. "The Happiness Boys" would prove to be a good puller in the marquee lights.

Disc recording is used. No blemishes to this one, rather all complimentary remarks.—RAYMOND GANLY.

"Topical Bits"
(Pathe—One Reel)

THIS is an issue of the Topics of the Day series with talk. Instead of the printed jokes the spectator now sees characters wise-cracking out loud. If the story concerns Ould Moike or a Scotchman, then the Irishman and the Scotty are both seen in make-up. Some of the repartee is funny, but, as is usually the case with all joke books, some of the wheezes fall pretty flat. However, a houseful of fun-craving fans should derive some enjoyment from this verbal assortment of humor.—RAYMOND GANLY.

"Pathe Sound News No. 13"
(Pathe—One Reel)

THIS issue of the talking newsreel with the rooster trademark is better in quality than most of the previous numbers. The recording is better than in the other instances and the grouping of subjects affords variety and interest. The first presentation is that of Senator Jones, author of the newest dry measure, who speaks fondly of his curb for thirsty wets. Next is a novelty showing the musical furniture in a Savannah home. The scene then changes to Washington on the steps of the Senate where Vice-President Curtis receives a delegation of Indians. The next number—and the finest in the point of recording—is that of the Dartmouth singers rendering a mellow song. The grand old man of the boy scouts' movement—Dan Beard—is next seen and heard talking in his sincere fashion on the spiritual and character-moulding influences of scoutdom. A well-balanced reel.—RAYMOND GANLY.

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"The Man Higher Up"
(Metro-Movietone—Two Reels)
(Reviewed by Raymond Ganly)

A DIALOGUE play of the better sort, with vigorously competent performances by two actors well versed in screen and stage craft coupled with sensitive and sympathetic direction and able presentation on the part of the sound recording mechanism, this old warhorse of the late Theodore Roberts makes a highly effective offering. It stands very favorably with "Confession," that other fine short subject released by Metro, although it can be stated at once that it is not as penetrating in its emotional thrust.

"The Man Higher Up" is a story of revenge. The tale presented is that of a doctor who has waited for years to wreak his revenge on the man who, three decades ago, sold the woman he loved into the white slave traffic. The doctor is face to face with his victim, who unknowingly has come to him for mental treatment. Alone with the object of his hate, he tells him all and works on his fears so that the man drops dead through terror.

Hobart Bosworth and Robert Edeson enact the two roles, the doctor and his victim respectively; they are both splendid. William de Mille contributed first-rate direction.

"Copy"
(M-G-M Talker—2 Reels)
(Reviewed by Walter R. Greene)

"COPY" is a short newspaper sketch in one scene. All the action and dialogue takes place in the city room of a metropolitan newspaper. It's a neat short, with both comedy and drama intermixed. Roscoe Karns, as the city editor, exposes an excursion steamboat line in a headline story. As a result, he is called on the carpet and told to lay off. Instead, he declares what was printed was the truth, and resigns rather than kill the further campaign.

For a climax, he discovers his wife missed the boat, and he is called back and told to continue his work, especially the campaign against the steamship line.

The picture is from a sketch by Kendall Banning and Harold Kellock; with Norman Houston directing. Larry Weingarten was producing supervisor.

"Copy" is a fine attraction for both first run houses, and any houses that are wired.

"The Revellers"
(Metro-Movietone Act—One Reel)

HERE you have one of the best male quartets extant—in pleasing close-ups and lots of melody. They sing three numbers—"I'm in Love Again," "De Gospel Train" and "Nola"—and, in doing so, they reveal their finely realized art. The boys can sing any type of song; they can croon sadly, sing jovially, inject comedy into their work. It is surprising how easily they carry off the burden of a constant close-up through the entire reel. Displaying an immediately apparent feeling of good-fellowship, they go through with their work with ease. You only wish they could repeat some of their numbers, so well are they rendered. "I'm in Love Again," one of their breezy, snappy, jazzy tunes, is sung as the lead-off and is followed by "De Gospel Train," a sort of spiritual in jazz style. The ever-popular "Nola" is given in an entirely different and effective style. Needless to say, the voices of this quartet record with very fine fidelity on the discs, the system used. One of the best sound shorts released to date.

The exhibitor booking this can realize a lot of nice tie-ups with music stores.—R. GANLY.

MANAGER'S ROUND TABLE CLUB

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"Originality"

IN this age of modern showmanship the expression "Originality" should not be misconstrued to mean "Creative." While it is very nice to be able to originate or create something new for the exploitation of pictures and theatres, still it is not the most important element essential to good theatre management. When one stops to consider the tremendous amount of material being sent out for the various press agents, exploiteers (?) etc., on how pictures should be sold to the public, then one must surely wonder where all these ideas come from or get their first start.

In my humble opinion the expression "Originality" can correctly be applied to any theatre showman who possesses the ability to take suggestions from others and remould them to fit his own conditions, regardless how peculiar or unusual those conditions might be. He need not sit up all night thinking of "new and original" ideas to put his house over. Let him just spend a few hours a day looking over what the "other fellow" is doing and seeing if he cannot make use of some of those successful suggestions himself. To my way of thinking, if a man can take another's views and juggle them so that they can be of use for his theatre, and can do so successfully, then that man is deserving of the title "Original" for what he has done.

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Meet 18 "brand new" Club Members

There are so few real "new" ideas in the business today that like many of tthe successful song hits we soon find that they were "lifted" from some other composition of the past. The same applies to exploitation of pictures. If we were to investigate carefully some of the "so-called" original stunts we would probably find they are really old ideas brought a bit up to date. Yet, bringing an old idea up to date is in itself an achievement.

No doubt, judging from my heavy mail, there will be many who will take exception to what I say on this subject. If so, let them come forth and speak their minds. We will give them just as much prominence as we give this little story, for after all we are but trying to improve everyone's mind on these subjects.

But on the same point, it might be well to say that we should not "bootleg" ideas. It is not necessary that you tell the world that "so and so" was the creator of "such and such" an idea. But at least don't steal the credit for yourself. Play fair as many of our members and readers do. We often get a detailed report of a successful campaign executed by some member or reader, and most times they complete their story by saying who the original idea came from. That's good sportsmanship in any country.

If you can successfully adapt the other fellows ideas to your own use then you are just as original as the next man. C. E. L.

MANAGERS' ROUND TABLE CLUB

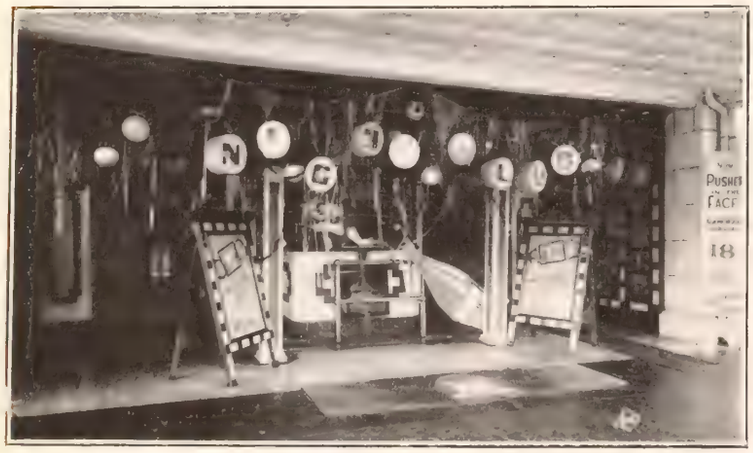
Boucher Increases Business With Fine Railroad Tie-Up

F. M. Boucher, manager of the Capitol Theatre in Winchester, Va., put across one of the finest ideas in many a moon when he tied up with bus and railroad officials to run excursions to see "The Singing Fool" at the Capitol. The story also found its way to the front page of his local papers and certainly did no harm in getting this kind of publicity for his house. The header on the front page story was worth it's weight in gold from an advertising viewpoint, here it is: CROWDS CONTINUE TO JAM CAPITOL TO SEE "SINGING FOOL." How's that, boys? Try it yourself sometime if you want to learn how hard it is to break into such things as front pages.

Some of the excursions sponsored by Mr. Boucher were from points almost fifty miles from Winchester and there is no denying that when you can advertise your theatre over a radius that large you are sure to promote some more steady customers for your theatre. Tie-ups of this kind are favored by the bus, trolley and railroad companies because it stimulates travel and means money to them. Approach them in the right way and you are bound to get more than a fifty-fifty break on co-operation.

Guy Bryson Makes Attractive Front On "Night Club"

The more we talk about atmospheric fronts to sell the picture, the more, it seems, we hear about such exploitation. Here we offer, for any value it may hold for your own use, the front of the Egyptian Theatre, in Greenville, S. C., the Publix house in that town. Manager Guy Bryson (I wonder if he is any relation of the Bryson I used to know so well up in Minneapolis?) made the front of his house very attractive and at the same time directed lots of attention to the picture "Night Club," which he was playing. You will note the absence of cheapness or over-dressing in the manner that Guy handled this layout and, if for no other reason, he should be complimented for the finished job.



The lobby was hung with balloons, Japanese lanterns and confetti was strung all over. Black thread was used to form a net-work and the confetti was then hung across it. In the front of the confetti and balloons were hung a row of hat boxes, each one painted a different color and each one having a letter painted on it, the nine boxes spelling out the title of the picture. Colored crepe paper was pasted over each box and a 25-watt light placed on the inside.

In the center of the lobby, two columns were used with a light on the top of each one flashing on and off. Then he used a cut-out of a girl (from the regular three sheet) fastened near the top of the left column while at the base of the right one was a large cut-out bottle, giving the impression that the girl was shot out of the bottle. A concealed baby spot throwing an amber light on both the girl and the bottle lent a very effective appearance to the whole layout at night.

This entire idea could be brought down to a mighty inexpensive layout for the smaller towns where cost is an important factor in such displays, but a little close study of the picture and description will show that it can be done if you will but take the time to try and work it out. Don't lose sight of this one, boys, it's good for many different pictures.

"Talking Shorts" Worth Good Spots In Wired Theatres

Here is how Manager Greene of the Schwartz Avalon Theatre in Brooklyn plays up his "Talking Shorts" and when you stop them are better than features to consider that some of these days then you must admire Greene's courage and judgment in displaying such fine showmanship. While only a recent member of the Club, Greene shows lots of indications of becoming a real active and "peppy" Round Tabler. Keep up the good work and let all the other boys know what you are doing our there in Kings Highway.



While on the subject of talking shorts, have you noticed that most of the better theatres, already wired for sound, are giving them more than a passing share of prominence in their marquee displays, newspaper ads and other forms of exploitation. Talking and sound, without a doubt, lends itself even better to these short subjects than to a great many features, so play up these attractions for all they are worth. Bear in mind that some theatres have already presented a full program of talking shorts as a variation in their policy and with fine results. You might even try it yourself and see if the idea don't click. Better to use several such subjects together with your newsreel and acts than a weak feature that might send them home crabbing about the show. Don't lay down on this new angle that has been opened up to you and your theatre, take it for what it is worth—and, in my opinion, it is worth plenty.

Nellis Will Serve On Regional Membership Committee

Another member to accept a post as Chairman of a Regional Membership Committee is R. L. Nellis connected with the Vonderschmitt Amusement Enterprises. He is State Chairman for Indiana. Mr. Nellis has long been a steady contributor to the Round Table pages in the NEWS and, regardless of how busy he happens to be, he will always find the time to pass on any stuff that might be of some value to his brother members. I hope to meet Mr. Nellis personally before very long, and other members located in cities and towns of Indiana will hear more about him later on. Lots of luck, R. L.

MANAGERS' ROUND TABLE CLUB

"Wild Orchids" And Real Orchids Make Effective Display

Someone once said that if you get the attention of the ladies, the men will follow. Now we don't know whether this has relation to the following story, but we do know that most of the fair sex crave flowers, and when these flowers happen to be orchids then the interest is way above normal.

When the Rialto Theatre in Macon, Ga., recently played "Wild Orchids," Manager Salmon tied up with a large local florist who put up the setting pictured here. The floral display circled an attractive cut-out of Greta Garbo and Nils Asther, and the entire display was made up of ferns narcissus and some orchids that were worth between thirty and fifty dollars each. You will note that they are "telling the world" about those two expensive ones, and, properly lighted, this must have attracted plenty of attention at the Rialto Theatre. The small courtesy card at the bottom of the display was a cheap price to pay for so fine a tie-up and many managers would do well to keep this idea in mind when they happen to be preparing to play any picture that lends itself to such exploitation. There is no questioning the beauty of an orchid and, combined with the price tags, we do not wonder that many of the onlookers stared with amazement and awe at this fine display.



Another good point about such tie-ups and displays is that they lend dignity to any theatre whether large or small and leaves a good impression on every patron who happens to see the finished display.

We should very much like to publish many stories of this kind, and especially if there are photos to illustrate them.

Langue & Simmons Put "Times Square" Over Big In Balt.

In preparing the campaign for the exploitation of the picture, "Times Square," Manager Carroll Langue first got in touch with the Baltimore Post and arranged for a special showing of the picture to over twelve hundred newsboys. The boys paraded through the streets of the city to the theatre accompanied by a brass band and banners describing the event and the Post played it up big with plenty of advance notices and stories about the screening. Langue played host to the youngsters and succeeded in lining up several of the candy shops, all of whom contributed enough candy, etc., to make each kid a present of a box.

In conjunction with this he tied up with the local flying field who furnished a 'plane and took up the Gotham exploiteer, Mike Simmons, who, from a spot 3,000 feet in the air, deluged the town with heralds announcing the coming of "Times Square" to Baltimore. He then lined up quite a few five and ten cent stores, together with radio and Victrola shops, to give full window displays. Besides all of the above, he also arranged, in conjunction with the Post, to broadcast the news on four separate occasions.

Not satisfied with all you have so far read, Langue also prevailed upon the management of the most popular night club in town to run a "Times Square" night at the Club at which all showfolks playing in Baltimore at that time were invited to be present. Tied all together this entire stunt was carefully planned and put across in a mighty fine manner and Mr. Langue deserves a lot of praise for the way he both conceived and handled the whole idea. That the picture went over bigger than it would possibly have done under normal conditions is no surprise whatsoever.

Marathon Dancers Helped Put Over "Canary" In Worth

It did not take Manager Marsline K. Moore very long to decide that his theatre could capitalize on the recent marathon dancing craze, so when the Worth Theatre, in Fort Worth, Tex., started their campaign on "The Canary Murder Case" Moore tied this exploitation together with the marathon dancers. Here is how he worked this latest one:

The dancers who had been dancing about 900 hours at a local dance hall, danced their way out and on to a truck which Moore had drawn up at the door and they continued their dancing right on through the main streets of the city to the front of the Worth Theatre. The truck was appropriately dressed for the occasion and banner and signs told the story of what it was all about. Music was furnished for the dancers on another truck via an electric Deagan Unaphone, which was mounted on the truck and played by an organist hidden from view by the compoboard setting. This second truck also announced the fact that the Celebration Week was in progress.



The photograph will clearly show what an attractive affair this must have been and, backed up with the proper publicity, we can readily understand why all Fort Worth was talking about it.

Please Take Note

THE pages of the Club are open for the publication of photographs from both members and readers. These photos may be of theatre managers, theatre fronts, marquee displays, lobby settings, etc., etc. Due credit will be given those sending photos to the Club, providing they attach the proper description and their own names and theatre addresses.

Managers' Round Table Club.

MANAGERS' ROUND TABLE CLUB

Kids Klub Matinee A Great Business Getter Everywhere

Stimulating Saturday Kiddie Matinees was simplified and business great, when the Marine Theatre in Brooklyn passed out these Kids' Matinee Klub cards to the youngsters. You will note that the Klub is tied up with a serial "The Fire Detective," and if the youngsters holding these cards happen to attend all the showings of this serial then they are invited to attend a free show on the Saturday following the last chapter.



We have long been champions of Kiddie matinees and playing for the youngsters' business on Saturday afternoon. From actual experience we have boosted such matinees to the tune of several hundred dollars every week. This one strikes us as being pretty good and, if properly advertised, should draw the kids in bunches. And don't kid yourself that the mamas and poppers don't come along very often with the kids to see the serial. They like a taste of it themselves, so make the play for them too.

This same idea can be reconstructed into many different similar stunts but, whichever way you work it, get behind the idea and put it across very big. Charlie Maxfield, up at the Colonial, in Hartford, started one off with a free matiness and kept them coming forever after. Others have done something else, but all along the same lines. Get those kids and you are getting real extra business and many times it will be darned welcome business when you can finish off that weekly statement with black, instead of red ink.

"Our Gang" Ties Up With Ice Cream Window Displays

A tie-up involving the famous "Our Gang" of Hal Roach's Rascals, an Ice Cream Company and some fine window displays, should certainly prove effective in any town or city where such a tie-up is available. In this picture you will note that the arrangements were made with the Supplee Co., and through the tie-up they are going to dress 1,500 windows through the city and suburbs of Philadelphia, Pa. There is no question but that this number of window displays will create a lot in added interest in the "Gang" and theatres capitalizing on such publicity by running one or more subjects while the tie-up is in effect, will no doubt profit by it.



Such co-operation can be arranged through mostt any local ice cream company if you want to boost the "gang" or if you think they need boosting. I, personally, have always believed that it paid to take advantage of every opportunity to make a tie-up that would direct attention to the theatre. The more they talk the more they will come and that is what we are plugging like the dickens for. Right?

Front Displays On "The Barker" Still Coming In Strong

If we had ever expected so many photos on decorated fronts for "The Barker" we would have waited and ran them all at one time, then you could make comparisons —But what's the use of my crying over spilt milk like a crab? Here are two corking good fronts and certainly as good as the others previously published. The one from the Ellany Theatre in El Paso, Texas, looks like it might carry a peach of a story with it, but unfortunately, we received the photo without any descriptive matter regarding same. However, we will gladly tell you the story if the Ellany manager will shoot it in to me right away. We would especially like to know where he got those animals, etc. Look this picture over carefully, it's good.



The other photo is from the Florida Theatre, in Jacksonville, and shows a regular crew of clowns (it also looks like one of them is biting the dust) but if it created the talk in the town that appearance seems to bring forth, then it must have been O. K. Don't lose sight of that "Barker" in person standing at the entrance to the "big top." You managers who might be playing "Barker" right now are sure in luck with the Carnival and Circus season right along with it.

Send us some more photos, boys, we will gladly use them right here on the Club pages. Just remember these are "your" pages, so if you want to tell the other boys what and how you are doing things, make use of them.

MANAGERS' ROUND TABLE CLUB

The Original Idea Exchange and Sponsors of Inter-Communication Between the Showmen of the World

MEMBERSHIP OPEN TO ALL EXHIBITORS

NO DUES OR INITIATION FEES OF ANY KIND

MANAGERS' ROUND TABLE CLUB

Don't Forget The "Service—Courtesy And Attention"

On the numerous little excursions I have taken to points situated around New York City, I was rather surprised to note an air of indifference about many of the theatre attaches in the majority of the theatres visited. This, to my way of thinking, is a deplorable condition and is one of the chief causes of local patronage going out of the town for their entertainment.

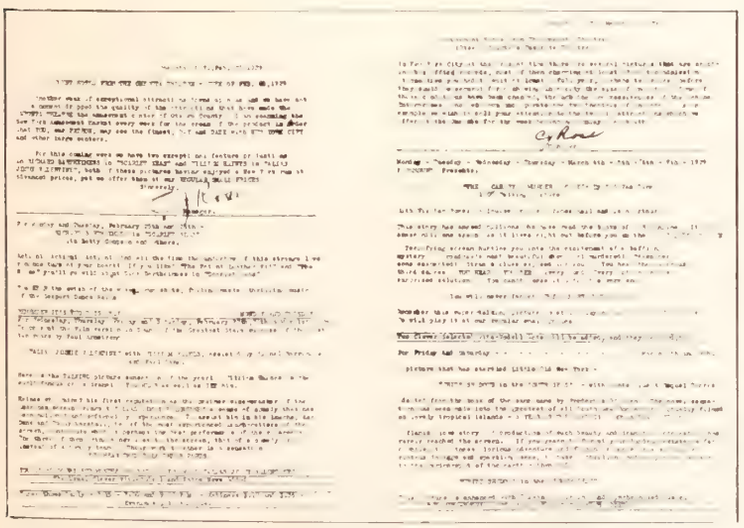
A manager who permits his help to grow lax and careless in their handling of his patrons has fallen down on one of the most important parts of his job. Service and attention are of great importance in this age of showmanship and those who neglect it are falling behind the parade.

Oftimes this condition is like a slow moving illness, it creeps over the theatre without those within it noticing the affliction, but then along comes some outsider and to him the condition is magnified because he has not been around to watch its gradual approach. It is always a good point to keep in mind that a manager must walk into his theatre in about the same frame of mind as a patron. He should look things over and seek to learn whether his help is really on the job dispensing service, courtesy and attention because the moment these factors are missing your patrons will feel that the theatre is not up-to-date. This goes whether you are running a wired house or any other kind of a house. Whether you are doing business or starving to death. Don't let that old, foolish notion settle in your head that if you are doing a good business you can get away with murder. You will learn, much to your sorrow, in a very short time that such an impression is all "wet."

This little story was not intended as an editorial, a lecture or anything else but a heart-to-heart talk between us. Take it or leave it.

C. J. Rose Prefers "Bulletins" For Weekly Programs

C. J. Rose, district manager for the Mohawk Division of the Schine Circuit in New York State, sent me something in a weekly theatre bulletin, which, while not entirely new, is certainly an up-to-the-minute idea. In looking through some of the copies I find they are chock-full of good reading and interesting items that should appeal to every theatregoer fortunate enough to receive



the weekly copy. Again, it gets away from the usual program, is quite inexpensive and its contents, if good, is entirely due to Mr. Rose's efforts and ability. Several of the bulletins contain personal messages from the manager and are signed accordingly. We are selecting two of the copies, not for their outstanding news, but because they will reproduce better than the rest. This is just to give you an idea of what we are telling you about. BUT, should you really be interested in Mr. Rose's bulletin, we suggest you write him direct and he will gladly send you some copies together with any other information as you might want to know, such as cost, equipment, time to turn out, and so forth. C. J. will gladly answer these or any other questions you might put to him. We hope to hear lots more from him in the very near future. The several managers on the Schine Circuit belonging to the Club all seem to be up-to-the-minute showmen, and their activities are always interesting to read.

Write Your Own Caption!



Here are three newspaper ads of the same size. We will let you judge them yourself. They were all the same size and came from the Aldine Theatre in Pittsburgh, Fays and Rochester Theatres in Rochester, N. Y. There are many good and bad points to be found. Let us know your opinion and criticism, Ed.

AMONG the many interesting article in Next Week's issue, we will feature:

* * * * *

Dick Kirshbaum's—Activities in Arlington

* * * * *

Al Price's—Teaser program on "Canary Case."

* * * * *

Culver Theatre's Summons for "On Trial"

* * * * *

George Smith's "Last Warning" stunt

* * * *

And many other interesting items that will be of importance to the "live-wire" members.

* * * *

READ THE CLUB PAGES IN THE "NEWS" EVERY WEEK

MANAGERS' ROUND TABLE CLUB

Wehrenberg Must Believe In "It Pays To Advertise"

"He Got What He Wanted" or "It Pays To Advertise" are both appropriate captions to use with this story. Fred Wehrenberg, owner of the Cinderella Theatre, in Melba, Mich., and the Virginia Theatre in So. St. Louis, also president of the M. P. T. O. of Eastern Mo. and Southern Ill., decided to run ads in the St. Louis daily papers requesting highwaymen to leave him alone as he was tired of being robbed. His ad read as follows: "Highwaymen—Holdup Men, Please Note: This is to notify you that I do not carry on my person the receipts of my various theatres. They are locked in time lock safes and taken to the bank in an armored car. I am tired of being held up. Signed, Fred Wehrenberg."

A few days later (so the story runs) he routed a robber who attempted to hold him up while he was putting his car in the garage. The robber fled when Fred opened fire. It also says that he was robbed of $350 by two young bandits, but it is not certain whether that happened before or after the ad appeared. Figure it out for yourself 'cause it's the same no matter how you slice it.

Ray Hickman Has Finally Come Thru' With A Little News

"Extra, Extra, all about the big news . . . ." That's the way we greet the little whisper we finally wrung out of our old friend Ray C. Hickman, from down in Marietta, Ohio. Ray was one of the most shining lights (?) on the Canadian cruise last summer and we well remember the life he injected into the party, but he has been so busy ever since that we could not get much out of him during the winter months. However, the summer weather is thawing him out and so we take pleasure in telling the whole world of Club members that Ray is right on the job, but is now selling sound where there was previously silence. (For better or worse.) He just installed a Bristolphone, and he tells us that business is rolling along great. Good news Ray and just try and drop us a line again soon, or we won't let you off the boat on the next Sun cruise, and that will be tough on you in case you happen to be kind of dry in the mouth??? Ray is still a regular reader of the Club pages and never misses a single copy of the NEWS. Atta boy, Roy. I've got a few more good stories to tell you up at Cedar Point next summer.

Here's a Tonic For An Ailing B. O. With "Bellamy"

Ted. Emerson, Publicity Director for the Riviera Theatre, in Omaha, Nebr., pulled off one of the finest advance publicity stunts that was ever recorded for this city when he ran a guest screening of the "Bellamy Trial" and invited over a hundred members of the local bench, police force and Omaha Bar Association, and had them try to guess the guilty person in the picture.

Interest was worked up to a fever heat by all those who attended the showing and, just before the criminal was revealed in the court room scene, the picture was stopped and the house lights turned on. Ushers then passed through the audience handing out cards reading: "One of the witnesses whose testimony you have just heard committted the crime. In your opinion, who is the guilty person?"

Not a single one of the hundred odd guests were able to guess who was the murderer, so Manager Ray Jones decided to continue the same stunt throughout the showing of the picture. At each performance, at that particular point, the picture was stopped and the same procedure was followed with the result that the entire town was buzzing with excitement over the whole idea. The only change that Jones made in the original idea was that he flashed on the screen the following: "Who do you think killed Mimi Bellamy? This brief pause is made to permit you to discuss the case with your neighbor." Then the film is continued.

There is no reason why similar tie-ups cannot be arranged in any city or town. Properly handled you could certainly induce the same officials in your city to turn out for a special screening, especially the press would be glad to co-operate with you.

We consider this one of the best stunts brought to our attention in quite some time, and only hope that Emerson and Jones don't forget to keep us posted on their further activities, they are both worth watching.

HOW AUSTRALIA PLAYS UP NEWSPAPER ADVERTISING!

Australia claims that the reason their theatres are always doing a big business is because they advertise on a large scale. This seems to be borne out by looking at the inside spread of a Friday paper from that country. You will surely marvel at the great strides made in such advertising when you note the various ads on this spread. It is well worth more than a passing notice from everybody in the business. We have received many other interesting items from Australia through Mr. Webb, of the Union Theatres, Ltd., of that country, who is a present in New York on business for his company. Their programs together with other advertising methods are far more advanced than one would ever suspect if they were to listen to some of the stories that reach our ears. With all respect to the American showman we are going to print quite a bit of Australian stuff in an early issue. It won't do you any harm to look it over carefully when it makes its appearance.



MANAGERS' ROUND TABLE CLUB

Another Group Of "Live-Wires"

HARRY M. LOWENSTEIN operates the Ritz and Palace Theatres in Ardmore, Okla., but this is not the important point to this introduction. We want our other members to know that Harry possesses all the qualifications of a corking manager, and his letters to the Club should make darned good reading for all of us. Start her rolling, Harry, we are all watching.

* * *

HARRY LEE MOLLER is still another Schine Circuit manager to get 'round the table. He manages the Ohio and Capitol theatres in Sidney, Ohio, for that outfit and we only hope he is as peppy with his Club contributions as some of the other Schine boys. We shall wait and see. How about it, Harry?

* * *

GEORGE A. NEVIN runs the Capitol Theatre in Ilion, N. Y., for the Kallett Theatres, Inc., and with a sound house to handle he ought to have some "nifties" to pass on to the other members. How about a starter with your photo to boot? But don't wait too long, we want to hear from you soon.

* * *

JAMES E. HELSDON is the busy manager of the Majestic Theatre in Ann Arbor, Mich., for the Butterfield Circuit, and adds another live-wire from that organization to the Club lists. We only hope that Jimmy is as active as our other Butterfield members in sending us the "dope" on how he runs his house and sells the pictures.

* * *

OTTO W. SCHMIT runs the Paris Theatre in Santa Fe, New Mexico, and since we have not got any too many members from that region we would like Otto to sort of act as Club correspondent and send us the news about himself and the other managers down that way. Is that O.K. with you, Schmit? Shoot me the "dirt."

* * *

J. HOWARD JEFFREYS, manager of the Regent Theatre in Beaver Falls, Penna., a modern 1,100 seater running vaudeville and pictures, recently added his name to the Club rolls. We would like to make Mr. Jeffreys' better acquaintance via his photo and a little letter about show-news from his town. What do you say?

* * *

DAVID M. BROTMAN is the managing director of the Avaloe Theatre in Chicago and since he is a "big city" manager, he should certainly be in a position to pass on some interesting notes for his fellow members. Come on, Dave.

* * *

CHARLES F. LOVELL hails from Oil City, Penna., where he runs the Venango Theatre, a snappy little Vitaphone house. We would like to know more about Charlie and his activities in Oil City, so please oblige. Thanks in advance. And you might also send us a photo.

MATTHEW BRIDGE, we want you to know, is the directing head of the Strand Theatre in San Pedro, Calif. This happens to be a straight picture house of the type that we like to give plenty of space to. Now if we could get Mr. Bridge's photo and a little story about how he sells his house in San Pedro, we would like to have the other members meet him, via the club pages, that way.

* * *

A. J. OBRESH is the directing head of the Capitol Theatre in Whiting, Ind., and with so many other Indiana managers to set him a good example we should not be surprised to find A. J. a mighty good member himself. But we will withhold further judgment until we see if he will let us have his photo and something of interest to publish in these pages. O. K.?

NOTE: These are just a few of the many new members of the Club, others will appear in succeeding issues. Members who have forwarded their applications are requested to give us time to reach their names.

WILL YOU BE NEXT??

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Address .....

Theatre .....

City .....

Policy .....

Capacity .....

State .....

Honorary Chairman — **Wm. A. Johnston**

Chairman — **C. E. Lewis**

COME ON!!

SHOOT IT IN—NOW!!

HARRY SILVER is the directing genius of the Palace Theatre in Hamilton, Ohio, and you will hear more about him very soon. He has already sent me a copy of his house program and it's the best of its kind that I have seen in many a moon, but don't stop there, Harry; let us have your own photo so the boys can see what you are like and be sure and keep us posted on your activities.

* * *

D. V. MARQUIS, another southern manager to join the "crowd" handles the Ernada Theatre in Bartow, Fla., and while they are getting ready for sound he might let us know how he has been keeping things humming to date. Start your membership off right, D. V., and get to know the boys better.

* * *

J. J. DEMPSEY, manager of the Strand Theatre in Dorchester, Mass., for Publix has all the ear-marks of becoming a darn fine member. Already he has written us several interesting letters and sent us other items which you will soon find on these Club pages. We are glad to welcome such new managers as J. J. into the Round Tablers.

* * *

THOMAS J. BEGLEY, managing the Roxy Theatre in Philadelphia, Penna., an all-sound theatre. Right in the midst of so much theatrical activity is the reason why we believe Tom can pass on some good stuff for the rest of us. A photo of yourself would also look well on the Club pages. Shoot it along *now.* Thanks.

* * *

HUGH McCULLOUGH is the managing director of the Orpheum Theatre in Marions, Ill., and with a variety of attractions such as Vaude. Pict. and Road shows he could give the rest of us some nice tips as to how he sells those different attractions in Marion. Start the ball a-rolling, Hugh, will you?

* * *

JOHN McMANUS is the manager of the big Leow Theatre in Dayton, Ohio, and a real showman if there ever was one. Johnny, your brother members are anxious to know how you are handling that 2,700 seater and selling it to Dayton. Will you oblige with a letter soon? Thanks.

* * *

ROBERT ELLIANO hails from up "our" own territory. He is managing the Fine Arts Theatre in Westport, Conn. How about your house program and a little letter telling the members all about Westport and yourself, Bob? Atta boy.

* * *

HAROLD E. RICE handles the Palm and Rialto Theatres in Pueblo, Colo., and he should be well qualified to pass some fine tips to the other Club members. We would like to start off with a letter from Harold on "sound" pictures and the way he presents them in his sound house. What say, H. E.?

Regional News from Correspondents

Theatre Deals Pending In Southeastern Area

R. B. WILBY, vice-president Publix-Saenger Theatres of North Carolina, spent last week in North Carolina covering the territory with his general maanger, H. F. Kincey. It is understood that they are contemplating renewing their activities in North Carolina and have already closed a deal with U. K. Rice for his Colonial theatre, Winston-Salem, N. C., and also closed with Wilbur Smith for the Lyric theatre, Wilson, N. C. It is understood that Mr. Rice will still be connected with the Colonial theatre in Winston-Salem and that the management will be under his direction.

W. E. Armstrong, operator of the Manhattan, Rocky Mount, N. C., expects to open his new house there in the next sixty days with sound.

The Charlotte, N. C., Film Club basketball team has again won the championship of the city league.

R. G. Herndon has sold the Vamp, Barnwell, S. C., to H. J. Phillips.

C. K. Wright is now operating the Eagle, High Point, N. C.

T. B. Kehoe, of the Athens Show Shop, Newbern, N. C., has dressed up his theatre considerably and has also installed sound.

W. H. Hendrix, who owns the Fairview and Central, Greensboro, N. C., and the Broadway and Grand, Reidsville, N. C., starts building a new theatre in Reidsville about May 1.

George W. Bailey, owner of the Carolina and Royal theatres, Wilmington, N. C., has installed four American Sirocco blowers purchased from National Theatre Supply Co.

Among visitors in Charlotte, N. C., last week were L. L. Drake, Ansonia theatre, Wadesboro, N.C.; Charles Roth, Palace theatre, Greensboro, N. C.; George Parr, Imperial Theatre, Lancaster, S. C.; G. G. Mitchell, Imperial theatre, Newton, N. C.; L. C. Sipe, Liberty theatre, Darlington, S. C.; R. P. Rosser, Dixie Theatre, Aberdeen, N. C.; A. M. Pinkston, Garden theatre, Anderson, S. C., and Francis White, Capital theatre, Asheboro, N. C.

Dr. John Stout, Stout's theatre, Danville, Ky., who has been ill, is able to be up and about again.

Mr. and Mrs. H. A. Rohs, Rohs theatre, Cynthiana, Ky., were injured in an automobile wreck March 20.

A. Mitchell, of the Dixie theatre, Russellville, Ky., will install sound device in about thirty days.

Among out-of-town visitors in Birmingham the past week were William R. Griffin of the Strand, Cullman, Ala.; Col. Thomas E. Orr of the Princess, Albertville, Ala.; Thomas E. Watson, of the Strand, Montevallo, Ala.

Walter C. Alexander, formerly identified with equipment companies in Alabama territory, is now handling a sound unit picture show traveling outfit.

Loew's State theatre, New Orleans, La., is celebrating this week its third anniversary.

Leo the Lion, M-G-M's trade mark, came to Memphis, Tenn., last Saturday.

C. W. Tipton, of the New, Manila, Ark., was a Memphis, Tenn., film row visitor last week. Other visitors included: B. H. Oliver, Mingo, Amory, Miss.; J. C. Kistler, Strand, Wilmot, Ark.; P. F. Engle, Strand, Clarendon, Ark.; Mrs. Max Davitts, Dixie, Winona, Miss.; M. A. Lightman, president, Arkansas Amusement Enterprises, El Dorado, Ark.

Sound pictures made their debut Monday night at the Palace, Covington, Tenn.

The Strand, Tupelo, Miss., formerly affiliated with the Saenger Theatres, Inc., under a booking agreement, has severed that connection and hereafter will do its own booking.

Attaches of the Memphis, Tenn., RKO office arrived there Wednesday morning to discover a taxicab cosily nestling with its radiator where the door of the office should have been.

R. J. Goodman, of the Rex, Starkville, Miss., will install sound equipment.

Changes In Personnel Of "U's" Seattle Chain

WHOLESALE transfers and changes in the personnel of executives of the eleven houses in Seattle operated by Universal Chain Theatres were announced last week by Karl L. Burk, during the visit here of Lewis Cohen, general manager of "U" chain. They are as follows:

Chauncey Smith, manager of the Cheerior, is now manager of the Winter Garden; Arthur Bishell from management of the Mission to the Cheerior; Cliff Talbot from management of the Woodland to the Mission; Raynold Wallace, "U" man from Los Angeles, in as manager of the Woodland; Sol Strauss, another Californian, succeeding Sid Schubach as manager of the Mandrona Gardens; and Lee Holmes into the Portola, succeeding Herb Royster.

L. K. Brin, former exchange executive in Seattle and manager of the Egyptian for Warner Brothers, was a Seattle visitor last week. He is contemplating a sales organization in this territory to handle "Mastertone" film synchronizing devices.

Harry Lawrence, head booker of the Seattle Paramount exchange, leaves this week for Portland, where he will take over the same position with the same company. He will be succeeded in Seattle by Dwight Spracher. Fred Neilson becomes assistant booker.

William Lewis, special representative for the manufacturers of Peerless reflecting arcs, landed in Seattle last week after a non-stop flight from San Francisco. He later visited Fred Mercy, at Walla Walla.

Don Conley, formerly of Warner Brothers and Metro-Goldwyn-Mayer, now occupies the booker's desk of the Seattle Columbia branch, succeeding Phil Harbel, who hereafter will cover Southern Washington for Columbia.

Visitors on Seattle's row during the past week included Waldo Ives, of Mount Vernon and Anacortes; Harry Ulsh, of Eilensberg; Art Adamson, of Everett; Guil Oman and E. A. Zabel, of Olympia; and "Cap" Lathrop, owner of a chain of houses in Alaska.

Lou Golden, manager of the Fox, opening in Seattle, April 19, arrived last week from San Francisco, where he has been manager of the Loew's Warfield.

Sam Katz, executive of Publix; John Balaban, vice-president of Balaban & Katz; Ralph E. Crabill, Pacific Coast manager for Publix; and Herman Wobber, Western director of distribution for Paramount, arrived in Seattle last week for a two-day conference with Manager Robert Blair, of the Publix Seattle. From here they left for a day at the Portland Theatre, Portland.

M. D. Howe, general booking manager for Fanchon-Marco circuit, spent few days in Seattle last week and operated Northwest offices to be presided over by Earl Simmons, who will be assisted by Alfred G. Keighley and Miss Alma A. Roscoe.

Jim Loughborough, advertising manager of Fox-Wesco's Fifth Avenue and Coliseum, left last week for San Francisco, where he will follow same pursuits. His Seattle work is new being handled temporarily by Eddie Fitzgerald, publicity director.

Live News Notes From Atlanta's Film Row

L. J. DUNCAN has resigned as Atlanta, Ga., branch manager of Tiffany-Stahl, and will be succeeded by Jack Groves. Mr. Duncan goes to Charlotte as branch manager for Pathe.

Visitors to Atlanta's film row during the past week included H. W. McGeary, formerly prominent in Atlanta film circles, who stopped in on his way to Rockaway, New York; Mrs. F. L. Liggett, who operates theatres at McRae, Cohrane, Hawkinsville and Eastman, Ga.; Frank Plaginos, of the State and Alamo, Gainesville, Ga.; E. T. Hopkins, of the Colonial, Lawrenceville, Ga.; E. C. Fain, of the Grand, Talassee, Ala.; W. T. Riggins, of the Strand, Jessup, Ga.; M. H. Silverman, of the Grand, Chattanooga, Tenn.; William Griffin, of the Strand, Cullman, Ala.; Hugh Manning, of the Manning & Wink chain in North Georgia and East Tennessee; T. F. Thompson, of the Palace, Cedartown, Ga.; Joe Wheeler, of the Grand, Cedartown, Ga.; K. S. Marton, of Arab, Ala.

Cleveland, O., Items Of Interest To Exhibitors

THE Marshall bill, proposed in the Ohio state legislature by Senator L. L. Marshall to introduce local option in all cities and towns in Ohio on the Sunday movie question, was favorably reported on by the judiciary committee of the Senate, but has not been heard on the floor.

William E. Burton is the new manager of Loew's Allen, succeeding Fred Clary, who left Cleveland last week to become assistant manager of the Public Auditorium.

The Stillman, Cleveland, went back to its old policy of continuous shows at 75c top last Sunday.

M. A. Lebensburger, Inc., is the firm name adopted by Maurice Lebenburger for the sale and distribution of Pacent Reproducers in Ohio and Michigan.

Walter Loewe has been appointed manager of the United Artists exchange in Cincinnati.

Keith's Palace and Keith's East 105th St. are both operating as sound houses now.

Loew's, Akron, O., opens April 20th.

Ed. P. Casanave states that the Lincoln, Cincinnati, is the first Ohio house to have both the sound-on-disc and the sound-on-film equipment for Movie-Phone. Other Movie-Phone installations include the Liberty, Middleport; Park, Carrollton; Community, Cadiz; Jewel, Willard; Jewel, Fremont; and State, Urichsville.

The Orpheum, Cleveland, has been purchased by the Ninth Street Theatre Co., Max Lefkowitz, president.

Herbert Fischer, owner of the Victor, Akron, O., has sold the house to E. Moran.

George Mock, owner and operator of Mock's Girard, O., sold the house last week to Edwin J. Hall, and is planning a vacation.

Abe Kramer and Myer Fine, of Variety Amusement Co., have purchased the Fairyland, Cleveland, O., from Sam Fine.

Mrs. Nazera Zigiob, widow of George Zigiob, former theatre owner of Lorain, has recently acquired the Dreamland.

Many Idaho Theatres Installing Sound

THE Egyptian, Boise, Idaho, opened last week with sound. Photophone is used. Another house opening last week with Photophone was the Majestic at Nampa, Idaho.

The Orpheum, Twinn Falls, is reported to have Cineephone equipment installed. Photophone equipment is being installed at the New Broadway, Idaho Falls.

The Rex, Idaho Falls, recently opened with Pacent equipment.

The present location of the American Theatre, in Idaho Falls, will be taken over by Demordant and Drinnen, operators of theatres at Blackfoot and Rexburg, Idaho, it is said.

Newsy Notes Of Des Moines Film Trade

DES MOINES exchange men were much interested this week when Felix Malitz, general sales manager for Ufa, presented his conception of several screens which should occupy the entire proscenium of the picture palace and make it possible to show several reels at the same time.

Harold D. Barnes, manager of the Central State Corp., Burlington, Iowa, will have as his assistant Harry Ward, formerly manager of the Garden, Iowa City.

The Royal, Spirit Lake, K. J. Livingston, manager, will soon install the Film-O-Tone equipment.

Harry Hermann, salesman for Metro - Goldwyn - Mayer, resigned his position to go into business for himself. He will have charge of the Strand Theatre at Fort Dodge and is interested in a new company which has several theatre enterprises in mind. Mr. Hermann came to Des Moines six years ago when W. E. Banford brought him here when he came from the Seattle office to act as branch manager.

Jack Raper, formerly manager for Fox in Des Moines, is now managing the Vitaphone acts, etc., in this territory.

Madeline McGreavy, secretary to the managers at the Capitol Theatre for the past three years and now officiating in that capacity for Jess Day, manager of the Capitol Theatre, was ill last week with the 'flu. She was presented with a lovely bouquet of roses from the theatre folks.

S. Reif, from the Omaha office of Stern Brothers, is the new booker for Columbia Pictures in Des Moines.

The Des Moines Motion Picture Theatre Operators Union received half a dozen new petitions for membership last week.

W. P. Cuff, formerly with Universal and Skouras, has been added to Columbia's sales force at the Des Moines office.

Exhibitor Occurences In Milwaukee

THE first meeting of the new board of directors of the Milwaukee T. O. Ass'n was held April 3 at the Randolph Hotel, Milwaukee. Meeting was devoted entirely to legislative affairs. The president, Fred Meyer, appointed a standing committee to serve for following year. Its members are H. J. Fitzgerald, chairman; Steve Bauer, vice-chairman; Henry Goldenberg, J. A. Highler and George Fischer.

Members of Community Theatres, Inc., held their annual meeting last week, at which following officers were elected: William F. Pabst, president; Charles W. Nebel, vice-president and general manager; H. B. Mortimer, secretary and treasurer. Capital stock of the corporation was increased from $175,000 to $250,000.

Fred Brown, associated with Fox Midwesco in Milwaukee, has been transferred to Green Bay, where he will manage the three Midwesco houses, succeeding Louis B. Chris. Russell Leddy is taking over management of the Garfield.

Sam Miller, booker for Brin, Inc., on temporary leave of absence, is devoting his time to his Lyric Theatre, Gladstone, Mich.

Al Bartlet, of the Miaramar, Milwaukee, is forming an organization of business associates to organize a chain of theatres. Mr. Bartlet's idea is to use only stockholders in the management of the theatres.

Bob Johnson has been appointed manager of the Apollo and Jefferson, Janesville.

The Plaza, Burlington, was recently reopened by Community Theatres. Pacent equipment is being installed.

Racine exhibitors paid Milwaukee a visit this week. O. L. Wolcott, of the Majestic; Frank Steffen, of the Rex; Tom Norman, of the Capitol, and Harry Miller, of the Granada, were "among those present."

Pacent equipment is being installed in the Geneva, Lake Geneva.

Sam Abrams and Julius Lann recently bought the Roosevelt circuit from Goetz Bros. Change effective April 1st. Three Kenosha theatres are involved—the Roosevelt, Vogue and Butterfly.

A fire was discovered on the stage of the Pastime, Milwaukee, Sunday night during a severe thunder storm. Patrons fled from the theatre into the downpour.

Tiffany-Stahl Opens Branch In Toronto

TIFFANY organization has been completed in Canada with the establishment of Tiffany Productions of Canada, Limited, under a Canadian charter, with head office at 277 Victoria street, Toronto, with Phil. Hazza in charge. Chas. Stephenson is Ontario manager.

Annual Regal Week was held in Canada, April 8 to 13, under the auspices of Regal Films, Limited, Toronto.

The Perkins Electric Company, Limited, Toronto, Montreal and Winnipeg, has secured the Canadian agency for the Amplitone sound equipment.

With the wiring of both B. F. Keith's and the Centre theatres soon, Ottawa will have six synchronized screens—more than any other Canadian city.

The Canadian Council on Child Welfare, Ottawa, has issued its second "White List" of approved moving pictures.

Ernest E. Geyer, formerly with Famous and Publix, has joined headquarters staff of Famous Players Canadian Corp., Toronto.

P. J. Nolan, proprietor of three Ottawa theatres, figured in the serious railway wreck near Bowmanville, Ontario; he came through uninjured.

The Avalon, Ottawa, Ontario, has started a policy of daily matinees, programs being changed bi-weekly.

The season of the Theatrical Bowling League of Ottawa, Ontario, concluded with a victory for the employes of the Galvin theatre, the Galvin staff capturing the trophies presented by J. M. Franklin, manager of B. F. Keith's theatre, and by Johnny Galvin.

Following the wiring of the Imperial, Ottawa, Manager Roy Tubman raised prices 10 and 15 cents and also discontinued the services of the house orchestra.

Roy McDonald, assistant manager of B. F. Keith's theatre, Ottawa, Ontario, for the past four years, has resigned to take a holiday in his home at Halifax, N. S., before proceeding to Philadelphia, Pa., where he will continue in the theatre field.

Film Row News From Pittsburgh, Pa.

SPEAKING of hobbies, Jack Simons, manager of Loew's Aldine, Pittsburgh, goes in for tropical fish. He has an aquarium at home containing more than 1,000 fish, many of rare species. He also has a small aquarium in his office at the theatre.

"Jimmie" Moyer is the new assistant manager at Loew's Penn, Pittsburgh, succeeding Charles Katz recently made assistant district manager for the Loew Ohio theatres.

W. M. Anderson, manager of the Eclipse, Waynesburg, Pa., recently made one of his periodical trips to Pittsburgh.

Jack Graham, film salesman for past eight years with Pathe, has deserted the peddling of celluloid, and is now handling sales for the Photophone Pittsburgh office.

Ben Sugarman, former Paramount salesman, has joined the Columbia sales staff.

"Jim" Thorpe, exchange man, who has been ill for the past year, ventured out one day the past week and came out to Film Row to say "hello."

Harry Browarsky, of Associated Theatres, Northside, is back from an eight-week vacation trip to Cuba.

Aaron Wayne, former Paramount salesman, now looking after city territory for Pathe.

Edwin Watson, owner of the Virginia, Fairmont, is organizing the Fairmont Theatre Co., to take over the Virginia as well as the Fairmont in the town.

The Palace, Parkersburg, has been sold by Pete Thomas to W. K. Sheppard.

Recent Vitaphone-Movietone installations include the Hippodrome, Northside, and the Richelieu, Bellefonte.

Control of the Magnet, Minooka, has been acquired from H. M. Schleifer by Louis J. Paplow.

William Jones, 17, of Chester, charged by police with having planned hold-up and robbery of Washington theatre, Media, was sentenced on March 28, to serve from 10 to 20 years in Eastern Penitentiary.

Indiana Co. Acquires Fort Wayne Theatre

A SECOND theatre, The Broadway, Fort Wayne, Ind., has been taken over by Rialto Theatre Corp. George Heliotes, manager of the Rialto, will manage the new theatre, which was taken over from J. P. Mollet. Remodeling and redecorating is planned. A new electric marquee is to be installed shortly.

The lease on the B. F. Keith, in Indianapolis, has been offered for sale by the United Theatres Co., of Cincinnati, O. The offer, made in a letter from Ben L. Heidingsfeld, secretary-treasurer of the Cincinnati Co. to Union Trust Co., of Indianapolis, answers the question of whether the company entertains plans to reopen the house. Present lease, it is understood, has seventy-five years to run.

Articles of incorporation have been filed by East Chicago Theatre Co., of Indianapolis, which has an initial capital stock of 7,500 shares of no par value common. Incorporators are Burrell Wright, Mary Hilt, Edward J. Boleman.

Friscoite Charged With Theatre Bombings

POLICE, on April 2, foiled a gang which has been terrorizing San Francisco theatres throwing noxious chemical bombs. Sigi Biagini is held on charges of extortion and throwing "stench bombs" on complaint of James E. Nasser, business manager for the Castro and other San Francisco theatres.

Friends of "Dick" Spier, who was made manager of Loew's Warfield, were glad to see him back in this city from Portland.

Mrs. Paul Reardon, of Big Creek, was visiting in San Francisco recently.

Joe Richards, of the Sutter, San Francisco, has a new baby daughter, Betty Imalia.

G. Woods, Granada Theatre's Theatre's press agent, was recently married to Peggy Walker.

3 Nebr. Houses Join Wired List

SOUND equipment has been installed in three theatres of World Realty Co. at Fremont, Columbus and Kearney, Neb. The equipment is the Pacent device.

John Howard, manager of the Rialto, Omaha, Nebr., recently installed perforated rubber screen to aid the house's all-sound programs. The new screen is a Da-Lite Da-Tone.

Lee Durham, previously with Fox and Metro-Goldwyn, has been engaged as salesman out of Columbia's Omaha office.

New houses opened: Seamon, in Big Springs, Nebr. A. H. Lehman opened theatre in Avoca, Nebr.

H. H. Ludeman has taken over Ia. The Grand, Independence, Ia., is now owned by E. W. Hageman.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

2 Idaho Houses Close Because Of Epidemic

IT is reported here that the McCammon, Idaho, and the Rich, Montpelier, Idaho, have been closed due to a meningitis epidemic.

D. T. Lane, secretary of Salt Lake Film Board Trade, is due back in Salt Lake City soon, after having attended the Government investigation meetings in N. Y. of the Board of Arbitration and Credit Committees.

R. L. Wicker of the Delta, Utah, is conferring with various Salt Lake City branch managers this week. Earl Steele of the Venice at Nephi, Utah, is spending a few days here also.

Ed. Bluck, formerly of the Kiva, Durango, Colo., is visiting his son, Ross Buck, local RKO booker and is also incidentally visiting with his new and first grandson, "Jimmy."

Albert Van Wagener of the Alhambra, Pleasant Grove, Utah, has been booking Universal service in Salt Lake City this week.

J. E. Ryan, operating the Liberty, Brigham City, Utah, recently visited the local Film Row. Ben Winzler of the Liberty, Tremonton, Utah, was also on the Row.

Ned Gorssman, exhibitor of Pocatello, Idaho, is in looking over product for his Capitol Theatre there.

Louis Peery of the Egyptian and Ogden, Ogden, Utah, was among exhibitor visitors this week.

The Capitol, in conjunction with a Salt Lake City newspaper, is now conducting their Opportunity Contest.

Alberti, Master of Ceremonies at the Capitol, Salt Lake City, has left. J. Albert Erickson, violinist, is now in charge of the orchestra.

Clarence Lees has been appointed assistant manager to George E. Carpenter at the Capitol, replacing D. K. Edwards, transferred to the Paramount Empress as manager. Carl A. Porter, formerly managing the Paramount Empress, has been transferred to the office staff of Marcus Enterprises.

Current Albany-Troy Exhibitor News

JOHN FRANKFURTER, and that's not boloney either, has notified Albany exchanges that he will shortly reopen his theatre in Palenville, N. Y.

Last week witnessed another change along Albany's film row when Amos Leonard, with Pathe as salesman, succeeded George Ames as World Wide local manager. Mr. Ames has returned to New Haven.

The Strand, Sharon Springs, has changed ownership. Jacob Krahn has sold the house to B. B. Gustadt, who plans to renovate it.

Out-of-town exhibitors along Albany's film row during the week included Henry Frieder, Hudson; George Thornton, Saugerties; John Murphy, Catskill; Philip Eisenberg, Jeffersonville, and C. R. Didsbury, Walden.

W. W. Farley, a head of Farash, Schenectady, who resides in Albany, had his entire family grouped about his table Easter, two of his daughters being home from boarding school

The Rialto and Strand, Poughkeepsie, are being operated by W. F. Garrison, acting as receiver.

Nothing has yet been announced from Stanley headquarters as to probable opening of Albany's newest residential motion picture house.

Fenton Lawlor, former film salesman, is meeting with much success as manager of new Delmar theatre.

Jake Golden, manager of Proctor's Fourth Street, Troy, made business trip to New York during week.

Walter Powers, manager of theatre in Watertown, spent last Sunday with friends in Oswego. Mr. and Mrs. W. J. Kelly, former manager of the Strand, Oswego, have returned from Boston.

Fleischmanns is to have new $100,000 theatre to open about July 1. Max Silberman is back of project.

Tom Stowell, manager of Harmanus-Bleecker Hall, Albany, appeared last week in home talent production.

Theatre Happenings In Portland and Vicinity

THE Grand, Meaderville, Mont., has been closed after a run of several years. Mgr. A. P. Martha gives as the reason "Sound in Butte," which is three miles away. W. Matt Skory, Montana manager of Universal, has contracted with W. A. Simons, owner-manager of Rialto, to install Vitaphone-Movietone early in April.

To supply the demand of a number of houses in Oregon, C. W. McKee has been named as Oregon distributor for De Luxe Masterphone. The technical staff have now completed installation in some 20 houses in this territory, and are now working on the Helig chain and the two Portland houses belonging to Ike Geller.

Hippodrome Theatre, Portland, has dispensed with their Western Vaudeville Association acts, and instead will use Pom Pom Musical Stock Company. They will continue to show pictures.

West Johnson is placing Pacent talkie equipment in the Vining, Ashland; the Arcade, Cottage Grove; the Venetian, Hillsboro; and the Liberty, Camas, Wash. Each theatre will be equipped with new Simplex projectors and Peerless lamps.

Fire Breaks Out In St. Louis Theatre

PATRONS of the Criterion, St. Louis, Mo., were forced to desert the building when a fire started in some rubbish in the basement shortly before noon Sunday, April 7. The damage was slight. Hector M. E. Pasmezoglu operates the theatre.

An 800-seat theatre will be part of the new Ducker Hotel building to be erected in Popular Bluff, Mo., by Walter and Lee Ducker of that city. Plans are being prepared by N. S. Spencer and Son, Chicago, while construction contract has been awarded to George H. Gassman, Poplar Bluff contractor. The building will be six-story with basement and cover a site 100 by 104 feet. Actual construction will be started in May or June.

The American, St. Louis, is installing sound picture equipment this summer.

On Sunday, April 7, the St. Louis Theatre, Grand and Delmar boulevard, operated by the Radio-Keith-Orpheum circuit, went on a talking picture-vaudeville basis via the Photophone.

George Y. Henger, for the past six years assistant sports editor of *St. Louis Times* and president of St. Louis Sports Writers Association, has taken a position with publicity department of Skouras-Warner circuit. He will handle publicity for the Missouri Theatre, St. Louis.

Tom McKean, president of Progressive Pictures Corporation, distributors in this territory for Goodall Reproducers, has sold such equipment to the Orpheum, Vandalia, Ill.; the Royal, Royalton, Ill.; Curley Lawson house in Mount Olive, Ill.; the Idle Hour, Festus, Mo.; the Wellston, Wellston, Mo.; the Barth, Carbondale, Ill.

Sunday Movies Score Victory In Missouri

RESIDENTS of Webster Groves, Mo., by a vote of 2,321 to 1,648, voted down a proposal for repeal of town's ordinance prohibiting Sunday amusements.

Sunday motion picture shows probably will be resumed in Monette, Mo., by the Rialto as result of ruling by Circuit Judge Emory E. Smith, Cassville, Mo., April 4, holding town's anti-Sunday show ordinance unconstitutional.

Because hunters frequently disturbed him on Sundays, Representative F. E. Dubois of Texas County, Mo., a minister, has presented to Missouri General Assembly a bill to prohibit Sunday amusements.

First returns of referendum vote on daylight saving being conducted by St. Louis, Mo., Real Estate Exchange were three to one in favor of the plan. 377 ballots were sent out and of the first 200 to return 151 favored and 47 opposed daylight saving. St. Louis, Mo., Chamber of Commerce plans to conduct another referendum.

Directors of St. Louis Merchants Exchange has issued a statement expressing themselves as in favor of daylight saving.

Baltimore House Starts Sound Policy

THE Ritz Theatre, Baltimore, operated by Ritz Amusement Co., Louis Gaertner, general manager, has been wired for DeForest equipment and started its sound April 8.

Two other Baltimore theatres soon to go into a sound policy are the Walbrook, operated by Thomas D. Goldberg, who is having a Royal machine installed, and the Crown, having Truetone installed. The latter is managed by Max Cluster.

Charles Raymond has succeeded Howard Price Kingsmore as Loew's City Manager in Baltimore.

The New, Baltimore, has been sold to Morris A. Mechanic, Baltimorean. This is the last theatre property to pass from the control of the Whitehursts here.

Mr. Mechanic plans to close the theatre about the middle of June and during the summer enlarge the seating capacity.

An old blue law forbidding women "in tights" to be seen in shows in Easton, Md., and also forbidding wrestling, boxing and tightrope walking, was repealed recently by an ordinance passed by the Town Council. If the Mayor does not sign the bill or does not veto it before April 15, it will automatically go into effect. This ban probably does not apply to moving pictures as the Maryland Censor Board has full control over all pictures released in Maryland.

Fred Klein has been succeeded by A. A. Jacobson at the United Artists' exchange, Washington, D. C.

The Baltimore territory for World Wide exchange, Washington, D. C., will be covered by C. E. Tyson, formerly with United Artists.

There will not be any daylight saving for Baltimore this summer as one of the last things done in the legislature before it adjourned recently was an unfavorable report being given by the Baltimore City Delegation in the House on the bill.

The Academy, Lynchburg, Va., has been reopened after having been entirely remodeled and wired for sound.

Joseph Brodie, proprietor of the Brodie, Baltimore, spent Easter Sunday in Atlantic City.

Charles Tyson, who has been covering Baltimore territory for United Artists, has resigned.

A theatre to cost about $80,000 is planned for Washington, D. C., by F. D. Geisler.

The resignation of Max Rosenberg has been handed in at the Washington, D. C. office of Universal.

Clarence Eiseman who has been in the Eastern Shore of Md. for M-G-M has resigned; he becomes associated with the United Artists'

EMPIRE FILM VAULTS INC.

MODERATE PRICE FILM STORAGE

1 to 10 Containers.....$ .75
11 to 50 " ..... .50
51 to 100 " ..... .40
Over 100 Containers.....$ .35
Cases per month, 20 to 25 reels..... 1.00

723 Seventh Avenue, N. Y. Bryant 2180-2181-2182

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

of MOTION PICTURE NEWS, published weekly at New York, N. Y., for April 1, 1929.

State of New York, County of New York, ss.:

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared E. J. Hudson, 729 7th Ave., New York City, who, having been duly sworn according to law, deposes and says that he is Assistant Publisher of Motion Picture News, Inc., publishers of MOTION PICTURE NEWS, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Motion Picture News, Inc., 729 Seventh Ave., New York City.

Editor, Wm. A. Johnston, 729 Seventh Ave., New York City.

Managing Editor, Oscar Cooper, 729 Seventh Ave., New York City.

Business Manager, E. J. Hudson, 729 Seventh Ave., New York City.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)—Motion Picture News, Inc., 729 Seventh Ave., New York, N. Y.; Stockholder, The Angus Co., 7 West 10th St., Wilmington, Del. Stockholders: Angus Co., 7 West 10th St., Wilmington, Del.; Bodell & Co., 32 Custom House St., Providence, R. I.; James M. Heatherton, 239 West 30th St., New York, N.Y.; Muriel D. Heatherton, 239 West 30th St., New York, N. Y.; Wm. A. Johnston, 729 Seventh Ave., New York, N. Y.; J. A. Plummer, 215 Central Ave., Cranford, N. J.; Rowland Co., 560 Angell St., Providence R. I.; H. H. Young, 32 Custom House St., Providence, R. I.; J. M. Heatherton Corp., 239 West 30th St., New York, N. Y. Stockholders of J. M. Heatherton Corp., 239 West 30th St., New York, N. Y.; Jas. M. Heatherton, 239 West 30th St., New York, N. Y.; M. D. Heatherton, 239 West 30th St., New York, N. Y.; L. N. Heatherton, 239 West 30th St., New York, N. Y.; H. A. Heatherton, 239 West 30th St., New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

E. J. HUDSON,
(Signature of Assistant Publisher.)

Sworn to and subscribed before me this 29th day of March, 1929.

[Seal] WM. V. CUNNIFF.

Notary Public, New York County; N. Y. County Clerk's No. 351; N. Y. Register's No. 9278.

(My commission expires March 30, 1929)

Fla. Theatremen Enjoy 4-Day Fishing Trip

MEMBERS of E. J. Sparks' fishing party have returned to Jacksonville, Fla., and are enthusiastic over the fine outing they had. The party consisted of E. J. Sparks, his two brothers, P. S. Sparks and L. M. Sparks, of Texas; Ty Cobb, Lord Henry Stubblefield, of Texas; Stanley W. Hand, of the Electric Research Co., New York; Harry B. Vincent, of Orlando; M. C. Talley, of Lakeland, Fla.; W. A. Krause, of Jacksonville; C. B. Ellis, manager RKO's Jacksonville exchange and R. A. Benjamin, Jacksonville architect.

The party spent four days fishing at Sand Key, Fla., catching about 2,000 pounds of fish, and spent three days in Cuba.

Friends of Charlie Morrison, formerly manager of several Jacksonville theatres, are glad to know that he is recuperating from a recent illness.

Miss Josephine Simril, inspector at RKO, Jacksonville, was married in March to Roy McKenzie, of Jacksonville.

A. C. Thornton, manager of the Park, Tampa, is a mighty busy boy these days, they having added a musical comedy show to their regular picture program.

The Florida Legislature opened their 60-day session this week. One of the first bills to crop up takes a wallop at the show folks. The bill is sponsored by W. S. Cawthon, state superintendent of schools, and is called a "luxury tax." According to his figures, if his bill is successful it will provide something over seven million dollars for the schools of the state each year. He proposes to put a 10 per cent tax upon all luxuries.

General Trade News In Okla. City Zone

W. P. FLORENCE of the Macco, Magnolia, has installed a new carrier air washer.

Louie Vandiver has purchased the Washington, Lone Oak, Tex.

A. Jules Benedict has been appointed traveler for Pathe at Dallas, Tex.

The new Heights, Houston, Tex., opens this month.

The City Council has authorized moving picture shows in McAlester, Okla., from one to six o'clock P.M. with a board of censors of three.

Unknown persons placed a bomb in the Palace, Tulsa, Okla., Friday night, March 29th, which exploded resulting in $500 damages. No one hurt.

C. L. Wood has been appointed manager for Dent Theatres, Inc., Paris, Tex.

H. O. Everts has been appointed manager for Wes-Tex chain, Spur, Tex.

The Ritz, Midland, Tex., has installed sound equipment.

Burt King will erect new theatre building at Stamford, Tex.

Management of the Queen, at Palacious, Tex., will erect new theatre at Palacious.

G. A. Leskin is erecting new 600-seat theatre, at Woodsboro, Tex.

R. A. Healy will erect new theatre, Ft. Worth, Tex., to be named Healy's Home Theatre.

Marion, Edna, Tex., is being remodeled.

The Palace, Burknurnett, Tex., has been remodeled.

S. B. Brock & Son have opened new theatre at Happy, Tex.

Dent Theatres, Inc., has installed R. E. White as manager of Pharr, Pharr, Tex.

The Palace, Mexia, Tex., is being remodeled.

Work has commenced on the $500,000 theatre by Dent Theatres, Inc., at El Paso, Tex.

The Rialto, Arkansas Pass, Tex., is being remodeled.

Oscar Korn is building new theatre at Fort Stockton, Tex.

Sam Reed, of Lubbock, is now employed as organist for Crystal, Falls, Tex.

The old Dreamland, Cuero, Tex., is being dismantled.

Mrs. Bess Fairtrace has been named director of public relations for Publix at Dallas, Tex.

H. Ford Taylor will open his theatre at Alpine, Tex., soon.

Dent Theatres, Inc., will start work on their new theatre, at Mexia, Tex., soon.

Carl Burton has been appointed booker for RKO at Oklahoma City, Okla.

Mrs. Blanche Camp is new steno for Columbia at Oklahoma City, succeeding Mrs. Billie Duke, transferred to Warner Bros. at Dallas, Tex.

Momand Enterprises have installed Vitaphone in theatres at Wewoka, Pawhuska and Holdenville, Okla.

F. L. Stocker is branch manager for Columbia at Oklahoma City.

Events In Schenectady And Syracuse, N. Y.

TWO Schenectady neighborhood theatres, the first in the city to take the step, are being wired for talking pictures. The Barcli, operated by Farash, which runs all but one of the first-run houses here, and the Rivoli, an independent house, both of about 800 capacity, have installed the apparatus.

Sanford Farkus, assisting manager of Loew's State Theatre, Syracuse, N. Y., has been promoted to manager of the Allen, Cleveland, O. Mr. Farkus will be replaced as Harry Weiss' assistant by Luther S. Williams, who comes from Stanley.

Albert P. Kaufman, managing director of the New Empire, Syracuse, N. Y., left Saturday, March 23d, for a two weeks' sojourn in Atlantic City. During his absence the berth is being filled by Morris Fitzer.

Situations Wanted

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

EXPERIENCED ORGANIST desires position in 6-day New Jersey wired theatre maintaining manager intelligent enough to use organ as "sound relief." Experienced as assistant manager and with sound reproducing. $75 to start. Liberty Sept. 1st. Box 245, Motion Picture News, 729 Seventh Ave., New York City.

SITUATION WANTED: Card, poster and shadowbox man with four years' theatre experience, wishes steady job with theatre. Write Samuel V. Rondiez, 509 W. Second St., Grand Island, Nebraska.

For Sale

FOR SALE: 1,200 high class opera chairs. Good serviceable condition. Box 425, Motion Picture News, 729 Seventh Ave., New York City.

SEVERAL THOUSAND brand new upholstered chairs. Sensational bargains. Also 3,000 new veneer chairs way below cost. C. G. Demel, 845 South State, Chicago.

WANTED: Two Simplex Machines, reflector arcs preferred. Must be in good condition and cheap for cash. Harlan Theatres, Harlan, Ky.

It Pays to Advertise in the Classified Ad Section of the *News*.

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

COLUMBIA

Title	Star	Rel. Date	Length	Reviewed
Apache, The	Alvarado-Livingston	Nov. 19	5818 feet	
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
Driftwood	Alvarado-M. Day	Oct. 15	6267 feet	
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Lone Wolf's Daughter	Lytell-Olmsted	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Nothing to Wear	Logan-Von Eltz	Nov. 5	5701 feet	
Object—Alimony	Wilson-Allan	Dec. 22	6266 feet	
Power of the Press	Fairbanks, Jr.,-Ralston	Oct. 31	6465 feet	
Quitter, The	Lyon-Revier	April 1		
Restless Youth	M. Day-Forbes	Nov. 30	6085 feet	
Stool Pigeon	Borden-Delaney	Oct. 25	5792 feet	
Sideshow, The	Prevost-Graves	Dec. 11	5999 feet	
*†Submarine	Holt-Revier	Nov. 12	8192 feet	
	(Silent Version)	Nov. 12		Sept. 15
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10		
*†§Younger Generation	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
*†§Broadway Hoofer, The				
*†§Donovan Affair	Holt-Revier		7200 feet	Mar. 30
*†§Fall of Eve				
*†§Father Love				
*†§Flying Marine, The	Ralph Graves			

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
All in Fun	Jerry Mandy	Oct. 21	1 reel	Oct. 27
Air Derby	Reed Howes	Jan. 6	2 reels	
America's Pride	Our World Today	Oct. 7	1 reel	Oct. 6
Auntie's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Be My King	Lupino Lane	Dec. 9	2 reels	Nov. 10
Best Dressed Woman in World	Our World Today	Feb. 17	1 reel	Mar. 30
Bumping Along	Stone-Ruth	Nov. 18	1 reel	Nov. 3
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Come to Papa	"Big Boy"	Oct. 14	2 reels	Oct. 13
Companionate Service	Dorothy Devore	Oct. 7	2 reels	Oct. 6
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fisticuffs	Lupino Lane	Oct. 28	2 reels	Oct. 27
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Follow Teacher	"Big Boy"	Dec. 16	2 reels	Nov. 17
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Glorious Adventure	Hodge-Podge	Oct. 14	1 reel	Oct. 27
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	Apirl 28	2 reels	Mar. 16
Hay Wire	Stone-Dale	Nov. 4	1 reel	Oct. 27
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Hold That Monkey	Monty Collins	Nov. 11	2 reels	Oct. 27
Hot or Cold	Al St. John	Dec. 2	2 reels	Nov. 10
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar. 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
In the Morning	Vernon Dent	Dec. 30	1 reel	Nov. 24
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Kitty, Kitty	Bradley-Thompson		1 reel	Mar. 16
Lucky Duck	Billy Dale	Oct. 7	1 reel	Sept. 15
Magic City	Our World Today	Nov. 11	1 reel	Nov. 3
Making Whoopee	Goodwin-Bradley	Oct. 28	2 reels	Oct. 13
Meandering Thru the Menagerie	Hodge-Podge	April 28	1 reel	
Misplaced Husbands	Dorothy Devore	Nov. 25	2 reels	Nov. 24
Moving Movie Show	Hodge-Podge	Mar. 31	1 reel	
Murder Will Out	Vernon Dent	Dec. 16	1 reel	Nov. 10
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	
Patchwork of Pictures	Hodge-Podge	Nov. 18	1 reel	Nov. 24
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Permanent Wave Railroad	Our World Today		1 reel	Dec. 1
Playful Papas	Jerry Mandy	Dec. 1	1 reel	Dec. 1
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Quiet Worker	Jerry Drew	Nov. 4	2 reels	Oct. 6
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Shifting Scenes	Hodge-Podge	Dec. 16	1 reel	Mar. 30
Skywayman, The	Reed Howes	Nov. 18	2 reels	Nov. 3
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Stage Frights	George Davis	Oct. 21	2 reels	Oct. 6
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent		2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Wasking Fish	Our World Today	Jan. 13	1 reel	
Walat a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Whse Wimmin	Jerry Drew	Mar. 31	2 reels	
Wives Don't Weaken	Drew-Bradley	Dec. 16	2 reels	Dec. 15
*†§Zip! Boom! Bang! (A. T.)	McKee-Conlin-Glass		2 reels	

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The	Gribbon-Clyde	April 7	2 reels	
*†§Bride's Relations	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues	Johnny Burke	Mar. 10	2 reels	
*†§Eligible Mr. Bangs	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§Lion's Roar	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Old Barn	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Right Bed, The	E. E. Horton	April 14	2 reels	
*†§Whirls and Girls	Gribbon-Clyde	Feb. 24	2 reels	Feb. 16

FIRST NATIONAL

Title	Star	Rel. Date	Length	Reviewed
*†Adoration	Billie Dove	Dec. 2	6360 feet	Jan. 19
*†§Barker, The	Sills-Compson	Dec. 30	7137 feet	Dec. 15
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz	Mackaill-Mulhall	Mar. 3	6426 feet	
	(Silent Version)	Feb. 17	6296 feet	
Companionate Marriage	Bronson-Walling	Oct. 21	6227 feet	
Crash, The	Sills-Todd	Oct. 7	6225 feet	
Dancing Vienna	Myon-Mars		5683 feet	
*†§Divine Lady, The	Griffith-Warner	Mar. 31	9914 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
Do Your Duty	Charlie Murray	Oct. 14	5976 feet	
Glorious Trail	Ken Maynard	Oct. 28	5886 feet	
*†Haunted House	Kent-Todd	Nov. 4	5755 feet	Dec. 22
*†§His Captive Woman	Sills-Mackaill	Mar. 24	7992 feet	April 6
	(Silent Version)	Mar. 24	7692 feet	Jan. 19
*†§Hot Stuff	Alice White	April 14		
	(Silent Version)	Mar. 24		Mar. 9
*†§Lilac Time	Moore-Cooper	Nov. 8	8967 feet	Mar. 24 '28
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	Billie Dove	April 7		
	(Silent Version)	Mar 17		
*†Naughty Baby	White-Mulhall	Dec. 16	6360 feet	Feb. 9
	(Silent Version)		6406 feet	
*†Outcast	Griffith-Lowe	Nov. 11	6226 feet	Dec. 8
Phantom City	Ken Maynard	Dec. 23	5887 feet	
*†Saturday's Children	Corinne Griffith	April 14		
	(Silent Version)	Mar. 10	6727 feet	
*†Scarlet Seas	Barthelmess-Compson	Dec. 9	6237 feet	Jan. 5
*†Seven Footprints to Satan	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†Synthetic Sin	Colleen Moore	Jan. 6	6730 feet	Jan. 12
Ware Case, The	Special Cast	Nov. 25	6185 feet	
*†§Weary River	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies	Alice White			
California Mail	Ken Maynard			
*†§Careers (A. T.)	Dove-Moreno-Myers			
*†§Dark Streets	Milton Sills			
Drag	Barthelmess-A. Day			
*†§Girl in the Glass Cage	Dorothy Mackaill			
*†Hard to Get	Mackaill-Burns			
*†§House of Horrors	Todd-Hale-Fazenda			
	(Silent Version)		6700 feet	Sept. 22
Lawless Legion	Ken Maynard		6 reels	
*†§Lilies of the Field	Corinne Griffith			
‡†§Prisoners	Corinne Griffith			
Royal Rider, The	Ken Maynard			
*†§Smiling Irish Skies	Colleen Moore			
*†§Squall, The	Joyce-Loy			
*†§Twin Beds	Mulhall-Miller			
*†§Two Weeks Off				
Wells Fargo Express	Ken Maynard			

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Blindfold	O'Brien-Moran	Dec. 9		
	(Silent Version)	Dec. 9	5598 feet	Jan. 5
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
*†Dry Martini	Astor-Moore	Oct. 7	7176 feet	Nov. 10
	(Silent Version)	Oct. 7	6828 feet	
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†Great White North	Special Cast	Dec. 30	5560 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 10		
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
Homesick	Sammy Cohen	Dec. 16	5153 feet	
*†§Hearts in Dixie (A. T.)	Clarence Muse	Mar. 10	6650 feet	Mar. 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	April 7		
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28	10116 feet	Sept. 22
*†§Mother Machree	Bennett-McLaglen	Oct. 21	6807 feet	Mar. 17 '28
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
*†Me Gangster	Terry-Collyer	Oct. 14	6042 feet	Oct. 27
*†Not Quite Decent	Collyer-Dresser	Mar. 24		
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
*†Prep and Pep	Rollins-Drexel	Nov. 18	6806 feet	Jan. 5
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	
*†Romance of the Underworld	Astor-Boles	Nov. 11	6162 feet	Jan. 12
*†Riley the Cop	McDonald-Drexel	Nov. 25	6132 feet	Dec. 8
	(Silent Version)	Nov. 25	5993 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
*†Red Dance	Del Rio-Farrell	Dec. 2	9250 feet	June 30
*†Red Wine	Collyer-Nagel	Dec. 23	6194 feet	
*†Sunrise	O'Brien-Gaynor	Nov. 4	8393 feet	Oct. 14
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
Taking a Chance	Rex-Bell	Nov. 18	4876 feet	
*†Trent's Last Case	Griffith-Day	Mar. 31		
*†§Through Different Eyes	Baxter-Lowe	April 7		
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Churchill-Terry	April 21		

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
Chasing Through Europe	Stuart-Carol			
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
Fox Follies	Special Cast			
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost in the Arctic	Special Cast			
Masked Emotions	George O'Brien			
One-Woman Idea, The	LaRocque-M. Day			
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
Protection	Burgess-Elliott-Page			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			
Veiled Woman, The	Tora-Alba			
Woman, The	Astor-Boles			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Glories of the Evening	Variety	Nov. 11	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 16	1 reel	
Low Necker	Marjorie Beebe	Dec. 18	2 reels	Jan. 14
Monument Valley	Variety	Nov. 25	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Steeplechase	Variety	Oct. 14	1 reel	
Storied Palestine	Variety	Dec. 23	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
*†§Friendship				
*†§George Bernard Shaw	Interview			June 30
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Interview, The	Clark-McCullough			
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The	Clark-McCullough		2 reels	
*†§Mind Your Business	Hugh Herbert			
*†§Napoleon's Barber	Otto Mattiesen	Feb. 17	2980 feet	
*†§Nightie Knights	Clark-McCullough		2 reels	
*†§Old Tunes for New	Dr. Sigmund Spaeth		1 reel	Mar. 2
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Serenade (Schubert)	Harold Murray			Sept. 8
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8

GENERAL PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelor Club, The	Talmadge-Worth			
Heroic Lover, The	St. Leo-Bedford			
Wild Heart of Africa	Special Cast	Parthenon Pictures		

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Head of the Family, The	Russell-Corbin		6250 feet	
Thru the Breakers	Livingston-Herbert		6420 feet	
*†§Times Square	Day-Lubin		1 reels	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†Baby Cyclone	Cody-Pringle	Nov. 3	5053 feet	
*†Brotherly Love	Dane-Arthur	Oct. 13	6053 feet	
Bushranger, The	Tim McCoy	Nov. 17	5220 feet	
*†§Bridge of San Luis Rey	Damita-Alvarado	Mar. 30		
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.)	Page-Love-King		9372 feet	Feb. 16
Dream of Love	Crawford-Asther	Dec. 1	7987 feet	Jan. 5
*†Desert Nights	Gilbert-Nolan	Mar. 9	6177 feet	
	(Silent Version)	Mar. 9		Jan. 19
*†§Duke Steps Out	Haines-Crawford	Mar. 16	6236 feet	
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet	Novarro-Page	Jan. 19	9044 feet	Feb. 16
Honeymoon	Flash-Moran	Dec. 29	4823 feet	
Lady of Chance	Norma Shearer	Dec. 22	7126 feet	Jan. 26
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
Masks of the Devil	John Gilbert	Nov. 17	6575 feet	Dec. 1
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Napoleon	Special Cast	Oct. 27	6893 feet	Feb. 16
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
Shadows of the Night	Flash-Gray	Oct. 6	5448 feet	
*†Show People	Davies-Haines	Oct. 20	7453 feet	Nov. 17
Spies	Special Cast	Dec. 8	7999 feet	Mar. 9
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
*†Trail of '98	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5		Mar. 24, '28
*†Tide of Empire	Adoree-Duryea	Mar. 23	6552 feet	
*†Wind, The	Gish-Hanson	Oct. 27	6721 feet	Nov. 17
*†§White Shadows in the South Seas	Blue-Torres	Nov. 10	7968 feet	Aug. 18
West of Zanzibar	Chaney-Nolan	Nov. 24	6150 feet	Jan. 5
*†Woman of Affairs	Garbo-Gilbert	Dec. 15	8319 feet	Nov. 3
*†Wild Orchids	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
All Parts	Charley Chase	Oct. 27	2 reels	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Assorted Babies	Ufa Oddities	Nov. 5	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
*†Booster, The	Charley Chase	Nov. 24	2 reels	
	(Silent Version)	Nov. 24	2 reels	
Boy Friend	Roach Stars	Nov. 10	2 reels	Dec. 1
Call of the Cuckoo	Max Davidson	Oct. 15	2 reels	
Chasing Husbands	Charley Chase	Dec. 22	2 reels	
Do Gentlemen Snore?	Roach Stars	Oct. 13	2 reels	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Early to Bed	Laurel-Hardy	Oct. 6	2 reels	Nov. 3
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Feed 'Em and Weep	Roach Stars	Dec. 8	2 reels	
Foundations of Eold	Ufa Oddities	May 16	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Habeas Corpus	Laurel-Hardy	Dec. 1	2 reels	Jan. 12
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Kisses Comes High	Ufa Oddities	Dec. 8	1 reel	
Leader, The	Ufa Oddities	April 27	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
	(Silent Version)	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Lonely Lapland	Ufa Oddities	Nov. 10	1 reel	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Madame Du Barry		Nov. 17	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
*†Noisy Neighbors	"Our Gang"	Feb. 9	2 reels	
	(Silent Version)	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
*†Ol' Gray Hoss	"Our Gang"	Oct. 20	2 reels	Oct. 13
	(Silent Version)	Oct. 20	2 reels	July 28
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding	Ufa Oddities	April 13	1 reel	
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Savage Customs	Ufa Oddities	Nov. 24	1 reel	
*†School Begins	"Our Gang"	Nov. 17	2 reels	Sept. 29
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
*†Spanking Age	"Our Gang"	Dec. 15	2 reels	
Strange Prayers	Ufa Oddities	Dec. 22	1 reel	
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
	(Silent Version)	Dec. 29	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Two Tars	Laurel-Hardy	Nov. 3	2 reels	Dec. 8
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
*†We Faw Down	Laurel-Hardy	Dec. 29	2 reels	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
	(Silent Version)	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	
Wives for Sale	Ufa Oddities	Oct. 27	1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13	1 reel	Nov. 3
*†Wrong Again	Laurel-Hardy	Feb. 00	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
China Bound	Dane-Arthur	May 18		
Deadline, The	Flash-Lorraine-Gray			
Desert Rider	Tim McCoy	May 11		
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Great Power, The (A. T.)	Special Cast	April 20		
*†§Green Ghost, The				
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Last of Mrs. Cheney	Conrad Nagel			
*†§Madame X	Ruth Chatterton			
Man's Man, A	Haines-Dunn	May 25		
*†§Marianne	Davies-Shaw			
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly-Barrymore			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			
*†§Pagan	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Redemption	Gilbert-Nagel-Adoree			
Single Standard, The	Flash-Gray-Lorraine			
Sioux Blood	McCoy-Frazer		4811 feet	April 30
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Spite Marriage	Buster Keaton	April 6		
	(Silent Version)		6500 feet	Feb. 2
§Thunder	Chaney-Haver			
*†Trader Horn	Harry Carey			
*†§Trial of Mary Dugar, The (A. T.)	Shearer-Warner-Hackett			
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Voice of the City (A. T.)	Willard Mack	April 13		
	(Silent Version)			
*†§Where East is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
*†§White Collars	Nagel-Love-Hyams			
Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Confession (D)	Ames-Nye	Jan. 12	2 reels	
Craig Campbell (D)	3 Songs	June 1	641 feet	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi & Nat Ayer (F)	2 Songs	Nov. 24	1 reel	
Ella Shields (F)	2 Songs	Oct. 27	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Frances White (F)	3 Songs	Nov. 17	1 reel	
Fuzzy Knight (F)	2 Songs	Oct. 13	1 reel	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (F)	2 Songs	Oct. 27	1 reel	
George Dewey Washington (F)	2 Songs	Nov. 17	1 reel	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	
Irving Aaronson's Commanders (D)	3 Band Nos.	June 1	793 feet	
Jan Gabo's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Jimtown Speakeasy (F)	Miller & Lyles	Nov. 10	1 reel	
Johnny Marvin (F)	2 Songs	Sept. 29	1 reel	
Johnny Marvin (F)	2 Songs	Nov. 3	1 reel	
JosephRegan (F)	2 Songs	Oct. 13	1 reel	
Joseph Regan (F)	2 Songs	Nov. 3	1 reel	
Leo Beers (F)	3 Songs	Oct. 6	1 reel	
Locust Sisters (F)	2 Songs	Oct. 6	1 reel	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	
Marion Harris (F)	2 Songs	Sept. 29	1 reel	
Marion Harris (F)	2 Songs	Oct. 20	1 reel	
Marion Harris (F)	2 Songs	Nov. 17	1 reel	
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Mayor of Jimtown The (F)	Miller & Lyles	Oct. 13	1 reel	
Metro Movietone Revue No. 1 (F)	All-star Cast	Nov. 3	(T. color) 2 reels	
Metro Movietone Revue No. 2 (F)	All-star Cast	Nov. 24	(T. color) 2 reels	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
Odette Myrtil (F)	2 Songs	Oct. 20	1 reel	
On the March (F)	William O'Neal	April 27	1696 feet	
Ponce Susters (F)	2 Songs	Oct. 20	1 reel	
Ponce Sisters (F)	2 Songs	Nov. 10	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Soitalny Band Revue	April 20	2042 feet	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Stepping Along	Sunshine Sammy		1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
Tita Ruffo (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
Van and Schenck (F)	2 Songs	Sept. 29	1 reel	
Van and Schenck (F)	2 Songs	Oct. 27	1 reel	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 6
Vincent Lopez (D)	3 Piano Solos	Feb. 16	1 reel	
Vincent Lopez (D)	Piano Solos	Nov. 10	1 reel	
Walt Roesmer & Capitolians (F)	2 Band Nos.	Oct. 6	1 reel	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

Title	Star	Rel. Date	Length	Reviewed
Avalanche	Jack Holt	Nov. 10	6099 feet	
*†§Abie's Irish Rose	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Behind the German Lines	Special Cast	Jan. 12	8254 feet	Dec. 8
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Canary Murder Case, The (A. T.)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid The	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
*†§Chinatown Nights (A. T.)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Doctor's Secret, The (A. T.)	Edeson-Chatterton	Jan. 26	5832 feet	Feb. 9
	(No Silent Version)			
*†§Dummy, The (A. T.)	Bennett-Chatterton	Mar. 9	5354 feet	Mar. 9
	(No Silent Version)			
Hunting Tower	Harry Lauder	Nov. 3	5812 feet	
His Private Life	Menjou-Carver	Nov. 7	4690 feet	Nov. 17
*†Homecoming, The	Hanson-Parlo		8104 feet	Nov. 24
*†§Interference (A. T.)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6643 feet	
*†Looping the Loop	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Moran of the Marines	Dix-Elder	Oct. 13	5444 feet	Nov. 3
*†§Manhattan Cocktail	Arlen-Carroll	Nov. 24	6051 feet	Jan. 12
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T.)	Brice-Rooney	Feb. 23	3389 feet	
*†Redskin	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
Someone to Love	Rogers-Brian	Dec. 1	6323 feet	Dec. 8
*†§Sins of the Fathers	Jannings-Chatterton	Dec. 29	7845 feet	Feb. 2
	(Silent Version)	Dec. 9	7724 feet	
*†§Shopworn Angel, The	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
	(Silent Version)	Jan. 12	7112 feet	
Sunset Pass	Holt-Conklin	Feb. 9	5862 feet	
Take Me Home	Daniels-Hamilton	Oct. 13	5614 feet	Oct. 27
Three Week Ends	Bow-Hamilton	Dec. 8	5962 feet	Dec. 15
*†§Varsity	Rogers-Brian-Conklin	Oct. 27	6348 feet	Nov. 3
	(Silent Version)	Oct. 27	6063 feet	
*†Wedding March, The	Von Stroheim-Wray	Oct. 6	10659 feet	Oct. 20
*†Woman from Moscow, The	Negri-Kerry	Nov. 3	6916 feet	Nov. 10
What a Night	Daniels-Hamilton	Dec. 22	5378 feet	Jan. 5
*†§Wolf of Wall Street, The (A. T.)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Beaches and Scream	Krazy Kat Cartoon	Oct. 22	1 reel	
Believe It or Not (Christie)	Frances Lee	Nov. 24	2 reels	
Call Again	E. E. Horton	Oct. 20	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27	2 reels	
Titel	Star	Rel. Date	Length	Reviewed
Footloose Fannie (Christie)	Frances Lee	Feb. 9	2 reels	
Footloose Wimmin (Christie)	Bobby Vernon		2 reels	
Gobs of Love (Christie)	Billy Dooley	Dec. 15	2 reels	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Home Girl, The	Gilmore-Kruger	Dec. 1	2 reels	
Hot Sparks (Christie)	Bobby Vernon	Nov. 3	2 reels	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20	1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6	1 reel	
Lay On, MacDuff (Christie)	Jack Duffy	Nov. 17	2 reels	
Loose Change (Christie)	Jack Duffy	Oct. 6	2 reels	
Nifty Numbers (Christie)	Frances Lee	Jan. 5	2 reels	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13	2 reels	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 26	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
She-Going Sailor, A (Christie)	Billy Dooley	Nov. 10	2 reels	
Should Scotchmen Marry? (Christie)	Jack Duffy	Dec. 22	2 reels	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Bird in the Hand A (Christie A. T.)	Lois Wilson	Feb. 16	2 reels	Feb. 2
*†§Bishop's Candlesticks, The (A. T.)	Walter Huston	Feb. 23	1911 feet	
	(No Silent Version)			
*†§Boyhood Days	Borrah Minnevitch	Jan. 26	1510 feet	
	(No Silent Version)			
*†§Blue Songs	Ruth Etting	Jan. 5		
	(No Silent Version)			
*†§Carnival Man, The	Walter Huston		1½ reels	Mar. 16
*†§False Alarm Fire Co. The	Smith-Dale		1 reel	Feb. 2
*†§Framing of the Shrew The (Christie A. T.)	Colored Cast	April 27	2 reels	Mar. 9
*†§Highlowbrow	Donnelly-Shannon		2 reels	Feb. 2
*†§His College Chums	Orchestea Skit		2 reels	
*†§Hot Lemonade (A. T.)	Fazenda-Arthur			
*†§Humorous Lights (A. T.)	Donald Ogden Stewart			
*†§If Men Played Cards as Women Do (A. T.)	Special Cast		1 reel	Mar. 2
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector, The	Fred Allen			
*†§It Happened to Him (A. T.)	James Barton			
*†§Jed's Vacation (Christie A. T.)	Charles Grapewin	April 13	2 reels	
*†§Just One Word (A. T.)	Special Cast	Jan. 26	615 feet	
	(No Silent Version)			
*†§Meet the Missue (Christie A. T.)	James Gleason	Mar. 30	2 reels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Midnight Frolic, The	Eddie Cantor		1 reel	Mar. 16
*†§Moonshine (A. T.)	James Barton			
*†§Music Hath Charms (Christie A.T.)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then	Special Cast			Mar. 2
*†§Old Black Joe	Fleischer Song Cartoon		½ reel	Mar. 23
*†§Post Mortems (Christie A. T.)	Raymond Griffith	Mar. 2	2 reels	Marl 9
*†§Pusher-in-the-Face, The (A. T.)	Hitchcock-Taylor	Feb. 23	2 reels	
	(No Silent Version)			
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†Sidewalks of New York	Novelty		1 reel	
*†§That Party in Person	Songs	Jan. 5	805 feet	
	(No Silent Version)			
*†§Traffic Regulations	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Little Chinese Maids	Chang-Kuma			Feb. 2
*†§When Caesar Ran a Newspaper (Christie A. T.)	Hatton-Hardy	Feb. 9	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Betrayal, The	Jannings-Ralston-Cooper			
*†§Burlesque	Carroll-Skelly-Review			
*†§Close Harmony (A. T.)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Concert, The (A. T.)	Emil Jannings			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.)	MacLean-Prevost			
*†Four Feathers	Wray-Arlen-Beery			
*†§Genius is Born, A. (A. T.)	O. P. Heggie			
*†§Gentlemen of the Press (A. T.)	Walter Huston			
*†§Greene Murder Case The (A. T.)	Powell-Chatterton			
*†§Hole in the Wall, The (A. T.)	Colbert-Robinson			
*†§Innocents of Paris, The (A. T.)	Maurice Chevalier			
*†§Insidious Dr. Fu Manchu (A. T.)	Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Letter, The	Jeanne Eagels		5886 feet	Mar. 16
*†§Magnolia (A. T.)	Rogers-Brian-Arthur			
*†§Man I Love, The (A. T.)	Arlen-Brian			
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			
*†§Nothing But the Truth (A. T.)	Richard Dix		8 reels	
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Kohler-Conklin			
*†§Thunderbolt (A. T.)	Bancroft-Wray-Arlen			
*†§T N T	Harold Lloyd			
*†§Wheel of Life, The	Dix-Ralston			
*†§Wild Party The (A. T.)	Clara Bow		7 reels	Mar. 30
*†§Wheel of Life, The	Richard Dix			
*†§Wild Party	Clara Bow			
*†§Woman Who Needed Killing, The (A. T.)	Baclanova-Brook			Mar. 23

PATHE

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Annapolis	Brown-Loff	Dec. 2	7957 feet	
	(Silent Version)	Nov. 18	7008 feet	
Border Patrol, The	Harry Carey	Dec. 23	4598 feet	
†§Captain Swagger	La Rocque-Carol	Nov. 18	6124 feet	Dec. 29
	(Silent Version)	Oct. 14	6312 feet	
Celebrity	Armstrong-Basquette	Oct. 7	6145 feet	Aug. 11
Flying Buckaroo, The	Wally Wales	Nov. 25	4751 feet	
Forbidden Love	Lily Damita	Oct. 28	6787 feet	Jan. 19
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine	Quillan-Nixon	Jan. 16	5959 feet	Mar. 9
	(Silent Version)			
*†§Godless Girl, The	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)		9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§King of Kings, The	Warner-Logan			
	(Silent Version)			April 29 '27

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
*†§Leathernecks, The	William Boyd	Feb. 24		Jan. 26
	(Silent Version)		6898 feet	
Love Over Night	La Rocque-Loff	Nov. 25	5737 feet	
*†§Marked Money	Junior Coghlan	Dec. 5	5490 feet	
	(Silent Version)			Nov. 3
*†Ned McCobb's Daughter	Irene Rich	Jan. 12	6015 feet	Feb. 9
	(Silent Version)	Dec. 2	6070 feet	
*§Noisy Neighbors	Quillan-Vaughn	Jan. 27	5998 feet	
*†§Office Scandal, The	Phyllis Haver	Mar. 3	6291 feet	
	(Silent Version)		6511 feet	
	(Silent Version)		5735 feet	
*†§Sal of Singapore	Haver-Hale	Jan. 4	6349 feet	
	(Silent Version)		6988 feet	Aug. 22
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Show Folks	Quillan-Basquette	Dec. 16	6566 feet	Dec. 15
	(Silent Version)	Oct. 21	6531 feet	
*†§Shady Lady, A	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)		6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Spieler, The	Hale-Adoree	Dec. 30	5600 feet	Mar. 2
	(Silent Version)	Dec. 30	5816 feet	Oct. 20
*†§Square Shoulders	Junior Coghlan	Mar. 3		
	(Silent Version)	Mar. 3	5477 feet	April 6
*†§Strange Cargo (A. T.)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
Yellow Contraband	Leo Maloney	Oct. 28	5937 feet	Oct. 2

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Bargain Hunt, The	Jackson-Hiatt-McKee	Oct. 14	2 reels	Oct. 8
Big Game	"Aesop Fables"	Oct. 21	1 reel	Oct. 27
Black Duck, The	"Aesop Fables"		1 reel	Mar. 16
Bridle Byways	Sportlight		1 reel	Mar. 30
Burglar, The	Jackson-Hiatt-McKee	Dec. 9	2 reels	
Button My Back	Billy Bevan		2 reels	Feb. 16
Camping Out	Donald Haines	Dec. 16	2 reels	Dec. 22
Campus Vamp The	Sennett Girls	Nov. 25	2 reels	Nov. 24
Caught in the Draft	"Aesop Fables"	Nov. 11	1 reel	Dec. 1
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cure or Kill	"Aesop Fables"	Oct. 7	1 reel	Oct. 6
Day Off A	"Aesop Fables"	Dec. 9	1 reel	Dec. 1
Defensive Ends, The	Football Sense	Oct. 28	1 reel	Oct. 27
Defensive Half Backs, The	Football Sense	Oct. 7	1 reel	Sept. 29
Defensive Line, The	Football Sense, The	Oct. 21	1 reel	Oct. 20
*†Dinner Time	"Aesop Fable"		1 reel	
Eagle of the Night (Serial)	Frank Clarke	Oct. 14	10 episodes	Oct. 6
Fair Catch, The	Football Sense	Oct. 14	1 reel	Oct. 27
*†Faithful Pup	"Aesop Fables"		1 reel	
Fishing Fool, The	"Aesop Fables"	Dec. 2	1 reel	Dec. 8
Flying Hoofs	"Aesop Fables"	Dec. 23	1 reel	Dec. 15
Foolish Husbands	Bevan-Dent		2 reels	Mar. 16
Girls Will Be Boys	Sportlights		1 reel	Feb. 9
Getting Together	Sportlight	Oct. 28	1 reel	Oct. 20
Grandma's House	"Aesop Fables"		1 reel	Feb. 16
Gridiron Demons	"Aesop Fables"	Oct. 28	1 reel	Oct. 27
His New Stenographer	Billy Bevan	Dec. 30	2 reels	
Hubby's Latest Alibi	Billy Bevan	Nov. 4	2 reels	Nov. 17
Hubby's Week-End Trip	Bevan-Dent	Dec. 2	2 reels	Dec. 8
Jim Jam Janitor, A	Johnny Burke	Nov. 11	2 reels	Nov. 3
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12
Lad and His Laugh, A	"Aesop Fables"		1 reel	Mar. 23
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Laundry Man, The	"Aesop Fables"	Nov. 4	1 reel	Nov. 17
*†§Lincoln (Special reel)	George Billings	Feb. 10	1 reel	Feb. 2
Mail Man, The	"Aesop Fables"	Dec. 30	2 reels	
Matchmaking Mamas	Burke-Eilers-Kemp		2 reels	Mar. 30
Monkey Love	"Aesop Fables"	Oct. 14	1 reel	Oct. 27
Muscle Marvels	Sportlight	Oct. 14	1 reel	Oct. 13
No Children	Haines-Coombs	Mar. 10	2 reels	
No Picnic	Haines-Coombs-Dempsey	Oct. 7	2 reels	Sept. 29
No Sale	Haines-Coombs	Nov. 18	2 reels	
On the Links	"Aesop Fables"	Nov. 25	1 reel	Dec. 1
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polar Flight, A	"Aesop Fables"	Nov. 18	1 reel	Nov. 10
*†Presto Changes	"Aesop Fables"		1 reel	
Queen Bee, The	"Aesop Fables"		1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
*†Skating Hounds	"Aesop Fables"		1 reel	
Smith Catalina Rowboat Race	Jackson-Hiatt-McKee	Oct. 21	2 reels	Oct. 13
Snapping the Whip	"Aesop Fables"	Jan. 20	2 reels	Jan. 19
Spartan Diet	"Aesop Fables"	Nov. 11	1 reel	Dec. 8
*§Stage Struck	"Aesop Fables"		1 reel	
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Targets	Sportlight	Nov. 25	1 reel	
Taxi Beauties	Jack Cooper	Dec. 23	2 reels	
Taxi Scandal, A	Jack Cooper	Oct. 28	2 reels	Oct. 27
Tiger's Shadow, The	McConnell-Allan	Dec. 23	10 episodes	
Under Dog, The	"Aesop Fables"		1 reel	Mar. 30
Watch My Smoke..ll	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
*†§Winning Patterns	Sportlight		1 reel	
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2

TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's	Le-aire-Simon	Mar. 24	2 reels	Mar. 23
*†§Dancing Around	LeMaire-Phillips		2 reels	
*†§Her New Chauffeur	Simon-Teasdale		2 reels	
*†§What a Day	Simon-Mallory		2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Field College	Sally O'Neil			
*†§Flying Fool, The (A. T.)	Boyd-Prevost-Gleason			
*†§High Voltage (A. T.)	Boyd-Prevost-Hale			
*†§Listen Baby (A. T.)	Eddie Quillan			
*†§Mother's Boy	Downey-Bennett	May 12		
*†§Paris Bound	Ann Harding			

RKO

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steele	April 7		
Avenging Rider	Tom Tyler	Oct. 7	4808 feet	
*†§Blockade	Anna Q. Nilsson	Dec. 16	6408 feet	
*†§Circus Kid	Darro-Brown	Oct. 7	6085 feet	
	(Silent Version)			Sept. 22
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Headin' for Danger	Bob Steele	Dec. 16	5265 feet	
Hardboiled	O'Neil-Tashman	Fen. 3	5940 feet	
Hey Rube!	Olmsted-Trevor	Dec. 23	6262 feet	
His Last Haul	T. Moore-Owen	Nov. 11	5797 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
King Cowboy	Tom Mix	Nov. 26	6269 feet	
Lightning Speed	Bob Steele	Oct. 21	4647 feet	
Love in the Desert	Borden-Trevor	Mar. 17		
Orphan of the Sage	Buzz Barton	Dec 23	4923 feet	
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Rough Ridin' Red	Buzz Barton	Nov. 4	4714 feet	
Red Sword	Nixon-Collier Jr.	Feb. 17		
Sally's Shoulders	Lois Wilson	Oct. 7	6279 feet	
Singapore Mutiny	Taylor-Ince	Oct. 14	6812 feet	Oct. 13
Sinners in Love	Olive Borden	Nov. 4	6310 feet	Oct. 20
Son of the Golden West	Tom Mix	Oct. 1	6037 feet	Sept. 29
Stolen Love	M. Day-O. Moore	Dec. 2	6223 feet	
*†§Taxi 13	Conklin-Sleeper	Nov. 18	5760 feet	
Tracked	Ranger	Nov. 4	4957 feet	
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Tropic Madness	Leatrice Joy	Dec. 9	6217 feet	
Tyrant of Red Gulch	Tom Tyler	Nov. 25	4823 feet	
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan. 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Almost a Gentleman	Al Cooke	June 25	2 reels	
Beef Steaks	Hellum-Davis	Dec. 30	2 reels	
Casper's Week-End	Hill-Duncan	Dec. 9	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Curiosities No. 2	Novelty	Oct. 10	1 reel	
Curiosities No. 3	Novelty	Oct. 24	1 reel	
Curiosities No. 4	Novelty		1 reel	
Curiosities No. 5	Novelty		1 reel	
Curiosities No. 6	Novelty	Dec. 5	1 reel	
Curiosities No. 7	Novelty	Dec. 19	1 reel	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Honey Balks	Hellum-Davis	Dec. 2	2 reels	
Horsefeathers	Barney Hellum	Dec. 9	2 reels	Sept. 29
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Big Game Hunt	Mickey Yule	Dec. 23	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Mickey the Detective	Mickey Yule	Oct. 28	2 reels	
Mild But She Satisfies	Alberta-Vaughn	Oct. 14	2 reels	
*†§Odd Facts	Curiosities			
Okmnx	Barney Hellum	Oct. 7	2 reels	
Six Best Fellows	Alberta Vaughn	Oct. 27	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
That Wild Irish Pose	Alberta Vaughn	Oct. 24	2 reels	
Watch Your Pep	Alberta Vaughn	Oct. 7	2 reels	
What a Wife	Duncan-Hill	Oct. 14	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Big Diamond Robbery	Tom Mix	May 13		
†§Forty-Ninth Street	3 Moore Bros.			
Idaho Red	Tom Tyler	April 21		
Laughing at Death	Bob Steele	June 2		
Little Savage	Buzz Barton	May 19		
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Special Cast			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			
Woman I Love	Morris-Kerry	May 26		

RAYART (S. R.)

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Black Pearl, The	Lee-Hallor		5100 feet	
Isle of Lost Men	Tam Santschi	Oct.	5800 feet	
Sisters of Eve	Anita Stewart	Oct. 1	5650 feet	
Sweet Sixteen	Foster-Olmstead	Dec.	5991 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Anna Against the World	Shirley Mason			
Brothers	Keefe-Bedford-Rankin			
Shanghai Bound	Irene Rich			
*†§Should a Girl Marry?	Foster-Keith			
Some Mother's Boy	Carr-Ralston-Robards			
When Dreams Come True	Lease-H. Costello			

FILMTONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Overture of 1812 (Tschaikowsky)	Filmtone Harmonies			
Val and Ernie Stanton	Songs			
At the Night Club	Gladys Read and Shaw's Hawaiians			
Dancing Colleens	Tap Dancers			
Radio Franks, The	Songs			

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FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
About Trial Marriage	Corliss Palmer	Circle Pict.	Oct. 15		
Appassionata	Leon Mat ot	Franco Film	April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp.		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod.		5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5600 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Muriat Esterhazy	Aff. European		8 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star		Rel. Date	Length	Reviewed
Faces of Children	French Cast	Zakoro		8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Lookout Girl, The	Jacqueline Logan	Quality Dist.	Nov.	6413 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mother of Mine	Special Cast	Zakoro	Oct.	7200 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry?	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict		5573 feet	Sept. 15
On the Divide	Bob Custer	Syndicate	Oct. 15	4657 feet	
Orchid Dancer, The	Cortez-Lagrange	Franco Film	April 15	7200 feet	
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Oct.	6100 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Scarlet Youth	Corliss Palmer	Circle Pict.	Oct.		
Shanghai Document	Russian Cast		Oct. 13	5000 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
Ten Days That Shook the World	Russian Cast	Amkino	Nov. 2	7815 feet	Nov. 24
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Three Comrades and One Invention	Russian Cast	Amkino	Oct. 13	6000 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Ameranglo		7300 feet	
Untamed Justice	Faire-Glass	Biltmore		5770 feet	
U-Boat 9	Foreign Cast	Jofa Prod.		6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star		Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European		7 reels	
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield			
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone			
Dancer of His Majesty, The	Special Cast	Amkino		7000 feet	
Duty to be Silent	Maria Albana	Aff. European		6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer			
Full Dressed Thieves	Nils Asther	Aff. European		7 reels	
German Underworld	Special Cast	Aff. European		7 reels	
§Great Power, The	Special Cast	Bell Tone			
Great Unknown, The	John Loder	Aff. European		6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern			
Her Viennese Lover	Asther-Nolan	Aff. European		6 reels	
Just Off Broadway	Keith-Christy	Chesterfield			
Mitak of the Snowlands	Special Cast	Ufa-Eastern			
Our Daily Bread	Mary Nolan	Aff. European		7 reels	
Poet and Czar	Special Cast	Amkino		8775 feet	
*†§Rainbow Man The (A. T.)	Eddie Dowling	Sono-Art Prod.			
Two Days	Special Cast	Amkino		6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European			
Verdun	Special Cast	Richmount			
Vera Miezewa (tentative)	Derussa	Aff. European		7 reels	
Water The	M. Chekhov	Amkino		7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern		6714 feet	

SOUND SHORTS

Title	Star		Rel. Date	Length	Reviewed
*†§At the Photographer's	Harry Delf	Elbee			
*†§Meet the Family	Harry Delf	Elbee			

SHORT SUBJECTS

Title	Star		Rel. Date	Length	Reviewed
Down Hawaii Way			Jan. 1	1 reel	
Fatal Warning, The	H. Costello-Graves	Mascot		10 episodes	
Flaming Canyons			Feb. 1	1 reel	
Kids and Pets			Mar. 15	1 reel	
Sixty Minutes From Broadway			Jan. 15	1 reel	
Sunshine			Mar. 1	1 reel	
Trailing the Western Sun			Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star		Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew		Jan. 1	5412 feet	Mar. 16
*†§Cavalier, The	Bedford-R. Talmadge		Nov. 1	6775 feet	Oct. 27
Devil's Apple Tree, The	Dorothy Sebastian		Feb. 20	6430 feet	Mar. 16
Floating College, The	O'Neill-Collier, Jr.		Nov. 10	5477 feet	
George Washington Cohen	Jessel-Palmer		Dec. 20		
*§Ghetto, The	George Jessel		Feb. 1		
Gun Runner, The	Cortez-Lane		Nov. 20	5516 feet	
*†§Lucky Boy	Jessel-Quimby		Feb. 2	8653 feet	Jan. 12
Man in Hobbles, The	Lee-Harron		Dec. 20	5957 feet	
*†§Marriage by Contract	Miller-Gray		Dec. 1	7780 feet	Oct. 20
*†§Molly and Me	Brown-Bennett-Vaughn		April		
Naughty Duchess, The	Warner-Southern		Oct. 10	5271 feet	
Power of Silence, The	Belle Bennett		Oct. 20	5554 feet	
Rainbow, The	Dorothy Sebastian		Feb. 15	6114 feet	
*†§Reputation	Keane-Standing				
Spirit of Youth	Sebastian-Kent		Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone		Feb. 1		
*†§Toilers, The	Ralston-Fairbanks, Jr.		Oct. 1	7256 feet	Oct. 20
Tropical Nights	Miller-McGregor		Dec. 10	5449 feet	

SHORT SUBJECTS

Title	Star		Rel. Date	Length	Reviewed
Gold	Color Classic			1 reel	
*†§Hawaiian Love Call, The	Color Symphony		Dec. 15	1 reel	
*†§Japanese Carnival, A	Color Symphony		Jan. 1	1 reel	
*†§In a Persian Market	Color Symphony		Oct. 1	1 reel	Nov. 17
*†§In a Chinese Temple Garden	Color Symphony		Feb. 15	1 reel	
*†Love Charm, The	Color Symphony			1 reel	
Maude Muller	Color Classic			1 reel	
*†§Melodie	Color Symphony			1 reel	
No Women Allowed	Color Classic			1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
*†§Toy Shop, The	Color Symphony		Nov. 1	1 reel	
*†§Way Down South	Color Symphony			1 reel	

Coming Feature Attractions

Title	Star		Rel. Date	Length	Reviewed
*†§Midstream	Cortez-Windsor		June 1		
Miracle, The	Southern-Pidgeon				
*†§Molly and Me	Alberta Vaughn				
*†§My Lady's Past	Bennett-Brown		April 1		
*†§New Orleans	Cortez-Bennett		June 20		
*†§Two Men and a Maid	Collier-Jr.-Bennett		June 15		
*†§Whispering Winds	Southern-McGregor		May 1		

UNITED ARTISTS

FEATURES

Title	Star		Rel. Date	Length	Reviewed
*†§Awakening, The	Banky-Byron		Nov. 17	7972 feet	Jan. 12
*†Battle of the Sexes	Bennett-Hersholt-Haver		Oct. 13	8180 feet	Oct. 20
*†Iron Mask, The	Douglas Fairbanks		Mar. 9	8855 feet	Jan. 26
	(Silent Version)		Mar. 9	8659 feet	
*†§Lady of the Pavements	Boyd-Velez-Goudal		Feb. 16	8329 feet	Mar. 16
	(Silent Version)		Feb. 16	7495 feet	
*†Rescue, The	Colman-Damita		Jan. 12	7980 feet	Jan. 19
	(Silent Version)		Jan. 12	7910 feet	
*†Revenge	Dolores Del Rio		Nov. 3	6541 feet	Dec. 15
*†Woman Disputed, The	Talmadge-Roland		Oct. 29	8041 feet	Nov. 17

Coming Attractions

Title	Star		Rel. Date	Length	Reviewed
*†§Alibi (A. T.)	O'Malley-Busch		April 20	8 reels	Mar. 16
*†§Bulldog Drummond (A. T.)	Colman-Tashman-Love				
*†§Coquette (A. T.)	Pickford-Brown-M. Moore		April		Mar. 23
	(No Silent Version)				
*†§City Lights	Charlie Chaplin				
*†Eternal Love	Barrymore-Horn-Varconi		May 11		Jan. 26
*†Evangeline	Del Rio-Drew				
*†Hell's Angels	Lyon-Hall-Nisson				
*†§Lummox (A. T.)			Aug. 3		
Miracle Girl, The	Lillian Gish				
*†§Queen Kelly	Swanson-Byron		July 13		
*†§Say It With Music (A. T.)	Harry Richman				
*†§She Goes to War	Boardman-Rubens-Holland		June 22		
	(Silent Version)		June 22		Feb. 23
*†§Song of Broadway, The	Harry-Richman				
*†§This is Heaven	Banky-Hall		7948 feet	7948 feet	April 6
*†Three Passions	Terry-Petrovitch		June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland				
*†Venus	Constance Talmadge				

UNIVERSAL

FEATURES

Title	Star		Rel. Date	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore		Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells		Dec. 16	4179 feet	
Body Punch, The	Daugherty-Faire		Oct. 28	4786 feet	
Burning the Wind	Hoot Gibson		Feb. 10	5202 feet	
*†§Charlatan, The	Special Cast		April 14		
	(Silent Version)		April 7		
Clearing the Trail	Gibson-Gulliver		Oct. 7	5311 feet	
*†§Clear the Decks	Reginald Denny		Mar. 3		
*†§Cohens and Kelleys in Atlantic City, The	Sidney-Gordon-Price-Swain		Mar. 17	7400 feet	Mar. 23
	(Silent Version)		Mar. 17	7752 feet	
Crimson Canyon, The	Ted Wells		Dec. 16	4179 feet	
Danger Rider, The	Hoot Gibson		Nov. 18	5357 feet	Dec. 22
Eyes of the Underworld	William Cody		April 28	4208 feet	
Freedom of the Press	Stone-Keith-M. Day		Oct. 28	6474 feet	Oct. 20
Gate Crasher, The	Glenn Tryon		Dec. 9	5597 feet	
*†§Girl on the Barge, The	Hersholt-O'Neil-McGregor		Feb. 3	7510 feet	
	(Silent Version)		Feb. 3	6908 feet	
*†§Give and Take	Sidney-Hersholt		Dec. 23	7089 feet	Dec. 29
	(Silent Version)		Dec. 23	6552 feet	
Grit Wins	Wells-Collins		Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin			4719 feet	
Hero of the Circus	Special Cast		Dec. 2	5606 feet	
Honeymoon Flats	Lewis-Gulliver		Dec. 30	6057 feet	
How to Handle Women	Tryon-Nixon		Oct. 14	5591 feet	July 14
*†§It Can't Be Done	Tryon-Carol		Mar. 24		
Jazz Mad	Hersholt-Nixon-Lewis		Nov. 11	6832 feet	
*†§Kid's Clever, The	Glenn Tryon		Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson		Jan. 6	5509 feet	
*†§Last Warning, The	Laura LaPlante		Jan. 6	7980 feet	Jan. 12
	(Silent Version)		Jan. 6	7731 feet	
*†§Lonesome	Tryon-Kent		Jan. 20	6761 feet	Oct. 6
	(Silent Version)		Jan. 20	6142 feet	
*†Man, Woman and Wife	Kerry-Starke-Nixon		Jan. 13	6589 feet	Nov. 10
	(Silent Version)		Jan. 13	6674 feet	
*†§Melody of Love (A. T.)	Pidgeon-Harris,Winton		Dec. 2	6733 feet	Oct. 27
Michigan Kid	Nagel-Adoree		Oct. 21	6030 feet	July 7
One Rainy Night	Laura La Plante		Dec. 9		
Phyllis of the Follies	M. Moore-A. Day		Nov. 25	5907 feet	
Price of Fear, The	Cody-Thompson		Oct. 28	4230 feet	
*†§Red Hot Speed	Denny-Day		Jan. 27	6621 feet	Feb. 26
	(Silent Version)		Jan. 27	6621 feet	
Red Lips	Nixon-Rogers		Dec. 2	6957 feet	
*†§Shakedown, The	Murray-Kent		Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan		Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson		Jan. 13	4364 feet	
Slim Fingers	Bill Cody		Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson		Mar. 31	5270 feet	
Two Outlaws, The	Rex (horse)-Perrin		Nov. 18	4616 feet	
Wild Blood	Red (horse)-Perrin		Feb. 10	4497 feet	
Wolves of the City			Dec. 2		

SHORT SUBJECTS

Title	Star		Rel. Date	Length	Reviewed
All for Geraldine	Sid Saylor		Dec. 5	2 reels	Nov. 17
Alpine Antics	Oswald Cartoon		April 1	1 reel	Mar. 16
Alpine Antics	Oswald Cartoon		April 1	1 reel	
And Morning Came	Young-La Salle		Dec. 19	2 reels	
At the Front	Arthur Lake			1 reel	Feb. 16
Beyond the Smoke	Edmund Cobb			2 reels	Feb. 23
Bookworm Hero	Lewis-Gulliver-Phillips		Dec. 17	2 reels	
Boundary Battle, The	Edmund Cobb		Nov. 17	2 reels	Oct. 27
Buster Trims Up	Trimble-Hardwick and Dog		Oct. 17	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
Bull-oney	Oswald Cartoon	Nov. 28	1 reel	Sept. 29
Calford in the Movies	Lewis-Gulliver-Phillips	Oct. 15	2 reels	Oct. 6
Calford on Horseback	Lewis-Gulliver-Phillips	Dec. 10	2 reels	Dec. 1
*†§Charlatan, The	Special Cast	Mar. 24		
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Clean Sweep, A	Bob Chandler	Dec. 1	2 reels	Nov. 24
Come on, Horace	Arthur Lake	Oct. 8	2 reels	
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	Oct. 13
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Daring Chances	Jack Hoxie	Dec. 15	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Dead Game	Art Acord	Oct. 7	2 reels	
Dear Old Calford	Lewis-Gulliver-Phillips	Nov. 26	2 reels	
Death's Head	Bob Curwood	Dec. 8	2 reels	Dec. 15
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Farmyard Follies	Oswald Cartoon	Dec. 24	1 reel	
Fiery Fireman, The	Oswald Cartoon	Oct. 15	1 reel	
Fighting Forester, The	Edmund Cobb	Oct. 20	2 reels	
Fighting for Victory	Lewis-Gulliver-Phillips	Nov. 12	2 reels	Oct. 27
Fighting Tenderfoot, A	Bob Chandler	Dec. 29	2 reels	
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
	(Silent Version)	April 29	1 reel	
Fish Stories	Young-La Salle	Nov. 21	2 reels	Oct. 20
Footprints	Laemmle Novelty	Nov. 19	1 reel	Oct. 27
Fun in the Clouds	Arthur Lake	Nov. 5	1 reel	Oct. 20
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	1 reel	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Horse Tail, A	Oswald Cartoon	Dec. 10	1 reel	
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	
Just Monkeys	Laemmle Novelty		2 reels	Feb. 9
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
Kidnapped	Bob Curwood		2 reels	Feb. 9
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
	(Silent Version)	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Look Pleasant	Sid Saylor	Oct. 10	2 reels	
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
	(Silent Version)	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Mystery Rider, the (Serial)	Desmond-Perdue	Nov. 26	10 episodes	
Newlyweds' Court Trouble	Snookums-Perdue-Egan	Oct. 31	2 reels	Sept. 29
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	Dec. 28
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26	2 reels	Dec. 1
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Night Watch, The	Arthur Lake		1 reel	Mar. 30
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Paddling Co-Eds	Lewis-Gulliver-Phillips	Oct. 29	2 reels	Oct. 27
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	Oct. 13
Private Business	Sid Saylor	April 26	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Red Warning	Jack Hoxie	Nov. 1	2 reels	
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	
	(Silent Version)	April 15	2 reels	
Rocks and Saddles	Oswald Cartoon	Nov. 12	1 reel	Oct. 20
Romeo of the Range	Bob Curwood	Oct. 6	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Saps and Saddles	Bob Chandler	Oct. 27	2 reels	Oct. 16
Secret Outlaw, The	Bob Curwood	Nov. 10	2 reels	Oct. 6
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
Sleeping Through	Arthur Lake	Dec. 31	1 reel	Dec. 8
South Pole Flight, A	Oswald Cartoon	Nov. 26	1 reel	Dec. 1
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	
	(Silent Version)	May 13	1 reel	
*†Steamboat Willie	Oswald Cartoon		1 reel	
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	Oct. 20
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	Mar. 16
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	Dec. 8
Wax Figures	Laemmle Novelty	Oct. 22	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Woman's Man, A	Arthur Lake	Dec. 3	1 reel	Nov. 17
Wooden Soldier, The	Laemmle Novelty	Dec. 17	1 reel	Dec. 00
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 00

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain in the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Blow for Blow	Hoot Gibson	May 19		
Born to the Saddle	Ted Wells			
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§Broadway (A. T.)	Tryon-Brent-Kennedy			
	(Silent Version)	Mar. 3	5729 feet	
*†§Collegiate (A. T.)	Lewis-Gulliver-Phillips			
*†§Come Across	Basquette-Howes	April 28		
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			

Title	Star	Rel. Date	Length	Reviewed
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence	Laura La Plante			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
*†§Harmony Lane	Eddie Leonard			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day	Reginald Denny	May 12		
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
Man Disturber, The	Reginald Denny			
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Scandal	Laura LaPlante	May 5		
	(Silent Version)	April 21		
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat	La Plante-J. Schildkraut			
*†§That Blonde	Laura La Plante	May 5		
*†§Under the Southern Cross	Special Cast		6500 feet	Jan. 26
Wagon Master, The	Ken Maynard			
Watch My Speed	Reginald Denny			
*†§You Can't Buy Love (A. T.)	Hersholt-Crawford-Chase	May 26		

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§Love Birds	Pat Rooney and Family		2 reels	
*†§Three Brox Sisters	Songs	June 14	1 reel	Mar. 6
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

Title	Star	Rel. Date	Length	Reviewed
*†§Beware of Bachelors (D)	Audrey Ferris	Oct. 27	5778 feet	
	(Silent Version)	Dec. 1	5278 feet	
*†§Conquest (A. T.) (D)	Blue-Warner-Wilson	Dec. 22	6779 feet	Feb. 16
	(Silent Version)	Jan. 19	4706 feet	
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30		
	(Silent Version)	May 4		
*†§Home Towners, The (A. T.) (D)	Bennett-Kenyon-Brockwell	Nov. 3	8693 feet	Oct. 27
	(Silent Version)	Dec. 15	4841 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27		
*†§Land of the Silver Fox (D)	Rin-Tin-Tin-Nye-Hyams	Oct. 13	5179 feet	
	(Silent Version)	Nov. 10	5079 feet	
*†§Little Wild Cat, The (D)	Ferris-Hall-Dawson	Dec. 8	5644 feet	Jan. 29
	(Silent Version)	Jan. 5	5161 feet	
*†§Midnight Taxi, The (D)	Moreno-Costello	Sept. 1	5729 feet	Nov. 24
	(Silent Version)	Oct. 6	5057 feet	
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
*†§My Man (D)	Fanny Brice	Dec. 15	9247 feet	Jan. 5
	(Silent Version)	Jan. 12	6136 feet	
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20		
*†§On Trial (A. T.) (D)	Frederick-Lytell	Dec. 1	8290 feet	Nov. 3
	(Silent Version)	Dec. 29	5455 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14		
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool, The (D)	Jolson-Bronson-Dunn	Sept. 29	9551 feet	Sept. 29
	(Silent Version)	April 13		
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6001 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	Mar. 4	4917 feet	
*†§Terror, The (A. T.) (D)	McAvoy-Horton	Sept. 8	7654 feet	Aug. 25
	(Silent Version)	Oct. 20	5443 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T.) (D)	Thomas Meighan			
*†§Desert Song, The (D)	Boles-King			
*†§From Headquarters (D)	Monte Blue	April 27		
	(Silent Version)	June 6		
*†§Frozen River (D)	Rin-Tin-Tin	April 20		
	(Silent Version)	May 26		
*†§Glad Rag Doll, The (D)	Dolores Costello			
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 5
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.) (D)	Sophie Tucker			
*†§Is Everybody Happy?	Ted Lewis and Band			
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Noah's Ark (D)	D. Costello-O'Brien		9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Defense (D)	Blue-McAvoy	Feb. 16	6921 feet	April 6
	(Silent Version)	May 11		
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda			
*†§Sap, The (D)	E. E. Horton			
*†§She Knew Men (D)	Bronson-Lee-Olmsted			
*†§Time, the Place and the Girl The (D)	Olmsted, Withers-Kirkwood			
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Paintor	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Family Affair, A	Arthur Byron			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview	Mar. 16		
Meet the Wife	Frank Orth & Co.			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros.		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian			
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
*†§Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman in White, The	Blanche Sweet		7 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Hollywood—*Continued*

"China Bound" Titles

Robert Hopkins has returned to M-G-M to write the titles for "China Bound," Dane-Arthur comedy directed by Chuck Reisner.

Paramount Signs Stage Player

Paramount has signed Juliette Crosby, leading woman from stage, to play a featured part in "The Marriage Holiday." Miss Crosby is the wife of Arthur Hornblow, Jr., scenario head for Samuel Goldwyn.

Wingart To East

Earl Wingart, head of Fox studio publicity department for several months, left for the East Sunday. Wingart will join the New York publicity staff of Fox under Glendon Alvine.

In "The Flying Fool"

Marie Prevost and Russell Gleason will play the leading roles in support of William Boyd in "The Flying Fool" for Pathe.

Another Role For Evelyn

Evelyn Brent will have the feminine leading role in Moran and Mack's first feature for Paramount.

New Fox Musical Comedy

Fox will make a short musical comedy, title still pending. Dave Butler will direct with Lola Lane, Stepin Fetchit and Warren Hymer thus far cast for featured roles.

Natteford Writing For Columbia

Jack Natteford is writing original story and scenario of "The Flying Marine" for Columbia.

Fox Resumes "Masked Emotions"

Fox has resumed production on "Masked Emotions," with Kenneth Hawks directing. The picture was stopped several weeks ago when George O'Brien suffered a broken toe.

Printzlau With Paramount

Olga Printzlau has been added to Paramount's scenario staff.

In Talkie Form, Too

M-G-M will make a dialogue version of "The Bridge of San Luis Rey," spotting dialogue, sound and music in the first and last reels of the picture.

"Dynamite" Resumed Again

Cecil B. DeMille will resume work on "Dynamite," his first all-talker for M-G-M in about ten days. Production was suspended two weeks ago.

Clara's New Leading Man

David Newell, stage actor, will play opposite Clara Bow in the latter's next all-talker for Paramount. The story, still untitled, has a circus background and will be directed by Lothar Mendes.

Paramount Writer

Paramount has signed William Slavens McNutt to write originals and dialogue for all-talkers.

U Changes Schedule

Universal has decided to use Laura La Plante, Glenn Tryon and Eddie Leonard in two different vehicles instead of casting all three in "The Minstrel Man" as announced. La Plante and Tryon will head the cast of "The Minstrel Man" and a new story called "Harmony Lane" will be used as Eddie Leonard's vehicle instead. Robert F. Hill will direct the Leonard picture, which is based on "Understander" by Joseph Swerling, adaptation by J. G. Hawks and Robert F. Hill.

New M-G-M Talker Short

M-G-M will produce "The Music Murder Mystery" as a two reel talker sketch. Original story is by Jack Neville, with Norman Houston likely to direct. Larry Weingarten will supervise.

Tyler In Carr Westerns

Trem Carr will produce a series of western all-talkers and sounders starring Tom Tyler, former FBO cowboy star. Tyler completed his contract with FBO several months ago when the latter organization decided to abandon production of western pictures.

Ina Claire In Hollywood

Ina Claire arrived in Hollywood this week for the purpose of starring in the picture for Pathe. "Paris Bound," the scheduled story for her vehicle has been called off. Another story is to be selected.

Viola Dana in Stage Role

Viola Dana is leaving pictures for a legitimate theatre engagement with the Duffy Players at the President Theatre, San Francisco. She opened there March 30th in the leading role of "Spite Corners."

New Hollywood Visitors

Judge William Travers Jerome and A. W. Erickson arrived in Hollywood this week to confer with Dr. Kalmus on next year's product for Technicolor. Both Jerome and Erickson are members of the Executive Committee of Technicolor Motion Pictures Corporation.

Toomis Gets Paramount Contract

Regis Toomis has signed a 5-year contract with Paramount, and was assigned a prominent part in "The Wheel of Life," starring Richard Dix.

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"HUSBANDS MUST PLAY"

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"FOUR WHEEL BRAKES"
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April 20, 1929

Motion Picture News

Reg. U. S. Patent Office



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NOW play M-G-M's Big
NEW Era Talkies
ROAD-show
SIZE!

THE TRIAL OF MARY DUGAN

ALL TALKING

Smashing sell-out at $2. Em bassy, N. Y.. Norma Shearer Lewis Stone, H. B. Warner. Raymond Hackett. Directed by the author, Bayard Veiller

THE BROADWAY MELODY

TALKING-SINGING-DANCING

World's Greatest Rec ord-Breaker! Charles King, Anita Page Bessie Love. Directed by Harry Beaumont

THE IDLE RICH

ALL TALKING

Based on the Broadway and Road Hit "White Collars" by Edith Ellis, with Conrad Nagel, Bessie Love, Leila Hyams Directed by William de Mille

THE GREATEST STAR ON THE SCREEN

M-G-M

The **TALKIES** *of the Industry*

Member of Motion Picture Producers and Distributors of America, Inc.

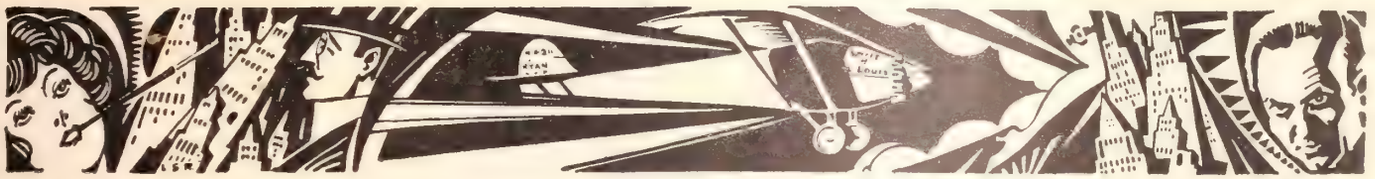
Vol. XXXIX No. 16

PRICE 20 CENTS

Published Weekly—$3.00 a Y...


Booked Solid by
All Big Circuits-
The Greatest
All Talking
Mystery Drama
with
JACK HOLT
DOROTHY REVIER
WILLIAM COLLIER, Jr.
AND AN ALL STAR
TALKING CAST
The
DONOVAN
AFFAIR
A FRANK R. CAPRA PRODUCTION
From OWEN DAVIS' Great Stage Success
COLUMBIA

remember this ad?



it's a new world!

¶Flaming orange fountain pens. Purple raincoats. New York to Paris in 33½ hours. ¶A book called "The Story of Philosophy" sells 157,000 copies. Unthinkable five years ago. A brain-

. . . . . **It was the first of a series of PARAMOUNT ads appearing in the trade papers over a year ago. It explains why PARAMOUNT got the jump on the rest of the field and is delivering QUALITY talking picture hits week after week. Why PARAMOUNT is far in the lead with the new type of talking picture—and getting further ahead by the minute!**

CLARA BOW
ALL-TALKING
"THE WILD PARTY"

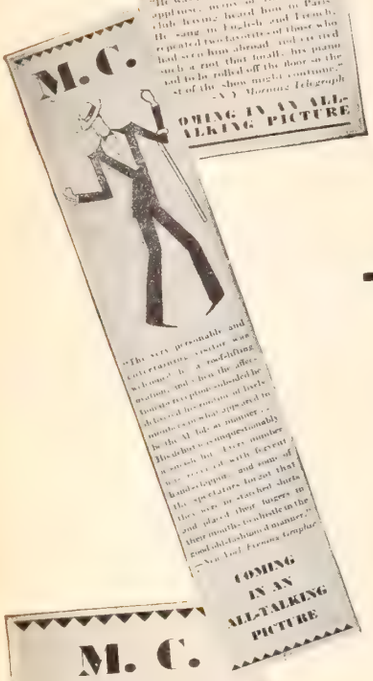
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ALL-TALKING
SINGING
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PARAMOUNT

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MAURICE

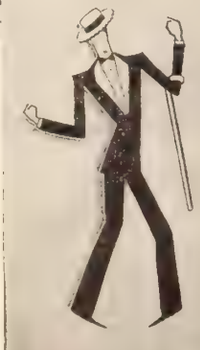






TALKING SINGING DANCING





M. C.

"Before an audience of New York's social and professional elite, who expected to be shown, the 'Idol of Paris' stepped from behind the silver mesh curtains and in less than a minute demonstrated his ability as an entertainer of more than usual merit . . . A charming personality, a delightful voice and a dynamic quality reminiscent of Al Jolson at his electric best, are the attributes which will undoubtedly keep M. C. packing them in at the Midnight Frolic."

—*New York Evening Post*

COMING IN AN ALL-TALKING PICTURE

(*See tomorrow's Film Daily*)

CHEVALIER

raight from the gay boulevards and the famous
olies Bergere he comes to you—the man whom
illions have hailed as the world's greatest
tertainer! ¶New York raved about him recently
hen he dazzled packed houses at the Ziegfeld
idnight Frolic. "Chevalier is the greatest
tertainer the public has ever seen! Charming
rsonality, delightful voice and a dynamic
ality like Jolson at his most electric best!"
d the New York Evening Post. ¶Now through
e magic of the talking screen and the showman-
ip of Paramount, Chevalier comes to you! Your
blic will rave about him too in his first singing,
ncing, talking picture—"Innocents of Paris."
¶They'll HEAR him sing "Louise"—especially
itten for Chevalier and already a popular song
. And four other big hit song numbers. They'll
EAR him make love and talk—in English. They'll
E him dance. ¶The great Chevalier in a spec-
ular romantic drama of a nobody of the Parisian
eets who becomes the stage idol of the world.
¶ estined now to become the idol of America
h his first Paramount Picture.

"INNOCENTS OF PARIS"

With Sylvia Beecher, George Fawcett and all-star cast. A Richard Wallace Production (director of "The Shopworn Angel"). Photoplay and dialog by Ernest Vajda. From the story by C. E. Andrews. Adapted by Ethel Doherty. B. P. Schulberg, Gen. Mgr. West Coast Productions.

PARAMOUNT

WARNER BROS. SPECTA



THE DESERT

Sweet Music to

A WARNER BROS. VITAPHONE SINGING PICTURE

CULAR SINGING SUCCESS



SONG

any Box Office

PLAY IT
DAY & DATE
WITH B'WAY!

OPENS
MAY 1st
WARNER BROS.
THEATRE, N.Y.C.
TWO-A-DAY
$2.50 TOP

116 Dancers
104 Choristers
104 Singers
109 Musicians

Based on the story by Otto Harbach, Laurence Schwab, Oscar Hammerstein, 2nd, Frank Mandel. Music by Sigmund Romberg. Scenario by Harvey Gates. Directed by Roy Del Ruth.

What Warner Bros. Promised

NOAH'S ARK
Tops any picture ever made

Warner Bros. Delivered

Member *of* Motion Picture Producers *and* Distributors of America, Inc.—Will H. Hays, *President*

Here's one
ANY THEATRE



MARY PICKFORD'S first **100% TALK**
predicted, one of the greatest Big Busi
show the line-up at the Detroit and
New York, Syracuse, St. Paul, San Diego

UNITED ARTISTS

Sam Taylor Production from the stage success by George Abbott and Ann Preston Bridgers.

that will take
OUT OF THE RED



NG picture **"COQUETTE"** is, as we
ness naturals ever produced. Photos
Minneapolis showings—Los Angeles,
—and others report the same—"BIG!"

PICTURE—Yes Sir! **YES, SIR!**

The EXCLAMATION POINT of Sound Equipment Value

RCA PHOTOPHONE

IN THREE NEW MODELS

At Record Low Prices for Standard Sound Apparatus

The introduction by RCA Photophone, Inc. of a new type of sound reproducing equipment for theatres with a seating capacity of 750 or less, marks another milestone in the progress of sound pictures.

New Type "F" Models

Combination Sound-on-Film And Sound-on-Disc	$5950
Sound-on-Film Only . . .	$4750
Sound-on-Disc Only . . .	$3450

TERMS:

10% Down . . . 15% On Installation

. . . Balance in 12 Equal Installments

Possessing all the life-like tonal quality of Photophone's standard equipment for larger theatres, these new models, known as Type "F," bring to houses of limited capacity the farthest advances in the field of sound reproduction and synchronization.

The new equipment, which is available in combination of sound-on-film and sound-on-disc, or sound-on-film alone, or sound-on-disc alone sets new low price records for sound apparatus. Only the great research and manufacturing facilities of RCA, General Electric and Westinghouse, jointly responsible for its perfection, make possible these prices.

Photophone, of course, will continue to market its present type of sound picture apparatus, including its type P-2 sound picture projector, which combines sound and picture mechanism in one machine, and the sound head attachment, designed for mounting on standard projectors.

DELIVERIES FOR TYPE "F" MODELS START JULY 1ST

Orders to be Filled in Order of Receipt

Address All Inquiries to Commercial Department

RCA PHOTOPHONE, INC.

Subsidiary of Radio Corporation of America

411 FIFTH AVENUE, NEW YORK

DENVER	SAN FRANCISCO	CHICAGO	KANSAS CITY, MO.
817-17th Street	235 Montgomery Street	100 W. Monroe Street	Davidson Building
U. S. National Bank Building	Russ Building	Room 1810	

RADIO'S
PAGEANT OF THE TITANS



BEN HECHT

swings a mean pen for

RADIO PICTURES

"FRONT PAGE" AUTHOR WRITES "UPPERWORLD"

BEN HECHT IS THE GREATEST WRITER OF PUNCH DIALOGUE IN THE WORLD TODAY! . . . .

Ben Hecht gave you the sensational "UNDERWORLD." Now he has written "UPPERWORLD" for Radio Pictures

Radio's hard-hitting young aggregation of showmen invited Mr. Hecht to join its roster of great authors because he is A BOX-OFFICE SHARPSHOOTER as well as a literary genius . . . . . .

HE CARRIES A TERRIFIC MONEY SMASH IN HIS PEN!



FIRST, LAST AND ALL THE TIME!
"THE PLAY'S THE THING"
and RADIO'S Master Showmen are Prepared to Prove It! . . . . . .

Radio PICTURES

The Golden Voice of the Silver Screen

RKO DISTRIBUTING CORPORATION

you never—

You never saw in all your show experience such a box office rush as you will see when "Show Boat" comes to your town.

You never saw such amazed and delighted audiences as you will see when "Show Boat" comes to your town.

You never heard in all your life such thunderous applause as you will hear when "Show Boat" comes to your town.

You never dreamed such entertainment could be conceived as you will see when "Show Boat" comes to your town.

You never heard so many excitedly favorable comments as you will hear when your patrons have seen "Show Boat."

You never knew that so much cleverness could be screened as you will know it when "Show Boat" comes to your town.

You never knew there was so much money in the world as you will see when "Show Boat" comes to your town.

Universal's Talking and Singing Triumph!

SHOW BOAT

A HARRY POLLARD *Production*

EDNA FERBER'S tremendous novel combined with the stars and hits of FLORENZ ZIEGFELD'S stage production—Helen Morgan, Jules Bledsoe, Aunt Jemima and the Ziegfeld Plantation Singers—a brilliant Universal cast headed by Laura La Plante, Joseph Schildkraut, Otis Harlan, Emily Fitzroy, Jane La Verne.

Directed—Silent and Movietone—by Harry Pollard. Synchronized score by Joseph Cherniavsky.

Proudly Presented by CARL LAEMMLE

Member *of* Motion Picture Producers *and* Distributors of America, Inc.—Will H. Hays, *President*

Proved!

In the research laboratory

and in the studios

EASTMAN
REPROTONE
NEGATIVE

A film that performs with notable success its specific function of reproducing

SOUND

THIS special film, tested by scientific methods that would detect even *inaudible* defects, is now in use in the studios. Giving sound reproduction faithful and pleasing to a degree hitherto unknown, it has proved itself a distinct step forward in the sound art.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

TRAVELTONE

NOW DELIVERING SOUND on FILM and DISC

We promise only what we can legally deliver

We are the exclusive licensees under Nakken re-issue Patent No. 16,870 covering non-infringing amplification circuits for photo-electric cells for devices for reproducing sound from film in theatres. Can be attached to any projector. No booth changes required.

Seeing and hearing is believing

See and hear the marvelous Traveltone reproducing. Watch the Traveltone re-synchronizing attachment put a picture back "in-step" with the Sound by merely pressing a button. You will then see why 320 Traveltones have been sold in the past 16 days. No service charge.

TRAVELTONE PRICES AND TERMS: EFFECTIVE APRIL 12, 1929

Type "A" Sound-on-Disc Only

$2950 Cash or $785 down and 18 monthly payments of $135
(No interest charge)

Type "B" Portable Sound-on-Disc

$3750 Cash or $845 down and 18 monthly payments of $180
(No interest charge)

Type "C" Sound-on-Film and Disc

$3885 Cash or $885 down and 18 monthly payments of $185
(No interest charge)

Type "D" Sound-on-Film only, with Amplifier

$1950 Cash or $485 down and 18 monthly payments of $90
(No interest charge)

ALL PRICES INCLUDE EQUIPMENT FOR 2 PROJECTORS: ALSO DOUBLE CHANNEL AMPLIFIERS

To Insure Prompt Delivery, Order at Once.

TRAVELTONE SALES CORP.

729 SEVENTH AVENUE NEW YORK, N. Y.

Phone Bryant 2690

STAGE



All Sound—

All Dialogue—

All Singing—

A human interest drama with vaudeville and minstrel life background.

Written by

Mr. Dowling

Adapted for the screen by

Frances Agnew

Music and lyrics by

Mr. Dowling

and

James F. Hanley

collaborator with Mr. Dowling in all former successes.

O. E. GOEBEL - GEORGE W. WEEKS *PRESENT*

EDDIE DOWLING

STAR SCORES
IN FIRST TALKING PICTURE



Broadway critics unanimous in praise of first production. Read what they say:

MORNING WORLD. " . . . Mr. Dowling's personal performance is in every way promising of brilliant success in the talking and singing films."

TIMES. " . . . Those in the theatre laughed heartily at the fun, and . . . shed tears over the distressing state of affairs that surrounded Rainbow Ryan."

AMERICAN. " . . . ought to rake in cash in the hinterlands, where audiences prefer good, clean fun to the goofy sexy stuff. . . ."

EVENING WORLD. " . . . it is sure fire stuff for universal appeal . . ."

EVENING SUN. " . . . Mr. Dowling's . . . personality, his warm humanity is fulsomely projected. He is exceptionally good in light comedy."

EVENING POST. " . . . makes a smashing box office success. . . ."

DAILY NEWS. " . . . 'The Rainbow Man' ought to color the box office with gold—and how!"

THE GRAPHIC. "Eddie Dowling brought 'The Rainbow Man' and Frankie Darrow to Broadway last night and wowed them out of their seats. . . ."

HERALD TRIBUNE. " . . . For its undeniable virtues the work of a small but entirely pleasant cast is almost completely responsible. . . ."

BROOKLYN EAGLE. "You may add to your list of talking (and singing) films worth seeing and hearing, 'The Rainbow Man.' "

MORNING TELEGRAPH. " . . . It will strike a responsive chord on the heartstrings of the most hardened moviegoer. . . ."







in "THE RAINBOW MAN"

WITH

MARIAN NIXON FRANKIE DARRO
SAM HARDY LLOYD INGRAHAM

DIRECTED BY FRED NEWMEYER

A SONO-ART PRODUCTION

EVERY VICTROLA

- *When you open your doors with Morton Downey in "Mother's Boy" you are set to cash in on the most intensive exploitation and publicity campaign ever put behind a theatrical attraction.*

- Already the entire nation has heard the golden voice of Morton Downey sing the song hits of "Mother's Boy" on the Hudson-Essex Challenger hour over the N. B. C. coast-to-coast hook-up of 33 stations.

- On Friday April 26th and for five consecutive Friday nights thereafter Morton Downey will again be heard over this same giant net work.

- On May 10th, simultaneous with the national release of the picture Mr. Downey will sing the theme song of "Mother's Boy" in another tremendous national publicity hook-up.

- All the Advertising and publicity resources of the Victor Talking Machine Company are behind the picture with 9500 Victor dealers cooperating in a gigantic national campaign.

- In advance and during your showing every Victor Dealer, Music Store and Song Shop will ballyhoo "Mother's Boy" with Posters, Snipes, Window Cards, Heralds, Stills, Exploitation Records and Window Displays.

All the world is waiting to see and hear "Mother's Boy"

IS A BALLYHOO FOR—

Pathe's Singing Talking Sensation



Helen Chandler, Barbara Bennett, Beryl Mercer, Osgood Perkins. Story by Gene Markey. Original songs by Bud Green and Sam H. Stept. Directed by Bradly Barker. Supervised by Robert T. Kane.

MOTHER'S BOY

with

MORTON DOWNEY

Golden Voiced Idol of Broadway

A talking Picture

Recorded by
R. C. A.
Photophone
System

Discs too



from a best-selling novel

INTRODUCING

"KITTY"

FROM THE NOVEL OF "KITTY" BY

WARWICK DEEPING

AUTHOR OF "SORRELL & SON"

Posed by
ESTELLE BRODY



Exteriors made at Henley on the Thames, London's fashionable watering-place and one of England's famous beauty spots.

Dialogue at the new
R. C. A. Studios, New York

Directed by
VICTOR SAVILLE
with
Estelle Brody
John Stuart
Marie Auld, Dorothy Cumming,
Charles O'Shaugnessy

A Burlington Production
A BRITISH INTERNATIONAL
Picture, Studios Elstree, London

Trade showings Soon
"Exhibitor's Choice Selling"

WORLD WIDE PICTURES

Physical Distribution thru Educational

"Photoplays made where the story's laid"

PICTURES ACTUALLY PRODUCED IN EUROPE ASIA

Motion Picture News

Volume XXXIX NEW YORK CITY, APRIL 20, 1929 No. 16

The Engineer and the Screen

The Industry, To A Large Extent, Has "Gone Technical"

By William A. Johnston

THIS business, to put it tersely, seems to have turned technical. Witness this issue of Motion Picture News—as well as each monthly issue of The Showman with its wealth of theatre equipment information.

Looking back over the years, it would appear that the picture advertiser used to do what the theatre equipment advertiser is now doing so well—namely, giving to the exhibitor complete and spirited information on all equipment product. The equipment advertising used to be hit or miss. Today it is continuous and well planned.

* * * *

The equipment concerns evidently believe that the theatre manager of today is alive to his equipment opportunities, to the box-office value of these; and so he is. So they meet him half way.

The consequence is that equipment advertiser and trade paper unite to give continuously the up-to-the-minute information about all the equipment that so importantly these days makes the picture theatre an attractive place to the amusement seeking public.

Theatres today are setting the pace for the show itself. As a matter of fact, they always have. The American picture never realized its possibilities till the better theatre showed the way.

* * * *

Of course, sound is now an added factor. You cannot put sound satisfactorily into any old kind of a theatre. The theatre must meet the requirements of sound. And just as picture projection has been steadily improved to its present excellence so must sound projection be made to please the public ear. The best show cannot survive bad theatre operation.

* * * *

The Engineer today is a dominant factor.

If you don't believe that, talk to some of the production people—in this era of new entertainment brought about by sound. "We're in the hands of the engineers", directors, players, writers will tell you. The motion picture studio is a sound laboratory, mostly—and the engineer plays a very big part in the making of pictures.

And the theatre is likewise an engineering problem, because it must be adapted expertly to the proper reproduction of sound pictures. In all these problems, the matter of equipment figures very importantly.

* * * *

So the continuous, well planned advertising campaigns of the equipment people become news of the first significance to the theatre owner and manager.

Yes, the industry, to a large extent, has "gone technical". And, out of the changed conditions, is coming a greater entertainment era, whose ultimate possibilities no man can foretell.

Sound Shorts And Musical Productions Pave Way For Publix Presentation Change

Stage Acts Abandoned In Seven More Theatres In Favor Of All Sound Bills

LINING up with last week's announcement that Publix was experimenting on the west coast with straight sound picture policies instead of stage shows and presentation acts, comes word this week that seven Publix houses in the Southeast, and as many more in different sections of the country, will be put on straight sound basis.

Volume, variety and quality of sound short subjects available and scheduled for future release, and the fact that producers are going in for musical comedy and opera, is seen as the reason for this decision made during the five-day convention of Publix division and district managers recently held in New York City.

The names of the seven Publix theatres in the South which will be affected were announced by Willard C. Patterson, district manager in charge of operations in Atlanta and Birmingham, on his return last Tuesday from the convention. They include the Howard, Atlanta; Alabama, Birmingham; Olympia, Miami; Florida, Jacksonville; Florida, Tampa; Tivoli, Chattanooga, and the Tennessee, Knoxville. The last two have been using Keith vaudeville three days a week.

Competitive Points

Points chosen both on the west coast and in the south are highly competitive. In the west Publix is battling every inch of the way against Fox-West Coast Theatres and there is also keen competition at the selected points in Atlanta and Birmingham. Publix had already tried the experiment in Atlanta, putting straight sound programs in the Howard and Atlanta last Fall. This policy was maintained for four months, when these houses changed to stage band shows, but not the full Publix unit shows.

At that time sound pictures has not yet attained their present degree of entertainment qualities. However, it was Sam Katz's opinion then that the trend of the industry foreshadowed the elimination of stage shows and if the move proves successful it is generally thought that the new policy will be extended to national scale.

Warner's Hollywood Drops Band, Revue

HOLLYWOOD, April 18.—For the first time since Warner's Hollywood Theatre opened one year ago, both the pit orchestra and the Larry Ceballos stage revue have been eliminated, the change occurring during the run of "The Desert Song," which had its world-premiere Monday night.

Besides "Desert Song," only other attraction on the bill is a Vitaphone short presenting Phil Baker in "Spain."

Pantages Admits $14,000,000 Deal With RKO Is On

Final Negotiations Will Probably Be Completed Within Two Weeks

Rumors that Radio-Keith-Orpheum was negotiating for the purchase of the Pantages theatre circuit were confirmed this week when Alexander Pantages declared in Hollywood that negotiations were under way, and that the deal involved $14,000,000. It will probably be completed in two or three weeks, he said, RKO two weeks ago took a verbal option of 30 days on all the Pantages theatrical properties.

Pantages founded this circuit of theatres nearly 20 years ago. The completion of final negotiations is said to await the arrival of David Sarnoff, executive vice-president of Radio Corporation.

Birmingham First Runs Prefer The Synchronized Films

Films synchronized with musical score and full sound effects, but with very little dialogue, seem to be the general preference of theatres in Birmingham, Ala., and environs. Showmen of the Alabama city believe in sound and feel that better sound pictures are now being made. Present box office figures as compared with those of years ago when silent picture prevailed, show that sound has materially increased theatre grosses of the larger houses.

The smaller houses in Birmingham have undoubtedly suffered from changes in presentation policies during the past year: There are still, however, a strong demand from Alabamans for good silent pictures, it is reported.

Install Sound At Once Keynote Of Pittsburg Meeting

Buy Satisfactory Apparatus Is Advice; High Talkie Rentals Bring Rebuke

Talking pictures and the immediate necessity of installing satisfactory sound equipment were practically the sole topics discussed at the ninth annual convention of the M. P. T. O. of Western Pennsylvania and West Virigina, held April 14-15, Pittsburgh, Pa. Weather was bad but attendance heavy.

In the purchase of sound equipment the point was stressed that exhibitors should install the most satisfactory apparatus and to do so as soon as possible. The question of high rentals for talkies was also brought up and it was agreed that at the present time they were prohibitive and needed adjustment.

Resolutions were also adopted that a strong drive be made for additional members, and that further effort towards a better understanding with exchangemen. October 7th was designated as Motion Picture Day.

The banquet on Tuesday night was a big success: Anthony Jim was elected president; William R. Wheat, vice-president; Joseph Gellman, treasurer, and Fred Herrington, secretary.

Over 200 Attend M. P. Club Dinner Honoring Laemmle

In honor of his 23rd year in this industry, Carl Laemmle was tendered a dinner by the Motion Picture Club, New York City, on Tuesday evening, April 16. A capacity crowd, considerably over 200, were present.

Harry Reichenbach acted as toastmaster and during the evening introduced a number of Universal officials, among whom were R. H. Cochrane, P. D. Cochrane, Paul Gulick, M. Van Praag, Lou Metzger, Ted Schlanger, Sydney Singerman and Siegfried Hartmann.

Speeches were made by Chas. O'Reilly, Al Lichtman, Arthur "Bugs" Baer, Nathan Burkan and Harry Hirschfield. Paul Whiteman and Dr. Paul Fejos were also among those present.

Control Of Bennett Lab Passes To Consolidated

All the outstanding stock of the Bennett Film Laboratories, Inc., of Hollywood, has been purchased by Consolidated Film Industries, Inc., Herbert J. Yates, president. Part of the stock was owned by the Agfa Film Co. and H. F. James. Nearly a million dollars is reported to have been involved in the deal. Consolidated's sales for the first month of 1929 surpassed those of the corresponding 1928 quarter by 72 per cent.

Immediate Runs For "Rainbow Man" In Five Big Cities

Chicago, Philadelphia, Boston, Detroit and Cleveland Openings Soon

Plans for the immediate opening of extended run engagements of Eddie Dowling in "The Rainbow Man" are set. The picture, which opened at the Selwyn Theatre in New York on Tuesday night with as gala a gathering as has been seen at a picture premiere in New York in some time, is to be presented almost immediately in Chicago, Philadelphia, Boston, Detroit and Cleveland. These five towns will have the picture within the next month.

Albert Griffith Gray, head of the road show department of Paramount-Famous-Lasky, had charge of the New York opening of the film and will book the road time. The out of town showing will be in legitimate theatres and it is believed that the picture will, through the mediums of these runs, pull a gross business in excess of $750,000.

Important Names

M. J. Meehan and John J. Raskob are reported to be the backers of the Sono-Art Productions, which is an independent organization. Meehan is noted as a friend of Dowling's and is said to have helped the star amass considerable of a fortune in the stock market by putting him in on Radio. Dowling counts among his stauchest friends former Governor Al. Smith, who not only made a talker introducing "The Rainbow Man" but who appeared personally at the opening of the picture and received a tremendous ovation.

Metro Will Make Silent Versions Of Its Talkie Product

Indications that sound is not having everything its own way in Hollywood production centers and that the producers are not forgetting the market for silent pictures are had in the announcement this week by Irving G. Thalberg that silent versions would be made of most of the 50 M-G-M dialogue pictures planned for the coming year.

"We will produce a complete silent adaptation as well as a talking version. This applies particularly to pictures having a foreign locale," said the Metro executive.

This announcement by Mr. Thalberg follows closely upon the heels of Fox's announced intention of supplying silent pictures for the next two years, the majority of the pictures being already in stock. This is a precautionary move taken by the producers to provide for an emergency if the talkies lose public popularity; it also serves to tide them over until the time is ripe for the exclusive production of talkies only if that comes to pass.

Pathe and Shubert Reported Negotiating Talkie Tie-Up; Stage Producers Hold Meeting

Theatrical Men See Their Only Chance For Continuance In Entering Talker Production Field

THE legitimate theatrical producer has become fully alive to the menace of the talking picture, so much so that a series of meetings were held within the last few days by the managers to formulate a plan whereby they will be able to enter the talking production field on their own account. These meetings have been held in the office of Winthrop Ames, and those mentioned as in accord with the production idea on the part of the managers are Sam H. Harris, Arthur Hammerstein, Arthur Hopkins, L. Lawrence Weber, Crosby Gaige, Arch Selwyn and John Golden. Lee Shubert, it is said, is not a party to this combination. The Shubert interests are reported as going in on their own on a proposition to produce their productions in the talkers and are in negotiation with Pathe.

On Tuesday, while the group above mentioned were in session discussing their plans, Lee Shubert was in conference with Pat Casey and E. B. Derr, representing Pathe on the proposal that there be a tie-up between that picture organization and the theatrical firm.

A Wired Circuit

Both the Erlanger and the Shubert interests are working out plans for a circuit of wired houses for the presentation of talking pictures. Their plans contemplate a regular route of from 10 to 25 weeks in key centers, towns like Boston, Philadelphia, Washington, Baltimore, Cleveland, Cincinnati, Detroit, Buffalo, Indianapolis, Minneapolis, St. Paul, Kansas City, Denver, Omaha and St. Louis being the type of cities where at least one legitimate house will be set aside and wired exclusively for the presentation of talker productions at a legitimate house scale, which will play the attractions as road shows.

Even prior to their getting into active production themselves the legitimate theatre operators believe that there will be at least ten to twelve pictures from the bigger producing companies that will be available for those runs, which will be from four to

(*Continued on following page*)

Reported Chaplin Will See Deal Through

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 18.—It is reported here this week that terms have been submitted to Charles Chaplin for the sale of his holdings in the United Artists Corp., and that with Chaplin apparently agreeable, the deal is expected to be closed in a day or so.

A group of executives of both companies are leaving for the east on Monday and financial arrangments for the United Artists Consolidated and Warner purchase are expected to be completed in New York City.

John S. Woody, Prominent Film Executive Passes

Succumbs To Illness Of Six Weeks; Burial in Los Angeles

John S. Woody, long a prominent sales executive in the industry, died Wednesday at his home, 425 Riverside Drive, New York City, after an illness of six weeks. Funeral services will be held at the Campbell Funeral Church, Saturday, April 20, at 1 P. M. Burial will be in Los Angeles. Mr. Woody was 40 years old.

He is survived by his widow, Lillian Woody, three sisters and one brother.

At the time of his death, Mr. Woody was Assistant General Sales Manager of Fox. Previously he had been General Manager of Realart; President and General Manager of Associated Exhibitors, and also General Sales Manager for Selznick Pictures.

He was a native of St. Louis, and had been in the picture business for seventeen years. He was a member of the New York Athletic Club, the Seattle Lodge of Elks, the Motion Picture Club and the Winged Foot Golf Club.

Goldstone Soundproofing Stern Plant For Talkies

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Phil Goldstone has leased Stern Brothers studios and is soundproofing the stages preparatory to producing a series of feature talkers. It is reported that Goldstone will install both Biophone and Powers recording apparatus; with intention to lease the stages to other independent talker producers.

Stern Brothers, producers of comedies for Universal for many years, are understood to have definitely retired from the motion picture field.

U. S. Protest European Film Quota Rulings

Note To Seven Nations Asks Settlement Of Controversy; France Stands Pat

Recent developments in the motion picture situation in Europe, particularly in France, where it is placed to reduce the quota materially, have prompted the State Department to take this matter up with the various governments with a view to settling, once and for all time, the treatment to be accorded American films.

In the meantime a report late this week from France indicates that the French government will stand pat on their proposed 3 to 1 ratio instead of the present one of 7 to 1. All representatives of the various American companies, together with French who are vitally interested in the outcome of the act, are engaged in a serious discussion of the situation.

Diplomatic representatives of the United States in France, Germany, Czechoslovakia, Austria, Hungary, Italy and Spain have been instructed by the department to take the situation up with the proper officials, pointing out to them the importance which the United States government attaches to the matter.

Julius Saenger Announces Ash-Gueringer Promotions



L. M. Ash

Announcement of promotions of two of the higher executives of Saenger Theatres, Inc., was made recently by Julian H. Saenger, chairman of the board of the corporation.

L. M. Ash, treasurer of the company, has been made a vice-president and W. H. Gueringer, a vice-president and assistant general manager, is now general manager, succeeding E. V. Richards, Jr., who was elected president two months ago.



W. H. Gueringer

Saenger Amusement Company, which was organized in Shreveport, La., in 1913, and he has been treasurer since the organization.

Mr. Gueringer, also a vice-president, who is the new general manager, has been with the company since 1917. Prior to that time he had been general manager of the Herman Fichtenburg theatres, which was merged with the Saenger houses in 1917.

Bristolphone For Kunsky

Bristolphone installations are being completed in Krunsky's Detroit theatres—the Columbia, Strand, Alhambra, Linwood-LaSalle, Avalon and Grenada.

Independents Shouldn't Worry, Says Cohn

THEATRE mergers and combinations need cause the producer of quality pictures no worry, says Jack Cohn, Columbia Pictures executive. In his opinion a closed booking system can never exist as long as there are good pictures. "Offer the exhibitor an outstanding vehicle," said Mr. Cohn, "and he will not only book it into any theatre, but he will also rearrange his schedule so as to give it an immediate showing. In many cases he will shelve a picture for which he has already paid money, in order to make room for a good feature."

Urge Exhibitors To Form Tie-Up With Music Week

Data Gained From Milliken 1928 Survey Is Announced By National Committee

Plans for an extensive tie-up with motion picture theatres and National Music Week, May 5-11, are announced by the National Music Week Committee, 45 West 45th street, New York City.

Specific ideas for such contact are available as a result of an informal survey made last year by Carl E. Milliken, secretary of the Motion Picture Producers and Distributors of America. Information was gained through theatre owners and local Music Week committees and inquiries were addressed to 1,200 towns.

A conference between theatre managers or orchestra leaders and those musically interested, and the following scheme for cooperation is suggested:

Noon hour concerts in the theatres, at popular prices, and possibly illustrated with some short musical film.

A music knowledge contest based upon music played in the picture theatres, the music to be broadcast when feasible and prizes to be given from the stage.

An essay contest, conducted by the schools, based upon a motion picture biography of a famous composer.

A voting contest to determine what persons contribute most to good music in the community, with prizes.

A contest to determine the best amateur music ensemble in the community—male quartets, glee clubs, church choirs, et cetera, the winners to appear as a feature of Music Week.

Special music program on a certain evening during the week, one performance instead of two, with double admission, half of the program by the orchestra and half by local talent.

Participation of the theatre orchestra and other talent in concerts at local churches, schools, etc.

The use in the Music Week show of song films, with community singing featured from the screen; a talk by the orchestra leader on a certain composer, illustrated by the orchestra; short addresses by local musicians and descriptive dances by pupils of local teachers; Saturday morning concert for school children; special presentations showing the history of America through its music and also other features of American music.

10 Best News Personalities

In the current issue of Pathe Sound News, Karl Bickel, head of the United Press Assoc., gives a camera interview in which he announces his choice of the ten leading personalities in the world's news.

Equity Launches Membership Drive On Film Players

Gilmore Times Campaign With Large Number Of Stage Players In Work

Hollywood, April 18.—That Actors Equity Association will immediately launch an intensive drive to gain one hundred per cent membership among film players is indicated by the arrival of Frank Gilmore, president of Equity, in Los Angeles last week.

Gilmore's trip west came after a poll of the entire Equity membership on the coast had been taken to determine whether or not the members of the organization were in favor of Equity definitely extending their scope of activities to the film field. Results of the poll, said to be overwhelmingly in favor of Equity going after the picture field, were forwarded to Gilmore and other Equity officials in the East about a month ago.

On account of the large numbers of stage players brought to the coast within the past several months, the total number of Equity members in Hollywood is said to total nearly 800, which is double the number who were active members of the organization two years ago when Gilmore was last here.

Pathe And Shubert In Deal For Talking Picture Tie-up?

(*Continued from preceding page*)

six weeks in each of the towns. They figure that, with but fifteen per cent of the regular picture houses wired, the producers of the films will welcome the opportunity to play the legitimate theatres in order to increase their revenue return on the picture. It is figured that the picture will get anywhere from $500,000 to $600,000 as its share of the gross business playing on a basis of 75-25 per cent, with the picture house time still available after the legitimate runs have been played.

To make this sort of a circuit possible there would only be necessary about ten pictures.

The deal between Pathe and the Shuberts, if consummated, would mean that the Shuberts would be able to book their films into the houses in smaller towns where at present it is too expensive to take the better road companies, and then they would be able to turn the product over to Pathe for distribution in the regular picture theatres.

Arthur Hammerstein, speaking for the group of managers who are discussing the tie-up for talker production, stated that this group had negotiations under way for the use of the facilities of the RCA for their studios and recording devices.

Tiffany-Stahl Leases The Entire 16th Floor In 729

The whole of the sixteenth floor in 729 Seventh avenue, New York City, has been leased by Tiffany-Stahl and the company, now situated at 1540 Broadway, will move to their new quarters shortly before May 1.

Gala Premiere For "Show Boat" At Globe, N. Y.

$11 Opening Night Crowd With Carl Laemmle And Coast Celebrities

The long awaited Universal production of the Edna Ferber's novel, "The Show Boat," combined with a screen talking and singing prologue from the Florenz Zeigfeld, Jr., stage production of the same novel, were presented by Carl Laemmle at the Globe on Wednesday night of this week. As representative a motion picture and Park Avenue audience as could be imagined were on hand for the premiere performance.

Paul Whiteman and his orchestra were an added attraction on the opening night. Carl Laemmle, together with Robert E. Welsh, his general manager at Universal City, were present from the Coast at the opening, at which all of the elite of filmdom in New York were present.

The consensus of opinion after the opening was that the picture was the best that Universal had ever turned out, and that it was sure-fire as far as the box office was concerned.

The regular scale at the Globe for the run of the picture will be $2.50 top. This is the first time that a production on the screen has come along with a regular $2.50 top for all night performances. Several have tilted their scale to that figure over the week-ends.

Hoffman Starring Brown In 4 Independent Talkies

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Four weeks after disposing of his interests in Tiffany-Stahl Productions, M. H. Hoffman announced that he would produce a series of four talker features starring Joe E. Brown, stage and screen comedian.



M. H. Hoffman



Joe E. Brown

Brown is under contract to Hoffman for a term of years, and a producing company is now in the process of organization.

M. H. Hoffman has been a leading figure in both production and distribution of motion pictures for many years. Joe E. Brown has been a popular comedian in musical shows for years; and has gained prominence in the motion picture field.

'Hearts In Dixie' Off At $86,380; 2d Week 'Wild Orchids' $69,040; 'Syncopation' Is Big At $29,600

"Madame X" Premiere At Astor April 23

"MADAME X," first feature film to be directed by Lionel Barrymore, is the latest of the Metro-Goldwyn-Mayer all-dialogue pictures announced for Broadway premiere, being scheduled for Tuesday evening, April 24, at the Astor. "The Broadway Melody," now playing there, will be moved to the Sam H. Harris theatre, its first performance to be at the Monday matinee, April 22.

"Coquette" Leads L. A. Houses Again Grossing $34,600

"Desert Song" Big At $33,000; Also "Melody"' In 10th Week; 3 Below Normal

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Extended run pictures again dominated Los Angeles grosses the week ending Thursday, April 18.

In its second week, "Coquette" was still a smash at the United Artists, turning in $34,600, and led the percenters to the tune of 275 per cent—about 5,000 under the previous week's terrific pace of 290 per cent.

Next in line was "Broadway Melody," at Grauman's Chinese, which was big in its tenth week at $30,000—a rating of 185 per cent. At Warner's Hollywood, "Desert Song" was also among the topnotchers, gathering $33,000 or 150 per cent in this picture's second weeks stand. "Iron Mask," a fifth-weeker at the Carthay Circle, pulled in $14,700, at a 115 per cent pace.

Three pictures fell below the normal rating of 100 per cent: "Speakeasy," at the Criterion, getting $9,000 for 90 per cent; "Tide of the Empire," at Loew's State, grossing $24,000 for 88 per cent; and "The Letter," at the Paramount, almost making normal rating with a mark of 97 per cent.

Students Get $9,000 In U "Miserables" Essay Competition

In a national scholarship award essay contest sponsored by Carl Laemmle, president of Universal, in connection with showings in the United States of "Les Miserables," the French production released by U, $9,000 have been awarded high school students in various sections of the country.

"Coquette" First Week Shows $46,700; "Wolf Song" Fair With $65,700

THE Capitol was the only one of the weekly change houses that topped 100 per cent in business last week. And this house did it with a picture that had been held over. That makes the showing of $69,040.65 for the second week of "Wild Orchids" all the more remarkable. On the two weeks the picture played to $154,394.65. At the Roxy there was a sad box-office story. The house held "Hearts In Dixie" with a huge minstrel first part on the stage with McIntyre and Heath as the stars. It was planned to keep the show and the picture for two weeks, but the business went down to $86,380 on the week, which brought about a hurried change of bill. The Paramount business also was off, with "The Wolf Song" having its first Broadway showing there at popular prices after a $2 run. The figures showed $65,700, which means that the house batted just above 90 per cent of its average business. The Strand, with "The Redeeming Sin," did $30,000, which was as good as could be expected with the picture.

Hip Goes First Run

The Hippodrome was added to the list of the New York first runs for a brief period of two weeks. The opening attraction was the RKO release "Syncopation," with Vincent Lopez and his band and a number of specialty acts. The box-office showing of $29,600 was good when it is considered that the house plays to a 25- and 50-cent top through the week.

The Colony held "The Shakedown," a rather weak sister, and played to $10,200, while at the little Cameo, where the sound installation was in its second week, the business for "The Godless Girl" dropped to $5,500.

Mary Pickford, in "Coquette," which enjoyed its first week at the Rivoli, topped the grind houses in the matter of percentage rating. With $46,700 in the till the house figured at 165 2/5 per cent. Clara Bow, in "The Wild Party" for its second week at the Rialto, came through with a rating of 113 3/5 per cent, because she drew $32,600.

Three Hits In Two-A-Day Runs

There are three outstanding hits among the pictures playing two-a-day runs in legit theatres. "The Broadway Melody" at the Astor remains the outstanding wallop of the street, and in its ninth week played to $24,018.75; the second wallop is "The Trial of Mary Dugan" at the Embassy, where $10,601.50 was registered, and the third is "Alibi," which came into the 44th Street on Monday of last week. In six days the picture drew $16,700, which rates it among the real hits.

(Continued on following page)

RCA Announces Prices And Terms Of New Equipment

Type F Installations For Small Theatres Ready Early In July

Following the recent announcement that a new type low-priced sound installation had been developed by RCA Photophone for theatres of 750-seating capacity or less, definite prices, terms, and delivery dates have been issued from New York by E. E. Bucher, Executive Vice-President of RCA Photophone, Inc.

The new equipment, to be known as Type "F," is for standard sound equipment in theatres with a seating capacity of 750 or less, and includes the following installations leased upon a 10-year term:

Type "F," combined sound-on-film and sound-on-disc equipment, Price $5,950;

Type "F," sound-on-film exclusively, Price $4,750;

Type "F," sound-on-disc installation exclusively, Price $3,450.

Type "F" installations, it is declared, will consist of high-grade soundhead disc and film attachments, made under precision standards in the laboratories of the Radio Corporation, the General Electric Company, and the Westinghouse Electric and Manufacturing Company. A high quality of sound reproduction is promised.

Installations for Type "F" equipment will begin by July 1st, it is announced, and will continue at a rate of several hundred per month.

The terms for the Type "F" equipment, now published by RCA Photophone, Inc., call for a 10 per cent payment on signing of contract, 15 per cent on installation, and the remaining 75 per cent payable in twelve equal monthly installments. No cash or quantity discounts will apply to Type "F."

A reduction in service charge for theatres equipped with Type "F" installations, is also announced. The service charges for the first year will be at a rate of $95.00 per month; second year, $75.00 per month; remaining eight years $55.00 per month.

RCA Photophone, Inc., it is made clear, will continue to market its present type of sound picture apparatus, which includes soundhead equipment designed for mounting on standard projectors, and the Type P-2 sound picture projector, which combines sound and picture mechanism in one machine.

"Black Book," Ray-Miller Co-Stars, Begun By Pathe

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Pathe has started production on "The Black Book," ten-episode serial starring Allene Ray and Walter Miller. Each episode will be in two reels, with Spencer Bennett directing. Paul Panzer and Marie Mosquini have prominent roles.

"The Black Book" will likely be the final serial Bennett will direct for Pathe, as present plans provide for his promotion to direction of features.

Doug And Mary Admit Plan To Co-Star

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 18.—Production of the often-planned picture to co-star both Mary Pickford and Douglas Fairbanks is closer to being a fact than at any time during the past four years.

Douglas Fairbanks admits that preparations are now under way on an all-talker screen version of "The Taming of the Shrew" in which Miss Pickford and himself will appear together in the leads. Production plans call for the picture to start the first part of May, but the current negotiations for consolidation of United Artists units and merger with Warner Brothers may delay the picture for several weeks.

11 Out Of 13 On Param't Spring Schedule Talkies

Wind-up Of Current Year's Releases Shows Distinct Dialogue Trend

The distinct trend towards all-talking production is shown in a report from Paramount studios that out of thirteen feature pictures scheduled for May, June and July, eleven are one hundred per cent dialogue. Of the other two, one, a Jannings picture, will go out with synchronized score, and a Zane Grey special will be marketed in silent form. These practically complete feature releases for the current year, only two more in this group remaining unfinished at present.

Included in this group for this season is "Gentlemen of the Press," "Betrayal," "A Dangerous Woman," "Innocents of Paris," "The Man I Love," "The Studio Murder Mystery," "Stairs of Sand," "Thunderbolt," "The Wheel of Life," "Magnolia," "Divorce Made Easy," and "Dangerous Curves." The last release for the current year will be an Adolphe Menjou picture bearing the tentative title of "Grounds for Divorce."

Thirteen all-talking two reel short features and a like number of one reel subjects, of which eight are in the all talking classification, and five, synchronized, will also be released during the next three months. There will also be semi-weekly issues of Paramount News in silent form and thirteen one reel cartoons, seven "Inkwell Imps" and five "Krazy Kats."

World Wide Adds 2 New Managers To Sales Force

With the appointment of 2 new sales managers by General Sales Manager Joseph Skirboll last week, the World Wide sales organization is now complete. S. B. Taube takes charge of the Toronto office, and starts active release on product at once. W. W. Bramberg begins operations at the Chicago office.

5000 Houses Wired Within Year, Says Joseph I. Schnitzer

RKO Will Spend 2 Million On Sound Stages; Deal With P F L Denied

Hollywood.—From information gathered in a survey made by his company, Joseph I. Schnitzer, president of RKO, recently stated that engineers had predicted 5,000 theatres would be wired for sound within a year. Installations were being made at the rate of 250 per month and more than 2,000 houses were already wired, he said, and further declared that RKO would spend a total of two million dollars on sound stages to provide for production planned next season. Mr. Schnitzer also denied that there was any RKO-Paramount deal pending; that RKO had plans all prepared for next season and would go ahead on that basis.

Upon his arrival in Los Angeles Mr. Schnitzer's statement carried the following comment:

"Conditions throughout the United States point to the fact that the season of 1929-30 will be unusually prosperous not only in the theatrical business but in virtually every industry.

"The producers of Radio Pictures are preparing to contribute to and share in this prosperity with an ambitious program of production and distribution.

"Thirty motion pictures, all in full sound with music and dialogue, will be produced during the year. At least ten of these will be of roadshow magnitude. Approximately eight will be musical productions."

Capitol Hold-over Does Best Week's Grind

(Continued from preceding page)

Of course, this week the excitement hinged on the arrival of "The Rainbow Man," Eddie Dowling's independently produced talker at the Selwyn, where it opened on Tuesday night, and scored from a box-office viewpoint, and "The Show Boat," which arrived at the Globe on Wednesday night. The Globe reported an advance sale of $8,000 for the picture exclusive of the opening night.

"His Captive Woman," in its second week at the Central went off to the extent of 25 per cent below average with $13,-725.50, while the Criterion, with "The Letter," was also off, $8,372 were the figures at that house for the fifth week of the picture. The hardest fall of the lot was registered by "Christina" at the Gaiety, where the business was off almost 50 per cent as against the opening week. Last week's figures showed $7,854 as against $13,777 the first week.

"The Singing Fool" is in its final week on Broadway. It has been playing for 31 weeks, between the Winter Garden and the Harris Theatre, and last week showed $11,-102.75. At Warner's "The Divine Lady" for the third week returned $16,160.25.

"There Is No More Picture Business—And The $7.50 Exhibitor Is Passing With It"



Lee Marcus, Vice-President and General Sales Manager of RKO

"LISTEN, my name won't mean a thing to the fellows that read any story you write, so you might just as well leave it off. Who am I to tell the world what's what in connection with the picture business? As a matter of fact, there is no more picture business. Right now, we are right in the middle of the legitimate show business, and as time goes on we are going to be more and more in it. The small fellow in the exhibitor ranks—the fellow who is fighting whether the picture shall cost him $7.50, $10 or $12.50—is going to pass out of the business.

"The exhibitor who says to the salesman that tries to sell him a $7.50 picture, 'Get out of my theatre until you can come in with a $1,000 picture,' is the guy that is going to stay in the business and going to make money. Right now, there is more of an opportunity in the exhibiting field than there has been at any time in the past, but it's going to be the exhibitor with a vision that is going to make it."

The Small Towns

Lee Marcus, general sales manager of RKO Pictures Corp., was broadcasting. He had just hopped off a train from the Middle West, where he had held a regional meeting of exchange managers. He was filled with the picture of what is happening in the small towns in the central portion of our country.

"Go and see one of the wholesale dry goods houses, have a talk with their executives, find out from them what is happening to the general stores in the small towns," he continued. "They'll tell you that within the last three years the general store has practically passed out of existence. The small town inhabitant is the one that is passing up his local shop, except for the purchase of pins, a spool of thread, or other small like necessities, and then going to the bigger town some fifteen, twenty or twenty-five miles away in his car when he wants to do any real shopping.

"Isn't it logical that what has happened in the merchandising field is to be reflected in the theatre?

"You can bet your life it is and that is exactly what I am pointing out. The little fellow in the little town must fight hard to hold on. The business is at the threshold of a new era. Showmen are the men that are going to come through with flying colors. The fellow that is running the drug store, undertaker's, or blacksmith shop, and has a picture house as a sideline is about washed-up.

"We are in the legitimate show business today and the legitimate business as it was is on its way to the door with its hat in its hand," says Lee Marcus, one of the leading sales executives of the industry, in this remarkable and timely interview, which we believe will cause as much discussion and comment as any article ever printed in this field.

"You say that the passing of the small town theatre is going to make a dent in the financial structure of the picture business. Right there I show you where you are wrong. Take any one of the big companies. Where do they get the bulk of their business from? From about 1,200 accounts. Those accounts are responsible for from 75 to 85 per cent of the business that the distributor gets. And the cost of getting it is at a minimum. The other 25 or 15 per cent of the business comes from 6,500 additional accounts. Do you realize what it is costing to get that small amount of the entire revenue? Why, the cost of that business is almost prohibitive.

"You realize, don't you, that with the coming of the legitimate show business into the film end of the game the legitimate theatre is doomed except in the big cities? The legitimate end of the business will be on the screen and the pictures will play the theatres just as the legitimate attractions have for years been doing and still do—on a percentage basis.

"The smart producers are announcing that they are curtailing their production programs for next year. When they announce their plans for the season of 1931 you'll see that there will be a further cut in production and the smart ones will be those that will confine their activities to making ten or twelve pictures a year—but those will be PICTURES, and they will go out and get the money.

"Listen, a few years ago anyone who said that a picture could go into the city of Chicago and play to an extended run at 75c top and take $150,000 out of the town would have been called nutty. But it has been done this year and the picture house booking are still to come atop of that.

Legit On Screen

"Don't forget, we are in the legitimate show business today and the legitimate business as was is on its way to the door with its hat in its hand.

"I'll give you an illustration of what vision on the part of an exhibitor means. It was driven home forcibly to me within the last week through a booking in Toledo. There is an exhibitor out there who operates what is known as the Vita-Temple. It has 900 seats. He has the toughest kind of opposition, chain theatres are in the town, and they have a radio tie-up, and practically do what they will in the newspapers.

"Yet this lone independent signed a contract for 'Syncopation' with our local manager at a figure that I wondered at in amazement when the contract came to my desk. I thought, after this date is played, I'll have a letter on my desk asking for an adjustment. Instead of that, I am going to get more money than the guarantee called for, for with just 900 seats the house played to $2,400 at 60c top the opening day. All because that exhibitor had vision, he saw a picture that was going to get money, he was willing to take it at a price and go out and fight for business. That is the type of exhibitor who is going to stay in the business and make a lot of money out of it."

This is the third of a series of articles dealing with the finding and solving of sound troubles in the picture theatre. Actual experiences of exhibitors form the basis of these articles. Next week's issue will tell how a house, built in the silent picture era and unfitted for sound because of poor acoustics, was, by certain construction changes, made into a first class auditorium for the playing of sound pictures.

Sound Troubles In Your Theatre? They Can Be *Solved!*

Here Are Practical Aids Based on the Experiences of Exhibitors Who Have Overcome Obstacles to Proper Playing of Sound Pictures

PRACTICAL experiences of exhibitors who have met and overcome troubles in the reproduction of sound pictures in their theatres continue to be revealed in the nation-wide investigation now being conducted by MOTION PICTURE NEWS.

If you have similar problems in your house, these experiences will guide you in the proper playing of sound, or will suggest short-cuts to the overcoming of difficulties which might otherwise prove baffling in your attempts to solve them.

In Omaha exhibitors have constantly experimented with their horn towers in their endeavor to improve reproduction of sound pictures. One manager found that his patrons habitually sought the center, or third, aisle of his house when they desired to be seated. He found out for himself that it was difficult to hear when he was sitting in the side aisles.

Horn Towers and "Sound Leaks"

Investigations showed this manager that his loud speakers were all pointed in the same direction "cutting a swathe of sound" up the center aisle. By spreading and tilting the upper bank of three horns and also adjusting the position of the lower two horns, he easily corrected the trouble.

Another manager found he was getting faulty reproduction from supposedly an excellent installation. He suspected "sound leaks" around his horn tower. Using ozite, the best sound absorbent he could find, he insulated all horn surfaces where they touch the screen. He then obtained a heavy velvet drop to completely surround the horn towers, with an overlapping portion over the top to prevent sound from "escaping." He found that this greatly improved his reproduction.

Hums are not infrequent in sound apparatus, another exhibitor says. After searching for several weeks for a particularly annoying hum, he finally located the trouble in a generator on an oil pump in the basement of the theatre. He consulted engineers who put an AA ground on all his booth apparatus, and eliminated the trouble.

Replacing Stiff Scenery

Frank Masek, of National Theatre Supply Company, Cleveland, has met with almost every known difficulty in adjusting theatres to sound equipment, and in practically every instance he has overcome the obstacles which are due to theatre construction, and foreign obstacles which are not connected with the installation itself.

Masek says that he has invariably found it necessary for theatres using sound to discard their stiff screens, and install sound screens. These are perforated and are very flexible so as to offer no sound resistance. Reverberations he has overcome by the use of sound proof material such as ozite, on floors and walls of the stage and back stage.

"Stiff scenery for stage use is also the cause of disastrous sound effects, as the sound hits these surfaces and bounces back into the auditorium. We have installed soft drapes instead of stiff scenery with satisfactory results.

"Where veneer seats are installed, we have found it expedient to cover them with soft materials. This overcomes a ringing in the theatre.

"Roaring in the theatre has been subdued by enveloping the speakers in soundproof material. Even the record cabinets in the booth we cover to prevent warping, and scratching of the surface of records.

"One of the new theatres in Cleveland found difficulty in projecting the sound clearly. The trouble was finally sifted down to the fact that the back of the seats were metal. Covering them with material rectified the trouble.

"Organ chambers and boxes should be covered in order to prevent reverberation and echoes. Inexpensive coverings will satisfy this requirement.

"Antique wall finishes are very excellent for sound projection. The uneven surface serves to distribute the sound in a satisfactory manner.

"One of the chief difficulties, we find, in securing good sound projection, is the location of the speakers. If placed in the center of the stage, we get much better results than if they are placed at the sides of the theatre.

"Dead spots, and echo spots in the theatres, we overcome by draperies."

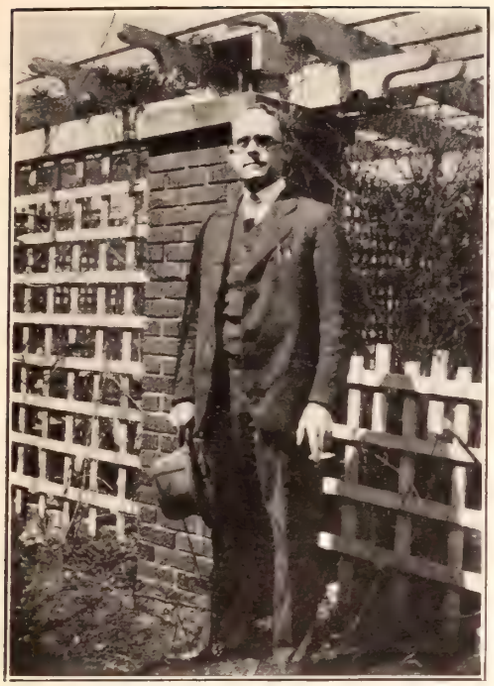
Keep House Clean

In San Francisco it has been found by sound theatres that two factors particularly have a lot to do with proper reproduction.

If the theatre is not clean, there is interference with sound waves. The weather, too, plays a big part—a harmful one, if it is not checkmated. For instance, when theatre doors swing open and a heavy wind comes in, there is decided interference with sound. Theatre managers in the Coast city are installing double doors, as well as doing everything possible to keep their houses even cleaner than before.

The introduction of sound in the industry is causing readjustments and new conditions in the theatre field no less than in production and distribution.

"Silents Have Friends", Says Jones— And Proves It In His Suburban Theatre



Roy Jones, of the Gem Theatre, Des Moines, photographed in the attractive court of his successful suburban house

HERE'S an exhibitor who is making a success with silent pictures, and in a difficult location, too! His house is only thirty minutes from downtown competition with its big wired theatres. And he's in a city where several previous attempts to put over neighborhood houses in localities which had seemed favorable proved big failures.

The exhibitor is Roy Jones, of Des Moines. The theatre is the Gem. And it's doing very well, thank you.

But, of course, Mr. Jones does not sit down and wait for business to come in. He goes after it, and his success with silents is notable in this sound era.

"Silents" Have Friends

He knows his people. He has talked with them dozens of times about sound pictures vs. silent pictures and vice versa. And he finds that there is a great deal of dissatisfaction with the talkies on the part of movie fans.

Realizing that the new era pictures are yet in the stage of experimentation, and that the silents will probably be eventually eliminated, as the talkies continue to improve, Mr. Jones finds that one should not forget that silent pictures still have many good friends.

He feels that sound equipment is something he may want for his theatre later, but right now he feels that he can well afford to wait before installing it.

So, while he is playing silents, he's making money. Let's see how he does it.

In the first place, Mr. Jones is another instance of the alert showman. "Keep your eyes open" is a brief summary of his plan of business success. "Fit your entertainment to the needs of your public" is another of his successful maxims.

He has studied the situation until he has found out how to induce his patrons to make a regular habit of coming to his Theatre. Three years ago he built and opened the house, which is attractive and modern in all its equipment.

Low Admission Prices

Previously, the suburban, or neighborhood theatre had not been a success in Des Moines. So there was considerable speculation as to whether Mr. Jones would overcome this "jinx."

The big theatres downtown in Des Moines got nearly all the patronage. But Mr. Jones did succeed, because he knows his public and gives them what they want —and at the price they can pay.

"Every theatre has its following," he says. "One canot expect to cut out the big theatre in its following from the neighborhoods. However, one can make it easily possible for the theatre fans in your locality to attend your theatre, too. And there are a great many people who will find in your house the type of entertainment which they prefer to that of the larger house.

Previous attempts to operate suburban theatres in certain localities had proved failures, until Roy Jones came along and proved it could be done. And he is playing silent pictures against the competition of downtown wired houses. The story of his success is told here. One of the big factors is this: he knows his people and, even more importantly, he appeals to youth as the mainstay of his box-office patronage. If you win the youth of the neighborhood, you have won the whole family.

"Serials attract a great many whom the larger theatres have not reached; a second-run picture which is played close after it has been advertised and shown at the downtown houses is desirable to those who missed it at the earlier showing, but probably one of the biggest aids is the fact that lower admission prices make it possible for a larger group of people to visit your theatre."

The admission at the Gem is ten and twenty cents.

Now, one of the prime ways in which Jones has made a success of the Gem is this: He makes every youngster in the neighborhood feel welcome at his theatre. Furthermore, he has developed to a high point the psychology of appealing to youth, and utilizing its services in holding old patrons and developing new ones. His appeal to adults is through the interest and friendship of youngsters.

When a special picture is being exploited, Mr. Jones distributes heralds to the school children. Each month, also, he prints his feature schedule for the four weeks. These programs are distributed to the homes of the neighborhood by boys who receive in pay admission tickets to the theatre.

The Appeal To Youth

His amateur nights are among the biggest business getters for his house, and here, again, is the appeal to youth. For these performances, four acts are secured each week, and the young lady who arranges them draws upon the college glee club quartette, the children in dancing school and a variety of sources. The excellent programs secured indicate that there is much talent seeking recognition.

The friendly spirit of the gem toward its patrons is aided by the fact that Mrs. Jones assists her husband in running the house. There is an air of hospitality about the theatre that has proved to be one of its biggest assets.

The theatre itself is important. The mirror in the lobby, the tiled floor, the comfortable seats, the selection of good music are significant points.

There is also the appeal of attractive surroundings. The court adjoining the Gem, Mr. and Mrs. Jones have fixed up with shrubs and flowers. And the court leads to an apartment back of the theatre where they live.

Mr. Jones knows his public. The best proof in the world is that he is making a success of a neighborhood house in a city where others had failed.

And then, there is the fact that every youngster feels sure of a welcome at the Gem. If a theatre manager likes folks, he can make his welcome felt without words.

THE DE LUXE IDEA *In* ADVERTISING

BY DAVID E. WESHNER
Advertising Director, Stanley-Fabian Corp.

FOR the past decade, ever since the motion picture has made show business an integral part of the commercial activities of all nations, advertisers in general have looked upon theatrical advertising as a step-child that had to be tolerated. It was the step-child Cinderella at the hearth; a despised "something" to be looked down upon.

The early type of motion picture advertising, with its unrestricted exaggerations, placed it in a class with hoaxes. This, however, was to be attributed to the stage than the screen, for producer and exhibitor culled a page from the manual of the legitimate producer, instead, "of going on his own." The distributors learned in short time, however, that they had their own "row to hoe." They broke away from the legitimate stage practices and began to advertise their product in their own manner.

The "Stand Still" Parade

But, in spite of this breaking away from the stage, the advertising product did not keep pace with the ever-progressive strides of the cinematic product that was to be sold. Despite the growth of the industry to fourth or fifth place among the industries of America, despite the phenomenal strides made in photography, direction, lighting, story development, pantomime, and now in sound and talkie synchronization, motion picture advertising was still carried on in the old manner. It was not until very recent days that motion picture advertising managers caught up with the tremendous strides made in merchandising of product. Surely this is food for thought! Why hasn't motion picture advertising kept pace with the great development of cinema art? Has this "stand-still" parade been true of the entire industry or just the exhibition branch?

The facts should be faced immediately!

That there is now a tremendous "de luxe" appeal in selling photoplays to the public is a fact that requires no argument. But, how did this come about? What is the psychology behind "de luxe" merchandising of photoplays? How much "de luxe" merchandising copy is to be found in theatre ads?

The past generation has witnessed a change in advertising concept. Leaders of agencies have been quick to sense the changes in the social status that have taken place within recent times and they have changed their "appeal" and "approach" to dove-tail with these changes.

Let us look at one prime social change. Whether we admit it or not, the recent World War has caused no end of economic differences. Prior to the conflict, the ordinary wage earner and his family expected little of life and its luxuries. So accustomed were they to eking out an existence that they had fallen into the groove of having it remain so. The war brought prosperity to them. Wages soared high, money was plentiful, and the wage owner and laborer were catapulted out of the economic dregs into a new class of buyers. Mrs. O'Grady, like the Colonel's lady, now demanded a new fur piece, the daughter wanted a dress such as Miss So-and-So wore on the screen, while the son insisted on silk shirts and socks.



Types of modernistic newspaper advertising done by Stanley-Fabian Theatres — distinctive, original, appealing.

A New Buying Class

The merchants of the nation sensed this new buying class. High class shops and department stores, through the medium of the social formula, "went after" this new business. Since everything has to be conducted "according to Hoyle," the merchants made it a practice "to sell" their product by use of the engraved personal invitations which tickled the vanities of every "exclusive" buyer. The formal invitations were printed—and are being printed—on good vellum stock with the selling approach funnelled as much as possible into lines that make it resemble a social invitation.

And here is the real story! Mrs. O'Grady, her husband, daughter and son, who were previously contented with any kind of cheapness, had their dreams fullfilled.

With "Papa's" salary doubled, tripled and quadrupled by virtue of his being a good mechanic, new vistas were opened to the family. Dreams became a reality and once accustomed to the things they bought they insisted on buying the same quality of stuff in spite of the fact that perhaps "Papa's" salary may have taboggoned after the war. They may now buy at places that are "more reasonable" but the parade is still on.

The merchants, once they realized this new buying class, changed the advertising concept. Competition for the new trade was keen. Recognized illustrators of reputation were called in and were paid four figure prices for illustrations that "would catch the eye" and "Sell" the merchandise. The practice became general. Department stores, shoe, gown and

millinery shops, and other stores appealing to women made this change. Advertising mediums constantly hit the eyes of the buyers, beckoning them, cajoling them, selling them this, that, and everything.

The New Appeal

The new advertising appeal "banged" away constantly. Campbell's soups and new Congoleum patterns, roof shingles and a new kind of living room cigarette lighter, the improved carburetor and the new Ford car, the ever-ready maccaroni and the special dishes for hastily prepared meals, the English cut ready-made clothes and the instant-quick cough remedy, the get-thin and get-fat medicinal proprietaries, the reducing machines and the violet ray sun lamps, the sectional bookcases and the wrought iron floor and table lamps, and the hundred and one other articles that streamed constantly before one's eyes in looking over newspapers and magazines. The new advertising concept in the way of merchandising an article, by way of effective copy, and illustration is now in full bloom.

The de luxe appeal is now international.

World markets are sought in this manner, and, if the modern business trend means anything, the de luxe appeal has helped cut down the advertising of the personal contact men—the salesmen.

The amusement world caught the de luxe spirit. Architects grasped the modern tendency and new theatres were constructed in accordance with the de luxe idea. The old nickelodeon gave way to palaces of dazzling splendor. Instead of

This ad. and the one in the adjoining column were part of a group layout in the modern style



100 chairs there were 5,000 upholstered seats. Foyers, lounges, mezzanines, men and women's rooms, tapestries from abroad, art pieces for embellishments, heavy tufted Suraks became the general rule. Ultra-courteous house staffs, well groomed ushers and attendants, doormen and flunkies now enter into the scheme of house management. Every man, woman and child that entered a de luxe house felt himself, or herself, socially elect. The opening of each new theatre brought the curiosity seekers until the new palace was accepted as such.

The theatre sold itself to the patrons. But, thereafter, patrons came to see "the show." Twelve months pass, the theatre

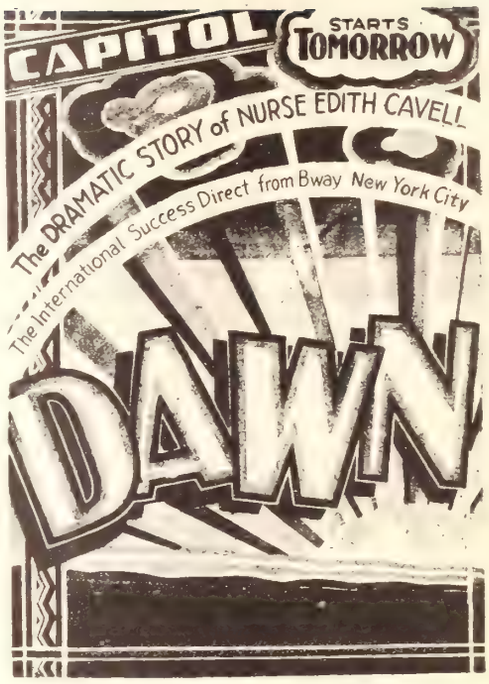


An excellent example of the de luxe appeal in picture theatre advertising

is probably getting by, but all sorts of efforts in the way of trick advertising, exploitation and sometimes ballyhoo are sometimes used in an effort to get them to come in. And therein lies the rub—the rub which has made the average exhibitor a blind mouse. He is too blind to see what is happening in his own industry, and cannot apply the same de luxe appeal to his advertising and exploitation.

The Distributor Knows

Let us forget the blind exhibitor for a moment and look at the wide-eyed distributor. The distributor knows the exhibitor reads the trade papers of his industry. The distributor therefore spends thousands of good dollars on gorgeous inserts, intelligent art work, booklets and posters. He pays for expert advertising and art knowledge and



Making type and art work express the spirit of the picture "Dawn"

devises a de luxe campaign which eventually sells the exhibitor the product.

Now let me see what the exhibitor does. He buys the product as a result of the de luxe appeal, puts the product into his de luxe theatre and trusts to the Powers-That-Be. Does he take a leaf out of the book of the distributor and re-sell the public in his newspaper advertising in the same manner that he himself has been sold on the product?

In nine cases of the ten—NO! Does he engage an advertising expert who can merchandise the show in the same manner as the distributor merchandises it to him?

The Public Angle

Little enough thought has been given this problem. The public soon turns a cold shoulder to advertising that does not meet its approval, for it soon tires of constantly reading advertising that is similar to that turned out ten years ago. The patron has learned to shop for his entertainment in the same way as he shops for the necessities of daily existence. The man who can sell the patron is the man who is going to sell tickets at his box-office.

How can one appeal to a prospective entertainment seeker? The first requisite is to *catch the eye*. This is done, let us say, by the artist. The copy-writer then creates—I say *creates*—the word substance which is to sell the entertainment. This copy must contain the spirit of the theatre wherein the picture or show is put on, must be dressed up with the same thought and attention that commercial advertisers give to their products. The commercial advertising expert knows how to dramatize the can of beans, the bottle of mustard or jelly, the wax flowers, the glass ware, the shoes and the hundred and one things in a manner that makes the reader want to possess such an item and therefore buys it.

(*Continued on page* —)

if you are a good manager here's your opportunity to be a better one

Now on hand—a new but very limited supply of copies of

MOTION PICTURE THEATRE MANAGEMENT

Harold B. Franklin's Great Book

THIS practical manual is now in use daily by leading theatre managers and theatre executives. It is an ever ready guide and counselor to the man who operates a motion picture theatre as well as a mine of information for the theatre worker who is preparing for promotion to greater responsibilities and rewards in this field of business activity.

You Must Act Quickly to be Sure of Having Your Order Filled

The Price is Five Dollars

Order Your Copy Today ⟶

Motion Picture News
729 Seventh Avenue
New York City

Enclosed herewith is — check — money order for $5.00 in full payment for one copy of Harold B. Franklin's great book "Motion Picture Theatre Management."

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Broadway Show Reviews

By Fred Schader

"Duke Steps Out" With "Crystals" Is Capitol Bill

William Haines, in a pleasing little comedy of the prize ring and college life, is holding forth at the Capitol this week. With the feature a stage show produced by Arthur Knorr, entitled "Crystals," is presented, in which Dave Schooler and his Capitolians, together with Nick Long, Jr.; Evelyn Wilson, who is rapidly growing to be a favorite with the Cap's audiences; Joe Hart, Nayan Pearce and Bob, Bob and Bobbie are the features.

The feature, however, does as much to please the audience in entertainment as does the stage show, which is the opposite of what is the case in some of the Broadway houses as a usual thing.

The overture for the week's program is "Scenes Napolitaines," and a symphonic arrangement of "The Song I Love," which were well received.

Capitol Magazine and Fox Movietone News followed.

U Releasing "Broadway" In 3 Different Versions

The Universal special, "Broadway," will be released in three separate and distinct versions. They will be: the all-dialogue English version, the all-silent version and a special synchronized version for foreign Movietone houses. Bob Carlisle and Roy Livingston are editing the two dialogue and synchronized Movietone versions while Eddie Kahn and Phil Kahn are editing the silent version.

Roxy Benefit At The Met Climax Of N.V.A. Jubilee

A monster pageant of entertainment, featuring film, musical comedy, vaudeville, radio and dramatic talent, will be staged by S. L. (Roxy) Rothafel at the Metropolitan Opera House, New York, this Sunday evening. In co-operation with Roxy in the preparation and presentation of the benefit show, whose purpose is to aid the N.V.A. Sick and Benefit Fund, are the Allied Amusement Interests.

"Mother's Boy" Comes To Cohan May 6

"MOTHER'S BOY," Pathe singing-talking picture, Morton Downey starring, opens for a Broadway run at the George M. Cohan Theatre on Monday, May 6, at $2 top. The theatre has been leased for eight weeks with a continuing option. With the feature will be a program of Pathe talkie shorts.



Two scenes from "The Gay Caballero" and Frank Crumit, vaudeville, musical comedy and record star, who participates in them as the lead of this first of the Columbia-Victor Gems, a series of talking short subjects that will feature Victor talent. "The Gay Caballero" is an operetta of dance, song and comedy patter played against a Spanish background

Vincent Lopez and "Syncopation" At Hip Provide Very Delightful Program

THE big New York Hippodrome has been added to the ranks of the first-run film houses in New York for the balance of the season until the Gest presentation of the "Passion Play" takes possession of the house for the summer. The initial screen attraction for the new policy is RKO's release "Syncopation," together with Vincent Lopez and his broadcasting orchestra and several specialty acts, as well as a group of 16 of Russell Markert's dancers.

The show runs a little more than two hours and fifteen minutes, and in addition there is about 12 minutes given over to the N. V. A. collection this week. In addition to the feature and the stage show a Pathe Sound News is shown.

An organ specialty by Walter Wild is the opening feature of the program. This is followed by Vincent Lopez, who in addition to leading the orchestra acts as master of ceremonies. Lopez and his boys have seven numbers that they offer, including a piano specialty by the leader. The selections offered are "The Precious Little Thing Called Love," "If I Had You," a jazz harp solo, a medley of popular hits, Lopez' piano bit, a descriptive arrangement, "A Day At Coney Island," "Tiger Rose" for the finish.

The sixteen Russell Markert Girls in a fast routine of legomania follow, after which Lillian Roth is introduced for two numbers. She is a hot jazz singer and seemed to get over with the Hip crowd. A dancer on the bill in the next spot really stopped the show. This girl shows possibilities, and the chances are she'll be picked for a musical before long.

"Syncopation" was put on immediately after the Markert Girls made their second appearance in a routine of buck dancing. The feature held the audience from the beginning.

A Silk Fashion Show At The Roxy With Fox's "Thru Different Eyes"

IN the two hours and nine minutes that the show at the Roxy runs this week, S. L. Rothafel has jammed a lot of entertainment. The show was rushed in after it was found that the minstrel stage show and "Hearts In Dixie" feature was not a strong enough combination for a two weeks' run as it was expected to be.

The overture, selections from "Madame Butterfly," runs for thirteen minutes and received a hearty round of applause. The first of the divertissements is offered by the vocal ensemble of the house, it is the Prelude in C. Sharp Minor, and is sung against a beautifully lighted sky background. "The French Fan," a ballet offering, is next, and the set alone wins a hand. The Roxyettes have the stage next and score.

Eight minutes of Fox Movietone are next

(Continued on following page)



Against the beautiful natural setting of sea and flowers, the two stars of Universal's "Scandal," Laura La Plante and John Boles, go through a love scene. Director Wesley Ruggles is seated in front of the camera

"Meet The Missus" A Christie Talker Steals The Honors At The Paramount

THE feature film, "The Hole In The Wall," at the Paramount this week is far overshadowed by a short Christie Talking comedy, "Meet The Missus." There is a difference as between night and day in the quality of the story, acting and the sound recording and reproduction between the two. On the stage there is a Frank Cambria produced spectacle entitled "Pearls of Bagdad," highly colorful and very pretty from a singing standpoint, but the chances are that the unit will be unable to overcome the handicap of the feature film at the box office.

The entire show runs two hours and nineteen minutes. Dave Rubinoff, with the orchestra, presents "I Wanna Be Loved By You" as it would be played around the world. It got a laugh here and there in the eight minutes that it took to play. The Paramount News, including a trailer for Richard Dix in "Nothing But The Truth," took the next eight minutes, while nine minutes following were given over to Jesse and Mrs. Crawford with "Roses In The Rain," Crawford's own composition, which isn't so hot; "Do Something" and "Honey" being offered.

Nineteen minutes of solid laughs were accorded to "Meet The Missus," the Christie talker, and this was followed by the Publix Unit.

The stage production looks to be a very heavy one as far as the number of singers and dancers that it carries. There must be between thirty and forty in the unit. The setting is that of an Arabian mart. Walzer and Dyer, a vaudeville team, are dropped down into the center of the proceedings as tourists to lend the comedy touch, which they manage to do very well indeed. Others featured in the unit are Jacques Cartier, Idrena, Arch Cannon, Gladys St. John, a ballet of twelve girls and a singing ensemble that numbers about eighteen.

With 28 minutes devoted to this the show is rounded out with an hour and four minutes of "The Hole In The Wall," a rather weak talking feature.

Standard
VAUDEVILLE
for
Motion Picture Presentation
THE FALLY MARKUS AGENCY
Astor Theatre Building
N. W. Cor. 45th St. & Broadway
Lackawanna 7876

Fashion Show At Roxy

(*Continued from preceding page*)

with some fairly interesting news shots.

The wallop of the stage show is in the 29 minutes that have been given over to the "National Sports Silk Week." There are three sections to this. The first is a representation of a silk worm, by the ballet, that is most effectively worked out. This is followed by a display of the Silks of Japan, in kimona outfits, with about a score of professional models employed for the walk across the stage in displaying the creations.

Then for the third and final scene the grounds of a country club are shown, with all of the girls in silken sports attire, and Joe Kirkwood the champion trick shot golfer doing his stuff.

Eastern Studio Notes

Talkie Technique Is Being Developed Rapidly, Says Bell

More efficiency in the production of sound pictures is claimed by Monta Bell, in charge of Paramount's Long Island Studio production. He enumerates greater pictorial quality, more action, a wider sweep of sets, increased emphasis on music, improved facility in the handling of camera and microphone jointly.

Mr. Bell believes it is too early for anyone to decide how talkies should be made. He is certain that the first move for a picture is to please the eye, the reproduction of dialogue being the second point to establish. Breaking up the dialogue with action and bringing in freer movement into scenes increases naturalness, believes the producer. Prophesying a great increase in the number of outdoor talkies, Mr. Bell stresses the importance of this type of picture.

Powers Studio Producing

At the Powers Cinephone studio in New York, work has begun on "The Line-Up," featuring Viola Richard, former Hal Roach star, and William Black; also in work is "Frank And Johnnie," original by Charles Beahan, who is also credited with the dialogue for the former picture. Both are being presented by Classic Pictures and are being recorded by Cinephone.

Anne Maxwell At W. B.

Assisting Abe Mass at the Eastern studio of Warners will be Anne Maxwell, who will read and arrange scripts for shorts. She was with Vitagraph in 1914 when they occupied the present site of the Vitaphone studio in Brooklyn.

Heads Columbia Eastern Plant

Heading the Eastern studio activities of Columbia as production manager at the Camden, N. J., plant will be Basil Smith, who is directing the series of 26 Columbia-Victor Gems.

Marc Connelly With RCA

The first of a series of comedy talkies has been completed at the Gramercy Studio of RCA by Marc Connelly. "The Traveler" is the first skit. Dudley Murphy directed and arranged the script under the supervision of Richard Currier. RKO will release it.

Sono-Art To Work In East

Much of the footage of Eddie Dowling's second talkie for Sono-Art will be made in New York, according to a decision arrived at last week by Geo. W. Weeks, general manager of the company.

Completes 2 Silent Versions

Editing of silent versions of "The Letter," "The Hole in the Wall," and "Gentlemen of the Press" have been completed by Mort Blumenstock at the Paramount Long Island studio.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Depinet Reveals Dialogue Per Cent Of New Productions

In a recent announcement from Ned Depinet, general sales manager of First National Pictures, an idea is given of what exhibitors may expect as to percentage of dialogue in forthcoming productions.

One hundred per cent dialogue pictures are as follows: "Smiling Irish Eyes," "The Squall," "Twin Beds," "Hard To Get," "Careers," "Broadway Babies" and "The Careless Age."

Others classified are: "Two Weeks Off," with about 75 per cent; "The Girl in the Glass Cage," with 65 per cent; "Prisoners," about 50 per cent, and "The Man and the Moment," with 40 per cent. Most of these have theme songs in addition to dialogue.

Vallen Marketing A Device For Soundfilm Projection

The Vallen Electrical Company has announced a new screen framing device for installation with sound equipment. This device is constructed to permit manual or electrical operation of a frame that takes care of the difference in the dimensions of Movietone and sized motion pictures, thus doing away with changing lenses, etc.

In order to facilitate the installation of this equipment in the East, J. L. Cathro, factory representative for the Eastern District for the Vallen Electrical Company, will make his headquarters at the Hotel Laurelton, New York City.

Rudy Vallee Newest Star Signing With RKO

The featured lead in a forthcoming Radio Pictures musical production will be portrayed by Rudy Vallee, orchestra leader and tenor who has just "crashed in" among the top-notchers. The musical production in which he will star with his band will be a production promised "Rio Rita," "Hit the Deck" and other RKO coming pictures, it is announced. Title is undecided.

F. N. Leases Central

The Central Theatre in New York has been leased by First National until July, 1930. The theatre seats 910 people. "His Captive Woman." a First National talkie, is now playing there.

Newman Bristolphone Rep.

Arthur Newman, film salesman, has been appointed by Budd Rogers to cover the Eastern territory for Bristolphone.

Members Of Cast Will Broadcast "Alibi"

FOR what is assumed to be the first time in the history of the industry "Alibi" an all-talking picture will be acted out by members of the original cast in a radio presentation during the Majestic Theatre of the Air program over station WABC, Sunday evening, April 21, at 9 P. M. Eastern Standard Time. In all forty-seven stations will participate in the broadcast.

Chester Morris and Eleanor Griffith, United Artists stars in this picture, will enact the roles they play in the film now current at the 44th Street theatre, New York. Roland West, director, and Jewel Carmen, will also be heard in parts.

RCA Increasing Facilities Of N. Y. Gramercy Studios

With the addition of new sound stages, mechanical department and laboratories to the New York Gramercy studios of RCA, it is planned to greatly increase the producing facilities of the plant. Engineers are now installing machinery of the latest type. The main stages will be connected by wire with the building adjacent housing the recording equipment. The addition will contain the RCA Photophone Music Department, a large film cutting room, an electrical department, dressing rooms and a camera division.

Cohn, Christies Supervisor, Heads Screen Writers Guild

The Screen Writers Guild has elected Alfred A. Cohn editorial supervisor of the Christie Talking pictures, as president.

Other new officers elected this week at the annual meeting were: Winifred Dunn, vice-president; John F. Goodrich, secretary; Harold Shumate, treasurer; and the following directors: Grant Carpenter, Viola Brothers Shore, Louise Long, Vernon Smith, Julian Josephson, W. Scott Darling, and Sonya Levien.

Educational Now Has First Lane Talk Comedy Ready

The first of the series of six Lupino Lane talking comedies that Educational will release is now ready for distribution. It is entitled "Ship Mates." The star is supported by his brother, Wallace Lupino, Charlotte Merriam, stage and screen actress, Francis Martin and Tom Whitely. A phantom banjo plays an important part in the sound gags. The comedy is recorded on the Photophone system.

Sound Is A Boon For Small Houses, Says P. A. Powers

In a recent statement from P. A. Powers, president of the Powers Cinephone Corp., the value of sound to the small theatres throughout the country is emphasized. The little fellow can now compete with the big de luxe downtown houses, says Mr. Powers and, with the exception of the stage show, he can offer his patrons the same bill of fare, a high class sound installation turning the trick.

There is no doubt but that sound is here to stay in Mr. Powers' opinion, and he stresses two facts to prove this—the increased attendance at theatres wired for sound and fact that producers will in future concentrate mainly on sound pictures. It will take but one year for the silent theatre to close its doors in defeat. The exhibitor whose house is not wired will be in a quandary when the present supply of silent films is exhausted and it is not possible for him, argues Mr. Powers, to keep pace with his fellows who are faring well because of sound.

He warns against a sound installation not of the finest tonal quality, asserting that the public is keenly critical of sound films.

Powers' Cinephone has decided that properly designed and constructed sound apparatus is not in need of constant reconditioning and that the servicing charge called for in sound equipment contracts is really an addition to the quoted price of the equipment.

British Producers Contract For RCA Recording Device

RCA sound motion pictures has been adopted by British film producers, the Foreign Department of RCA announcing that Photophone recording licenses have been executed with the British International Pictures. The British company has also contracted for 20 theatre equipments. Orders for RCA installations have also been placed by Suburban Super Cinema, Ltd., and Empress Electric Theatres.

Blanchard At Columbia

The position of sound mixer and head of the control room at the Columbia Sound Studios on the West Coast has been filled by Harry Lester Blanchard, newly appointed by John Paul Livadary, head of the Columbia sound activities, under whose supervision he will work. He was formerly associated with Warner Brothers as mixer and with Paramount as specialist on musical production.

THE TREND IN THEATRE EQUIPMENT ADVERTISING

Again Motion Picture News is selected as the exclusive medium to carry an advertising announcement of first importance to the exhibitor, and the most elaborate single advertising effort by one of the largest theatre equipment distributing organizations in the world. The insert appears in this week's issue of Motion Picture News.

Thus, again the buyer of advertising on a large scale affirms the leadership of Motion Picture News as the foremost medium serving the motion picture theatre field today.

When one trade paper year after year is accorded the distinction of election to carry exclusively such important advertising announcements as that which appears in the News this week, that trade paper has earned the confidence of the trade and the support of trade advertisers by reason of its consistent policies.

***Motion Picture News* steadily has aimed to do just one thing. That being the effort, week in and week out, to convey to the motion picture industry reliable information, to promote the welfare of each and every branch of the industry for the greatest good of a great business, and provide service that goes to the heart of the theatre man's problems. For fifteen years *Motion Picture News* has adhered to these policies and for a like number of years it has held the respect and the confidence of leaders in all branches of the industry as a force of great influence for the good of the business.**

MOTION PICTURE NEWS

ESTABLISHED LEADER IN EQUIPMENT ADVERTISING

COMPLETE EQUIPMENT FOR THE THEATRE

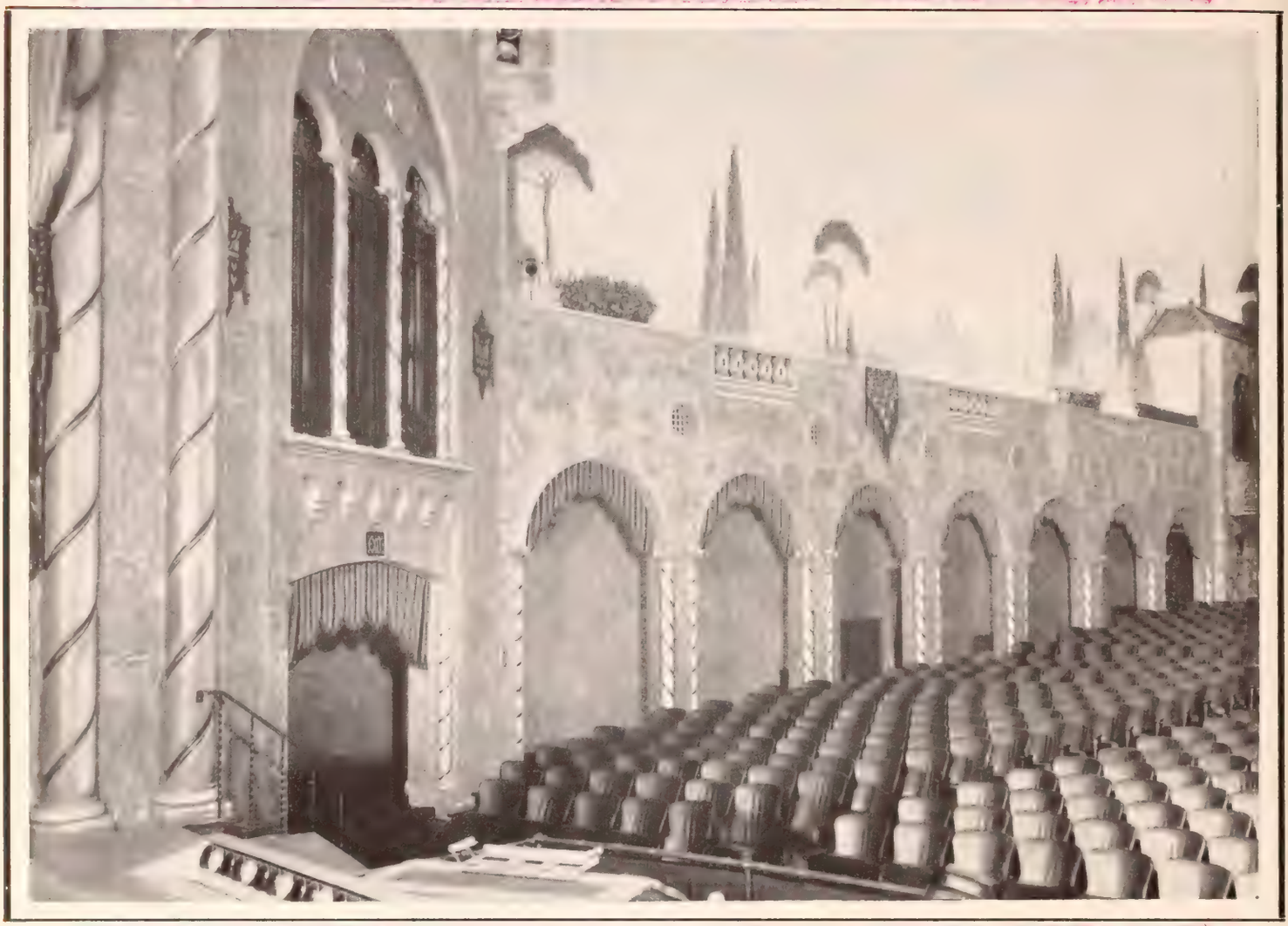
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A survey of the departments, special services and products through which the National Theatre Supply Company serves the American Exhibitor.

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THEATRE
Oshkosh, Wisc

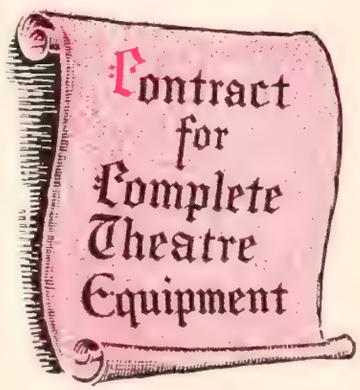
COLORFUL splendor and dignity distinguish the auditorium of the Fischer-Oshkosh Theatre, which has gained much of its distinction through National Service.

NATIONAL THEATRE SUPPLY COMPANY

COMPLETE SERVICE

At five o'clock one Saturday afternoon not so many months ago, the telephone at the Omaha National Branch started to jingle. The Princess Amusement Company had just put out a fire in the booth of their Lincoln, Nebraska house. Two projectors were destroyed. Sunday was their biggest day. Couldn't something be done? Something *was* done. Two new projectors were received by that theatre four hours later and their Sunday profits came in as usual. . . . Through an accident in a Balaban and Katz Chicago house, a screen was destroyed. Their call for service came to the National Branch at 4:30 in the afternoon. Two hours later the factory in St. Louis had delivered a screen to the express company. The show opened—with the new screen—at its regular time, 11 o'clock the next morning. . . . A booth fire in a San Francisco Theater destroyed three mechanisms but the show went on without a dollar's lost to the exhibitor. New mechanisms were in operation in that house within 30 minutes after their rush call reached the National Branch in that city. ¶ These are a few incidents from the daily lives of National theatre experts who, from every principal city in the United States, keep the show going. The mettle of a theatre service, like the mettle of a man, is

best judged when an emergency arises. But the function of National Service in emergency is only indicative of those underlying principles of theatre service that have made this company the exhibitor's logical source for complete theatre equipment. ¶ An explanation of today's achievement and growth can not be had without a consideration of those economic forces which have brought the National Theatre Supply Company into being. During the earlier stages of development, the motion picture industry was served with varying satisfaction through small individual dealers. The defects of this system became more and more apparent with the growth of the industry itself. Limited capital of the individual dealer prevented economical purchasing and the retention of staff experts to properly service the more technical lines of theatre equipment. The manufacturer was impeded by the uncertainty of these scattered outlets. The exhibitor found himself confronted with many real hazards involved in scattered equipment purchasing. ¶ These and other defects of such a distributing system all pointed definitely to a future of cooperative dealer effort. It was thus in the interests of the three groups most directly concerned that the distributors of theatre equipment and accessories moved toward a common footing. Cooperative distribution became an economic necessity and when, two years ago, the outstanding American dealers in theatre equipment merged into one all-inclusive National organization, a great step toward the welfare, prosperity and continued growth of the entire industry had been taken. ¶ NATIONAL COMPLETE SERVICE—a purchasing organization which opens the markets of the world to economical buying and makes possible reasonable consumer's prices. . . . A far-flung distributing power that selectively offers only theatre equipment and supplies of the highest proven quality for its exclusive distribution; that insures the manufacturer against uncertain markets and constantly stimulates the perfection of new and improved equipment. . . . A staff of experts for every phase of theatre equipping who anticipate tomorrow's equipment needs and sponsor constant improvement; who stand always ready to serve the exhibitor from every principal city in the United States. . . . A single source for every supply and equipment unit the modern theatre can use. . . . A financing plan that covers the renovation of an old, or the complete equipping, of a new theatre. ¶ These outstanding advantages of the new distributing regime were pre-destined to genuine success. Combined with the reliability of corporate management, they stand for National Service in its fullest sense—One Source, One Quality, One Guarantee.



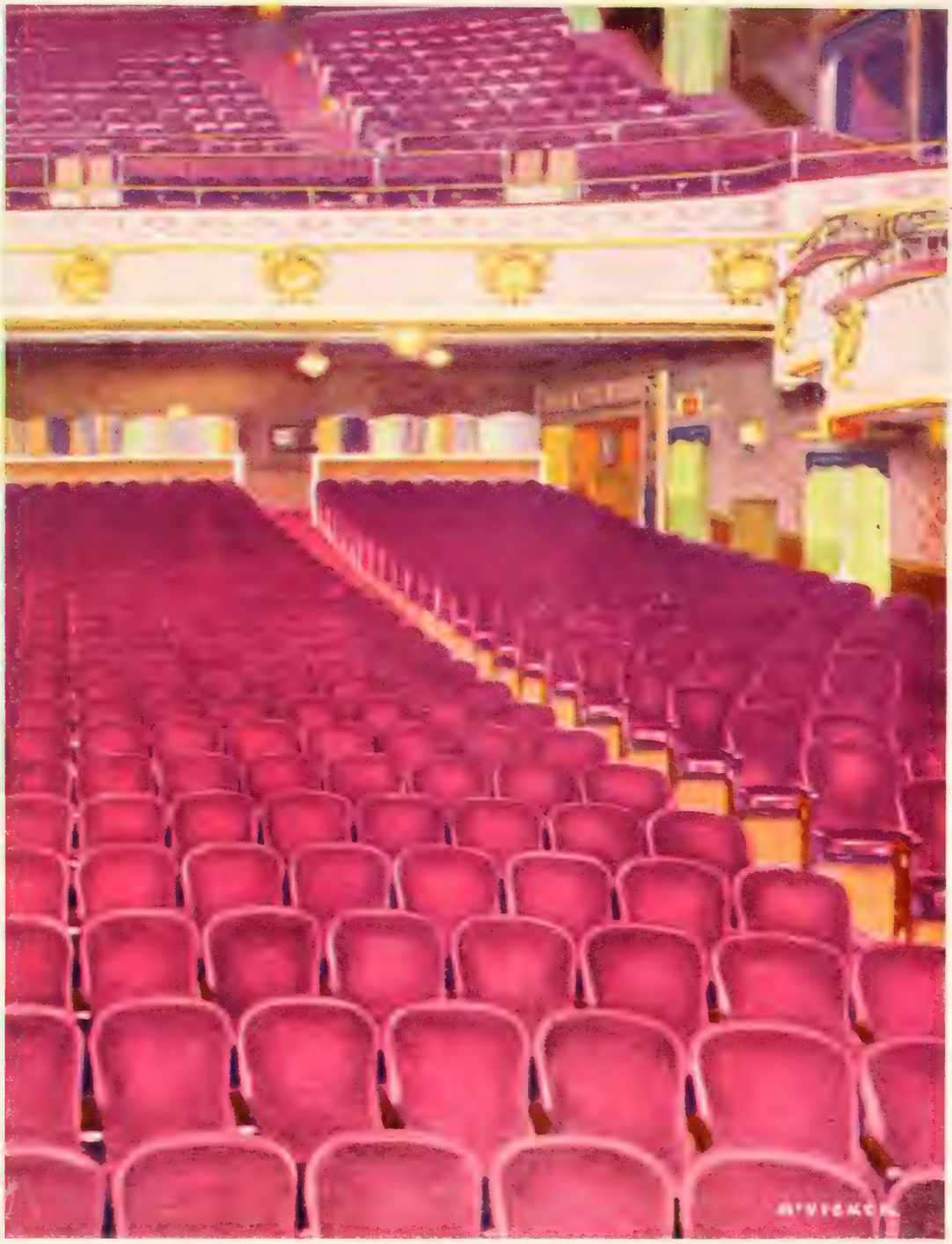


THE MAYFLOWER THEATRE

Seattle, Wash.

A FINE example of effective marquee brilliance and flood lighting. Complete equipment for this palatial house — from electric sign to stage curtain — was installed by

NATIONAL THEATRE SUPPLY COMPANY



THE CAPITOL THEATRE

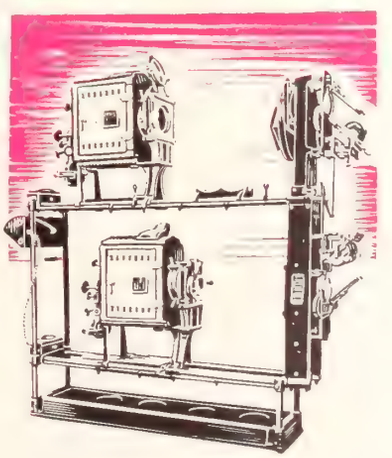
Newark, N. J.

OUTSTANDING for the beauty, comfort and economy of its seating. National Steel Furniture Chairs enjoy universal popularity with theatre owners and theatre architects. Distributed by

NATIONAL THEATRE SUPPLY COMPANY

THE RIGHT EQUIPMENT CORRECTLY INSTALLED

To the exhibitor, good equipment means more than a trade name. His satisfaction depends first, upon the manufacturer's quality; second, on correct installation, and third, on reliable maintenance always at his command. ¶ National Service is all-inclusive. From the smallest accessory to the projector, the pipe organ, lighting and stage equipment, National's stamp of approval assures the exhibitor quality, service, and economy. In building its great line of theatre equipment, National has literally searched the world over. Every item or unit within the entire range of National Service, regardless of size, relative importance and price, has of necessity demonstrated its actual merit before it bears the National stamp of approval—before it is offered to the exhibitor through the 30 National branches. ¶ For every phase of theatre equipment, the great importance of correct installation is fully recognized and amply provided for. Specialists in the technical field of auditorium and stage lighting give their personal attention to the problems presented by each individual theatre. . . . Projection experts assure the highest standards in modern projection efficiency. . . . Draperies, stage carpets, stage rigging, receive the same superior service from men who have specialized in their own particular fields. ¶ When installation problems are those presented by a new theatre, National experts work hand in hand with the architect to guarantee the selection of equipment best suited to the demands of that theatre. From the time the four walls are up to the time the doors are opened to the first audience, National experts are on the job. Before the installation of every phase and line of equipment, they have first consulted the architect—they have worked with him to heighten the artistic value of his design and decoration, and together they bring the complete theatre, at last, to the goal of its architectural ideal. ¶ Never before the organization of the National Theatre Supply Company has such a guarantee of excellence in theatre equipment and supplies and in their correct installation been possible. . . . And as to maintenance service, each of the 30 National branches provides a completely equipped department for rebuilding and repairing theatre equipment by modern factory methods. Day and night, emergency service is just around the corner from every American theatre.



THE LURE OF THE BRIGHT-LIGHTS AS A PROFIT MAKER

The "lure of the bright lights" is more than the sentimental subject of those popular ballads that touched the heart strings of the Late Eighties. The colorful, unusual, and even exotic design of the modern theatre adapts it particularly to marquee brilliance and the flood light. A sharp relief against the more utilitarian architecture of its neighboring buildings, the theatre at night, well lighted, has become lodged in the public mind as a symbol of entertainment and relaxation. ¶ And this symbol is definitely resultful and far-reaching. What other advertising media can fling its appeal, clear-cut and compelling, against the very sky itself? What other box office lure can pull a mile-distant eye to its "Today's Feature" at the center of its brilliance? ¶ Up and down countless Broadways, the white bath of the floodlight, the flashing colors of electric sign and marquee, blaze their attractions on the minds of the world's pleasure seekers and bring them, night after night, into the theatre. ¶ The theatre owner who disregards the "lure of the bright lights" has left one of his strongest drawing cards unplayed. Like the technical field of stage lighting, effective lighting of the theatre exterior is an art in itself. It demands the adaptation of lighting effects to its own individual design. It necessitates the ingenuity and skill of the lighting engineer. An electric sign, for example, may represent an investment of thousands of dollars. The investment is sound—it is profitable. It deserves the careful attention of men who know electric signs; whose engineering skill insures an installation that will produce the best effect with the least consumption of current. ¶ Then there's the particular problem of the marquee. Upon its attractiveness depends no minor share of steady patronage. Does its design strengthen or detract from the ideal of the theatre architect? Is its elevation haphazard, or scientifically planned for the greatest attractiveness at the greatest possible distance? ¶ These are a few typical problems of exterior lighting for the solution of which National Service takes full responsibility. National Lighting Equipment is produced by the world's largest and most reliable electrical manufacturers. Combine such standards of quality with the work of National lighting experts and another important phase of good showmanship has been brought to higher standards of resultful effect and economy.



PERSONAL COMFORT AND BEAUTY WIN PATRONAGE

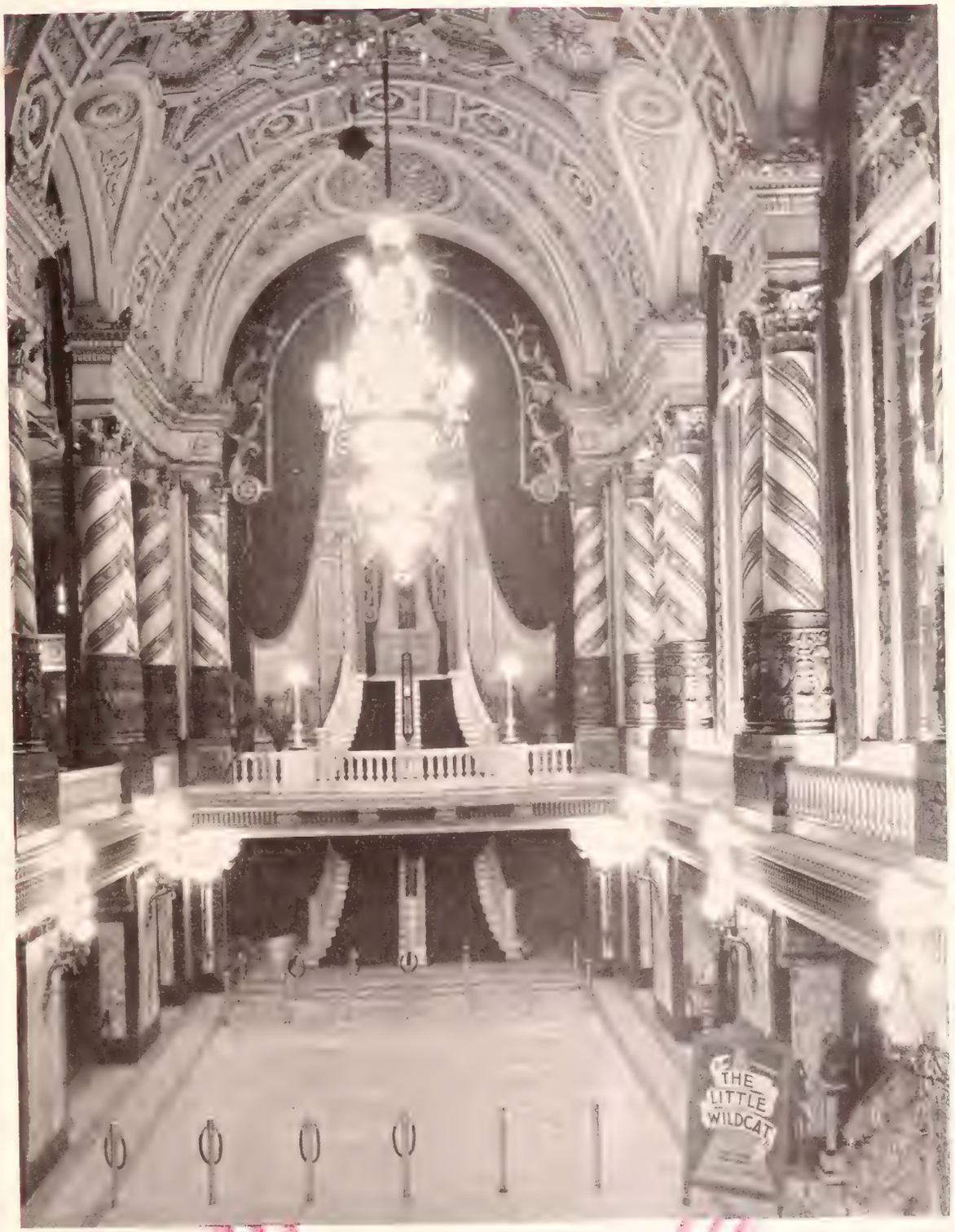
The showman who is successful in luring the American family from its comfort-laden fireside is well aware of public complacency with the average necessities of life and the demand for surroundings of brilliance and luxury. He has carefully considered these standards in relation to his own profit and has deliberately set out, through the construction of palatial theatres, to make his patrons feel more prosperous, more sophisticated, and more comfortable in his auditorium than they can afford to feel in their own homes. ¶ The critical point of personal comfort in the theatre turns largely to the question of seating. Theatre seating has three prime virtues—beauty, utility and comfort. In the selection of opera chairs for exclusive distribution through National Service, every phase of theatre seating, with its various problems, has been carefully considered. National theatre opera chairs range in design from exceptionally inexpensive veneer seats to elaborate upholstered period models. All are built with expert regard for the artistic value of graceful proportion and pleasing decoration and are, above all, constructed for comfort. Beauty of design is made practical and enduring through the use of only the highest quality materials throughout construction. Upholstered models present an unlimited range of fabrics in velours, tapestries, real or imitation leather, in an endless procession of colors and patterns. ¶ But the matter of good seats in themselves leaves still a large part of the comfort problem to correct installation. The problem is complicated by the widely varying details of aisle contours, converging rows, exits, curving balconies, and other obstacles peculiar to theatre construction. National seating service starts from a rough sketch showing mechanical requirements of the individual theatre and is developed to a detailed plan correctly designed to give the maximum seating capacity consistent with comfort, safety, and attractive arrangement. Every mechanical requirement of elevation, side lines, floor slopes and distances are worked out to the best possible advantage. ¶ Thus it is that more than just good seats are entered on the exhibitor's contract. A contract for seats with the National Theatre Supply Company is its own assurance of a finished job that will be as complete and perfect as the most up-to-the-minute technical knowledge and long practical experience can make it.



UTILITY AND ATMOSPHERE BLEND IN THE MODERN LOBBY

While the importance of good auditorium seating as a basis for patron-good will can scarcely be exaggerated, it is only one of the stronger links in a non-severable chain of contributing factors. First impressions are frequently the ones that count most and before the theatre patron has approved the excellence of auditorium furnishings, he has been influenced, either favorably or unfavorably, by his inspection of the theatre lobby. ¶ The modern theatre lobby is as utilitarian in purpose to the exhibitor as it is appealing in spacious luxury to the patron. It serves three major ends: First, a sales office for seats, second, an advertising medium for present and future attractions, and third, a happy means of taking care of waiting crowds. ¶ And so the showman places a special emphasis upon the design and furnishing of his lobby. So, too, National Service is particularly exacting in its provision for lobby furnishings that will make the most, both of its every day possibilities and of the psychological appeal it can be made to exert toward steady patronage. ¶ National lobby equipment starts with the ticket booth, furnished and designed in practically any style, or constructed specially for the individual theatre. . . . Complete equipment from ticket register and change-making machine to the ticket roll itself is planned for before National experts pass to the provision of lobby displays. ¶ Cognizant of their importance, National has searched the world over and gathered the best of them—from simple one-sheets to highly decorative combination photo and poster displays. ¶ Nor does National lobby equipment stop here. Attractive floor mattings enhance the appearance of the house and add to the life of the foyer and auditorium carpets by keeping them clean in bad weather. . . . Brass rails eliminate the confusion of waiting crowds and contribute to the efficiency of usher service. The ticket chopper at the foyer entrance conveniently disposes of purchased checks. . . . All of these are included in a completely equipped National lobby. And to National drapery experts is left the work of adding that essential finishing touch to high vaulted ceiling, balcony rails, and windows. ¶ So the theatre lobby, practical as it is, covers the utilitarian equipment with a beauty that reflects the modern appointments of the rest of the house—turns this same beauty back again toward steady patronage and larger profits.





THE GRANADA THEATRE

Chicago, Ill.

A SPLENDID example of modern lobby decoration and equipment, features that must be included in every modern theatre. Installation of equipment was made by

NATIONAL THEATRE SUPPLY COMPANY

THE ORGAN PROVES ITS PERMANENCE

No theatre musical feature has proven more versatile, more profitable, more permanent, than the pipe organ. There is something about the mellowness of its deep-throated stops, the unlimited possibilities of its full orchestral tone, that appeal emotionally to practically every one. ¶ Sound pictures entered the industry with a turmoil of sudden success that for a time cast its doubt upon the future of former musical attractions. The value of the pipe organ could have stood no greater test and it has remained, perhaps, more firmly entrenched than before, as it continues to pull its quota of patrons past the box office. ¶ Years before the pipe organ entered the theatre, the name "Kilgen" had meant unparalleled achievement in the building of fine organs. It is only to be expected that these world famous artisans, passing their wealth of experience and exclusive improvement from generation to generation, should develop the pipe organ best adapted to modern theatre needs. Kilgen features today stand an unimpeachable standard of comparison.

ORCHESTRAPHONE —

Imagine a world famous symphony orchestra playing the overture in your theatre . . . every tone exactly reproduced, from the highest treble of the piccolo to the lowest bass note. . . . As the feature flashes to your screen, the music swings smoothly into the theme song. Perhaps it's a pipe organ, an ensemble, a voice. . . . The same excellence of tone and volume supports your entire picture. It "cues" every scene as precisely, as fittingly, as could any orchestra conductor. Sound effects creep in—the roll of distant thunder, the sudden clatter and beat of horses' hoofs, a bell, a fire siren—still the music continues uninterrupted. ¶ That's Orchestraphone. One instrument playing from a library of standard records and operated by one person. The new standards of tone and volume that Orchestraphone set for the entire world of reproducing instruments have remained unduplicable. Improvements, chiefly in the line of additional and auxiliary equipment, have come constantly to Orchestraphone owners; but the many exclusive advantages that originally spelled Orchestraphone excellence keep this instrument decidedly in advance of its imitators.





THE PICCADILLY THEATRE

Chicago, Ill.

THIS KILGEN, one of the world's largest pipe organs, is widely famous for its tonal excellence and its unlimited range of musical effects, including grand piano operated by remote control from the organ key-board. Kilgen Organs distributed by

NATIONAL THEATRE SUPPLY COMPANY



THE IOWA THEATRE

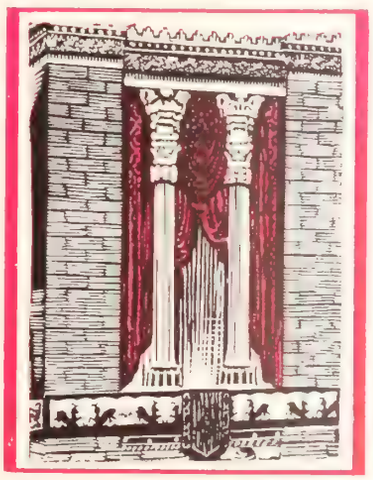
Cedar Rapids, Iowa

DOMINANT notes of restraint and dignity characterize the colorful stage curtain, draperies and house hangings of this thoroughly modern and successful theatre. Complete equipment for the Iowa was installed by

NATIONAL THEATRE SUPPLY COMPANY

BEAUTY AND ECONOMY IN DRAPERIES FOR EVERY THEATRE

In getting at theatre decoration as a box office attraction, it is significant to reflect that the trend toward beauty and luxury in the theatre is not restricted to the de luxe houses on Broadway or State Street. There is no better vantage point than the National Scenery and Drapery Department from which to gauge the growing tendency of the smaller house to dress up its auditorium with beautiful stage curtains, hangings, and house draperies. The time has passed when only the larger theatres are financially capable of giving their patrons appointments of refinement and luxury. ¶ Human nature does not change with a State line. The same theatre attractions, the same comfort, the same appealing beauty that build patronage for the city exhibitor are now put to work on a smaller scale to bring crowds to the smaller house. ¶ Emphasizing, subduing, lending a distinctive charm of their own, curtains and draperies as finishing touches are just as important to the theatre as are the finishing touches an artist places on his canvas.



. . . And just as exacting in their demand for artistic skill in the selection of colorful design and in their installation. ¶ The fabrics of National theatre curtains and draperies are exclusively theatre fabrics. They are specially selected and specially made to contribute solely and distinctively to theatre atmosphere. They come from the world's largest mills and from special National sources . . . endless in variety of color, pattern and design and with a range in price that gives the smaller theatre its right to beauty. ¶ Stage scenery has also benefitted appreciably through the purchasing and distributing policies of this National department. Three thoroughly modern scenery studios, located in different National distributing districts, are constantly at work on the production of special orders and on a comprehensive selection for "stock" scenery. These studios are staffed by highly skilled workmen of long experience in the production of theatrical scenery and by artists whose mural paintings have in the past beautified some of the world's finest public buildings and auditoriums. Scenery of so high a character has, prior to the establishment of National Service, never been available for immediate shipment from stock. Hence here again, National Service brings an important theatrical art within the immediate reach of every exhibitor.

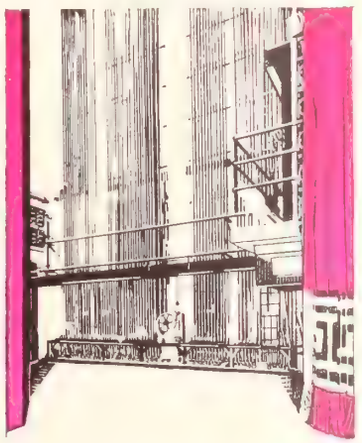
EXCLUSIVE CARPETING PLUS EXPERT INSTALLATION

More than a year ago, the National Theatre Supply Company announced the organization of a separate department for theatre carpets. It was not just an expansion—nor was it simply the addition of another link in the complete service chain. It was distinctly a new service; one of which the exhibitor was badly in need; one that no dealer in general floor coverings, no manufacturer, had been able single handed to attain. ¶ Theatre carpeting, an integral and prominent part of auditorium decoration, must necessarily keep pace with the modern trend toward brilliance and luxury. A dealer's stock of theatre carpets is nothing if not unlimited in color, pattern, and fabric. Further, a carpeting service that will adequately serve the theatre field must possess a marketing ability far-reaching enough to warrant purchasing in enormous quantities. ¶ It must also maintain contacts with reliable mills that are strong enough to assure the quick production of special orders, woven exclusively for the individual theatre. Before the organization of this department, nowhere in the United States was there a distributor who specialized exclusively in theatre floor coverings. ¶ Today, through National Service, the exhibitor finds a wide selection of patterns and colors in high quality fabrics, always ready for immediate delivery from centrally located warehouses. Thousands of yards of these carpets in various grades and prices assure not only a color and pattern that will harmonize perfectly with the theatre decoration, but a carpet that will come well within the range of true economy. ¶ This department has also brought into being several new and distinct patterns for exclusive distribution and has arranged for their production with one of the world's largest makers of fine carpets. ¶ On first thought, the question of carpet installation might seem one of minor importance. But the exhibitor who has formerly depended for this service upon the average distributor has, in many instances, observed that a poorly planned installation is not simply wasteful, but exorbitantly expensive. Theatre carpet specialists, like experts in theatre seating, must be experienced in the consideration of floor slopes, aisle contours, and similar obstacles common to auditorium construction. Good installation means economy and nowhere else can the exhibitor find the expert supervision that comes with a National carpeting job.



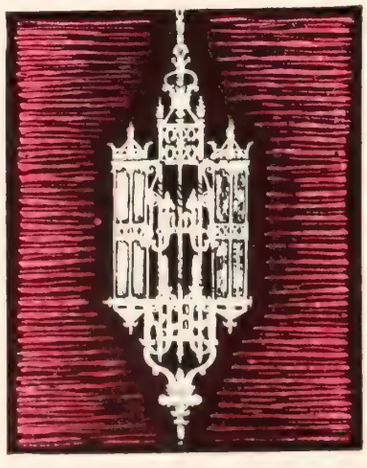
THE MODERN STAGE NEEDS THE FINEST OF RIGGING

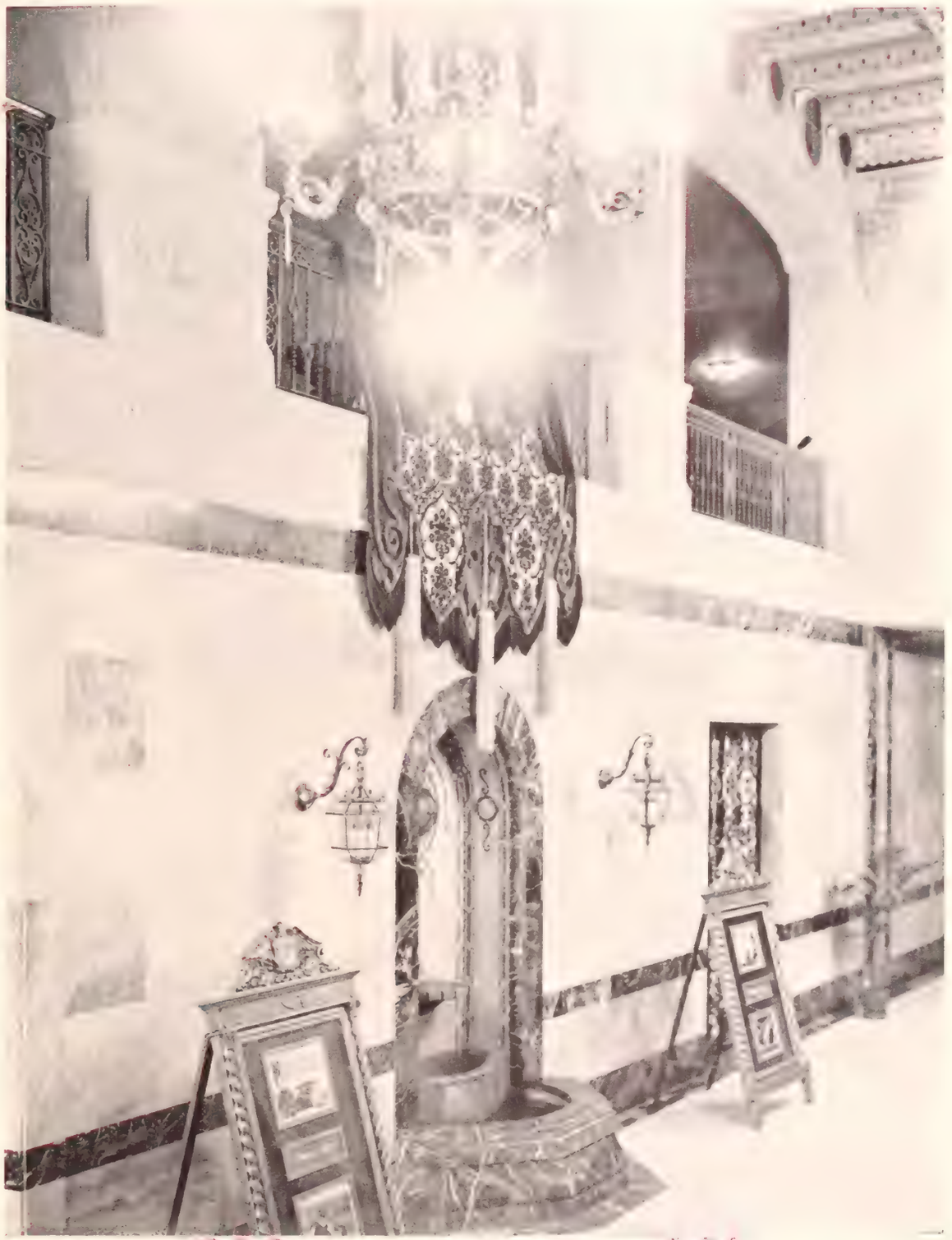
While the average number of a theatre audience has little knowledge of the equipment essential to smoothly working curtains or swift and silent scene changes it is, nevertheless, a source for a large share of his genuine entertainment. The perfection of modern rigging is a big factor in the attainment of realistic and effective stage productions second only in importance to the development of stage lighting. ¶ When it's National rigging, up goes the asbestos or front curtain—swiftly, silently as the projector plays its first title across the screen, or the ballet registers its first good kick for the evening. It matters little what scenic changes and effects the stage show or the vaudeville bill demand. . . . The solo danseuse may float gently to earth, perched on a great orange blossom as often as her manager will permit. . . . The song and dance team can hoof its fill before its favorite drop. . . . It takes only a few seconds of noiseless movement to bring down the "Night Sky" before which the acrobatic Burling family works. When the final curtain sweeps down again to close the show or pauses a second for a curtain call, it has all happened because a stage hand has simply worked his endless pull line with one hand. ¶ That's rigging de luxe—National Rigging. . . . Steel battens, strong enough to carry twice their required burden. . . . Non-lubricating roller bearing sheaves. . . . Steel cable from batten to arbor, safe for a lifetime of service. . . . Each set so perfectly counterweighted that the scenery is silently, rapidly, raised or lowered with but one hand. Draw curtains on silent steel tracks respond with almost unbelievable precision to their automatic motor control, sturdy and fool-proof. . . . It's the kind of rigging that helps to put the show over—the kind that shares in the applause. ¶ The effective operation of National rigging is not, in any sense, limited to the million dollar house, National counterweight sets are well within the price range of the smaller theatre. The true economy of their long, labor-saving service, their precision of operation, can scarcely be estimated in dollars and cents. National rigging service is as thorough in its completeness as its products are outstanding in performance. ¶ National rigging experts are always ready to plan the right sets for your stage and to install them correctly, assuring an efficiency in operation that will lend a further touch of excellence to stage presentations.



THE ART OF LIGHTING THE INTERIOR EFFECTIVELY

The proper lighting of the auditorium, like the effective lighting of the exterior, is an art in itself. It is subtly coordinated with the comfort of good seating—with the emotional appeal of the pipe organ—to build such an atmosphere of contentment that even should the feature itself fail to click, the patron will carry a sensuous thrill along with him for a while to bring him back again for more. ¶ Light flooding from coves and arches, from concealed spots and chandeliers, accentuate the fantastic motif sculptured across the vast central ceiling or shades into mysterious half shadows at its edge. Light—alluring and colorful—flows across the whole enclosure and melts along the proscenium frieze in a subdued glow of autumn tints. ¶ The creation of atmosphere is certainly one of the fine things that the successful theatre does well, and not by accident. For effective lighting alone is the whole thought and the life work of entire staffs of creative artists, of highly skilled and specialized workmen, and of installation experts. The fine, careful services of these men who design, make, and install lighting fixtures, compose an important unit in the National resources at the disposal of the American exhibitor. Auditorium, balcony, loge, foyer—each has its own lighting problems that only the skill and artistry of the lighting expert can solve. ¶ For the theatre lobby and foyer—the spirit of hospitality . . . brilliance without glare . . . warmth and geniality with dignity. In the auditorium, the field of effect lighting and its control in relation to the stage introduce further complications for the engineer. . . . But throughout the entire theatre, National lighting specialists will create that elusive though vital something called Atmosphere . . . will work out the entire problem from conception to the final installation of fixtures. ¶ The exhibitor or his architect may select chandeliers of striking simplicity or elaborate period design. In either case, they will be the product of a famous manufacturer who, for 25 years, has specialized in the production of lighting equipment for the theatre and auditorium. A separate staff of artisans is maintained by this firm for the creation and construction of special designs where the architecture of the house demands a new and wholly individual note. So through National Service, the possibilities of theatre lighting are moulded surely, expertly, economically, to a practical allurement that spells box office attraction.





THE AMERICAN THEATRE

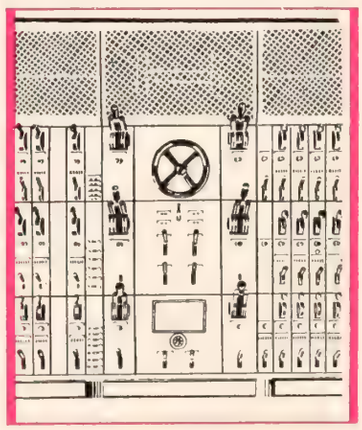
Roanoke, Va.

ATTRACTIVE lighting fixtures add an atmosphere of their own to this beautiful Grand Foyer. These fixtures were selected from the great lighting equipment line distributed through

NATIONAL THEATRE SUPPLY COMPANY

LIGHTING EFFECTS AND METHODS OF CONTROL

When in 1750 David Garrick set a row of candles on the stage of his Garrick Theatre, he started something. Something that suddenly outgrew its childhood crudity and entered the theatre lists as a new and promising art. ¶ Color and effect lighting have found an admirable proving ground on the modern stage. David Garrick's candles have long since given way to multi-colored foots and borders, spotlights and olivettes. Emotional stimulant for the audience streams from the bridge behind the proscenium arch—the spot towers and trees in the wings—in the form of soft light and glowing color to heighten illusion or add to the sternness of reality. ¶ The development of effect lighting on the stage has not left the auditorium in the dark—or even in colorless light. Lighting effects have found a growing place in the motion picture theatre, particularly where organ features, vaudeville programs, or stage shows are a part of the house policy. ¶ Scarcely less wonderful than these lighting effects themselves are their modern methods of control. Back in the wings, or in rare instances, in the projection booth, the modestly named Theatre Switchboard with its dimmers, places the intricacies of stage and auditorium lighting circuits under the control of one man. With an almost unbelievable precision, it provides for the "pre-setting" of eight, ten, or even more scenes, regardless of the complexity of their lighting demands. ¶ The operator closes his master switch . . . Blue foots change to red—red borders to blue. . . . Or out in the auditorium the flood of clear white sinks to soft color. . . . ¶ In the development of effect lighting for the stage, provision for supplementary effects has not lagged behind. Permanent cloud effects move realistically across the sky of the atmospheric-house. . . . Through the continued perfection of effect machines, unlimited novelties are projected from the booth to add their portion of success to stage novelty or organ feature. All these things are a part of the highly specialized department of National Stage and Effect Lighting. Through this service is offered the wealth of the world's electrical research laboratories and manufacturing concerns; and through its corps of National lighting engineers and installation experts, theatre effect lighting achieves its true effectiveness as a versatile and intricate art.

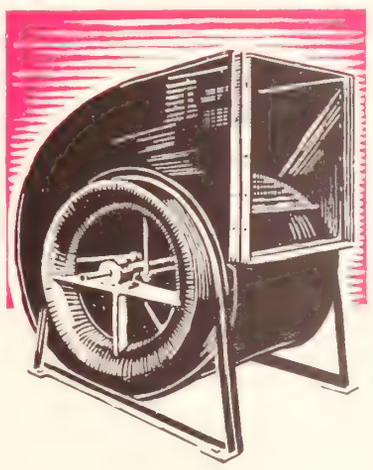


FRESH AIR FOR YOUR THEATRE THE YEAR ROUND

Fresh air in the theatre is another inestimably important link in the chain that makes up personal comfort for, aside from its real value to health, it brings a pleasant relaxation and a mental relief essential to the whole-hearted enjoyment of the show itself. ¶ In its requirements for good ventilation, the theatre again presents its peculiar engineering problems successful of solution only through the services of men who are thoroughly familiar with auditorium design and construction. The ventilating system, an integral part of the theatre itself, should be completely planned in the architect's layouts for a new theatre. ¶ National ventilating experts are always available for consultation in the construction of plans for the new house and their advice is assurance against possible costly mistakes. These same National experts offer their services to the theatre already in operation where the ventilating problem has not been properly solved. Under their personal direction, the ventilating systems, regardless of the size of the theatre, will give the exhibitor the added and profitable attraction of fresh air the year round.

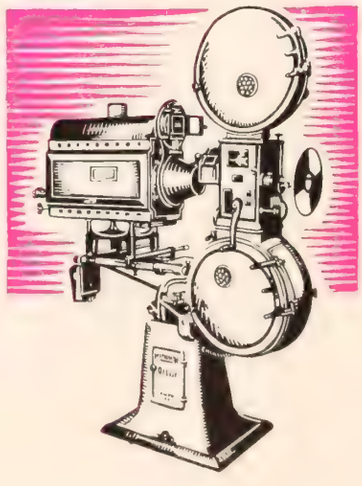
THE ORCHESTRA PIT —

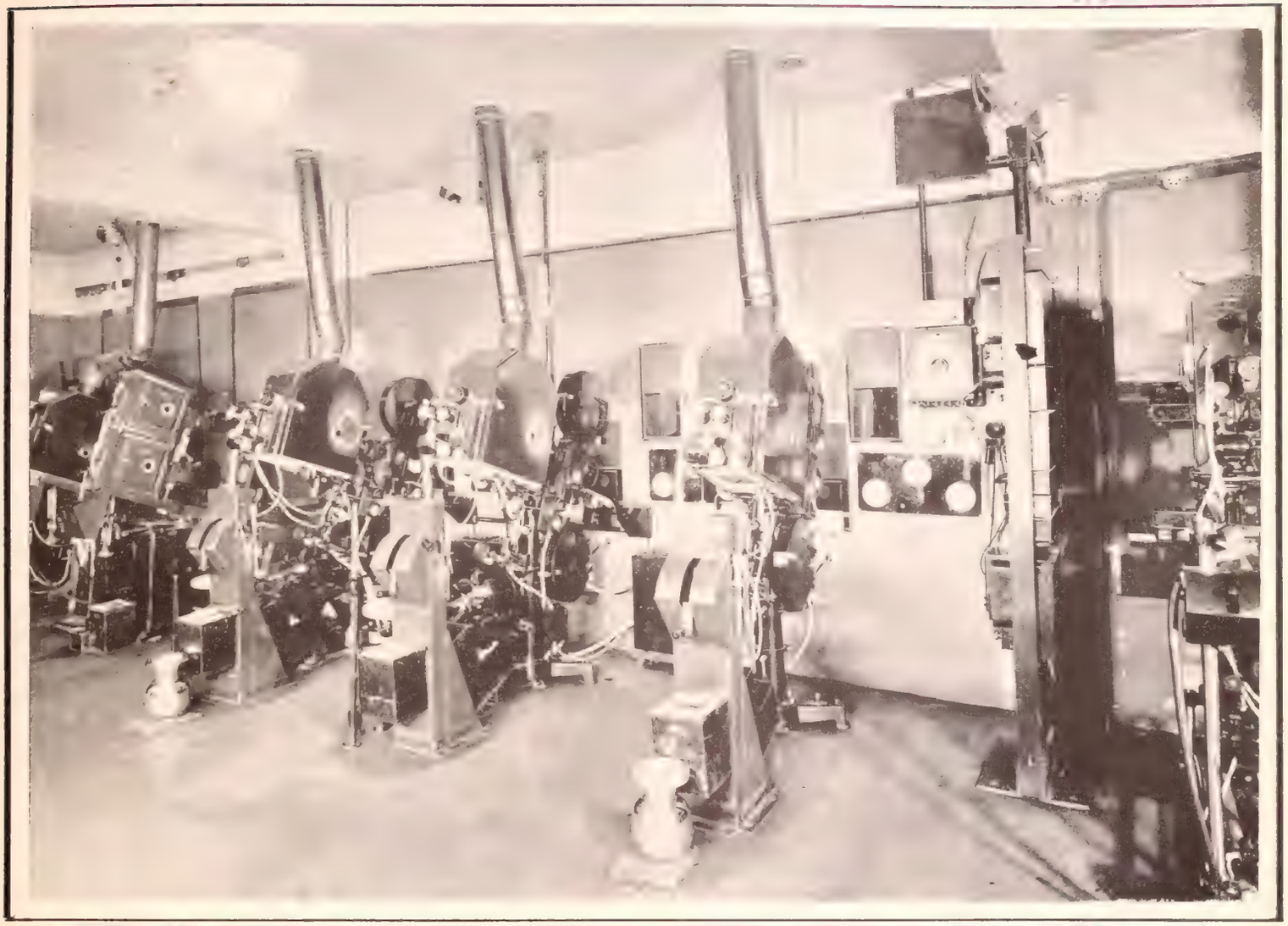
In the breathless instant before the first strains of the overture, the orchestra pit comes into its fullest glory as the center of all eyes. . . . Light from the attractively finished music stands must reflect no beams into the audience room, yet provide an even flood of illumination across their desks. Chairs must be sturdy in construction but of graceful and attractive proportion. Director's box, pit-rail and curtain, piano lights—all have their small share in the achievement and success of the modern orchestral feature. And after the overture, the spell and the fascination of the organ solo would be instantly marred by any mechanical failure of the lift as the console rises smoothly into the spot light. ¶ Through National Service, there is a style of music stand and piano light, there is a design of chair suitable for any theatre, regardless of its size or the prominence of its orchestral feature.



PROJECTION RELATING TO EQUIPMENT FOR SOUND

The department of the theatre in which the advent of sound pictures has necessitated the greatest equipment revision has, quite naturally, been the projection booth. Good projection has been one of the exhibitor's fundamentals of success for years. The modern moving picture, with its reality of depth, shade and definition, divides the honors for its perfection between the picture producer and the manufacturer of projection equipment and screen. ¶ Perhaps the fact that the sound film, as it first entered the booth, had a tendency to reduce projection effectiveness, was responsible for a great deal of the uncertainty that enveloped the average exhibitor before he decided to accept the "talkies" for his own use. But if that is the case, he was not compelled to wait long for a solution to his difficulties. The leading manufacturers of booth equipment, pioneering and progressive as always, came rapidly to the rescue with revisions, improvements, and with totally new equipment that provided for sound and retained—even increased—former standards of good projection. ¶ The now famous Model M Simplex Projector, the splendid Model H Motiograph, the Peerless High Intensity Arc Lamp, all came as practical solutions to the sound problem. Keeping pace with these advances, the American Silversheet Company has introduced their special sound screens. ¶ It is highly significant that these noteworthy advances have, in every instance, come from a National manufacturer. In the production and perfection of this equipment, National has actively cooperated. The foresightedness of its management and equipment experts anticipated these needs of today when sound was just looming on the horizon and worked with the manufacturer toward their production. The National country-wide distributing system placed this needed new equipment immediately in the hands of the exhibitor. ¶ This is one of the many ways in which National Service works cooperatively with the manufacturer and the exhibitor toward the further progress of the entire theatre industry. But whether it's a question of best results with sound pictures—whether it's a new projector, a generator, a rewind, an effect machine, or accessories—the best of booth equipment comes through National. Correct installation assures its highest efficiency; day and night emergency service keeps the show going—a service that never fails.





THE
GRANADA
THEATRE
Chicago, Ill.

ONE of the finest projection booths in the country contributes its share in the success of this fine house. Sound pictures are a feature. Complete booth equipment was installed by

NATIONAL THEATRE SUPPLY COMPANY

A FINANCING PLAN AND A SERVICE TO ARCHITECTS

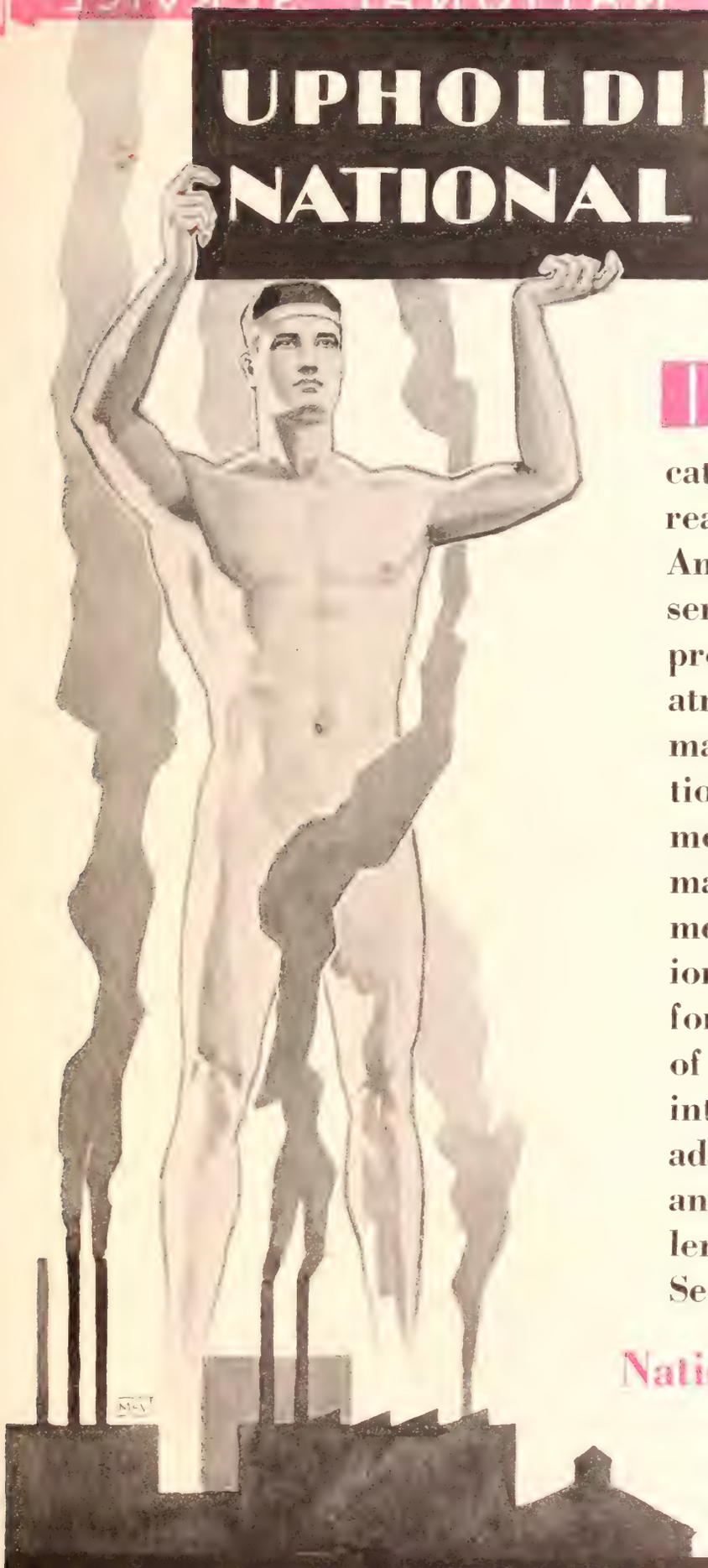
One of the greatest advantages the exhibitor enjoys through one-source purchasing is the National Financing Plan. Inability to procure the finest of theatre equipment has become a thing of the past. There is no longer the worry and inconvenience involved in purchasing through six, ten, or a dozen different dealers, all with varying payment terms and under varying firm policies. The National financing plan is specific enough to eliminate the hazards of uncertain agreement but flexible enough to meet the requirements of any theatre owner. ¶ The relation of National Service to the theatre architect becomes an integral part of this rigid guarantee of full satisfaction. National Service has no architectural department of its own. It is concerned entirely with the installation of theatre equipment, appointments, and accessories. But to the theatre architect, the counsel and service it offers is of inestimable value. From the time the four walls are up, National experts are on the job to assure the exhibitor that his entire equipment will be expertly installed and to assure the architect that his ideal will be perfectly reached through equipment best adapted to his plans.

FIRE PREVENTION —

Practically every State in the Union specifies definite provisions for theatre fire prevention. Every insurance company makes its demands in the same regard. It is vitally essential that these demands be fully met, for if there is anything worse than a theatre fire, it is one in which the exhibitor is left with no recourse. ¶ National fire prevention equipment is planned to meet every requirement of every State law and every insurance company specification. Your National representative will see to it that this equipment gives you not only full security from the standpoint of fire regulations but that it brings an adequate protection against the fire itself. Property losses running into millions of dollars become the annual toll of theatre fires. Were the accompanying loss of life left entirely out of consideration, fire prevention methods would still be a part of every good theatre's equipment.



UPHOLDING THE NATIONAL SLOGAN



DAY and night, 30 National Branches, strategically located throughout the country, are ready to serve every need of the American exhibitor. A complete service, unparalleled in its expert provision for every phase of theatre equipping and equipment maintenance. Backing the National Slogan, stand the world's most reliable and progressive manufacturers of theatre equipment and accessories. The superior quality of their products, their foresightedness in the production of new and advanced designs, the integrity of their firm policies, add their own unconditional guarantee of satisfaction to the excellence and reliability of National Service.

National Theatre Supply Co.

Branches in all Principal Cities

ONE SOURCE + ONE QUALITY + ONE GUARANTEE

PRODUCTS OF NATIONAL SERVICE

The Worlds Master Musicians— Orchestraphone At Your Finger Tip!



The Worlds Master Musicians— Orchestraphone At Your Finger Tip!

AGAIN
Orchestraphone Pioneers With Four Added Features—

ORCHESTRAPHONE, the first non--synchronous instrument perfected for theatre use, has constantly remained the pioneer in the perfection of new and improved features. Now as always incomparable in tone, volume and range of musical possibilities, Orchestraphone announces four additional features that strengthen its undisputed position of leadership.

One.—DUAL POWER AMPLIFYING UNITS with special controls when so ordered provide for increased volume through additional horns or for the retention of one system for emergency use.

Two.—FELT-LINED SERVICE COMPARTMENTS allow the convenient handling of records. Selections for the entire program may be previously arranged in order by the operator.

Three.—LONGER TONE ARMS allow the use of 16-in. records while convertible pick-up rests facilitate the convenient change to either size record.

Four.—A SERVICE LAMP acts both as a pilot light for the operator as he cues the picture and as a service lamp for the inspection of the amplifying units.

Free Demonstration
At Any National Branch

The Orchestraphone Company

NATIONAL THEATRE SUPPLY COMPANY

PRODUCTS OF NATIONAL SERVICE

— — — and

Announces The Development Of A New Synchronous Device

FOR more than a year, the Orchestraphone Company has been engaged in the development of a new and different type of synchronous device. . . An instrument that in combination with any non-synchronous Orchestraphone model will set new standards for sound picture excellence. . . The new device is now perfected for all sound-on-disk-films and will be ready for immediate installation within a short time.

Before you decide—

See This Wonderful Patronage Builder!



Watch for Further Announcement!

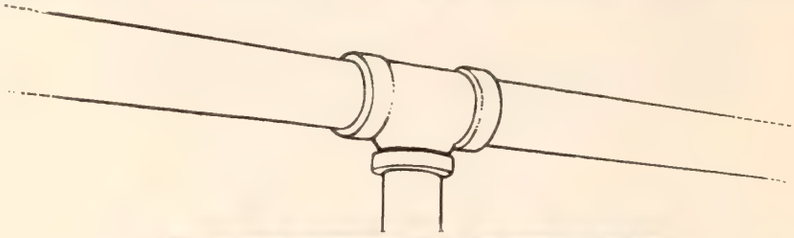
Ready for Distribution Soon

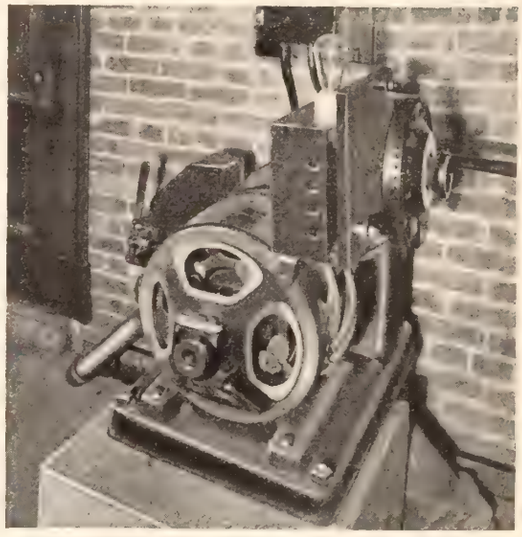
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PRODUCTS OF NATIONAL SERVICE

Emergency Light and Power From Your Water Mains





An Enslen Hydro-Electric Emergency Lighting Unit

THE ENSLEN HYDRO-ELECTRIC EMERGENCY LIGHTING UNIT

is a simple and fool-proof low pressure water-wheel driven electric generator that automatically cuts into service the instant that the outside current fails. The Enslen unit will operate the projectors and arcs in times of emergencies. The show need never stop. Approved by the Dept. of Labor & Industry of Pennsylvania, and meets the National Code Standards

NO BATTERIES USED.
No service is necessary.
No replacements.
Installation the first and last cost.
Absolutely dependable.

For complete data see page C-3383 Sweet's Catalogue

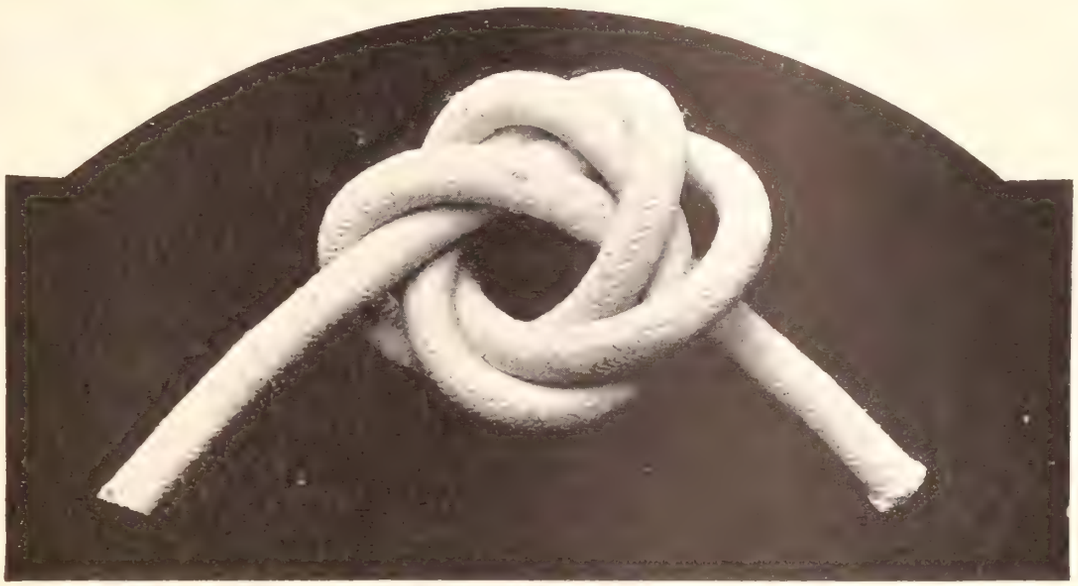
ENSLEN HYDRO-ELECTRIC CO., INC. 1600 BROADWAY, N. Y.

THE CANADIAN FAIRBANKS-MORSE CO., LTD.
Main Office — 84–98 St. Antoine St., Montreal, Quebec
Official Agents for Canada

SOLD BY NATIONAL THEATRE SUPPLY CO.

NATIONAL THEATRE SUPPLY COMPANY

PRODUCTS OF NATIONAL SERVICE



ROCKBESTOS

—the asbestos covered wire

The above picture shows better than words the extreme flexibility of ROCKBESTOS MOTION PICTURE CABLE.

And too there is nothing finer than Rockbestos insulation. Flame will not affect it.

The outside covering is beautifully finished and it will not flake off.

A high tribute to this super Motion Picture Cable is the fact that the leading makes of projectors, arc and spot lights and high intensity lamps are all equipped with ROCKBESTOS MOTION PICTURE CABLE. It may cost more but replacements are fewer, therefore it is economical in the long run.

When projectionists ask for ROCKBESTOS they get the best.



Send for a copy of our new Motion Picture Cable Bulletin. It has information of value to you.

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903 Clark Bldg., Pittsburgh, Pa.

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On the Pacific Coast—C. Dent Slaughter

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The TransVerteR in far off Africa

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IMPORT AND EXPORT MERCHANTS

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19th January, 1929

Messrs. The Hertner Electric Co.,
1900 W. 112th Street,
CLEVELAND, OHIO.

Dear Sirs,

We are delighted to inform you that since our importation of May 1925 for one of your Model 75-75 Transverters, we have not had the occasion of any break down and can assure you that we have had every satisfaction with the machine both in performance and saving economically.

We herewith enclose an order for 10 pieces Carbon brushes to fit the transverter which please send immediately by post.

Yours faithfully,
for OCANSEY'S STORES.

PROPRIETOR.

Manufactured exclusively by

THE HERTNER ELECTRIC COMPANY

TransVerteR

12694 Elmwood Avenue CLEVELAND, OHIO, U. S. A.

NATIONAL THEATRE SUPPLY COMPANY

PRODUCTS OF NATIONAL SERVICE

The TransVerteR from Coast to Coast

More Transverters are specified and sold than all other makes combined.

Regardless of the size of the theatre, good projection is always of paramount importance.

The TRANSVERTER excels

in actual current saved,

in smoothness of operation,

in freedom for the Projectionist, so that he may devote his entire attention to his more important duties.

The letter shown on the opposite page, from

Ocansey's Stores,
Accra, Gold Coast,
West Africa

is typical of the fine service which Transverters are giving in every civilized country throughout the world.

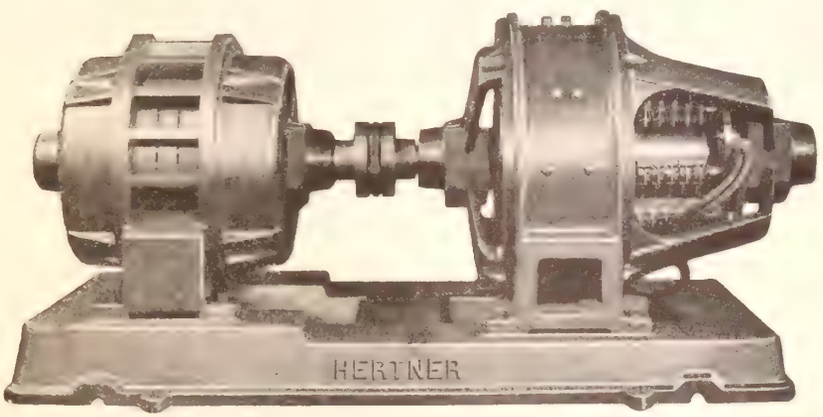
"If you Show Pictures you need the Transverter"

Sold in the U. S. A. by
The National Theatre Supply Co.

Canadian Distributors
Perkins Electric, Ltd.

Whatever your projection needs may be, there is a TRANSVERTER especially designed to give you ideal service.

Ask us for a FREE copy of the HERTNER HAND BOOK. It is a valuable treatise on TRANSVERTERS and their use.



Manufactured exclusively by

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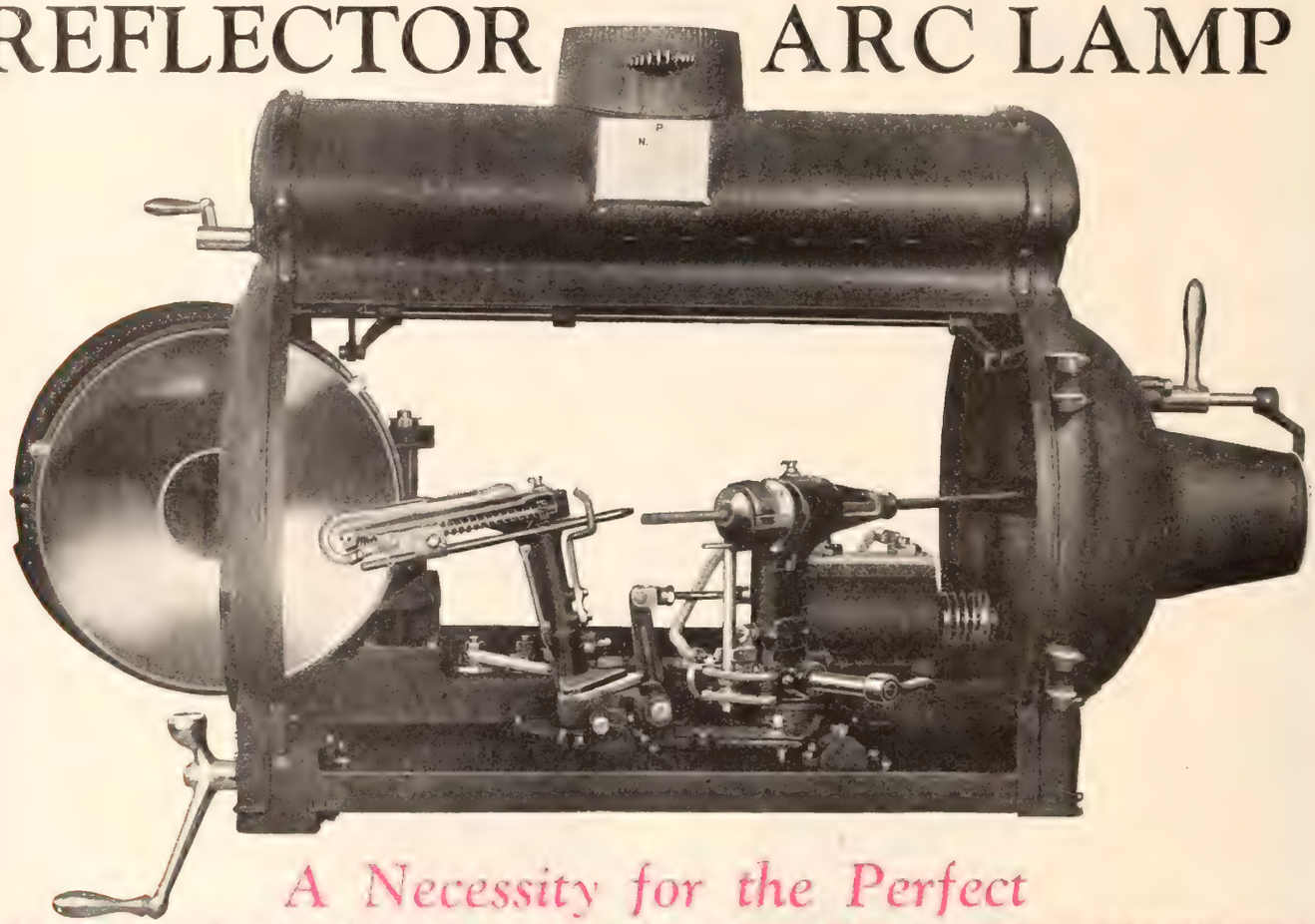
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The Peerless Automatic HIGH INTENSITY REFLECTOR ARC LAMP

"The Super Reflector Arc Lamp"



A Necessity for the Perfect PROJECTION OF "SOUND" PICTURES

DISTINCTIVE PEERLESS FEATURES

- Automatic instantaneous arc striker.
- Heat resisting optical glass reflector.
- Single cranks control of all carbon adjustments.
- Large roomy well ventilated lamphouse.
- 9" negative and 20" positive carbons accommodated.
- Only three moving parts in positive and negative heads.
- Ball thrust bearings used throughout.
- Instant accessibility of reflector for cleaning.
- Both positive and negative carbon holding units can be instantly removed.
- Large hardened steel gears throughout.
- Arc control entirely mechanical and removable as a complete unit even while lamp is in use.
- Positive carbon continuously rotated and fed.

NOW USED BY HUNDREDS OF THE NATION'S GREATEST THEATRES

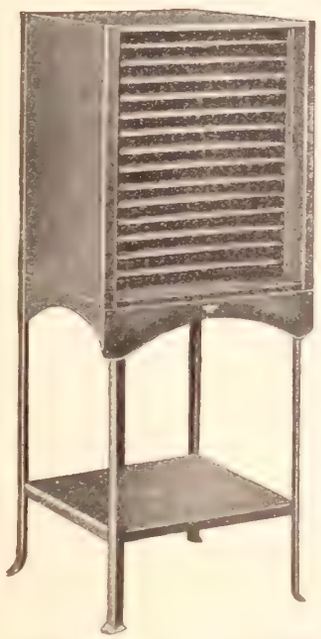
THE J. E. McAULEY MANUFACTURING CO.

552-554 West Adams Street —*Manufacturers*— Chicago, Ill.

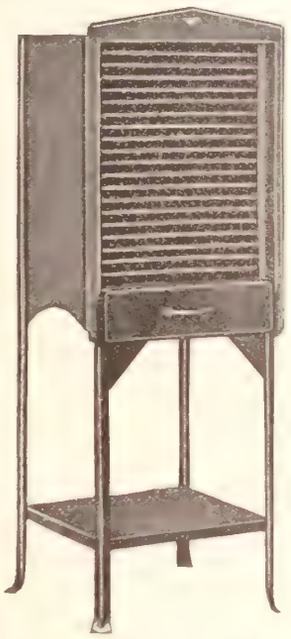
NATIONAL THEATRE SUPPLY COMPANY

PRODUCTS OF NATIONAL SERVICE

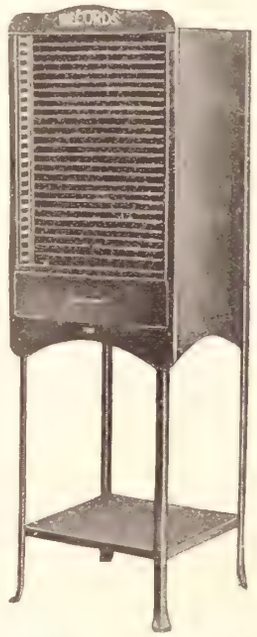
TRADE MARK
Neumade
RECORD - CABINETS
FOR VITAPHONE RECORDS



No. S-501— $55.00
All steel cabinet equipped with 15 shelves each covered with green felt, cabinet finished in olive green baked-on enamel.



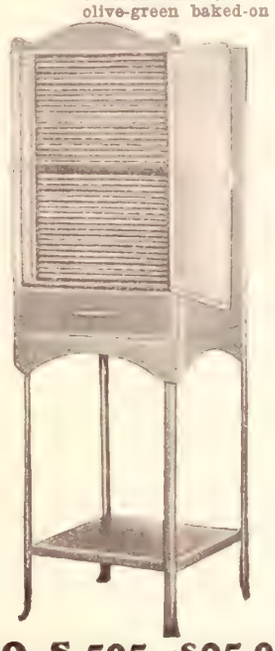
No. S-502— $65.00
This cabinet equipped with 20 shelves, 1 drawer having two needle cups and ample space for tools and other accessories. Shelves covered with green felt. Cabinet finished in olive-green baked-on enamel.



No. S-503— $75.00
This cabinet equipped with 25 shelves each covered with green felt. Also one drawer equipped with three needle cups and ample space for tools and accessories. This cabinet also has an index for each record. Finished in olive-green baked-on enamel.



NO. S-504—$85.00
This cabinet equipped with 30 shelves, felt covered, with separating drawer in centre having four needle cups, also index for records. The door on this cabinet slides in from top. Finished in olive-gray enamel.



NO. S-505—$95.00
This cabinet equipped with 40 shelves, felt covered, with separator in centre, index for records and drawer at bottom having four needle cups. Also fitted with a double wall spring hinge self-closing door. Finished in olive-gray enamel.



NO. S-506— $100.00
This cabinet is equipped with 40 shelves, felt covered, index for records, separating drawer in centre, having four needle cups and two double-wall spring hinge self-closing doors. Finished in olive-gray enamel.

SEE THESE CABINETS AT ANY OF THE (31) NATIONAL THEATRE SUPPLY COMPANY'S BRANCHES, LOCATED IN ALL THE PRINCIPAL CITIES, OR FILL OUT THE ATTACHED COUPON AND MAIL DIRECT TO US FOR FULL DESCRIPTIVE CIRCULAR ON THESE CABINETS AND BOOTH EQUIPMENT.

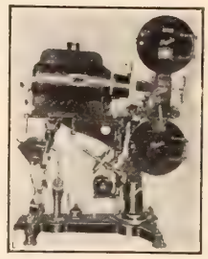
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THEATRE .....
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NATIONAL THEATRE SUPPLY COMPANY

PRODUCTS OF NATIONAL SERVICE

Simplex
MODEL M



SIMPLEX SUPREMACY

BUILT UPON—

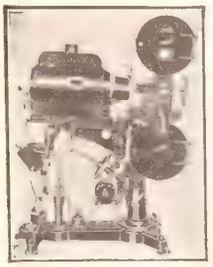
TWENTY-FIVE YEARS' EXPERIENCE IN THE SELECTION OF MEN, METHODS AND MATERIALS

INTERNATIONAL PROJECTOR CORPORATION
90 GOLD STREET NEW YORK

NATIONAL THEATRE SUPPLY COMPANY

PRODUCTS OF NATIONAL SERVICE

Simplex
MODEL M



MANUFACTURING ESSENTIAL EQUIPMENT WITH A COMPARATIVELY LIMITED DEMAND

SIMPLEX SUPREMACY

IS THE RESULT OF A THOROUGH UNDERSTANDING OF A HIGHLY SPECIALIZED FIELD

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Spotlight Your Attractions

brighten them plenty and economically—

Belson lighting equipment will impart the glow of life and added brilliance to your theatre front, your outside billing, the interior decorations and your stage and musical presentations. The better results in brightness at lower current consumption are built in. It is THE lighting equipment of Today, designed and manufactured by an organization which started in business 22 years ago. Belson equipment will modernize your old theatre. It will assure your new house of top-notch lighting performance.

Belson equipment is distributed through National Theatre Supply Company—which is your guarantee that the equipment will be correctly installed and properly serviced when you select Belson.

Lights for Each and Every Theatrical Requirement

Olivettes	Baby Spots
Footlights	Borderlights
Covelights	Louvrelights
Exit Markers	Floodlights

And all fixtures and attachments for them

BELSON MANUFACTURING CO.

802 SIBLEY STREET CHICAGO, ILLINOIS

NATIONAL THEATRE SUPPLY COMPANY

PRODUCTS OF NATIONAL SERVICE

THE "PRESIDENT" WILL INCREASE YOUR PROFITS!



THE "PRESIDENT" MODEL

EUBANK, North Carolina theatre man, took in $283.60 the first month with his National Peerless. Jones only operates his theatre two nights a week, but National Peerless Popcorn Profit pays the rent and more, too.

Breck of Texas writes, "I take in $80 to $100 a week steady with National Peerless." Wirth, operating in a Wyoming theatre, had sold $3,324.75, when he wrote and said, "There are other machines operating here but none of them are making the sales that our National Peerless is."

No theatre operator can afford to overlook the Extra Cash Profit he can so easily have from National Peerless Popcorn.



"National Peerless is the best feature I have ever played. I have popped and sold more than three-quarter million bags of National Peerless Popcorn. This equipment has made me nearly as much cash profit as the theatre itself."

(Signed) Park Robuck,
Mgr., Ideal Theatre

LARGE PROFITS—SMALL INVESTMENT

Men, women, boys, and girls crave popcorn—everybody buys it. And they go out of their way to get the crisper, sweeter, fuller flavored, luscious corn popped by National Peerless machines.

The National Peerless Popcorn Machine is standard theatre equipment—and should be in *your* theatre. Theatre locations are "the best in town" the year around for popcorn. The investment is small, the profits are large and *sure*. Frequently National Peerless machines have paid for themselves in thirty days. Cash in on this extra profit *now*.

We will gladly furnish you a complete catalog showing the entire National Peerless line of fifteen models.

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MAIL COUPON OR WRITE FOR NEW 32 PAGE CATALOG

Distributed by

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NATIONAL THEATRE SUPPLY COMPANY

PRODUCTS OF NATIONAL SERVICE

for Theaters



Five Scene Multi-Pre-Set Theater Switchboard Installed in the Oakland Theater, Oakland, California. Architects, Weeks and Day. Contractor, H. S. Tittle Co.

the Multi-Pre-Set Switchboard

a Westinghouse Achievement

NOW--more than ever, modern theater design demands adequate switching facilities for changing the multiplicity of lighting effects quickly and with absolute accuracy.

The development, by Westinghouse, of the multi-pre-set theater switchboard definitely solved this problem.

The design of this board is such that changes in lighting effects can be accurately set up in advance. After once being set, rapid changes can be made from one scene to another simply by the operation of a single switch for each change.

Wherever lighting effects are to be set in advance, such as in theaters, lodges, schools, auditoriums, etc., Westinghouse multi-pre-set switchboards will apply.

W WESTINGHOUSE ELECTRIC

Westinghouse Electric & Manufacturing Company
Seattle San Francisco Los Angeles

Westinghouse

T 30122

NATIONAL THEATRE SUPPLY COMPANY

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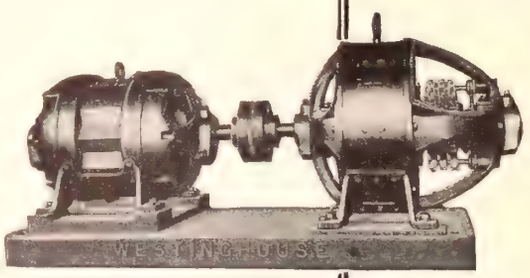


the Westinghouse Motor Generator

IT is sound business judgment for every theater manager to secure the best projection possible. It forms an indispensable part in the entertainment value of pictures and is an added appeal for patronage.

Good projection depends upon a reliable source of direct current--in other words, the power behind the arcs must be steady.

Westinghouse motion picture generators deliver a constant flow of power--assuring a clear, steady light on the screen. Ample capacity permits changeovers without interrupting the run of the picture.



Westinghouse Motor - Generator Equipment is supplied complete with all necessary accessories, including starters, control panels and ballast rheostats.

National Theatre Supply Company

Offices in all Principal Cities

Theater Equipment

T 30453

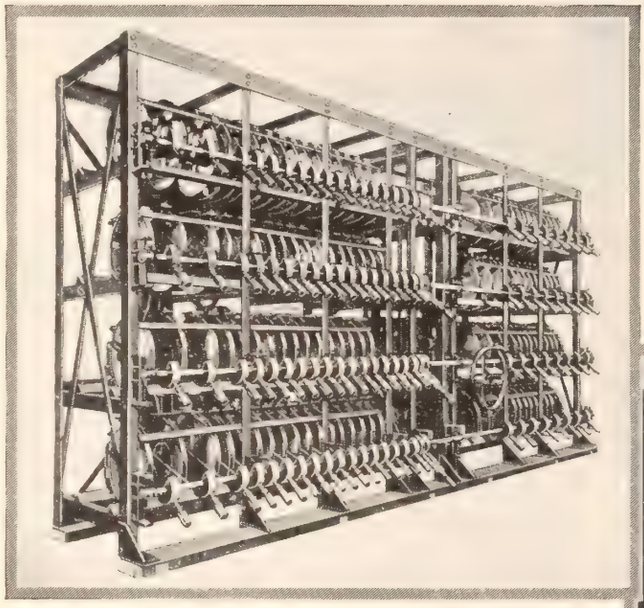
NATIONAL THEATRE SUPPLY COMPANY

PRODUCTS OF NATIONAL SERVICE

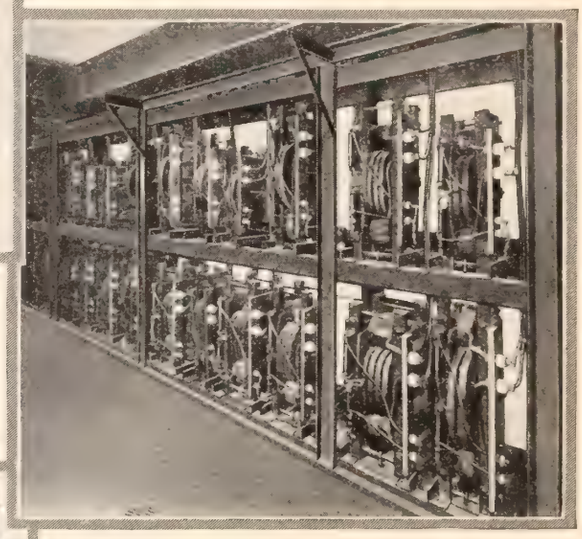
Throughout the World

VITROHM DIMMERS

for the Accurate Control of Lighting



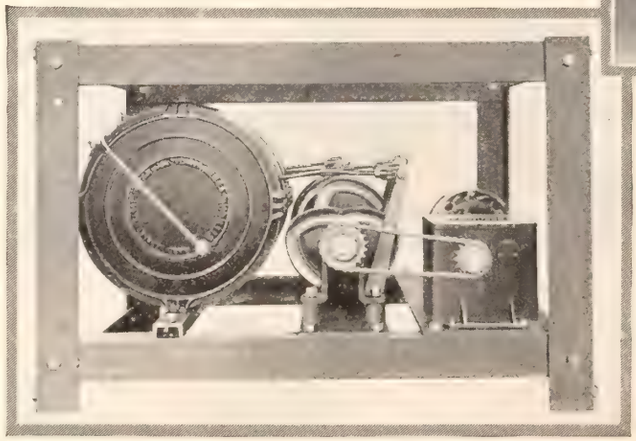
WHEREVER the complete and accurate control of lighting is a paramount consideration, Ward Leonard Vitrohm (vitreous enamelled) Dimmers are specified. The World's Fair at Barcelona this year presents an outdoor lighting spectacle never before equalled. "Vitrohm" was, of course, specified for two huge banks, controlling the entire lighting effects.



(Above) 20 scene pre-set Vitrohm Dimmer Bank for World's Fair at Barcelona.

(Right) One section of main reactor rack in Roxy Theatre, New York, where 750,000 watts of lamp load is controlled by Vitrohm Dimmers.

(Below) Motor driven cycle dimmer for flood lighting, lodge, store and auditorium use.



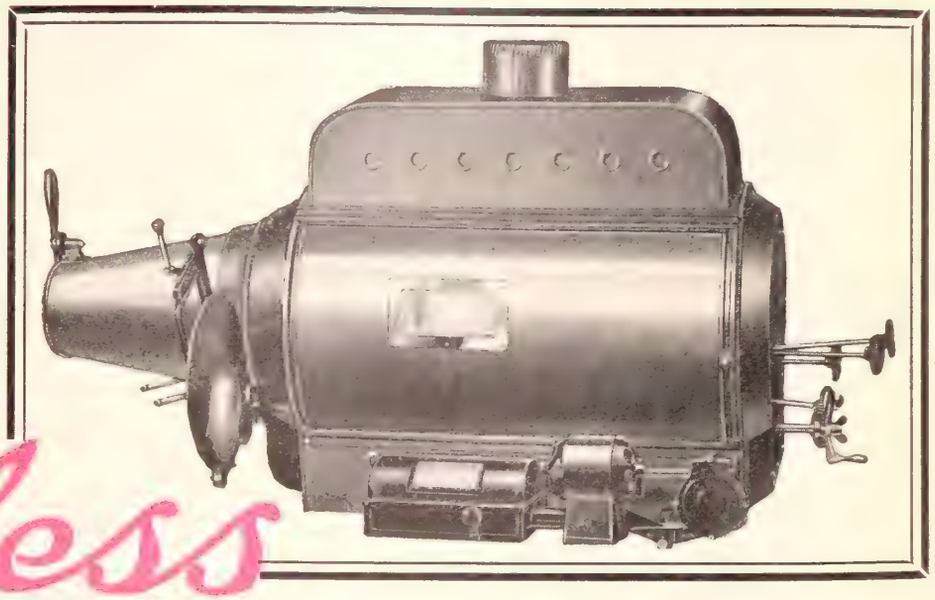
THE small order receives the same careful attention and service as the largest. Our engineering department is always ready to co-operate in the solution of individual lighting control problems. Write today. Full information on Vitrohm Dimmers to meet your requirements will be sent at once, without charge or obligation.

WARD LEONARD ELECTRIC COMPANY

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General Electric

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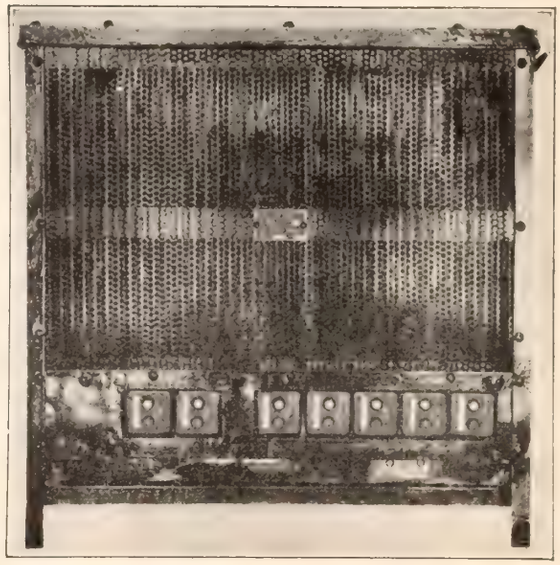
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RHEOSTATS RHEOSTATS



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Loew's 86th St. —86th St., Brooklyn
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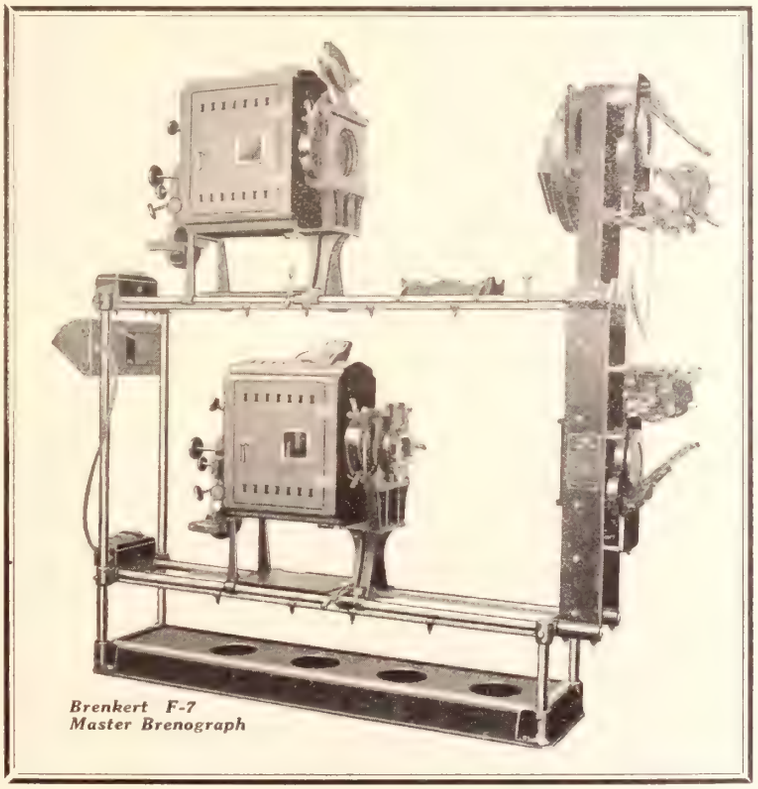
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about

CINEPHOR PROJECTION LENSES

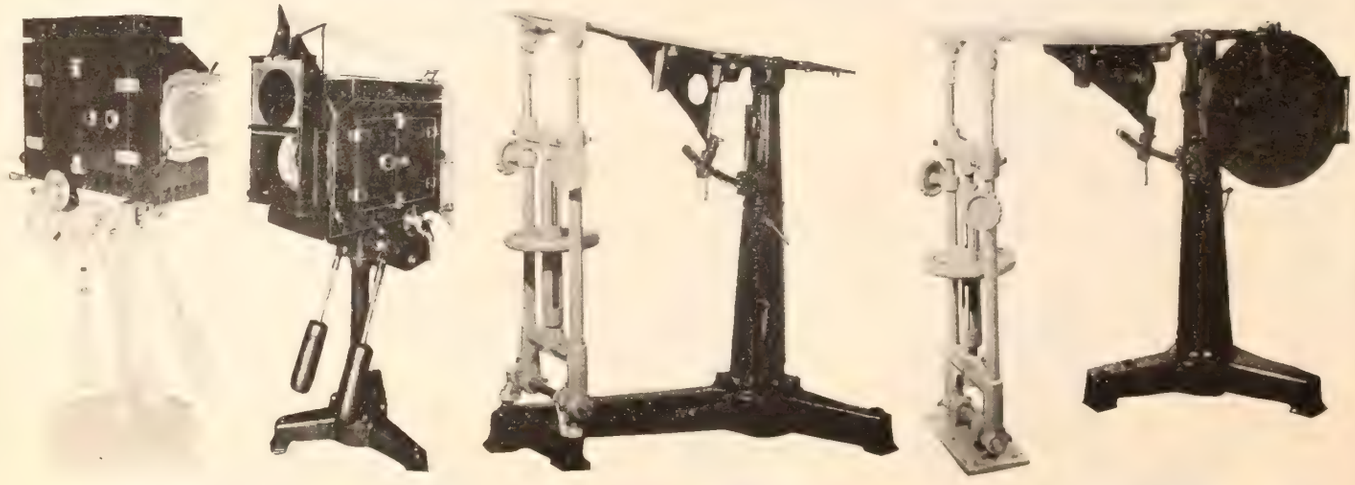
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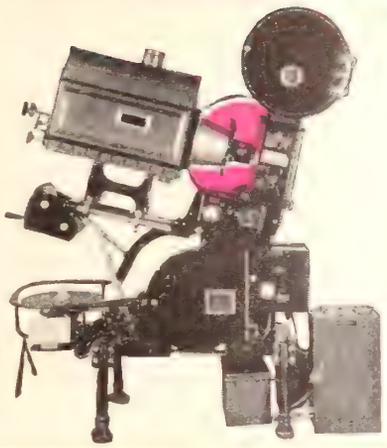
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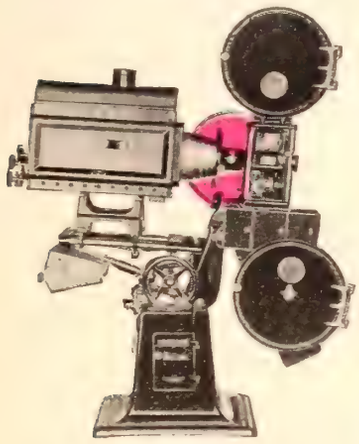
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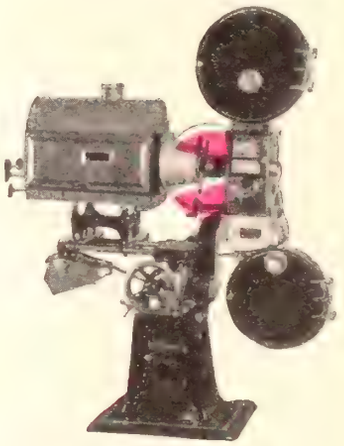
Motiograph DeLuxe Model "H" equipped with Movietone-Vitaphone Sound Unit.



Motiograph DeLuxe Model "H" equipped with Cinephone Sound Unit.

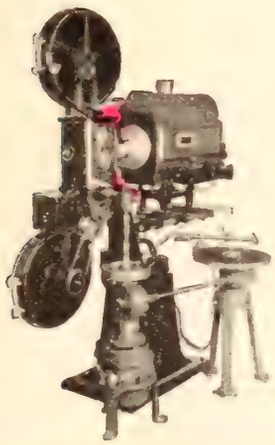


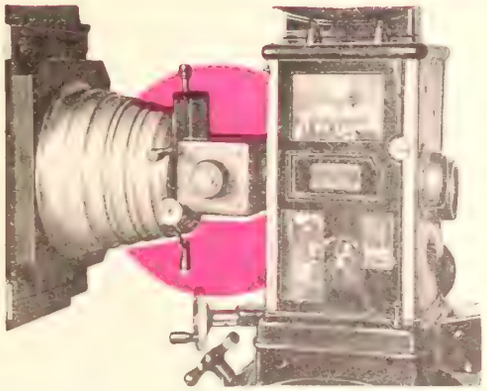
Motiograph DeLuxe Model "H" equipped with DeForest's Phono Film Sound Unit.



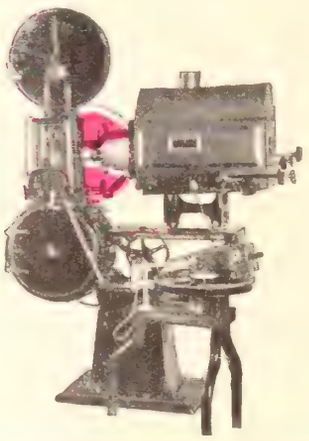
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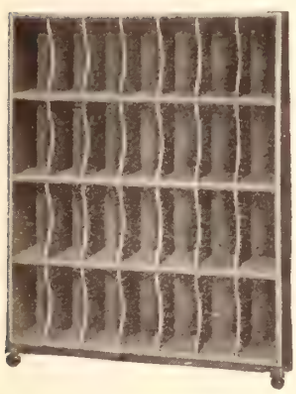
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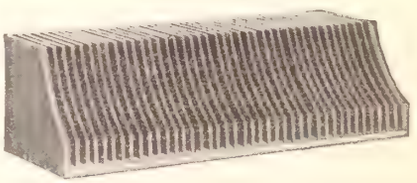
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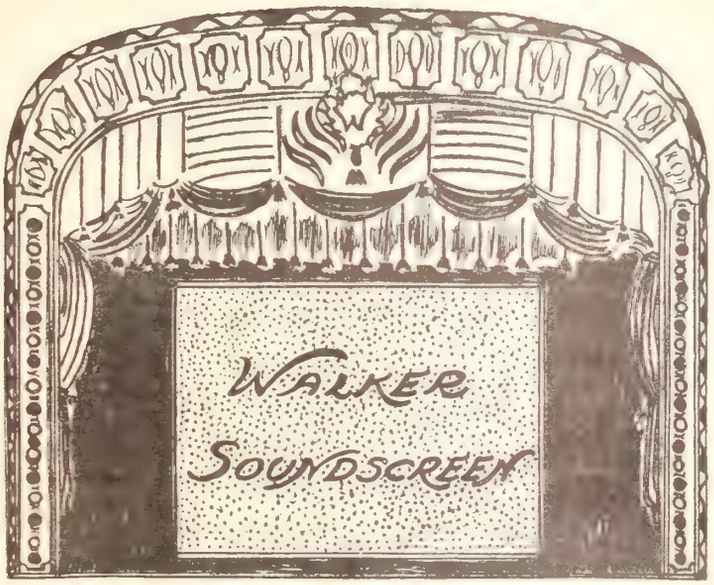
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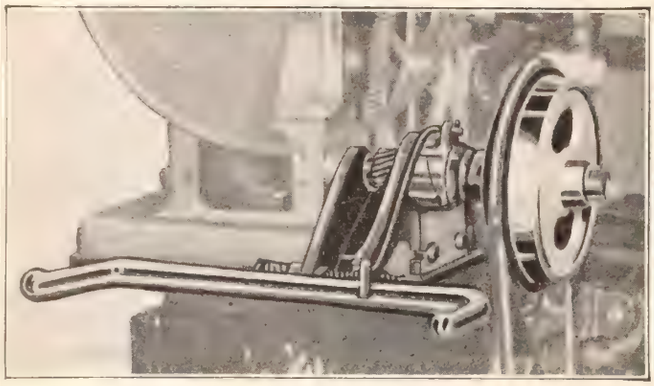
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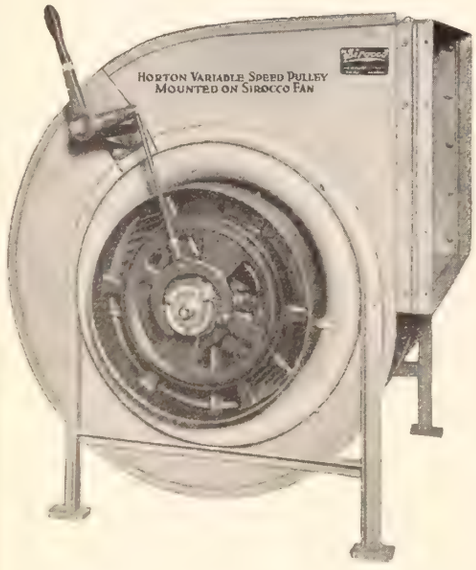
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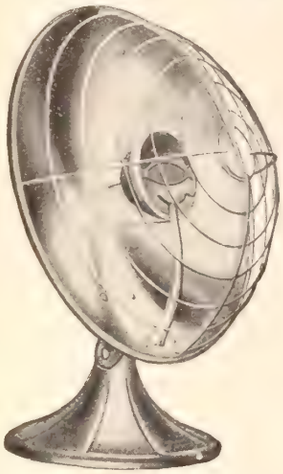
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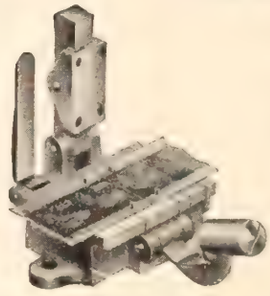
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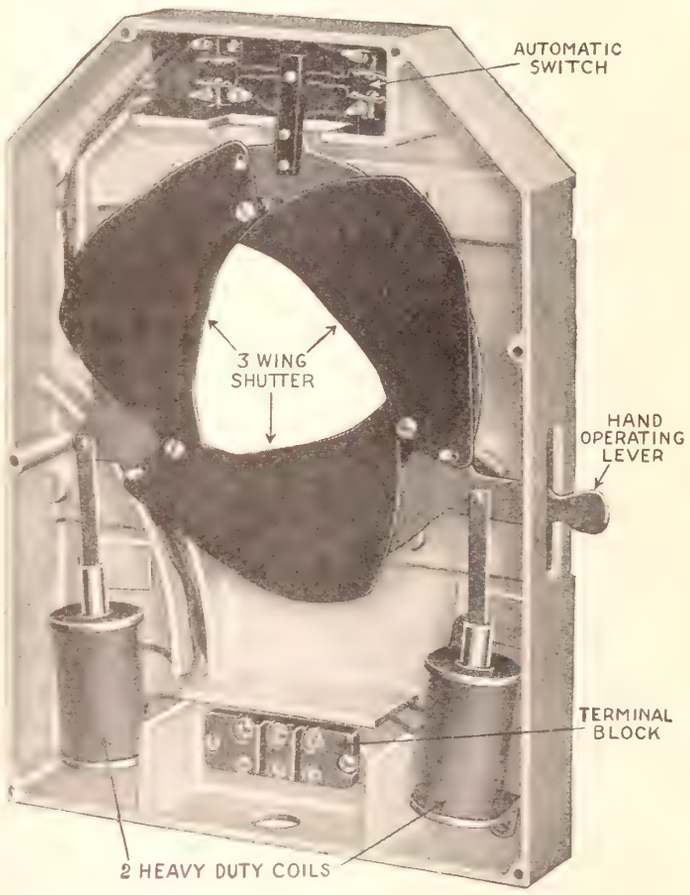
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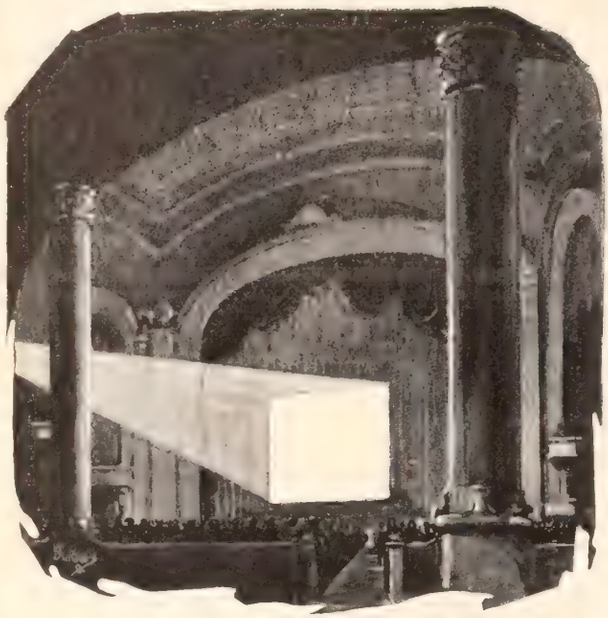


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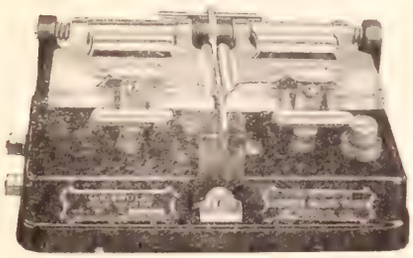
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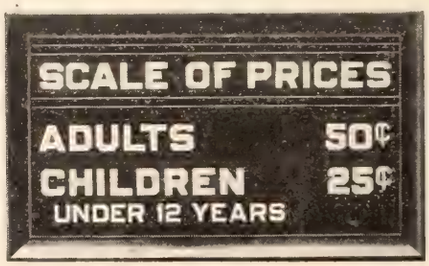
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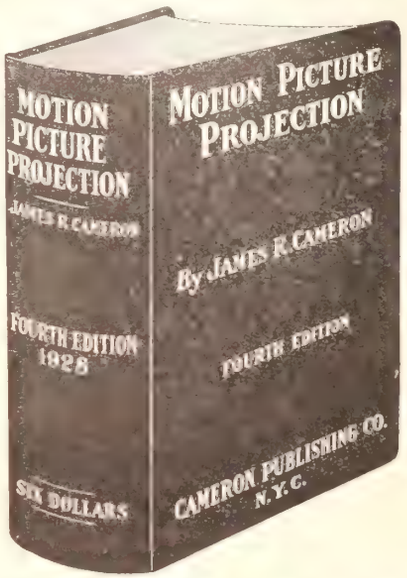
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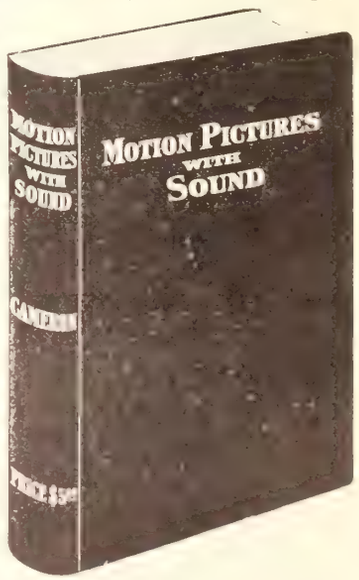
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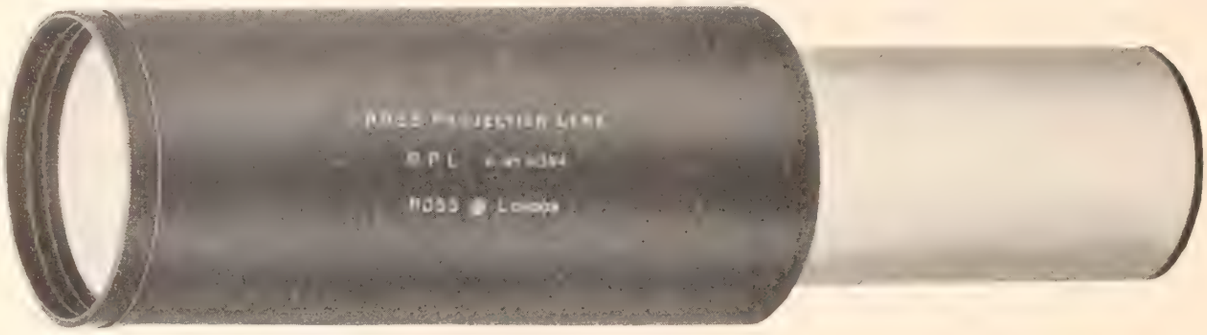
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Motion Picture News Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Abie's Irish Rose (Par.)

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 35c-50c, 2 Vita Acts, Fox M'tone News. Weather, fair forepart, rainy last.

Rating—105%

BOISE, IDAHO—New Pinney Theatre (1,200), 4 days, 15c-25c-35c-50c, "Don't Be Jealous," "Northern Patrol."

Rating—100%

AD TIPS—Exploited the fact that 18,000,000 persons had seen and enjoyed the play and that they could not be wrong after five years on Broadway. Audience appeal: all classes.—Mark Strand Theatre, Thomas Clark, Manager, Albany, N. Y.

Adoration (F.N.)

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c-35c, "Fighting for Victory" (U.).

Rating—104%

AD TIPS—Play up beautiful Billie Dove and Antonio Moreno in romance of love and jealousy. Stress scenes in aristocratic Russia and dives of Paris giving Dove opportunity for full expression of ability. Appeal to adults.—Rialto Theatre, Chattanooga, Tenn.

Alias Jimmy Valentine (M-G-M)

SPRINGFIELD, OHIO—State Theatre (1,000), 7 days, 10c-15c-30c-50c. 2 M'tone Acts, Fox M'tone News. Weather, warm.

Rating—90%

OKLAHOMA CITY, OKLA.—Circle Theatre (1,000), 3 days, 10c-20c-30c. Weather, warm.

Rating—100%

SALT LAKE CITY, UTAH—Pantages Theatre (2,500), 7 days, 15c-75c, Vaud. and Fox and M-G-M News. Weather, unsettled.

Rating—98%

AD TIPS—Exploited fact of it being Wm. Haines first all-talking picture. Audience appeal: particularly adults.—Pantages Theatre, Grant Pemberton, Mgr., Salt Lake City, Utah.

Alibi (U.A.)

NEW YORK CITY, N. Y.—Weather, cold and rain, 44th Street Theatre (1,323), 7 days, $1-$2, two shows daily, three Sat. and Sun., first week, played to $16,700 in six days. No previous record on house takings, so that will be taken as a basis of 100% and future business based on it.

Rating—100%

Awakening, The (U.A.)

CEDAR RAPIDS, IOWA—Capitol Theatre (1,957), 3 days, 10c-50c, "The Studio" Publix Presentation, (Par.) News. Weather, rainy.

Rating—90%

Awakening, The—Cont.

AD TIPS—Vilma Banky in a romantic love story is the keynote for effective exploitation. Audience appeal: all classes. The story gets both young and old.—Capitol Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Iowa.

Behind The German Lines (Par.)

WINSTON-SALEM, N. C.—Caroline Theatre (2,600), 3 days, 25c-50c-65c, Our Gang Comedy (M-G-M), 4 Vaud. Acts, Fox M'tone News. Weather, fair.

Rating—75%

Bellamy Trial, The (M-G-M)

TAMPA, FLA.—Tampa Theatre (1,600), 3 days, 25c-50c-60c, Aesop Fable, Talkie Act, Par. News, Organ Concert. Weather, fair and warm.

Rating—75%

VANCOUVER, B. C.—Capitol Theatre (2,400), 6 days, 25c-65c, Presentation, Norman Phillips in "The Revellers," M'tone News, Calvin in Winter and His Capitolians. Weather, unsettled with rain.

Rating—125%

AD TIPS—Feature the mystery, the great trial scenes and the fact that the cast is practically "all star." Play up the unique way of the opening, with the news reel showing the crowds before the court and the principals arriving for the trial. This picture offers exceptional exploitation angles along this line. Good for all classes.—A. N. Roy, Manager, Tampa Theatre, Tampa, Fla.

Exploited the talkie and mystery angle and Saturday Evening Post serial, widely read. Who killed Mimi Bellamy? You'll never guess the solution in a thousand years. Audience appeal: all classes.—Capitol Theatre, Lloyd Dearth, Mgr., Vancouver, B. C.

Beware Of Bachelors (W.B.)

CEDAR RAPIDS, IOWA.—Capitol Theatre (1,957), 3 days, 10c-50c, "Meet the Missus" (Par.), Par. News. Publix Presentation: "Bubbling Over." Weather, fair.

Rating—80%

MILWAUKEE, WIS.—Alhambra Theatre (2,000), 5 days, 25c-50c, "The Lumberjack," "Ask Dad," "A Half Holiday," Int'l News. Weather, rainy.

Rating—35%

ANN ARBOR, MICH.—Michigan Theatre (2,200), 3 days, 10c-50c, Stage Presentation, "Footloose Fannie" (Christie), Int'l News. Weather, cold, rainy.

Rating—45%

AD TIPS—There are lots of opportunities for working out funny quips from the title. Emphasize the farce comedy angle. Audience appeal: is general.—Michigan Theatre, Ann Arbor, Mich.

Blindfold (Fox)

CEDAR RAPIDS, IOWA—Strand Theatre (1,400), 3 days, 10c-35c, Vita. Vaud., Pathe Sound News. Weather, fair.

Rating—90%

AD TIPS—Feature the political and crook play angle. Also the star players, Lois Moran and George O'Brien. Audience appeal: mostly for the more mature.—Strand Theatre, Cedar Rapids, Iowa.

Bridge Of San Luis Rey, The (M-G-M)

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 25c-60c, 5 Acts Vaud., Fox M'tone News. Weather, fair.

Rating—100%

AD TIPS—Popularity of the book draws a fine class of patronage which thoroughly appreciates the screen treatment. In addition, the cast, though without a "star," is an excellent one. Ernest Torrence and Raquel Torres may be exploited to advantage. Audience appeal: young people and adults, especially those who value good literature.—Loew's State Theatre, Houston, Tex.

Broadway Melody, The (M-G-M)

NEW YORK CITY, N. Y.—Weather, cold and rain, Astor Theatre (1,120), 7 days, $1-$2, two shows daily, three Sat. and Sun., M-G-M shorts. Tenth week.

Rating—163 1/10%

MILWAUKEE, WIS.—Strand Theatre (1,297), 14 days, 25c-50c, No Presentation, "Furnace Trouble," Fox News. Weather, rainy.

Rating—120%

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 35c-50c, M-G-M News, "Nearly Divorced" (M-G-M Talkie Comedy). Second run after doing big business at the Stanley. Weather, clear, hot, then mild with some rain.

Rating—292%

ROCHESTER, N. Y.—Piccadilly Theatre (2,259), 7 days, 25c-35c-60c, Twin Organs Novelty, Krazy Kat Comedy (Par.), Selected News. Weather, clear to rainy.

Rating—130%

GRAND RAPIDS, MICH.—Majestic Theatre (1,150), 7 days, 35c-50c, Vita. Shorts, Orchestra, Par. News.

Rating—120%

SALT LAKE CITY, UTAH—Paramount-Empress Theatre (1,400), 15c-50c, Par. News and Vita. Acts. Weather, unsettled.

Rating—125%

BUFFALO, N. Y.—Century Theatre (2,900), 60c, 7 days, Fox M'tone News, Par. and M-G-M News, Comedy. Weather, fair and rain.

Rating—155%

Broadway Melody—Cont.

TULSA, OKLA.—Majestic Theatre (1,200), 14 days, 35c-50c-75c-$1, News. Weather, rain. Rating—125

MEMPHIS, TENN.—Loew's Strand Theatre (1,100), 6 days, 25c-40c, M-G-M Short Acts, M-G-M and Par. News. Weather, rainy.

Rating—115% (second week)

LOS ANGELES, CALIF.—Grauman's Chinese Theatre (2,023), 75c-$1.00-$1.50, Vaud. Revue.

Rating—185% (10th week)

PORTLAND, ORE.—United Artists Theatre (957), 7 days, 25c-60c, Fox News, Metro Acts. Weather, cold, snow and rain.

Rating—115% (second week)

ALBANY, N. Y.—Leland Theatre (1,400), 7 days, 25c-35c, Fox M'tone News. Weather, fair forepart, rainy last.

Rating—115% (second week)

BOSTON, MASS.—State Theatre (3,700), 7 days, 40c-75c, Presentation, Jack Sidney's Frolickers, Fox News, M'tone. Weather, cold, stormy.

Rating—110%

PROVIDENCE, R. I.—Loew's State Theatre (3,500), 7 days, 15c-50c, Fox M'tone News, "Confession" (M-G-M). Weather, fair and rain.

Rating—95% (second week)

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7days, 25c-65c, Selected News. Weather, cloudy and unsettled.

Rating—135% (second week)

NORFOLK, VA.—Granby Theatre (900), 6 days, 25c-35c-50c, M-G-M Act, "Confessions," Granby News, Comedy. Weather, fair and cool.

Rating—65% (account of hold-over week)

COLUMBUS, O.—Broad Theatre (3,000), 7 days, 25c-50c, Short Talking Comedy, Fox M'tone News. Weather, rain, cool.

Rating—150% (second week)

AD TIPS—Film was exploited as feature held over for second week's run. Stress on romance and pathos of back-stage life and on novelty of first all-talking, all-singing, all-dancing feature was repeated. Film went over well on its own merits, with plenty of talk on the part of the public after one week's performance helping. Patrons were advised to attend matinees, if possible. Audience appeal: high school age and up, all classes.—Piccadilly Theatre, Herbert Chatkin, Manager, Rochester, N. Y.

Exploited by newspaper insertion: "Thanks, Salt Lake!" "Never Such Happy Crowds," "Never Such Tremendous Enthusiasm," "Never Such Spontaneous Praise." All talking, singing and dancing musical comedy-drama sensation. Audience appeal: all types.—Paramount Empress Theatre, D. Edwards, Manager, Salt Lake City, Utah.

Play up first musical comedy in the movies also the two good stars with this unusual all-talking singing and dancing picture.—Century Theatre, John Carr, Manager, Buffalo, N. Y.

Exploited as first all-talkie, all-singing, all-dancing dramatic sensation. Half-page advertising spreads in all newspapers under caption, "It must be GREAT to be held over another week." Bares hearts of those in public eye. Song hits emphasized. Audience appeal, all classes.—Loew's State Theatre, Joseph Brennan, Manager, Boston, Mass.

The fact that the picture went over so big the first week that it was held over and also the fact that it was playing at $2 at the Astor theatre, New York, was played up in advertising the second week. Audience appeal: all classes and ages.—Loew's Midland Theatre, Walter Maloney, Manager, Kansas City, Mo.

Explotiation continued, many musical tie-ups several music store windows. Universal appeal. —J. J. Parker, Manager, United Artists Theatre, Portland, Ore.



A new star for Radio Pictures. Bebe Daniels signs her name to a starring contract for four special productions which she will make under the RKO banner. Her attorney and Charles Sullivan, RKO vice-president at the studio, witness the signing

Broadway Melody—Cont.

This picture held over for an extra week, having been shown previously at the Norva. Ads feature popular demand for extra week, emphasizing greatest singing, talking and dancing picture yet produced.—Granby Theatre, Norfolk, Va.

The picture may be advertised as an all talking, singing and dancing feature. The names of the songs used in exploitation are effective; may be used in local tie-ups. Audience appeal: all classes and all types. Strand Theatre, Wm. E. Mick, Manager, Milwaukee, Wis.

It it Broadway—popular numbers such as "Wedding of the Painted Doll," "You Were Meant For Me," and "Broadway Melody" being used by dance orchestra, radio, etc., help. Might be good plan to "plug" these song numbers week ahead of opening.—Broad Theatre, Columbus, Ohio.

Sell them on the all talking, singing and dancing angle, calling attention to the fine music. If you can get them in on the opening the show will sell itself. Audience appeal: all ages, all classes.—Majestic Theatre, Grover Ranck, Manager, Grand Rapids, Mich.

Canary Murder Case, The (Par.)

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, "Wiggle Your Ears" (M-G-M), 2 Acts. Weather, cold and stormy.

Rating—150%

NORFOLK, VA.—Norva Theatre (1,800), 6 days, 35c-50c, Vita. Acts, Redmon and Wells; M'tone News; Comedy, "Habeas Corpus." Weather, fair and cool.

Rating—85%

AD TIPS—Feature murder mystery, with emphasis on play taken from Van Dine novel. Philo Vance, the detective, is worth good play. Ads feature "The Canary" shrinking in fear, with question: "Who Killed the Canary?" —Norva Theatre, Norfolk, Va.

Exploited great detective story by Van Dine. Featured William Powell, Louise Brooks, James Hall and Jean Arthur. Used telegram display cards and ads. Gave two extra performances, one at noon and one at midnight on final day. Advertise it as all-talking sensation. Has appeal for all classes.—Rialto Theatre, Roy Rogan, Manager, Joliet, Ill.

Public sentiment is sometimes expressed in strange but well chosen places: apropos of some of the ill fated tin pan apparatus that certain outlying theatres installed during the early "sound rush," a dilapidated auto of a popular make had displayed in big letters on its tonneau, "With Sound."

Captain Lash (Fox)

TACOMA, WASH.—Fox Colonial Theatre (965), 7 days, 25c-35c, Will Rogers "Prowling About France," Francis Lee in "Footloose Fanny," Fox News, Topics of the Day. Weather, disagreeable.

Rating—80%

SAN FRANCISCO, CAL.—Loew's Warfield Theatre (2,671), 7 days, 35c-50c-65c, Fanchon-Marco Idea, "Beauties," "Ladies Man," talking comedy, Fox M'tone News, Eddie Peabody. Weather, unsettled.

Rating—100%

AD TIPS—Played up that picture was acted in by Victor McLaglen and that all would enjoy it. Peabody, the comedy and presentation all played-up, as well. Good for all ages and especially adventurers.—Loew's Warfield Theatre, Richard Spier, Manager, San Francisco, Calif.

Carnation Kid, The (Par.)

CLEVELAND, OHIO—Palace Theatre (3,600), 7 days, 35c-75c, Six Acts Vaud., headliner: Francis White, Fables, Topics of the Day, Pathe Review, Sportlight, Fox Variety, Pathe Sound News, Pathe, Fox, Par. News. Weather, unsettled, cold and rain.

Rating—80%

ROCHESTER, N. Y.—Regent Theatre (1,510), 7 days, 25c-35c-50c, Original Hillbillies (Vita.), All Tarts (M-G-M-), Selected News. Weather, fair to rainy.

Rating—78%

AD TIPS—Used the fact that this was Douglas MacLean's first all sound and talking comedy-drama. Audience appeal: all who like underworld mistaken identity tale of thrills.—Palace Theatre, Frank A. Hines, Manager, Cleveland, O.

Carnation idea was carried out in tieups with florists, carnation gifts to lady patrons and artificial carnations protruding through the bottonhole of a Douglas MacLean likeness used as a street car hanger. Theatre launched a Rochester Carnation Week in which it tied up with florists in window stunts and screen features. Ads stressed fact that film is MacLean's first talking picture. Stress laid on comedy element. Audience appeal: high school age up, all classes.—Regent Theatre, Martin Dryer, Manager, Rochester, N. Y.

Children Of The Ritz (F.N.)

ALBANY, N. Y.—Proctor's Grand Theatre (1,800), 3 days, 25c-75c, Vaud. Acts. Weather, fair.

Rating—90%

BIRMINGHAM, ALA.—Ritz Theatre (1,800), 6 days, 25c-35c-60c, RKO Vaud., M'tone News. Weather, fair.

Rating—95%

AD TIPS—Called attention that picture answers the question of what's wrong with the younger generation.—Proctor's Grand, Joseph Wallace, Manager, Albany, N. Y.

Exploited stars as most popular team on screen in first sound picture. Audience appeal: all ages.—Ritz Theatre, Vernon Reaver, Manager, Birmingham, Ala.

Chinatown Nights (Par.)

JACKSONVILLE, FLA.—Florida Theatre (2,300), 3 days, 25c-60c, E. George Wood Stage Show "Cheer Up," Oklahoma Bob Albright & Co., Bird Sisters, Par. News. Weather, fair.

Rating—90%

INDIANAPOLIS, IND.—Indiana Theatre (3,000), 7 days, 35c-65c Publix Unit and Stage Band, Pathe News. Weather, fair.

Rating—100%

CLEVELAND, OHIO.—State Theatre (3,400), 7 days, 35c-60c, Movie Nights (M-G-M), Publix Unit, "Southern Belles," Par. News. Weather, cold, unsettled, with wind and rain.

Rating—83%

Chinatown Nights—Cont.

BIRMINGHAM, ALA.—Strand Theatre (850), 6 days, 25c-50c, First Collegian Sound Picture, M'tone News. Weather, fair.

Rating—98%

AD TIPS—Emphasized the cast in this picture, and its type as a mystery thrill drama. Audience appeal: to all ages who like thrillers. —State Theatre, Sanford Farkus, Manager, Cleveland, Ohio.

Combination of Florence Vidor's beauty, Wallace Beery's first talking picture, and Chinese tong war put this one over great. Exploitation included dressing doorman and ushers in Chinese costumes.—Florida Theatre, Jacksonville, Fla.

Exploited Wallace Beery in sound and "Tong War," basis of story. Star is always good local draw, sound helped business. Audience appeal: adult audiences.—Strand Theatre, C. D. Haug, Manager, Birmingham, Ala.

Christina (Fox)

NEW YORK CITY, N. Y.—Weather, cold and rain, Gaiety Theatre (808), 7 days, $1-$2, two shows daily, three Sat. and Sun., Fox Movietone shorts. Second week.

Rating—84 1/5%

Close Harmony (Par.)

BOSTON, MASS.—Olympia and Fenway Theatres (2,500 and 1,500), 7 days, 25c-75c, Mal Hallet and Orchestra, Vita., Fox M'tone News. Weather, cold and stormy.

Rating—100% and 95%

DES MOINES, IOWA—Des Moines Theatre (1,600), 25c-50c, "High Low Brow" (Par.), "Toy Shop" (Tiffany), "Suicide Sheik's," Oswald (U.), Fox M'tone News. Weather, changeable.

Rating—110%

SAN ANTONIO, TEX.—Texas Theatre (3,000), 7 days, 25c-60c, Publix Stage Show "Blue Grass," Orchestra, Vita. Shorts and Par. News. Weather, warm and showers.

Rating—125%

HOUSTON, TEX.—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix Unit, Vic Insirilo, Houston Boy, M. C., Par. News. Weather, fair.

Rating—120%

WICHITA, KAN.—Palace Theatre (1,481), 7 days, 25c-50c, Talking Shorts, Robert Benchley in "The Spellbinder," Phil Baker in "Spain," Fox M'tone News. Weather, unsettled.

Rating—100%

BIRMINGHAM, ALA.—Alabama Theatre (2,200), 6 days, 25c-35c-60c, Venetian Nights, Spot Show, Par. News. Weather, fair.

Rating—95%

DALLAS, TEX.—Melba Theatre (1,800), 7 days, 25c-50c, The Serenaders in "Red Hot Harmony" (Vita.), All Talking Comedy, "Ask Dad" (Educ.), M'tone News. Weather, fair.

Rating—85%

CHATTANOOGA, TENN.—State Theatre, (925), 6 days, 50c, Vita., Phil Baker and Brox Sisters. Weather, fair.

Rating—112%

BUFFALO, N. Y.—Buffalo Theatre (3,100), 7 days, 65c, Vita. Skit, Comedy, Fox M'tone News, Vaud.

Rating—160%

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 7 days, 4 shows Daily, 30c-40c-75c, Public Unit, Stage Band, Concert Orchestra, Organ Novelty, Fox M'tone News, Shorts. Weather, fair.

Rating—84%

AD TIPS—Buddy Rogers and Nancy Carroll are greatest drawing cards among younger stars and exploit same. Cast is excellent, including Skeets Gallagher. Cast popular, dialogue sparkling and melodies tuneful. Audience

Close Harmony—Cont.

appeal: all classes, especialy younger set.—Texas Theatre, Al Fourmet, Manager, San Antonio, Texas.

Play up Buddy Rogers talking, singing and playing five different instruments. This picture can also be praised for the fact that it is very well synchronized. It has an appeal of 100 per cent.—Lionel Wasson, Manager, Des Moines Theatre, Des Moines, Ia.

Exploited as a Jazz Review, featuring Nancy Carroll and Buddy Rogers. Featured the singing and dancing angle in the land of jazz music. Audience appeal: younger set.—Melba Theatre, Harl A. Wolever, Manager, Dallas, Tex.

Exploited Buddy Rogers playing a number of instruments. and Nancy Carroll, together with the story of the jazz band leader who made good through failure. Audience appeal: all ages and classes.—H. E. Jameyson, Pub. Director, Palace Theatre, Wichita, Kan.

Exploited Nancy Carroll in song and Buddy Rogers in song and playing in the band, plus new type of stage story laid in picture palace. Results good. Audience appeal: all ages. Alabama Theatre, C. B. Brenham, Manager, Birmingham, Ala.

Best selling points, in order of importance, are all-talking, all-singing picture, Buddy Rogers, Nancy Carroll, and the excellent stills. (The return of Vic Insirilo as band master after a serious illness ran the percentage up this week). Appeal of picture is general.—Metropolitan Theatre, Houston, Tex.

Play up versatile Buddy Rogers and Nancy Carroll in singing, dancing and talking feature. Syncopated romance of "red hot" jazz. First all-talking picture. Excellent supporting cast in story with a kick. Appeal to younger class. —State Theatre, Chattanooga, Tenn.

Give this picture lots of publicity and lobby posters.—Vincent P. McFaul, Manager, Buffalo Theatre, Buffalo, N. Y.

The show was exploited as the hottest, merriest musical comedy film to be run in these parts for many a day. Buddy Rogers and Nancy Carroll are well received in Minneapolis by the paying public and the combination of talking, sound and jazz features were sufficient to urge many to come, see and go away boosting. Audience appeal: the high school crowd was hit the hardest, though the film was from high school age to adult.—Minnesota Theatre, Murray Pennock, Manager, Minneapolis, Minn.

Cohens And Kellys At Atlantic City (U.)

SPRINGFIELD, OHIO—Majestic Theatre (950), 4 days, 10c-25c-35c, "Melancholy Dame" (Par.), Par. News. Weather, warm.

Rating—50%

INDIANAPOLIS, IND.—Circle Theatre (2,500), 7 days, 25c-60c, Organlogue, Fox News. Weather, fair.

Rating—85%

Companionate Marriage (F.N.)

COLUMBUS, O.—Majestic Theatre (840), 7 days 15c-25c, Short Comedy, Int'l News, Organ. Weather, rain, cool.

Rating—110%

AD TIPS—Judge Ben B. Lindsey as author, great cast unforgettable entertainment with subject for popular discussion.—Majestic Theatre, Johnny Jones, Manager, Columbus, O.

Coquette (U.A.)

NEW YORK CITY, N. Y.—Weather, cold and rain, Rivoli Theatre (2,200), 7 days, 35c-50c-75c-85c-$1, Paramount short talking subjects. First week. Got away to a bad start on opening night through sound equipment breaking down.

Rating 165 2/5%

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, M-G-M Revue "Climbing Golden Stairs."

Rating—275% (second week)

Coquette—Cont.

CLEVELAND, O.—Stillman Theatre (1,800), 7 days, 40c-75c, "That's My Wife" (M-G-M), M-G-M News, M-G-M M'tone Acts. Weather, cold and unsettled with wind and rain storms.

Rating—113%

MINNEAPOLIS, MINN.—State Theatre (2,300) 7 days, 5 shows daily, 25c-35c-60c, Fox M'tone News, Selected Shorts, Stage Band, Organ. Weather, fair.

Rating—71½%

AD TIPS—Used full pages in newspapers to announce this as Mary Pickford's first talking picture. Also had photos of Cleveland girl who won the Pickford trip to Hollywood together with pictures taken while Miss Pickford's guest. Audience appeal: for all.—Stillman Theatre, Chas. Katz, Manager, Cleveland, Ohio.

This being the first picture that Mary Pickford has appear in for some time, there was naturally quite a bit of appeal made to her followers. That the star was appearing in her first talking picture, in a role quite different than that she usually portrayed and that the film was an adaption from the stage play of the same name was featured in the advertising Pictures of the star mentioning the theatre and the film were placed in the more exclusive stores in the downtown district.—State Theatre, G. E. Greene, Manager, Minneapolis, Minn.

Desert Nights (M-G-M)

INDIANAPOLIS, IND.—Palace Theatre (2,800), 7 days, 25c-50c, Metro M'tone Acts, Fox M'tone and M-G-M News, Organlogue. Weather, fair.

Rating—100%

TROY, N. Y.—Lincoln Theatre (1,000), 7 days, 25c-35c, Laurel-Hardy Comedy, Pathe Sound News. Weather, fair forepart, rainy last.

Rating—90%

ROCHESTER, N. Y.—Eastman Theatre (3,400), 7 days, 35c-65c-75c, Publix Unit, Knights in Venice" (Par.), Selected News. Weather, fair to rainy.

Rating—78%

THE Greystone HOTEL
B'WAY at 91st ST.
NEW YORK

Stop at a new high-class hotel, amid refined residential surroundings removed from the noise and congestion, yet only seven minutes to Times Square, the heart of the shopping and theatrical districts.

The rooms are large many within view of the Hudson River and Palisades. Each room has circulating ice water, private tub and shower.

RATES

Single Room with Bath, $4.00-$6.00 day. Double Room with Bath, $5.00-$8.00 day. Larger suites if desired. Reductions for protracted visits.

Desert Nights—Cont.

VANCOUVER, B. C.—Strand Theatre (1,800), 6 days, 25c-50c, Fanchon and Marco Acts, Stage Opportunity Contest, Jackie Souders and His Band. Weather, unsettled with rain.

Rating—110%

AD TIPS—Featured John Gilbert with Ernest Torrence and Mary Nolan. Strong drama with unusual African desert scenes. Audience appeal: general.—Strand Theatre, H. P. DeWees, Manager, Vancouver, B. C.

Atmosphere and John Gilbert's popularity were exploited equally, the former in downtown store window hookups depicting desert scenes and the latter in a city-wide John Gilbert double contest. A prize was awarded the man whose features most resembled Gilbert's. Newspapers carried the story. In ads and stories, stressed the fact that Gilbert has stepped from white collar role to more heroic one of African engineer. Audience appeal: high school age and up, all classes.—Eastman Theatre, S. S. Solomon, Manager, Rochester, N. Y.

Played up John Gilbert and the fact that he was appearing in a picture of desert love and romance. Audience appeal: all classes.—Lincoln Theatre, Benjamin Stern, Manager, Troy, N. Y.

Desert Song, The (W.B.)

LOS ANGELES, CAL.—Warner's Hollywood Theatre (3,000), 35c-50c-65c, Phil Baker in 'Spain."

Rating—150% (second week)

Divine Lady, The (F.N.)

NEW YORK CITY, N. Y.—Weather, rain and cold, Warner's Theatre (1,360), 7 days, two shows a day, three Sat. and Sun., Vitaphone shorts. Third week.

Rating—101 1/10%

TROY, N. Y.—Troy Theatre (2,000), 4 days, 25c-40c, Vita. Act, Fox M'tone News. Weather, fair.

Rating—85%

BOSTON, MASS.—Metropolitan Theatre (4,350), 7 days, 35c-75c, Publix Presentation "Pearls of Bagdad," Par. News. Weather, cold and stormy.

Rating—110%

SYRACUSE, N. Y.—Eckel Theatre (1,400), 7 days, 25c-35c, Presentation, 2 Vita. Acts, Organlogue, Par. News. Weather, fair, rain one day.

Rating—75%

KNOXVILLE, TENN.—Riviera Theatre (1,053), 6 days, 35c-50c., Vita., Presentations, Phil Baker and Paragons Harmony Quartet, Comedy, 'Hold 'Em Ozzie," Fox M'tone News. Weather, fair.

Rating—85%

AD TIPS—Exploited love angle and Corinne Griffith. Audience appeal: high class.—Schine Eckel, Ralph W. Thayer, Manager, Syracuse, N. Y.

The history angle played to the utmost. School children urged to attend. Called "romance of history's most beautiful enchantress and England's greatest naval hero." Corinne Griffith, Victor Varconi, and H. B. Warner exploited. Audience appeal: better class of people.—Riviera Theatre, Dave Whyte, Manager, Knoxville, Tenn.

Doctor's Secret, The (Par.)

CEDAR RAPIDS, IA.—Capitol Theatre (1,957), 4 days, 10c-50c, "Boyhood Days," Fox M'tone News, Publix Presentation, "Hello, Hello," with Lewis and Dody. Weather, mostly stormy.

Rating—100%

TACOMA, WASH.—Fox Rialto Theatre (1,350), 7 days, 10c-35c-50c-75c, Clark and McCullough in "Waltzing Around," Ella Shields, Fox M'tone News. Weather, disagreeable.

Rating—110%



The happiest scene for Mary Dugan and her brother Jimmy (parts played by Norma Shearer and Raymond Hackett) in "The Trial of Mary Dugan" (Metro), is the final clinch after the boy has saved his sister from the chair

Doctor's Secret—Cont.

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-35c, Fox M'tone News, "Songs of the Roses" (Gus Edwards M-G-M Revue), "Suicide Sheiks" (Oswald Cartoon), "The Holy Terror" (Our Gang Sound Comedy), M-G-M News. Weather, clear, hot, then mild with some rain.

Rating—89%

SAN FRANCISCO, CAL.—St. Francis Theatre (1,435), 7 days, 35c-50c-60c, "Meet the Missus," Fox M'tone News and Kinograms. Weather, changeable and unsettled.

Rating—100% (second week)

AD TIPS—Exploited notable cast and the authorship. Audience appeal: general.—Fox Rialto, Doug Kimberley, Manager, Tacoma, Wash.

The character of dencency shown in play was appealing. Advertised as "All-Talker" and that it was extended for a second week by popular demand. This gave the impression it was extra good. Audience appeal: practically everyone, but especially those past their youths.—St. Francis Theatre, Eugene Karlin, Manager, San Francisco, Cal.

Exploitation possibilities lie in the all star cast of stage stars, the title of the picture, the fact that it's 100 per cent talking, and a melodrama. Audience appeal: general to all classes.—Capitol Theatre, Herbert D. Grove, Manager, Cedar Rapids, Iowa.

Driftwood (Col.)

SAN ANTONIO, TEX.—Princess Theatre (1,300), 4 days, 25c-35c, Comedy and Int'l News.

Rating—60%

AD TIPS—Good, thrilling South Sea story. Exploit Alvarado and Day, if they have following in your city. Richard Harding Davis' name as author of book also has box office value. Audience appeal: general.—Princess Theatre, J. S. McSween, Manager, San Antonio, Tex.

Duke Steps Out, The (M-G-M)

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 40c-60c, Happy Lawson on stage, "Meet the Missus" (Par.).

Rating—112%

OKLAHOMA CITY, OKLA.—Criterion Theatre (1,250), 7 days, 10c-25c-35c-50c-75c. Weather, warm.

Rating—150%

CANTON, OHIO—Loew's Theatre (2,025), 4 days, 30c-50c, 5 Acts of Loew's Vaud, Fox M'tone News, Topics of the Day. Weather, cold and rainy, except April 7, which set record as hottest day of year.

Rating—150%

Duke Steps Out—Cont.

BALTIMORE, MD.—Loew's Century Theatre (3,221) 6 days, 25c-65c, Fox and M-G-M M'tone News, Loew-Publix Unit "Rainbow Trail," with Richy Craig, Jr., Orchestra, Organ. Weather, clear, hot, then mild with rain.

Rating—117%

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,750), 7 days, 25c-35-50c-60c, "Liberty," Fox M'tone News, Fanchon-Marco "Gobs of Joy" Stage Unit. Weather, clear.

Rating—120%

AD TIPS—Play up William Haines in another great hit. Stress delightful comedy and romance of modern youth. Also play up Joan Crawford in leading feminine role, furnishing Haines excellent support. Story of modern youth and college life. Appeal to younger set but don't neglect older.—Floyd Smith, Manager, Tivoli Theatre, Chattanooga, Tenn.

The big shot here is the chance to play up a sound picture with William Haines, Joan Crawford and Karl Dane in the cast. Also capitalized on fact that the film had been adapted from best-selling novel and Saturday Evening Post serial. Hint at roles by calling Haines "gentlemen prizefighter" and Joan Crawford as "modern co-ed." Audience appeal: this one is for the entire family.—Loew's Theatre, Russell Bovim, Manager, Canton, Ohio.

Play up Haines and Joan Crawford; feature college and prize ring angles; picture will take care of itself in any company.—Fox Fifth Avenue, James Q. Clemmer, Manager, Seattle, Wash.

Exploit William Haines, supported by Joan Crawford, and say it is gay, glorious youth—a romance of young blood—its throbs and thrills, with thrilling talking and sound sequences. Stress it as Haines' great successor to "Alias Jimmy Valentine." A speedy prize ring and college story. A film hit in sound. Audience appeal: practically everyone likes William Haines and they will all like this because it is Haines at his best. It went over big here.—Loew's Century, Charles Raymond, General Manager, Baltimore, Md.

Dummy, The (Par.)

DES MOINES, IOWA—Strand Theatre (1,095), 20c-30c, "Tight Places" (Par.), Cartoon (U.), Par. News. Weather, changeable.

Rating—110%

AD TIPS—Ruth Chatterton and the fact that the picture is an all talkie are drawing points for this feature about which you can give little idea of the story while the title tells nothing. The picture had general appeal and did well against strong competition.—Strand Theatre, George Watson, Manager, Des Moines, Ia.

Fancy Baggage (W.B.)

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, Fox M'tone and Pathe Sound News, "Bedtime" (Vita., Talkie Comedy), The Paragons (Vita. Talkie), "Now and Then" (Par. Miniature Musical Comedy). Weather, clear, hot then mild with rain.

Rating—30%

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 4c-60c, 4 Acts Keith Vaud., Par. News.

Rating—95%

MINNEAPOLIS, MINN.—Lyric Theatre (1,238), 7 days, 7 shows daily, 15c-25c-35c. M'tone News, Vita., Shorts. Weather, fair.

Rating—137½%

AD TIPS—Exploit Audrey Ferris and Myrna Loy in whirlwind story of rum runners. Same cast as "The Little Wild Cat." Appeal to mature audiences and younger set especially.—Tivoli Theatre, Chatanooga, Tenn.

Exploit as a Warner Brothers' dialogue and musical picture of love thrills and laughs based on the story by Jerome Kingston with Audrey Ferris, Myrna Loy and George Fawcett. Tell

Fancy Baggage—Cont.

them: She stole from the one man she loved—she risked happiness to save the honor of her family. Audience appeal: to all who like good, clean comedy enacted by clever players.—Frank Price, Jr., Manager, Rivoli, Theatre, Baltimore, Md.

The sound and talking features of "Fancy Baggage" were exploited. The comedy angle and the stars of the film were featured equally. —Lyric Theatre, E. C. Prinson, Manager, Minneapolis, Minn.

Fazil (Fox)

OTTAWA, ONT.—Avalon Theatre (990), 3 days, 10c-35c, "The Treasurer's Report," "Dan, the Taxi Man," Fox M'tone News. Weather, fair and cold.

Rating—98%

AD TIPS—This makes a much better sound picture than a silent film because of the incidental music in the synchronization. Fazil is a real tumult of passion and the harem scenes get the talk. Audience appeal: all men and women.—Avalon Theatre, Ambrose Nolan, Manager, Ottawa, Ont.

Four Sons (Fox)

OTTAWA, ONT.—Rex Theatre (900), 3 days, 15c-20c, "Tiger's Shadow," Pathe News, "Edison Marconi Co." Weather, fair and cold.

Rating—95%

AD TIPS—Mother love was never more predominant than in this feature and the German theme is acceptable. This picture has plenty of action and color. Margaret Mann deserves a boost for her acting. Audience appeal: all ages and all classes.—Rex Theatre, P. J. Nolan, Manager, Ottawa, Ont.

Freedom Of The Press (U.)

TULSA, OKLA.—Orpheum Theatre (2,500), 7 days, 35c-50c-75c, 5 Vaud. Acts, Screen Digest. Weather, rain.

Rating—95%

Fugitives (Fox)

BOISE, IDAHO—Egyptian Theatre (1,200), 2 days, 15c-25c-35c-50c, "Whirls and Girls" (Educ.), M-G-M News. Weather, cold and damp.

Rating—100%

CHATTANOOGA, TENN.—Rialto Theatre (825), 2 days, 25c-35c, Collegians in "Dear Old Calford," Comedy, "Turn Him Loose." Weather, fair.

Rating—89%

AD TIPS—Exploit Madge Bellamy in underworld drama of Broadway and South Sea. Adaptation of famous novel by Richard Harding Davis. Appeal to adults.—Rialto Theatre, Chattanooga, Tenn.

Geraldine (Pathe)

INDIANAPOLIS, IND.—Indiana Theatre (3,000), 7 days, 35c-65c, Publix Unit and Stage Band, Pathe News. Weather, fair.

Rating—90%

AD TIPS—Exploit Booth Tarkington's name as author of the story. Play has universal family appeal.—Indiana Theatre, George D. Tyson, Advertising Manager, Indianapolis, Ind.

Ghost Talks, The (Fox)

TOLEDO, OHIO—State Theatre (2,000), 7 days, 25c-35c-50c, Short Topics, "Cafe Royal" and Friendship," Fox News, Sound Cartoon. Weather, cool and rainy.

Rating—75%

AD TIPS—Exploited the film as a mystery thriller full of laughs, and that it is an "all-talker." Audience appeal: all classes.—State Theatre, George Kreutz, Manager, Toledo, O.

Girl On The Barge (U.)

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 40c-60c, Par. News, 4 Acts Keith Vaud. Weather, fair.

Rating—106%

TAMPA, FLA.—Strand Theatre (800), 4 days, 15c-35c-40c, Talkie Act, Int'l News Weather, fair and warm.

Rating—80%

VANCOUVER, B. C.—Pantages Theatre (1,700), days, 30c-50c, 5 Vaud. Acts, Local Movies. Weather, unsettled with rain.

Rating—100%

AD TIPS—Exploit Sally O'Neill in beautiful romance on a river barge. Play up Jean Hersholt. Appeal to adults.—Tivoli Theatre, Floyd Smith, Manager, Chattanooga, Tenn.

Play up the great storm scene, which is a real thriller. The excellent work of the cast is a feature. Good for all classes.—Strand Theatre, A. B. Heston, Manager, Tampa, Fla.

Exploit powerful river drama by Rupert Hughes in Cosmopolitan story of a girl's hand-to-hand climb to safety. Audience appeal: all classes and strongly juvenile.—Pantages Theatre, Lloyd Pantages, Manager, Vancouver, B. C.

Girls Gone Wild (Fox)

SPRINGFIELD, MASS.—Fox Theatre (1,444), 7 days, 20c-50c, "Blue Skies," M'tone Shorts, Fox News. Weather, cold, snow.

Rating—100%

KNOXVILLE, TENN.—Strand Theatre (967), 3 days, 25c-35c, Comedy and M-G-M News. Weather, fair.

Rating—75%

AD TIPS—Not played up particularly; Roxy's musical accompaniment emphasized. "Blue Skies" advertised as "a love story as beautiful as a rainbow, as dramatic as a cloudburst." Audience appeal. general.—Fox Theatre, James Skifington, Manager, Springfield, Mass.

Exploited Nick Stuart and Sue Carol as the new screen lovers in a "picture of modern, carefree young people, soaring on the wings of adventure. Audience appeal: all classes, especially University of Tennessee students.—Strand Theatre, John Hannon, Manager, Knoxville, Tenn.

Glorious Betsy (W.B.)

BOISE, IDAHO—New Pinney Theatre (1,200), 4 days, 15c-25c-35c-50c, "A Laugh or Two," "A Garden of Songs," Vita. Acts. Weather, storming.

Rating—100%

Godless Girl, The (Pathe)

NEW YORKK CITY, N. Y.—Weather, cold and rain, Cameo Theatre (459), 7 days, 50c-75c, Pathe Sound News, sound cartoon. Second week.

Rating—92 3/5%

INDIANAPOLIS, IND.—Circle Theatre (2,500), 7 days, 25c-60c, Organlogue, Fox News. Weather, fair.

Rating—80%

SPRINGFIELD, MASS.—Bijou Theatre (1,000), 7 days, 25c-50c, 4 Talking Shorts, Technicolor film, McGuire Comedy, Int'l News. Weather, cold, snow.

Rating—75%

AD TIPS—Exploited as Cecil B. De Mille's sensational melodrama and first talkie. Fact that "master pioneer of motion pictures now turns hand to latest developments in films." Audience appeal: all classes.—Bijou Theatre, Al Anders, Manager, Springfield, Mass.

Exploit as De Mille's first all talker, story of youth. Audience appeal: mostly young people.—Circle Theatre, George D. Tyson, Advertising Manager, Indianapolis, Ind.

Hearts In Dixie (Fox)

NEW YORK CITY, N. Y.—Weather, cold and rain, Roxy Theatre (6,205), 7 days, 50c-75c-$1-$1.50, Fox Movietone News, McIntyre and Heath at the head of big minstrel first part on stage. Heavily advertised.

Rating—84 3/10%

BALTIMORE, MD.—New Theatre (1,600), 6 days, 25c-50c, Fox M'tone and Fox Silent News, "Mind Your Business" (Fox M'tone Talkie Short), "Ginger Snaps" (Educ.). Weather, clear, cold.

Rating—40% (second week)

SYRACUSE, N. Y.—Empire Theatre (1,200), 25c-40c, Presentation, Fox M'tone, 2 Fox Acts, Comedy.

Rating—125%

COLUMBUS, O.—Grand Theatre (1,200), 25c-50c, 7 days, Fox News, Vita. Vaud. Weather, raining, cool.

Rating—125%

CANTON, OHIO.—Strand Theatre (750), 7 days, 25c-40c. No Stage Presentation, but Pathe Sound News, Sennett All-Talking Comedy (Educ.) and chapter of new Collegians Series with Sound and Dialogue. Weather, cold and rainy.

Rating—135%

ROCHESTER, N. Y.—Fay's Theatre (1,250), 7 days, 25c-50c, "The Spellbinder" (Fox), "The Wild Westerner" (W. B. Vita.), Fox News. Weather, clear to rainy.

Rating—88%

BOISE, IDAHO.—Egyptian Theatre (1,200), 4 days, 15c-25c-35c-50c-75c, Miscellaneous Musical Revue, M-G-M News.

Rating—115%

AD TIPS—The screen's first singing, talking and dancing comedy of the Old South, is the angle to exploit "Hearts in Dixie." Don't forget to mention the Billbrew Chorus and the Fancheon Steppers along with the fact that 200 entertainers participate. Put the sound accompaniment over big and insert in ads some suggestion about the patrons being able to "write their own ending," etc. Possibilities suggested by title also worth a play. Audience appeal: all ages.—Strand Theatre, Joe Calla, Manager, Canton, Ohio.

This film was exploited for its novelty as an all-colored performance and for its singing and truthful reflection of the Old South. Pathos was stressed in ads. As a sequel to newspaper

Best!

NOT JUST on our say-so are Gold Seal Registers considered the best, but because they are used and endorsed by Fox, Roxy, Saenger, Stanley and thousands of other chain and independent exhibitors.

GOLD SEAL
Registers and Tickets

AUTOMATIC TICKET REGISTER CORPORATION

Subsidiary of the Consolidated Automatic Merchandising Corporation

723 Seventh Ave. New York

Hearts In Dixie—Cont.

ads, 25,000 house-to-house bids were distributed, care being taken to keep them in the better sections of the city. Audience appeal: all ages and classes.—Fay's Theatre, Arch McCallum, Manager, Rochester, N. Y.

All-colored musical comedy—good singing, theme song is hit number.—E. W. Pepper, Manager, Grand Theatre, Columbus, O.

Exploit all-colored cast, heart interest, songs. Audience appeal: general.—New Empire Theatre, Albert P. Kaufman, Manager, Syracuse, N. Y.

His Captive Woman (F.N.)

NEW YORK CITY, N. Y.—Weather, cold and Rain, Central Theatre (922), 7 days, $1-$2-$2.50, two shows daily, three Sat. and Sun., Vitaphone shorts. Second week.

Rating—75 1/5%

TOLEDO, OHIO—Pantheon Theatre (922), 7 days, 25c-35c-65c, "Broadway Blues," Pathe News. Weather, cool and rainy.

Rating—125%

DALLAS, TEXAS.—Old Mill Theatre (1,400), 7 days, 20c-35c, 2 Vita. Acts, Pathe Review. Weather, fair.

Rating—95%

AD TIPS—Exploited stars: Dorothy Mackaill and Milton Sills. Reference to Sills' success in "The Barker" brought out the crowds. Audience appeal: all classes.—Pantheon Theatre, Langdon Kumler, Manager, Toledo, Ohio.

Exploited Milton Sills and Dorothy MacKaill as portrayed in a soul stirring, vibrant melodrama from the glitter of Broadway to the lure of the South Sea. Billed as the strongest, most sensational murder trial ever filmed. Audience appeal: adult classes.—Old Mill Theatre, A. R. Lever, Manager, Dallas, Texas.

His Private Life (Par.)

SPRINGFIELD, OHIO.—Regent Theatre (1,500), 3 days, 10c-50c, Pathe Comedy, M-G-M News, Bert Smith Revue.

Rating—60%

Homecoming (Par.)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20c-55c, Pathe News, Bert Smith Players in "Little Jesse James" with Vaud. and Chorus, De Luxe Comedy, "Rodeo." Weather, clear, hot, then mild with rain.

Rating—95%

AD TIPS—Exploit Lars Hansen and Aita Parlo as the stars. Tell them: Back at last from a harrowing experience! Back to the woman he loves better than life! Back to discover her in the arms of his friend! He has the right of a husband. His friend the right of love. Which is the greater? Audience appeal: all seemed to enjoy this even though the story was light, it was so well done. Our family trade enjoyed it.—Nat Keene, Manager, Hippodrome Theatre, Baltimore, Md.

In Old Arizona (Fox)

BOISE, IDAHO—Egyptian Theatre (1,200), 5 days, 25c-50c-75c, "Whirls and Girls" (Educ.), M-G-M News. Weather, storming.

Rating—125%

OTTAWA, ONT., CAN.—Regent Theatre (1,225), 6 days, 25c-60c, The Revellers, Fox M'tone News, Orchestra Overture. Weather, fair and cold.

Rating—90%

NEWPORT NEWS, VA.—Palace Theatre (720), 6 days, 35c-50c, Two Vita. Acts and Fox M'tone News. Weather, good.

Rating—135%

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 7 days, 40c-50c, Phil Baker "In Spain" (Vita.), Par. News. Weather, variable.

Rating—100%

AD TIPS—There is great character acting by Warner Baxter, Edmund Lowe and Dorothy Burgess. The characterizations, in fact, are the most impressive yet heard on the screen. Audience appeal: all classes, particularly men.—Regent Theatre, T. R. Tubman, Manager, Ottawa, Ontario, Can.

Picture drew tremendously here because it was first sound picture shown at Palace, and also because it was played up as 100% talking picture.—Palace Theatre, Mrs. William Gordon, Manager, Newport News, Va.

Exploit as excellent dialogue picture with backgrounds of great natural beauty; play up excellent cast, particularly principles, and good story, with both humor and thrills. Audience appeal: all ages and classes.—Stanley Theatre, Joseph Jordan, Manager, Atlantic City, N. J.

Interference (Par.)

BOISE, IDAHO—New Pinney Theatre (1,200), 3 days, 15c-25c-35c-50c, "That Party in Person" and "Blue Songs" (Par.). Weather, cold and damp.

Rating—100%

WICHITA, KAN.—Nomar Theatre (800), 3 days, 25c, Vita. Shorts, News, Cartoon. Weather, unsettled.

Rating—102%

AD TIPS—Exploited this as one of the best of the talking pictures, with Brent, Powell, Kenyon and Brook. Catchline: "She led herself to her own destruction." Audience appeal: general.—Nomar Theatre, J. C. Hartman, Manager, Wichita, Kan.

Iron Mask, The (U.A.)

JACKSONVILLE, FLA.—Florida Theatre (2,300), 4 days, 25c-60c, E. George Wood Stage Show, "Cheer Up," Oklahoma Bob Albright & Co., Bird Sisters, Par. News. Weather, fair.

Rating—85%

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 75c-$1.00-$1.50, Elinor Orchestra, M'tone Shorts, M'tone News.

Rating—115% (fifth week)

OKLAHOMA CITY, OKLA.—Capitol Theatre (1,100), 7 days, 10c-25c-50c, Fox M'tone News, "In a Blacksmith Shop" and "Give Us a Lift" (Vita.). Weather, warm.

Rating—140%



Lloyd "Ham" Hamilton returns to Educational and the screen in the new medium of the talking picture comedy. "His Big Minute" is the first of a series of six that Educational will release

Iron Mask, The—Cont.

SYRACUSE, N. Y.—Loew's Theatre (3,000), 7 days, 25c-35c-50c, Presentation, 5 Acts Loew Vaud., Orchestra, Fox M'tone. Weather. fair, rain one day.

Rating—125%

MILWAUKEE, WIS.—Garden Theatre (1,200), 7 days, 25c-75c, No Presentation, Fox News. Weather, rainy.

Rating—150%

SAN FRANCISCO, CAL.—California Theatre (2,358), third week, 6 days, 35c-50c-60c, Kokos Crib, Cartoon Comedy, Int'l News. Weather, changeable, unsettled.

Rating—100%

AD TIPS—Exploit Douglas Fairbanks, especially as it is his first talkie. Audience appeal: all who like Fairbanks and costume picture.—Loew's State, Harry Weiss, Manager, Syracuse, N. Y.

Exploited Doug's first talking for screen, sequel to Three Musketeers and Fairbanks personality. Stage show also pushed, and deserves credit for saving week. General concensus that The Iron Mask ran too long.—Florida Theatre, Jacksonville, Fla.

This is a Fairbanks picture; it is a sequel to the "Three Musketeers," and it is the first time Fairbanks talks—three phases to be played up in advertising. Audience appeal: it was found that a large number of students were attending the picture; were studying the historic sequence and background of the picture in connection with their school work.—Garden Theatre, L. K. Brin, Manager, Milwaukee, Wis.

That this was last week of this picture and that it was "Sequel to 'The Three Musketeers.'" Douglas Fairbanks played up also. The excitement, cleanliness, ability and character shown in film appealed to all classes and all ages.—California Theatre, Nat Holt, Manager, San Francisco, Cal.

Jazz Age (RKO)

SPRINGFIELD, OHIO.—Majestic Theatre (950), 4 days, 10c-35c, Comedy, Par. News.

Rating—50%

Jazz Singer, The (W.B.)

OKLAHOMA CITY, OKLA.—Rialto Theatre (1,000), 3 days, 15c-30c. Weather, warm.

Rating—100%

Kid Gloves (W.B.)

JACKSONVILLE, FLA.—Palace Theatre (1,800), 7 days, 25c-50c, Vita. Presentations, 4 Standard Acts, Fox News. Weather, fair.

Rating—80%

SEATTLE, WASH.—Blue Mouse Theatre (950), 7 days, 25c-35c-50c, Vita. Acts and Fox M'tone News. Weather, fair.

Rating—100%

KANSAS CITY, MO.—Royal Theatre (900), 7 days, 25c-50c, M'tone Presentation, "Twinkle Toes" and "Music Hath Charms," Selected News. Weather, cloudy and unsettled.

Rating—85%

NEW ORLEANS, LA.—Tudor Theatre (1,000), 7 days, 25c-50c, 4 Acts Vita. Vaud., Fox M'tone News. Weather, fair and warm.

Rating—90%

KNOXVILLE, TENN.—Tennessee Theatre (2,001), 3 days, 40c to 60c, 4 Acts R-K Vaud., Par. News, Dooley Comedy, Organ Solo. Weather, rainy.

Rating—85%

AD TIPS—Box office value of Nagel pushed heaviest, also name of Vitaphone, which has big following in Jacksonville, one of original successful Vitaphone towns.—Palace Theatre, Jacksonville, Fla.

Play up Conrad Nagel, finished veteran of the talkies in a gang picture. Clippings of late gang wars in Chicago displayed outside lobby went over well.—Tudor Theatre, New Orleans, La.

Kid Gloves—Cont.

Exploit Conrad Nagel and mystery, crook angles, as patrons like Nagel in this sort of role. Audience appeal: all classes.—Blue Mouse Theatre, John Hamrick, Manager, Seattle, Wash.

"Hear Conrad Nagel talking in 'Kid Gloves'," was the line used in advertising. Lois Wilson also was given mention as co-starring in the picture. Audience appeal: all ages and classes, but particularly adults or more mature classes.—Royal Theatre, C. Koppock, Manager, Kansas City, Mo.

Advertisement stressed fact that Conrad Nagel and Lois Wilson, original talking stars, were playing together in melodrama of underworld. Stress made on gunplay and on Vitaphone accompaniment. Audience appeal: all classes.—Tennessee Theatre, William F. Brock Manager, Knoxville, Tenn.

Stress action story, and talking of Conrad Nagel and Lois Wilson. Audience appeal: all classes, especially lovers of melodrama.—Kirby Theatre, Houston, Texas.

King Of Kings, The (Pathe)

CHATTANOOGA, TENN.—Rialto Theatre (825), 4 days, 25c-35c, M-G-M News.

Rating—97%

AD TIPS—Exploit Cecil de Mille's great story of new Testament. Biblical scenes including last supper, Galilee and Calvary, some in technicolor. Eighteen feature players. Appeal to adults.—Rialto Theatre, Chattanooga, Tenn.

King Of The Rodeo, The (U.)

KNOXVILLE, TENN.—Strand Theatre (967), 25c-35c, Comedy and News. Weather, rainy.

Rating—85%

AD TIPS—Hoot Gibson in actual national rodeo event. Called him the "Riding and Shooting Fool." Has ballyhoo man in front of the theatre dressed in western costume and two plaster-of-Paris horses in lobby.—Strand Theatre, John Hannon, Manager, Knoxville, Tenn.

Lady Of The Pavements (U.A.)

CLINTON, OKLA.—Hamly Theatre, 3 days, 10c-30c.

Rating—150%

ANN ARBOR, MICH.—Majestic Theatre Theatre (1,500), 4 days, 10c-50c, "Winging West With Lindy," Pathe's Review, Par. Review, Par. News. Weather, cold, rainy.

Rating—55%

AD TIPS—Here is a chance to exploit the strong story of a picture as well as star. Hit the fact that there is extraordinarily good acting because here is a foreign star playing a foreign characterization. The audience appeal is high class and general.—Majestic Theatre, Ann Arbor, Mich.

Leatherneck, The (Pathe)

BOSTON, MASS.—Keith Memorial The atre (3,000), 7 days, 50c-$1.50, U. S. Indian Band and 5 Acts Vaud., Pathe News. Weather, cold, rain and snow.

Rating—145%

KANSAS CITY, MO.—Mainstreet Theatre (3,067), 7 days, 35c-60c, Master Ceremony Presentation, Pathe News. Weather, cloudy and unsettled.

Rating—100%

CANTON, O.—Palace Theatre (1,906), 3 days, 30c-50c, 5 Acts of Keith-Albee Vaud., Ohio Northern University Glee Club, Pathe Sound Reel and all-talking Comedy. Weather, cool and rainy.

Rating—150%

SAN ANTONIO, TEXAS—Aztec Theatre (2,500), 7 days, 25c-60c, Mel Ruick and Stage Band, Comedy and Fox News. Weather, warm and showers.

Rating—80%

Leatherneck, The—Cont.

AD TIPS—Exploit human angle, brotherly love and marine features. Audience appeal: all ages.—Keith Memorial Theatre, Tod Browning Mgr., Boston, Mass.

A sketch showing three marines—"all for one; one for all"—was featured in newspaper advertising, along with line "The devil dogs are here!" William Boyd was played up as the star, also. Audience appeal: all ages and classes.—Mainstreet Theatre, Lawrence Lehman, Mgr., Kansas City, Mo.

This is a good one to play up as the first talking picture made by William Boyd, not overlooking the fact that Alan Hale and Fred Kohler also are in the cast. The character of the story gives opportunity to introduce into advertisements element of mystery in Orient. Audience appeal: not for the younger members of the family.—Palace Theatre, Marc Wolf, Mgr., Canton, Ohio.

Letter, The (Par.)

NEW YORK CITY, N. Y.—Weather, cold and rain, Criterion Theatre (862), 7 days, $1-$2, two shows daily, three Sat. and Sun., Paramount talking shorts. Fifth week.

Rating—62 3/10%

LOS ANGELES, CAL.—Paramount Theatre (3,595), 35c-5c-65c, Publix Revue "Topsy Turvy Town," Milton Charles, Organist.

Rating—97%

MEMPHIS, TENN.—Loew's Theatre (2,-200), 6 days, 25c-50c, M-G-M Laurel-Hardy Comedy, Fox M'tone News. Weather, rainy.

Rating—90%

Lion And The Mouse, The (W.B.)

NEWPORT NEWS, VA.—Rialto Theatre (873), 3 days, 35c-50c, Comedy, Par. News. Weather, good.

Rating—100%

AD TIPS—Main exploitation features are talking sequences and excellence of cast.—Rialto Theatre, E. T. Crall, Manager, Newport News, Va.

Lonesome (U.)

SPRINGFIELD, OHIO.—Majestic Theatre (950), 6 days, 10c-25c-35c, "Hot Sparks," Short, Para. News. Weather, warm.

Rating—40%

Lone Wolf's Daughter, The (Col.)

HOUSTON, TEX.—Majestic Theatre (2,-250), 7 days, 25c-60c, 5 acts Vaud., Fox M'tone News. Weather, fair.

Rating—80%

AD TIPS—Lytell's first talkie and mystery story are best angles of exploitation. Picture was liked by all classes.—Majestic Theatre, Houston, Tex.

Love And The Devil (F.N.)

TAMPA, FLA.—Strand Theatre (800), 55c-35c-40c, Talkie Act, Int'l News. Weather, fair and warm.

Rating—100%

AD TIPS—Exploit Milton Sills and excellent support. Play up the scenic stuff for the shots of Venice are excellent. The musical score is also a feature as it is exceptionally good. Good for all classes.—A. B. Heston, Mgr., Strand Theatre, Tampa, Fla.

Loves Of Casanova (M-G-M)

VANCOUVER, B. C.—Dominion Theatre (800), 25c-50c, 3 days, Presentation, Old time movie as they were in 1900, chance night, Laurel and Hardy in "Big Business," Vaud. Act. Weather, unsettled with rain.

Rating—90%

Loves of Casanova—Cont.

AD TIPS—Technicolor, feature also the man who loved 600 women and fought 200 duels. Audience appeal: chiefly adult.—Dominion Theatre, I. Akrey, Manager, Vancouver, B. C.

Lucky Boy (T.-S.)

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, "Imagine My Embarrassment," Combined Stage and Orchestra Show. Weather, cold and stormy.

Rating—110%

DES MOINES, IOWA—Strand Theatre (1,095), 20c-30c, "In the Rough" (Par.), "I'm Wild About Horns" (Par.), Par. News. Weather, changeable.

Rating—90%

AD TIPS—Exploited Jessel, his songs, stories and jokes. Boosted all-talking, songs and Jessel's reputation. Let the story alone. Has universal appeal.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

The star, George Jessel, was played up in this feature and the title can be used in a number of ways to attract. The appeal was general.—George Watson, Mgr., Strand Theatre, Des Moines, Iowa.

Making The Grade (Fox)

BOISE, IDAHO.—Egyptian Theatre (1,-200), 3 days, 15c-35c-50c, "The Old Barn" (Educ.), M-G-M News.

Rating—100%

Midnight Taxi, The (W.B.)

BOISE, IDAHO.—New Pinney Theatre (1,-200), 3 days, 15c-25c-35c-50c, "Schubert's Songs," "What Is It?" (M-G-M News.

Rating—95%

ANN ARBOR, MICH.—Wuerth Theatre (777), 4 days, 10c-50c, Three M'tone Acts, "Schubert's Serenade," "Girt Lawrence and the Rio Rita Girls," "Friedland's Ritz Review," M'tone News. Weather, cold, rainy.

Rating—80%

AD TIPS—It is the first talking picture of Antonio Moreno. Besides that, play up the crook story and the fact that it is loaded with action, suspense and thrills, with twists that leave one undecided as to the outcome. Audience appeal: general.—Wuerth Theatre, Ann Arbor, Mich.

Molly And Me (T.-S.)

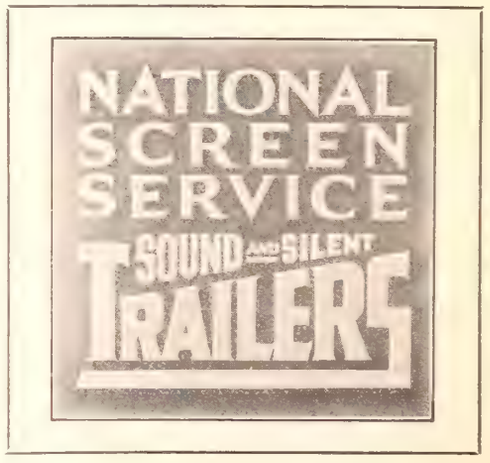
WINSTON-SALEM, N. C.—Auditorium Theatre (1,600), 3 days, 25c-50c, Kay Kyser and His Orchestra, Pathe News. Weather, fair.

Rating—75%

Mother Machree (Fox)

OTTAWA, ONTARIO—Imperial Theatre (1,200), 6 days, 10c-50c, "The Mayor of Jimtown," Ukelele Ike, Par. News. Weather, fair and cold.

Rating—95%



Mother Machree—Cont.

AD TIPS—A picture with all possible heart throbs, mother love, Irish pathos and humor and duty to one's country—all done in typical Fox style. There is nothing in the picture to offend even an Imperialist. Audience appeal: all ages and all classes.—Imperial Theatre, Ray Tubman, Mgr., Ottawa, Ontario.

Naughty Baby (F.N.)

SPRINGFIELD, OHIO—Regent Theatre (1,500), 4 days, 10c-15c-30c-50c, "For Sale, a Bungalow," Short, M-G-M News, 5 Acts Vaud. Weather, warm.

Rating—50%

Ned McCobb's Daughter (Pathe)

BUFFALO, N. Y.—Lafayette Theatre (3,000), 7 days, 65c, Int'l and Fox M'tone News, Vaud.

Rating—130%

AD TIPS—Play up this good comedy; it will bring you good results.—Lafayette Theatre, William R. Raynor, Manager, Buffalo, N. Y.

New Year's Eve (Fox)

WICHITA, KAN.—Orpheum Theatre (1,700), 3 days, 25c-40c, Loie Bridge and Company, Comedy, News. Weather, unsettled.

Rating—115%

AD TIPS—Exploited the trouble and happiness caused by a $100 bill. Audience appeal: fairly general.—Orpheum Theatre, H. E. Jameyson, Pub. Director, Wichita, Kan.

Noah's Ark (W.B.)

NEW YORK CITY, N. Y.—Weather, cold and rain, Winter Garden (1,492), 7 days, $1-$2, two shows daily, three Sat. and Sun., Vitaphone shorts. Still going in for heavy daily paper advertising, with little result at box-office. Fifth week.

Rating—67%

No Defense (W.B.)

SEATTLE, WASH.—Blue Mouse Theatre (950), 7 days, 25c-35c-50c, Vita. Acts and Fox M'tone News. Weather, clear.

Rating—85%

AD TIPS—Play up two names in cast and feature as love and action story. No particularly new angles to feature otherwise. Feature Vitaphone attraction.—John Hamrick, Mgr., Blue Mouse Theatre, Seattle, Wash.

Office Scandal, The (Pathe)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, Presentation, 6 Acts RKO Vaud., Pathe News.

Rating—125%

DALLAS, TEX.—Majestic Theatre (2,680), 7 days, 25c-60c, Interstate Vaud., Fox M'tone News, Fables. Weather, fair.

Rating—100%

AD TIPS—Exploited thrilling newspaper story; also featured Phyllis Haver in advertising. Audience appeal: general.—B. F. Keith's Theatre, John J. Burns, Mgr., Syracuse, N. Y.

Featured the star, Phyllis Haver, and billed the picture as a romance of the newspapers and the courts. Audience appeal: all classes.—Majestic Theatre, Sid Henry, Manager, Dallas, Texas.

Pagan, The (M-G-M)

WICHITA, KANS. — Miller Orchestra, News, Review (Pathe), Comedy. Weather unsettled.

Rating—90%

AD TIPS—Exploit Ramon Navarro. Rene Adoree, Dorothy Janis and Donald Crisp in a dramatic film of the South Seas, made by W. S. VanDyke, who directed "White Shadows in the South Seas." Audience appeal: all ages and classes.—Miller Theatre, H. E. Jameyson, Pub. Director, Wichita, Kan.



Joan Crawford, Metro's fascinating star, receives information concerning the new gowns at first hand from Paul Poiret, famous fashion creator from Paris. Joan is appearing in "Our Modern Maidens," her first starring picture

Queen of Night Clubs (W.B.)

BOSTON, MASS.—Modern and Beacon Theatres (1,800), 7 days, 25c-75c, Fox News. Weather, cold, storms.

Rating—100% (double feature)

NEW ORLEANS, LA.—Loew's State Theatre (3,285), 7 days, 25c50c, 5 Acts Loew's Vaud., with Milton Douglas Orchestra as headliner, Fox M'tone News, Organlogue. Weather, fair and warm.

Rating—120%

ALBANY, N. Y.—Mark Ritz Theatre (1,146), 6 days, 25c-35c, Our Gang Comedy, Pathe Sound News. Weather, fair, forepart; rainy, last.

Rating—135%

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 25c-50c, Publix Presentation, Eddie Lambert and Songs of the South Seas, Selected News. Weather, cold and unsettled.

Rating—110%

TAMPA, FLA.—Victory Theatre (1,600), 5 days, 25c-50c-60c, Vita. Acts, Fox M'tone News. Weather, fair and warm.

Rating—50%

ATLANTIC CITY, N. J.—Virginia Theatre (1,222), 7 days, 40c-50c, Bobby Gilette in "Syncopated Blues" (Vita), Three Brox Sisters in "Headin' South" (Vita.), Fov M'tone. Weather, variable.

Rating—90%

AD TIPS—Tied up theatre advertising with front page newspaper story from New York on Texas Guinan trial and asked everyone in Albany to come to the theatre and "make whoopee" with her. Sold Texas Guinan to the public in every possible way. Audience appeal: all classes.—Mark Ritz Theatre, Charles Smakowitz, Mgr., Albany, N. Y.

Featured Texas Guinan in her first talkie. Got lucky break as show was playing time of her trial on rum charges in New York. Exploited this in news advertising. Audience appeal: everyone.—Rodney Toups, Mgr., Loew's State Theatre, New Orleans, La.

The police department refused to grant a parade permit to unemployed musicians, who wanted to protest thus against the alleged usurping of their places by the talkies. How about a demonstration against silent films, or dumbies?"—F. P. A. in his "Conning Tower" column in the *N. Y. World*.

Queen of the Night Clubs—Cont.

Realistic scenes of the night clubs and the fact that the best known of all hostesses is the star is your best exploitation bet. Where people like this class of pictures you can play it up strong. Good for adult audiences.—George B. Peck, Mgr., Victory Theatre, Tampa, Fla.

Exploited in connection with Texas Guinan trial as she is star in film. Tie-up on advertising with trial as it developed.—Modern and Beacon Theatres, Boston, Mass.

Impromptu clippings of various types of newspaper headlines pertaining to night clubs, along with a background of night club scenes with "Texas" Guinan, were used in newspaper advertising. The picture was played up as an all-talkie depicting real night club life. Audience appeal: all classes and ages.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

Exploit Texas Guinan as star filmed in her own night club environment. Audience appeal: all ages and classes.—Virginia Theatre, Harry Klein, Manager, Atlantic City, N. J.

Red Hot Speed (U.)

BALTIMORE, MD.—Keith's Theatre (3,016), 6 days, 25c 65c, Int'l and Fox M'tone News, 5 Acts RKO Vaud. with Johnnie Walker in person and Tom Waring as headliners, Comedy. Weather, clear, hot, then mild with rain.

Rating—90%

CEDAR RAPIDS, IOWA.—Strand Theatre (1,400), 4 days, 10c-35c, "Broadway Blues" (Educ.), Vita. Vaude. Acts, Pathe Sound News. Weather, fair.

Rating—110%

AD TIPS—Exploit as: On the RCA Photophone, the first talking picture of the screen's greatest comedian, Reginald Denny, in Red Hot Speed, with Alice Day. Comedy. Tense. Drama. Romance. Tell them: A pretty girl with a speed mania—a handsome attorney appointed her guardian—"I'll teach you to drive carefully"—but, oh! what she taught him! Use cut illustration with words: "And your father says you're just a sweet home-loving girl! Bah!" Audience appeal: all Denny fans will enjoy this and will be highly amused at his English accent. It is a good comedy.—J. Lawrence Schanberger, Mgr., Keith's Theatre, Baltimore, Md.

Emphasize that it has Reginald Denny and Alice Day in talking comedy, comic situations. Audience appeal: all classes and all ages.—Strand Theatre, Ray Swan, Manager, Cedar Rapids, Iowa.

Red Lips (U.)

ATLANTA, GA.—Rialto Theatre, 6 days, Vita. Act and Fox M'tone News. Sharkey-Stribling fight.

Rating—85%

Redeeming Sin (W.B.)

NEW YORK CITY, N. Y.—Weather, cold and rain, Strand Theatre (2,900), 7 days, 35c-50c-75c. First popular priced run after doing rather badly at $2 top. Vitaphone shorts, Fox Movietone and Pathe Sound news reels.

Rating—86 2/5%

Redskin (Par.)

NORFOLK, VA.—Loew's State Theatre (2,000), 6 days, 35c-50c, 5 Acts Loew's Vaud., M-G-M News. Weather, fair and cool.

Rating—90%

NEWPORT NEWS, VA.—Rialto Theatre (873), 3 days, 35c-50c, "Just One Word," Comedy, Par. News. Weather, good.

Rating—100%

AD TIPS—Feature epic of American Indian, with "wild west" atmosphere, conflict and love. Richard Dix emphasized, always has pulling power with his growing number of fans.—Loew's State Theatre, Norfolk, Va.

Redskin—Cont.

Advertised as a "sound and color" film. Played up Technicolor sequences. Dix as star and fact that it was worthy fellow to "Vanishing American."—Rialto Theatre, E. T. Crall, Manager, Newport News, Va.

Red Sword, The (RKO)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 3 days, 25c-35c-50c, Presentation, 6 Acts RKO Vaud, Pathe News.

Rating—125%

SAN ANTONIO, TEX.—Princess Theatre (1,300), 3 days, 25c-35c, Comedy and Int'l News. Weather, warm and showers.

Rating—80%

AD TIPS—Exploit Marion Nixon and William Collier, Jr. Audience appeal: general.—B. F. Keith's Theatre, John J. Burns, Manager, Syracuse, N. Y.

Powerful drama depicting downfall of Russia. William Collier, Jr., does good work and should be exploited. Also Alan Roscoe, who as the heavy, carries a great part of the picture. Audience appeal: general.—Princess Theatre, J. S. McSween, Manager, San Antonio, Texas.

Rescue, The (U.A.)

TROY, N. Y.—Troy Theatre (2,000), 3 days, 25c-40c, Vita. Act, Fox M'tone News. Weather, rainy.

Rating—90%

SEATTLE, WASH.—Music Box Theatre (950), 25c-35c-50c, 7 days. Weather, clear.

Rating—100%

AD TIPS—Exploited Ronald Colman as the screen's greatest lover. Audience appeal: all classes.—Troy Theatre, Walter Roberts, Mgr., Troy, N. Y.

Feature Ronald Colman and fact that film is from story of sea by Conrad.—Robert Murray, Mgr., Music Box Theatre, Seattle, Wash.

Revenge (U.A.)

ROCHESTER, N. Y.—Rochester Theatre (4,000), 7 days, 35c-60c, 7 Acts, Watch Your Stock (Vita.) and Vita. Shorts, Int'l News. Weather, clear to rainy.

Rating—88%

ANN ARBOR, MICH.—Michigan Theatre (2,200), 4 days, 10c-50c, Stage Presentation, Our Gang Comedy, Fox News. Weather, cold, rainy.

Rating—60%

AD TIPS—Del Rio was stressed as the big point in the show as a bid for her local following. Stress was laid on her appearance in an entirely new role, with emphasis on romance and adventure. Film was coupled with unusually strong vaudeville bill. Audience appeal: all ages and classes.—Rochester Theatre, H. M. Addison, Manager, Rochester, N. Y.

Exploit the superb characterization of a wild, free, barbaric gypsy girl by Dolores Del Rio. The story is fairly strong, but the star value is the thing here. Audience appeal: adult and high class.—Michigan Theatre, Ann Arbor, Mich.

River Pirate, The (Fox)

SPRINGFIELD, OHIO.—Regent Theatre (1,500), 4 days, 10c-50c, "Galloping Ghosts" (short), M-G-M News and Bert Smith Revue.

Rating—60%

Romance Of Underworld (Fox)

SPRINGFIELD, OHIO.—Regent Theatre (1,500), 4 days, 10c-15c-30c-50c, Pathe Comedy, M-G-M News, 5 Acts Vaud. Weather, warm.

Rating—60%

Runaway Girls (Col.)

CANTON, OHIO—Valentine Theatre (811), 3 days, 10c-25c, No Stage Presentation, Pathe News and Comedy. Weather, rainy, cold.

Rating—85%

Runaway Girls—Cont.

AD TIPS—Why do girls leave home? What happens to them while they are away? And why do they return home? are questions that may be used to arouse curiosity in advertising this film. Make mention of Shirley Mason and Arthur Rankin as the principal players. Audience appeal: high school age and above.—Valentine Theatre, Joe Calla, Mgr., Canton, Ohio.

Shakedown, The (U.)

NEW YORK CITY, N. Y.—Weather, cold and rain, Colony Theatre (1,980), 7 days, 50c-75c-$1, Pathe Sound and International News, Sound cartoon, stage band and specialty acts.

Rating—87%

JOLIET, ILL.—Rialto Theatre (2,300), 1 day, 35c-60c "Foolish Husbands," Sennett Comedy, 3 Acts. Weather, rainy.

Rating—60%

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c-75c, 5 Acts Vaud, Pathe News. Weather, cloudy and unsettled.

Rating—95%

AD TIPS—The line, "She said 'Go straight,' but the gang said 'No,'" was featured in newspaper advertising, along with the fact that the production is a talking picture. James Murray and Barbara Kent also were given notice as being the stars. Audience appeal: all classes and ages.—Pantages Theatre, Louis Charninsky, Mgr., Kansas City, Mo.

Exploited this as a sound picture with big talking scenes. Also exploited idea of easy money and the stars, James Murray and Barbara Kent. Has appeal for young and old.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Saturday's Children (F.N.)

PORTLAND, ORE.—Portland Theatre (3,068), 7 days, 25c-60c, Par. News, Publix "Singer's Midgets," "Miniatures of '29," Henry Busse, M. C. Weather, cold, snow, rain.

Rating—105%

SEATTLE, WASH.—Publix Seattle Theatre (3,150), 25c-35c-50c-60c, Par. News and Publix Stage Unit.

Rating—85%

AD TIPS—Feature fact that this is prize-winning Pulitizer play; point out fact that Corinne Griffith talks for first time in films, tease on angle of "should girl marry," etc.—Seattle Theatre, Bob Blair, Manager, Seattle, Wash.

Pulitizer Prize Play. High lights, Miss Griffith's stellar performance. Busse's new composition "Say Me," sung by Eddie Magill; held over third week. Juvenile appeal account Midgets.—Portland Theatre, Charles Pincus, Manager, Portland, Ore.

Shady Lady, The (Pathe)

OTTAWA, ONTARIO.—B. F. Keith's Theatre (2,596), 6 days, 15c-60c, 5 Vaud. Acts, Comedy "Summer Saps," Pathe News, Aesop's Fables. Weather, fair and cold.

Rating—85%

AD TIPS—You can say that this is one of the best yet shown by Phyllis Haver who is still good for a popular draw. Audience appeal: all classes.—Keith's Theatre, J. M. Franklin, Manager, Ottawa, Ontario.

Showboat (U.)

DALLAS, TEXAS.—Capitol Theatre (1,044), 7 days, 25c-50c-75c. This is the Western Premiere for Showboat. Weather, fair.

Rating—200%

SALT LAKE CITY, UTAH.—Granada Theatre (2,600), 11 days, 15c-50c. Weather, unsettled.

Rating—100% (second week)

AD TIPS—Exploited the fact that it is a picturization of Edna Ferbers famous Cosmopolitan story, and that six million had read the book and one million had seen Ziegfeld's play. Played up the Ziegfeld stars big in all ads. Tied up with music dealers featuring the picture songs. Department stores devoted windows to a display typical of the picture. Also tied up with an ice cream manufacturer, who created, advertised and featured a special ice cream brick as "Show Boat Special" cream. Also featured Laura LaPlante. Audience appeal: all classes.—Capitol Theatre, Ray J. Sinnett, Manager, Dallas, Texas.

Exploited all-star cast and the Ziegfeld plantation singers in hits from Florenz Ziegfeld's original Broadway stage success. Held first advanced price premiere showing of its kind here, for this production. Audience appeal: all types and classes.—Granada Theatre, Dave Schayer, Manager, Salt Lake City, Utah.

Show Girl (F.N.)

PORTLAND, ORE.—Tebbett's Oirental Theatre (1,600), 7 days, 25c-35c, Frazier Stock Co., Shell at Wurlitzer. Weather, cold, snow and rain.

Rating—100%

AD TIPS—Singing and dancing Alice White. Theme song, "Some Sweet Show Girl," White Way scenes played up. General appeal.—Oriental Theatre, Walter Tebbetts, Manager, Portland, Ore.

Simba (Capitol)

TULSKA, OKLA.—Rialto Theatre (1,600), 7 days, 25c-35c-50c, News, Fables, 3 Talking Units. Weather, rain.

Rating—100%

Reaching 22,000 Homes By Novel Newspaper Tie-Up

Watch for this feature article on a new wrinkle in community work by the picture theatre in

Next Week's Issue

Simba—Cont.

SEATTLE, WASH.—Coliseum Theatre (1,650), 7 days, 25c-35c, Comedy, Fox M'tone News. Weather, fair.

Rating—75%

AD TIPS—Exploit as first popular price showing of former road show attraction. Play up unusual angles. Feature animal pictures, etc. Audience appeal: all classes.—Coliseum Theatre, Seattle, Wash.

Sin Sisters (Fox)

CHATTANOOGA, TENN.—Rialto Theatre (800), 2 days, 25c-35c, Comedy, "All for Geraldine."

Rating—98%

SAN ANTONIO, TEXAS—Majestic Theatre (1,700), 7 days, 25c-60c, 5 Acts Vaud., Fables and Fox M'tone. Weather, warm and showers.

Rating—60%

BIRMINGHAM, ALA.—Trianon Theatre (600), 6 days, 15c-30c Aesop Fables, Fox News. Weather, fair.

Rating—100%

AD TIPS—Play up Nancy Carroll in drama of northlands. Sacrifice of dance hall girl to save others from death of Alaskan blizzard. Appeal to adults.—Rialto Theatre, Chattanooga, Tenn.

Exploit Nancy Carroll as a Broadway chorine fighting way through Alaskan snows and wilds. Lawrence Gray as usual is great leading man. Audience appeal: all classes.—Majestic Theatre, Raymond M. Willie, Mgr., San Antonio, Texas.

Exploited Nancy Carroll in new type story of Frozen North. Audience appeal: high school age.—Trianon Theatre, George Steele, Manager, Birmingham, Ala.

Singing Fool, The (W.B.)

NEW YORK CITY, N. Y.—Weather, cold and rain, Harris Theatre (1,101), 7 days, $1-$2, two shows daily, three Sat. and Sun., Vitaphone shorts. Thirtieth week.

Rating—55 4/5%

Single Man (M-G-M)

VANCOUVER, B. C.—Dominion Theatre (800), 25c-50c, 3 days, Presentation, Old time movies as they were in 1900, Vaud. Act. Weather, unsettled with rain.

Rating—110%

AD TIPS—Feature Lew Cody and Aileen Pringle as good drawing cards. Audience appeal: all classes.—Dominon Theatre, I. Akrey, Manager, Vancouver, B. C.

Sonny Boy (W.B.)

SEATTLE, WASH.—Music Box Theatre (950), 14 days, 25c-35c-50c, Vita. Acts, Fox M'tone News.

Rating—90%

PORTLAND, ORE.—Music Box Theatre (1,837), 7 days, 25c-50c, Fox News, Vita. Acts. Weather, cold, snow and rain.

Rating—100%

TACOMA, WASH.—Blue Mouse Theatre (601), 25c-50c-75c, 3 Vita. Acts, News and Comedy. Weather, disagreeable.

Rating—90% (second week)

PROVIDENCE, R. I.—Majestic Theatre (2,400), 7 days, 15c-50c, Mal Hallett's Orchestra on Vita., Fox M'tone News. Weather, fair and rain.

Rating—95%

TOLEDO, OHIO.—Vita-Temple Theatre (1,200), 7 days, 25c-35c-65c, Comedy, "At the Dentist's" Fox M'tone News, Scenic Novelty, Vita. Acts. Weather, cool, rainy.

Rating—60% (second week)



Here's where they get revenge on their director. John T. Murray and Franklin Pangborn stage and screen stars stage a scene with Charles Lamont, who directs them in "The Crazy Nut," Jack White's new talking comedy for Educational

Sonny Boy—Cont.

MILWAUKEE, WIS.—Majestic Theatre (1,500), 14 days, 25c-50c, No presentation, "Why Is a Plumber," Bruce Bowers, M-G-M News. Weather, rainy.

Rating—115%

MACON, GA.—Ritz Theatre (1,000), 3 days, 25c-35c-50c, 3 Vita. Units and Par. News. Weather, fair.

Rating—110%

AD TIPS—Play up as juvenile star of "Singing Fool" and it will take care of itself for a short time. Then change pictures. Audience appeal: sentimental adults, children, etc.—Music Box Theatre, Robert Murray, Manager, Seattle, Wash.

Continued playing up the youngster himself. Audience appeal: general.—Blue Mouse Theatre, Ned Edris, Manager, Tacoma, Wash.

Bill as Al Jolson's protege who electrifies old and young alike. Mention fact Davey Lee sings. —Majestic Theatre, Sol Brauning, Manager, Providence, R. I.

Clever child idea continued and many made second trip. Heavy family business.—Music Box Theatre, Andrew Saso, Manager, Portland, Ore.

Davey Lee talks, and has great drawing power. Use his name in your advertising, identify him as the child who played with Al Jolson. Audience appeal: general appeal; large percentage of children.—Majestic Theatre, H. Israel, Manager, Milwaukee, Wis.

Feature Davey Lee in a talkie and recall Singing Fool success. Appeals to parents and children in particular, but draws all classes and ages.—H. S. Amos, Manager, Ritz Theatre, Macon, Ga.

Sorrell and Son (U.A.)

JOLIET, ILL.—Princess Theatre (960), 2 days, 15c-35c, Comedy and News. Weather, cold and stormy.

Rating—100%

AD. TIPS—Exploit this picture as greatest of all dramas of father-love. Featured all-star cast with H. B. Warner, Anna Q. Nilsson, Alice Joyce, Nils Asther and Carmel Myers. Has appeal for everyone.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Speakeasy (Fox)

LOS ANGELES, CAL.—Criterion Theatre (1,652), 35c50c-65c, Creatore Symphony, Christie talker, "Post Mortems" and Clark McCullough M'tone.

Rating—90% (third week)

Speakeasy—Cont.

CLEVELAND, OHIO.—Hippodrome Theatre 4,500), 7 days, 25c-50c, Friendship (Fox), Whirls and Girls (Edu.), Fox News. Weather, unsettled, with rain and cold winds.

Rating—100% (second week)

BUFFALO, N. Y.—Great Lakes Theatre (3,000), 65c-85c, 7 days, Fox M'tone News, Fox Silent News, Vita. Short. Weather, fair and rain.

Rating—145%

AD TIPS—Exploit as the best all-talking yet and its background of New York newspapers, fights, and the latest speakeasy thrills.—Great Lakes Theatre, Lawrence R. Stuart, Manager, Buffalo, N. Y.

Advertised this as the voice of New York. Also as having run 3 record weeks at Roxy, New York. Audience appeal: to all.—Hippodrome Theatre, Wm. Watson, Manager, Cleveland, O.

Spieler, The (Pathe)

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c-35c, Comedy and News. Weather, cold and stormy.

Rating—100%

AD TIPS — Exploit as story of carnivals with all thrills, mystery and love included. Has appeal for all classes.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Spies (M-G-M)

JOLIET, ILL.—Princess Theatre (960), 3 days, 15c-35c, Comedy and News. Weather, cold and story.

Rating—90%

AD TIPS—Exploited this as last word in thrill pictures dealing with the world of espionage. Has apeal for those interested in adventure, and diplomatic stories.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Spite Marriage (Par.)

LITTLE ROCK, ARK.—Capitol Theatre (1,400), 3 days, 15c-60c. Weather, rain.

Rating—85%

BIRMINGHAM, ALA.—Empire Theatre (1,000), 6 days, 25c-40c, "Going Gaga," M-G-M News. Weather, fair.

Rating—100%

AD TIPS—Exploited Buster Keaton and Dorothy Sebastian (local girl). Audience appeal: all ages.—Empire Theatre, Tom Allen, Manager, Birmingham, Ala.

Stark Mad (W.B.)

INDIANAPOLIS, IND.—Apollo Theatre (1,100), 7 days, 25-50c, Fox News. Weather, fair.

Rating—105%

State Street Sadie (W.B.)

ANN ARBOR, MICH.—Wuerth Theatre (777), 3 days, 10c-50c, Raquel Miller, M'tone Song Act, Mussolini and Voices of Rome act, M'tone News. Weather, cold, rainy.

Rating—75%

AD TIPS—Conrad Nagel's first talking picture. Another thriller of the Chicago underworld. Play up natural acting and convincing scenes and characterizations of the racketeer districts. Audience appeal: novelty, general.—Wuerth Theatre, Ann Arbor, Mich.

Stolen Kisses (W.B.)

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 3 days, 25c-50c, 5 Acts Vaud., Orchestra, Pathe News. Weather, variable.

Rating—90%

LITTLE ROCK, ARK.—Capitol Theatre (1,400), 3 days, 15c-60c. Weather, fair.

Rating—100%

Stolen Kisses—Cont.

AD TIPS—Exploit as comedy with dialogue and good cast of funmakers. Audience appeal: all ages and classes.—Earle Theatre, Vernon D. Somers, Manager, Atlantic City, N. J.

Strange Cargo (Pathe)

WINSTON-SALEM, N. C.—Auditorium Theatre (1,600), 3 days, 25c-50c-65c, 2 acts Vaud. Racing Blood Comedy (RKO), Pathe News. Weather, fair.

Rating—75%

OKLAHOMA CITY, OKLA.—Empress Theatre (1,250), 10c-25c-50c Pathe News. Weather, warm.

Rating—150%

CANTON, OHIO—Palace Theatre (1,906), 4 days, 30c-50c, 5 Acts Keith-Albee Vaud., Pathe Sound Reel and Sennett-Educ. Talking Comedy. Weather, cold and rainy, except Apr. 7, which was hottest Apr. 7 on record.

Rating—90%

AD TIPS—Exploited the mystery angle and the fact that it is Pathe's first all-talking special. Termed mystery drama of the sea, played by cast of distinguished stage stars. Gave nautical atmosphere to theatre by having doormen, ushers, etc., in sailor suits. Entrance was made to resemble ship, with gangplank for patrons, etc. Stage show patterned as much as possible along nautical lines by Sunny McDonald, master of ceremonies. Audience appeal: pretty good all-family picture.—Palace Theatre, Marc Wolf, Mgr., Canton, Ohio.

Submarine (Col.)

TACOMA, WASH.—Pantages Theatre (1,500), 7 days, 25c-50c-75c, 3 Acts Vaud., Int'l News. Weather, disagreeable.

Rating—100%

AD TIPS—Played strong on navy and sub activities in first of big features of this nature. Audience appeal: all classes.—Pantages Theatre, C. D. Miller, Mgr., Tacoma, Wash.

Sunrise (Fox)

WICHITA, KAN.—Orpheum Theatre (1,700), 3 days, 25c to 40c, Loie Bridge and Company, Comedy and News. Weather, unsettled.

Rating—109%

AD TIPS—Exploited Buster Keaton and George O'Brien in F. W. Murnau's great directorial masterpiece, with Margaret Livingston—a powerful story of a renewed love. Audience appeal: adults only.—Orpheum Theatre, H. E. Jameyson, Pub. Director, Wichita, Kan.

Syncopation (RKO)

NEW YORK CITY, N. Y.—Weather, cold and rain, Hippodrome (4,200), 7 days, 25c-50c-75c. Inaugurating new policy at this house. Has Pathe Sound News, Vincent Lopez stage band, 16 Markett Girls and two specialty acts. Business first week $29,600, a record for the house at the admission scale. Picture and show held over.

Rating—100%

NEW ORLEANS, LA.—Orpheum Theatre (2,200), 25c-50c, 7 days, 5 Acts Vaud., headed by Weaver Brothers, Pathe Sound News, Fables (Pathe). Weather, fair and warm.

Rating—125%

BOSTON, MASS.—Keith-Albee Theatre (1,800), 7 days, 25c-75c, Stage Number, The Pennsylvanians, 5 Acts Vaud., Pathe News. Weather, cold, stormy.

Rating—95%

SPRINGFIELD, MASS.—Broadway Theatre (1,800), 7 days, 25c-50c, Vita. Vaud., "Smith's Farm Days," Short Silent, Pathe News. Weather, sold, snow.

Rating—90%

Syncopation—Cont.

COLUMBUS, OHIO—Palace Theatre (3,200), 7 days, 25c-50c, Six Acts Vaud., Par. News, Short Comedy. Weather, rain, cool.

Rating—115%

MEMPHIS, TENN.—New Orpheum Theatre (2,600), 6 days, 25c-50c, Pathe Sound News, Aesop's Fables, Grantland Rice Sportlight, 4 Stage Acts. Weather, rainy.

Rating—80%

AD TIPS—Play up live-wire drama of night club life in New York, with stress on Fred Waring's Pennsylvanians," world's foremost band." Stressed cast includes many Broadway celebrities. Audience appeal: all ages, from high school up.—Broadway Theatre, Charles H. Preston, Mgr., Springfield, Mass.

Exploit Waring's Pennsylvanians and tie- up with local musical houses on newspaper advertising brought in the corwds. Audience appeal: universal.—Vic Meyer, Mgr., Orpheum Theatre, New Orleans, La.

Play up stage stars in talking picture of backstage life; also popular stage story.—Burns O'Sullivan, Mgr., Palace Theatre, Columbus, Ohio.

Tenderloin (W.B.)

SAN ANTONIO, TEXAS.—Empire Theatre (1,550), 7 days, 25c-50c, Vita. Acts and Fox M'tone. Weather, warm and showers.

Rating—70%

WICHITA, KAN.—Norman Theatre (800), 3 days, 25c, Bobby Vernon Comedy, News, Talking Shorts. Weather, unsettled.

Rating—105%

AD TIPS—Costello and Nagel lend selves to great exploitation. Both good talkers. Story excellent. Play up great flame spectacle and rumble of collapsing walls. Audience appeal: all classes.—Empire Theatre, H. J. Thatcher, Mgr., San Antonio, Texas.

Exploited Conrad Nagel and Dolores Costello in a true crook story. Audience appeal: general.—Nomar Theatre, Wichita, Kan.

Three Passions, The (U.A.)

ANN ARBOR, MICH.—Majestic Theatre (1,500), 3 days, 10c-50c, "Why Is a Plumber?" (M-G-M), Aesops Fables, Pathe Review, Par. News. Weather, cold, rainy.

Rating—35%

AD TIPS—Exploit the name of Alice Terry as the star and Rex Ingram as her director—the team that turned out some of the screen's best pictures.—Majestic Theatre, Ann Arbor, Mich.

Tide Of The Empire (M-G-M)

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c-75c-$1.00, Fancho-Marco Unit, Rube Wolf, Horace Heidt & California Band, "Loud Soup" (M-G-M), M-G-M News.

Rating—88%

MACON, GA.—Ritz Theatre (1,000), 3 days, 25c-35c-50c, 3 Vita. Units, Aesop's Fables and Par. News. Weather, fair.

Rating—85%

AD TIPS—Feature romance and adventure—gold, horse racing and outlaws—from novel by Peter B. Kyne.—Ritz Theatre, H. S. Amos, Manager, Macon, Ga.

Trial Marriage (Col.)

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows daily, 25c-50c-75c, Pathe Sound News, 5 Acts Vaud. Weather, fair.

Rating—80%

AD TIPS—The furore concerning trial marriages was ballyhooed effectively in the ads. The picture was exploited as a "Drama of those who marry in haste." Catch lines such as "Jazz, Midnight Madness, When a man is willing to marry for life, should a girl suggest a trial marriage? The question feature was played up in the ads. "Trial Marriage"—Is it successful or not? How does it work out—Pantages Theatre, E. C. Bostick, Manager, Minneapolis, Minn.

Trial Marriage—Cont.

Trial Of Mary Dugan (M-G-M)

NEW YORK CITY, N. Y.—Weather, cold and rain, Embassy Theatre (596), 7 days, $1-$2, two shows daily, three Sat. and Sun., M-G-M talking shorts. Second week.

Rating—135 9/10%

True Heaven (Fox)

PORTLAND, ORE.—Blue Mouse Theatre (657), 7 days, 25c-35c, Fox News, Vita. Acts. Weather, cold, snow and rain.

Rating—95%

OTTAWA, ONT.—Centre Theatre (1,200), 6 days, 15c-40c, "Follow the Teacher," "The Voice of the Nightingale," Hodge Podge, Fox News and Overture. Weather, fair and cold.

Rating—80%

AD TIPS—A war story without battles, except the realistic bombing of a village. It is a thrilling narrative of secret service operations in which George O'Brien and Lois Moran are careful in their characterizations. Audience appeal: all classes and all ages.—Centre Theatre, Don Stapleton, Manager, Ottawa, Ont.

Air raids, cathedral scenes, gripping climax. Miss Moran as service worker. O'Brien, British army officer. First run, but did not hold great appeal, only fair reception.—Blue Mouse Theatre, Francis Johnson, Portland, Ore.

Weary River (F.N.)

CEDAR RAPIDS, IOWA—Strand Theatre (1,400), 7 days, 10c-35c, "The Smile Wins" (Our Gang), "Hawaiian Love Call" (T-S), Pathe Sound News. Weather, stormy, then fair.

Rating—110%

PORTLAND, ORE.—Fox Broadway Theatre (1,912), 7 days, 25c-60c, Fox News, Fanchon & Marco's Grotesque Idea, featuring Dragonettes beauties, Georgie Stoll, M. C. Weather, cold, snow, rain.

Rating—160%

TROY, N. Y.—Proctor's Theatre (2,000), 4 days, 25c-50c, Vaud. Acts. Weather, fair.

Rating—120%

SYRACUSE, N. Y.—Strand Theatre (1,700).

Rating—100% (second week)

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 7 days, 35c-60c., 6 Acts, Pathe News. Weather, clear to rainy.

Rating—100%

AD TIPS—Put emphasis on hearing Barthelmess in song. Also mention Betty Compson. The dramatic qualities, and the talking feature should be brought out. Audience appeal: this picture has a broad appeal, taking in all classes.—Strand Theatre, Cedar Rapids, Iowa.

Stressed the point that picture not only showed Barthelmess but also enabled one to hear him sing and talk. Audience appeal: all classes.—Proctor's Theatre, Jacob Golden, Manager, Troy, N. Y.

Singing of Richard Barthelmess. Played up love and redemption. Good support Betty Compson, Majestic radio lobby proved good attraction, and tie-up. General appeal.—Fox Broadway Theatre, Floyd Maxwell, Manager, Portland, Ore.

Opportunity to hear the voice of Richard Barthelmess and to hear him sing was stressed as the strong point of this play. Stress also was laid on the romance of the plot, the youth with the golden voice meltingprison bars.—Keith Palace Theatre, E. L. Lake, Manager, Rochester, N. Y.

Why Be Good? (F.N.)

SEATTLE. WASH.—Fox Fifth Avenue Theatre (2,750), 7 days, 25c-35c-50c-60c, Fox M'tone News, Fanchon-Marco stage unit, "Art Ojbects."

Rating—90%

ATLANTA, GA.—Metropolitan Theatre, 6 days, Charlie White and Band. Weather, fair.

Rating—70%

KNOXVILLE, TENN.—Tennessee Theatre (2,001). 3 days, 25c-60c, Grantland Rice Sportlight, Par. News, Tennessee Orchestra Overture, Vita., Sketches including Ruth Etting and "Highlowbrow." Weather, fair.

Rating—75%

AD TIPS—Exploit Colleen Moore and "naughty but nice" teaser stuff. Don't promise too much, but tease on "flaming youth," angles, etc. Audience appeal: flappers, youth, etc.—Fox Fifth Avenue Theatre, James Q. Clemer, Manager, Seattle, Wash.

Exploited Colleen Moore as "America's Flaming Youth in her fastest, wildest, jazziest picture." Much play was made on the "flaming youth" angle in the newspaper advertisements. Audience appeal: all classes, especially university students.—Tennessee Theatre, William F. Brock, Manager, Knoxville, Tenn.

Exploit Coleen Moore as star this will draw a crowd.—Hippodrome Theatre, George Mason, Buffalo, N. Y.

Wild Orchids (M-G-M)

NEW YORK CITY, N. Y.—Weather, and rain, Capitol Theatre (4,620), 7 days, 35c-50c-75c-$1-$1.50, M-G-M and Fox Movietone News, stage band and show. Second week.

Rating—101 2/5%

BOSTON, MASS.—Loew's Orpeum Theatre (3,100), 7 days, 25c-50c, Vita. Shorts, M'tone and M-G-M News, 5 Acts Vaud. Weather, cold, rain and snow.

Rating—95%

GRAND RAPIDS, MICH.—Regent Theatre (1,850), 7 days, 35c-50c, Vita. Shorts, Fox M'tone News.

Rating—90%

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days; 25c-50c, 3 Vita. Acts, Fox M'tone News. Weather. fair.

CEDAR RAPIDS, IOWA.—Capitol Theatre (1,957), 4 days, 10c-50c, "Wheel of Chance," Public Presentation, M'tone News. Weather, fair.

Rating—100%

MINNEAPOLIS, MINN. —Hennepin-Orpheum Theatre (2,900) 7 days, 3 shows daily, 25c-50c-75c, 6 Acts Vaud. Weather, fair.

Rating—69%

AD TIPS—Exploit names. Greta Garbo means plenty in this town as does Asher. Audience appeal: high school age up, all classes.—Regent Theatre, Frank Kleaver, Manager, Grand Rapids, Mich.

Feature Greta Garbo, and the story as a romance of Java. Audience appeal: all classes. —Capitol Theatre, Herbert D. Grove, Manager, Cedar Rapids, Iowa.

Wild Party, The (Par.)

NEW YORK CITY, N. Y.—Weather, cold and rain, Rialto (1,960), 7 days, 35c-50c-75c-85c-$1, Paramount News and Paramount short talking subjects. Second week.

Rating—113 3/5%

BALTIMORE, MD.—Loew's Stanley Theatre (3,654), 6 days, 25c-65c, Fox M'tone and Paramount News, Orchestra, Organ, Famous Radio Male Quintet, Carl Emmy's Pets (M-G-M Talkie Shorts). Weather, clear hot, then mild with rain.

Rating—105%

LITTLE ROCK, ARK.—Royal Theatre (1,-000), 6 days, 15c-60c. Half week rain, half fair.

Rating—90%

Wild Party, The—Cont.

TULSA, OKLA.—Ritz Theatre (2,000), 7 days, 35c-50c, Three Talking Units, News. Weather, rain.

Rating—100%

ATLANTA, GA.—Howard Theatre (2,478), 10c-25c-35c-60c, 6 days, Scenic, Par. News, Bandshow, "Clever Cover Capers."

Rating—125%

MACON, GA.—Rialto Theatre (900), 6 days, 30c-45c, Par. Units and Fox M'tone News. Weather, fair.

Rating—125%

SPRINGFIELD, O.—State Theatre (1,000), 7 days, 10c-50c, 2 M'tone Acts, Fox M'tone. Weather, cool.

Rating—90%

SALT LAKE CITY, UTAH—Capitol Theatre (2.000), 7 days, 15c-60c, Stage Presentation (Fanchon & Marco). Weather, fair, later part and stormy first part of week.

Rating—100%

CHATTANOOGA, TENN.—State Theatre (925), 6 days, 40c-50c, 2 Vita. Presentations, Fox M'tone News.

Rating—114%

NEW ORLEANS, TENN.—State Theatre (4,000), 7 days, 25c-60c, Publix Presentation of 6 Acts, Fox M'tone News. Weather, fair and warm.

Rating—120%

DES MOINES, IOWA.—Capitol Theatre (1,700), 25c-50c, Publix Unit, "Step On It," Par. News. Weather, changeable.

Rating—140%

PROVIDENCE, R. I.—Strand Theatre (2,-200), 7 days, 15c-50c, Strand Pictorial News and "Meet the Missus" (Par.). Weather, fair and rain.

Rating—95%

TAMPA, FLA.—Tampa Theatre (1,600), 4 days, 25c-50c-60c, Cartoon, Review, Talkie Act, Par. News, Organ Concert. Weather, fair and warm.

Rating—150%

SPRINGFIELD, MASS.—Palace Theatre (2,484), 7 days, 30c-60c, Fox Vaud (3 acts), 2 Vita. Vaud., Fox News. Weather, cold, snow.

Rating—125%

CLEVELAND, OHIO—Allen Theatre (1,-300), 7 days, 30c-60c, Lay on MacDuff (Par.), Trailing the Western Sun (Castle), M-G-M News, M-G-M M'tone Act. Weather, cold, unsettled, with wind and rain.

Rating—100%

AD TIPS—In advertisements played up fact that Clara Bow, the "It" girl, could be heard for first time on screen. One ad read, "The 'It' girl uncorks a load of 'kicks.'" Audience appeal: high school age up and adults who do not always demand sterner stuff.—Palace Theatre, Samuel Torgan, Mgr., Springfield, Mass.

Advertised this extensively as Clara Bow's first talkie. Used a lot of Clara Bow art. Audience appeal: especially to the young folks; also for those who like flapper tales.—Allen Theatre, W. E. Burton, Mgr., Cleveland, Ohio.

Play up Clara Bow in first talking picture. Stress another Bow hit with more "It" than ever. Delightful comedy of girls' boarding school with Clara giving another outstanding production. Exploit twelve "baby stars" as supporting cast. Music stores featured theme song "My Wild Party Girl." Appeal to all classes, especially younger generation.—State Theatre, Chattanooga, Tenn.

Your greatest exploitation is Clara Bow and the fact that this is her first talkie, and that she pep, youth, gaiety and "form." Good for all classes.—A. H. Roy, Mgr., Tampa Theatre, Tampa, Florida.

Exploit Clara Bow in her first talking picture and play up big the opportunity to hear the popular "It" girl. Audience appeal: all classes. —Saenger Theatre, New Orleans, La.

Wolf Song, The (Par.)

NEW YORK CITY, N. Y.—Weather, cold and rain, Paramount (3,666), 7 days, 40c-65c-75c-85c-$1, Paramount News, Jesse Crawford at organ, Publix Unit stage show and stage band. First showing of feature at popular prices atfer $2 run.

Rating—90 7/10%

SEATTLE, WASH.—Publix Seattle Theatre (3,150), 7 days, 25c-35c-50c-60c, Par. News and Publix "Crinoline vs. Jazz," Stage Unit.

Rating—95%

PROVIDENCE, R. I.—Victory Theatre (1,-600), 7 days, 15c-50c, Pathe Sound News, "At the Dentist's" (Pathe. Weather, fair and rain.

Rating—85%

CANTON, OHIO—Loew's Theatre (2,025), 3 days, 30c-50c, 5 Acts, Loew's Vaud., Int'l. News, Topics of Day and Organlogue. Weather, cool and rainy.

Rating—85%

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, 5 Acts Vaud., Fox News. Weather, rainy.

Rating—95%

COLUMBUS, OHIO—Ohio Theatre (4,-000), 7 days, 25c-50c, Loew's Publix Unit, Organ, Orchestra, Fox News. Weather, rain,

Rating—100%

SAN FRANCISCO, CAL.—Granada Theatre (2,900), 7 days, 35c-50c-60c, Publix Presentation, "Bubbles" and special orchestra, with Gino Severi leading, also organ novelty, Par. News, Stanford University Glee Club. Weather, unsettled.

Rating—110%

CHATTANOOGA. TENN.—Tivoli Theatre (1,900), 3 days, 40c-60c, Tivoli Orchestra in "Making Whoopee," Screen Comedy and Novelty. Weather, fair.

Rating—96%

MEMPHIS, TENN.—Loew's State Theatre (2,600), 6 days, 25c-50c, M-G-M Short Act, Fox M'tone News, Five Stage Acts. Weather, rainy.

Rating—110%

DALLAS, TEX.—Palace Theatre (2,350), 7 days, 25c-60c, Publix Presentation, Bars and Stripes, and Jimmie Ellard, Publix Vita. Act, Phil Baker, Par. News. Weather, fair.

Rating—100%

WICHITA, KAN.—Miller Theatre (1,981), 3 days, 25c-50c, Miller Orchestra, News, Roach Comedy, "Why Is a Plumber?" Weather, unsettled.

Rating—91%

AD TIPS—Lupe Velez' singing is a good factor to stress in advertising. The fact that her name is linked with Cooper's in real life gives a good opportunity for exploitation. Audience appeal: all types.—Wisconsin Theatre, W. O. James, Manager, Milwaukee, Wis.

Heralded as a "Flaming Romance with Sound." Stress fact that Lupe Velez and Gary Cooper have voice in this bewitching love tale; Lupe as the unconventional firebrand, Gary as the "wild-riding, romantic mountain man, who traps wolves and women." Audience appeal: general.—Capitol Theatre, Walter Merkel, Manager, Springfield, Mass.

Lupe Velezz, Gary Cooper and Louis Wolheim all have name value. Beautiful scenery and photography.—Edw. Melniker, Manager, Ohio Theatre, Columbus, Ohio.

Yellowback (RKO)

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c-35c, Comedy and News. Weather, raining.

Rating—70%

AD TIPS—Feature this picture as screen adaptation of James Oliver Curwood story. Exploit it as primitive story of man and woman ruled by primitive law in the frozen north. Has appeal for boys and other classes—Princess Theatre, Patrick McManus, Manager, Joliet, Ill.

HOLLYWOOD

LAWRENCE A. URBACH
Western Representative

WALTER R. GREENE
Western News Editor

Hollywood Office: Mezzanine Floor, Hotel Roosevelt Phone Granite 2145

Paramount Routing L. A. Pre-views In Different Theatres

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—In an endeavor to remedy the situation of previewing sound pictures in neighborhood houses that do not have reproducing apparatus in proper adjustment, Paramount experimented Monday night by showing "Innocents of Paris" at the Paramount Theatre, Los Angeles. The latter is the downtown Publix first-run house, and will show the picture for a week's run when it is released locally.

"Innocents of Paris" was run off after the regular show, the picture going on at 11:30 P. M. The daily newspapers carried announcement of the show, advising the public that those viewing the last evening performance would be allowed to remain over to see the preview.

If Paramount gets the proper reaction from the audience via the preview postcard check up, all future dialogue and sound pictures of the company will be previewed in the same manner. Officials have recently encountered difficulty in previewing talkers in outlying houses on account of the fact that the sound reproduction has not been good.

M-G-M May Re-Produce Silently Made Operettas

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—M-G-M officials are considering remaking "The Merry Widow," "Rose Marie" and "The Student Prince" as film musicals during the coming year. Silent productions of each property were produced and released by M-G-M during the past four years. Company officials figure possibilities of incorporating musical numbers of each in the film sound version for potential grosses.

Versatile Organist

(Hollywood Bureau, Motion Picture News)

Los Angeles, April 18.—Milton Charles, featured organist at the Paramount Theatre, has added to his popularity with patrons of the house by appearing on the stage as master of ceremonies at various times. Charles steps out of the organ pit on those weeks that he can direct the affairs of the Publix stage show without cutting too heavily into the show's routine.

Simmons Writes Another

Mike Simmons, Gotham and Bristolphone publicist, has written an original and continuity for a two reeler to be produced by Educational Division of the Stanley Advertising Co. It is called "The Saving Grace."

Comedies—But Serious Work After All

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 18.—Warren Doane is the latest Hal Roach Studio official to roll up his sleeves and direct talking comedies.

Doane, who has been business manager for Hal Roach during the past ten years, is now directing Charlie Chase in his first talker comedy, "The Big Squawk." It is Doane's first directorial experience.

Even before Doane combined his business duties with film directing, Hal Roach himself tossed away his polo mallets and stabled his polo ponies to resume direction of comedies under his name!

Swanson Will Stay In Hollywood And Finish "Queen Kelly"

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Despite reports to the contrary, Gloria Swanson will not abandon production of her current picture "Queen Kelly, slated for United Artists release.

The silent version of the picture was finished some time ago under direction of Eric von Stroheim. Preparations for the talker version originally called for dialoguing only the last half of the picture, with company officials later deciding that the version should be talker throughout. As a result, the picture has been delayed longer than intended while the dialogue for the first half is being completed.

Denying that Gloria Swanson was going East and abandoning the picture, an executive stated that the star would stay on the Coast and complete the talker version before considering any other plans.

Wm. Collier Will Write "Cock-Eyed World" Talk

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—William Collier, sr., well known actor and playwright, has been brought to the Coast by Fox to write dialogue for the talkers. Collier's first assignment is the preparation of dialogue for "The Cock-Eyed World," which Raoul Walsh will direct for Fox.

Fitzmaurice Signs La Rocque

Rod La Rocque has been signed by George Fitzmaurice to play the heavy in the latter's first production for United Artists, "The Iron Door."

Fanchon & Marco Will Sound Revues For Circuit Route

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Fanchon and Marco revues and vaudeville shows will be movietoned and circuited in the smaller Fox Theatres throughout the country, according to present discussions between Fox productions and theatre departments.

The movietoned vaudeville bills would not conflict with the present Fanchon and Marco stage units that are being used in the key houses in various Coast cities, besides being routed East by Fox for engagements over his Eastern theatre circuits. They would be booked in the second important house in each section, or in those theatres that cannot afford the weekly overhead of the regular F. and M. stage show.

According to present plans, the movietoned Fanchon and Marco revues will be exclusively available for Fox theatres, and will not be sold to theatres not operated by Fox. The bills, cut to two and three reels each, will be released weekly.

C. Kurtzman Made Publix District Manager For L. A.

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Charles Kurtzman has been appointed manager of Los Angeles for Publix theatres, and will directly manage United Artists Theatre, recently taken over by Publix. Kurtzman replaces Hal Horne at the United Artists; Horne resigning to look after his other business interests.

Kurtzman was brought from San Francisco, where he has been Publix district manager for two years.

Barsky Leaving T.-S. To Make Independent Talkies

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Bud Barsky, producing supervisor at Tiffany-Stahl, will leave that organization at expiration of his contract in July and is planning to produce a series of feature talkers for the independent market.

Hubbard Joins W. B.

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Lucien Hubbard has joined W. B. as production supervisor on the Coast under the supervision of Darryl Zanuck, handling several forthcoming productions. Hubbard was lately with M-G-M under Thalberg's supervision and was previously with Paramount for several years.

Airplane Menace Will Be Eliminated By Producers' Move

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Airplanes will hereafter avoid motion picture studios by at least 2,500 feet in any straight line when the studios are designated by proper signals, a list of which has just been drawn up by the Department of Commerce, the California Aircraft Operators' Assoc. and the Assoc. of M. P. Producers.

Airplanes passing over studios have cost producers thousands of dollars since the installation of sound apparatus as the hum of the planes' motors was often picked up by the microphone. The studios tried various measures to protect themselves and finally Fred Beetson, executive vice-president of the Producers' Assoc., got together with the two other organizations and worked out a suitable plan. The regulations adopted are as follows:

Signal: Captive balloon approximately 15 feet in diameter flown at an altitude of from 400 to 500 feet. Balloon marking, red-orange bag with at least one, 1,000-watt red orange incandescant bulb at the highest point, for night signalling. Cable marking, red-orange streamers in the form of a pennant, 30 inches by 72 inches, at intervals of 50 feet along the cable beginning at 100 feet above the ground and a 100- to 200-watt red-orange incandescent bulb at intervals of 50 feet beginning 100 feet above the ground, for night signalling.

Display: Above described signal may be displayed continuously provided that the bulbs are illuminated from dusk to dawn, except in foggy or dense weather when poor visibility occurs, at which time the signal is not to be flown. Violations: Any instance of aircraft violating the provisions of the Department of Commerce should be reported to the Aeronautics Branch, Department of Commerce, Room 627 Chamber of Commerce Building, Los Angeles. Department of Commerce will investigate the case reported and suitably discipline the offender.

"Paris Bound" In Work

E. H. Griffith is directing Ann Harding in "Paris Bound" for Pathe. Frank Reicher is director of dialogue, with Maurice Revnes listed as producing supervisor. Cast includes Ann Harding, Frederic March, Charlotte Walker, Carmelita Geraghty, Herb Clark, George Irving, Hallam Cooley and Ilka Chase.

Fox Granted Short Wave Length

Fox has been granted a short wave length by the Federal Radio Commission to establish communication with picture companies working on location.

Ben White With Darmour

Ben White has been added to the scenario staff of Darmour-RKO.

Geraghty Assigned Dialogue

Tom Geraghty, First National contract writer, has been assigned to write the dialogue for the Vitaphone picturization of "The Great Divide." Dorothy Mackaill will be starred under direction of Reginald Barker.

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The New Gate

THE latest method of firing a studio employee in Hollywood is disclosed by the following telephone conversation which took place last week.

Producer telephoned director who had worked for the studio for a year. "How are you, pal?" asked the executive.

"I'm fine," answered the director, "What's on your mind?"

"I called to tell you that from now on you're just a memory," said the facetious producer, who then hung up.

M-G-M Disbanding Dane-Arthur Co-starring Team

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—M-G-M will discard the series of Dane-Arthur feature comedies after completion of picture remaining for delivery on current program.

With all productions for next year planned to carry talked versions, M-G-M officials figured the team comedies could not be made in sound.

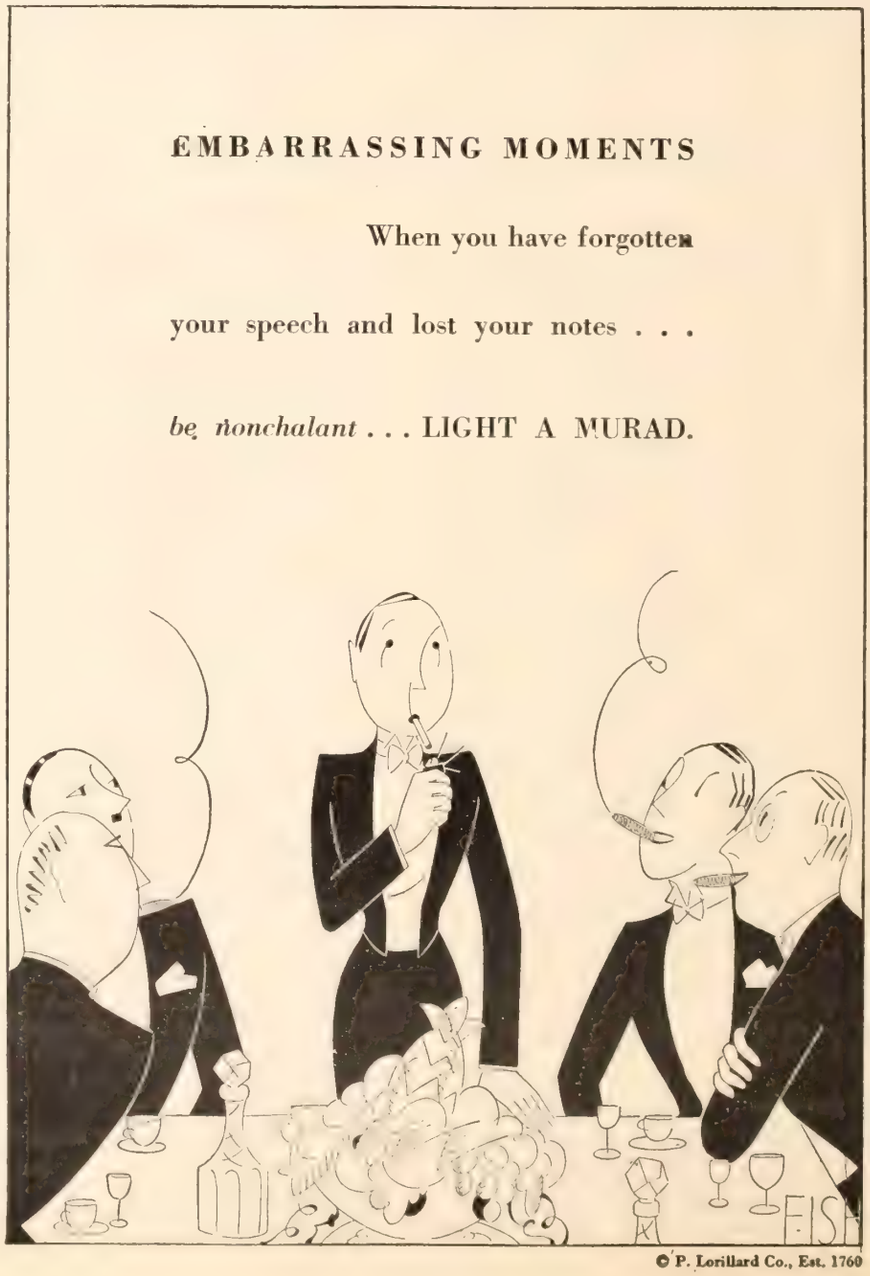
Publix-Grauman's Chinese Deal May Soon Be Closed

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—The deal for Publix to purchase fifty per cent interest in Grauman's Chinese Theatre, besides taking over operating control of the house, is expected to be closed the end of this week. Sid Grauman and Joseph M. Schenck are reported to be willing to sell their interest, which totals fifty per cent, the other half interest being held by United Artists Theatres.

If the deal is consummated, Publix will take over the house May 6th, and Sid Grauman will retire from the theatre field. Grauman will likely produce one picture a year for United Artists after selling his theatre holdings. Under Publix operation, the theatre will continue its two-a-day long-run policy, using Paramount and United Artists productions exclusively.

Sam Katz, Publix head, started negotiations for the purchase when he was on the Coast a month ago.



Opinions on Pictures

Thru Different Eyes

Best Recorded Fox Talker To Date

(Reviewed by Freddie Schader)

"THRU DIFERENT EYES" is best recorded and reproduced Fox Movietone feature length talker that has been released by that company to date. It is a murder mystery story and so like the great rush of pictures at this time it is another court room story. But this one is a novelty, in treatment, construction, dialogue and direction. For this the credit must go to Milton E. Gropper and Edna Sherry, the authors and John Blystone the director. Of course a large measure of praise is due the players for their really splendid characterizations. The one weak spot was the leading woman, Mary Duncan. In one of her characterizations she was great, but in the other two far from what the role required, and with it her voice records metallic and harsh. Sylvia Sidney, in the matter of voice registration was far superior to Miss Duncan. If your audiences aren't tired to death of the seemingly interminable tide of court room plays, then this one should get about average business for you.

In the story Harvey Manning is on trial for his life, charged with having killed his best friend, Jack Winfield, who was found with a bullet through his heart in the drawing room of the Manning home. The trial has created all sorts of excitement and at the opening the press room in the Criminal Courts building is shown, with De Witt Jennings doing an imitation of Irving Cobb. Even Jack Francis and Marian Spitzer do their "bit" in this scene, but Jennings and Florence Lake steal the scene. When court convenes the attorney for the defense sums up and tells his version of the story, which is enacted by the cast. Then the prosecutor tells his version and again the cast visualize it for the audience, and finally a third version is told, after the jury has returned its verdict of "guilty." It is the confession of the girl who was wronged by Winfield and who shot him in the Manning home.

It is in the District Attorney's version, when it is enacted by the company, that Miss Duncan appears to best advantage. It is a vamp role and this seems to come most easily to this player. Edmund Lowe, as Manning, gives a corking performance, and Warner Baxter, as the heavy, is again outstanding. Earle Foxe and Natalie Moorhead also contribute worthwhile performances, while Donnie Gallaher, as a drunken chauffeur, handled that bit very skilfully. Sylvia Sidney does not get her opportunity until almost the final scenes

Jack Blystone is to be complimented on his skilful handling of the picture. Doing a scene three times, and having each of them different to conform to the dialogue is not an easy piece of work, but Blystone has come through 100 per cent, and he is set as a talkie director if ever one was. Tom Barry is credited with the dialogue with Gropper.

Produced and **distributed** by Fox Films Corp. **Length**: 4,991 feet. **Released**: April 7, 1929. **Running Time Time**: Fifty-four minutes. From the play by Milton E. Gropper and Edna Sherry, **dialogue** by Tom Barry, **directed** by John Blystone.

THE CAST

Viola Manning	Mary Duncan
Harvey Manning	Edmund Lowe
Jack Winfield	Warner Baxter
Frances Thornton	Natalie Moorhead
Howard Thornton	Earle Foxe
Spencer	Donald Gallaher
Myrtle	Florence Lake
Valerie Briand	Sylvia Sidney
Marston, District Attorney	Purnell Pratt
King, Defense Attorney	Felmer Jackson
Anna	Dolores Johnson
Maynard	Nigel de Brulier
Maid	Lola Salvi
Janitor	Stepin Fetchit
Paducah	DeWitt Jennings
Crane	Arthur Stone
Traynor	George Lamont
Aline Craig	Natalie Warfield
First Reporter	Jack Jordan
Second Reporter	Marian Spitzer
Third Reporter	Stan Blystone
Fourth Reporter	Stuart Erwin

China Bound

A Ship-Load of Laughs

(Silent Only)

(Reviewed by Don Ashbaugh)

WITH a succession of wallops which keep the audience holding itself around the waist line, Dane and Arthur score another giggle kayo in "China Bound."

However, it is Polly Moran, back from the nowhere, who snags the decision on laughs. Her costumes and acting are a refreshing memory of those days when a custard pie turned an audience into hysterics. Most of "China Bound," however, is that way. A packed house rolled out of its seats at some of the gags. "Chuck" Reisner directed—and that means considerable comedy.

The film starts a little slowly for a Dane-Arthur opus but it soon warms up and turns into a snorter that audiences will tell their friends about.

The story has Arthur, a clerk in a Scotchman's antique shop, wanting to marry his employer's daughter. The boss takes unkindly to this idea, fires Arthur and loads his daughter, played by Josephine Dunn, and her maid, Polly Moran, aboard a ship for a trip to China. Dane is stoker on the ship. Arriving there they run into a Chinese revolution, get in jail in different allotments and finally escape with the boys, saving the girls and the Scotch father. Of course they all end in a clinch.

Drawing Power: You can work a double billing with the well known Dane-Arthur team and Polly Moran. The film is in silent form but it's worth plugging as a big laugh hit. Best Dane-Arthur since "Rookies."

Produced and **distributed** by M-G-M. **Story** by Sylvia Thalberg and Frank Butler. **Directed** by Chuck Reisner. **Titles** by Robert Hopkins. **Cameraman**, Reggie Lanning. **Length**, about 6,000. **To be released** in May, 1929.

THE CAST

Sharkey Nye	Karl Dane
Eustis	George K. Arthur
Joan	Josephine Dunn
Sarah	Polly Moran
Hard Boiled Officer	Harry Woods
McAllister	Carl Stockdale

Show Boat

A "Straight from the Shoulder" Hit

CARL LAEMMLE and the Universal producing staff used the brains God gave them in making this one. It is undoubtedly the biggest box-office value Universal has made in its long history.

Here is a production to which the conventional reviewing formula does not apply. It has so many box-office angles, of smashing dominance, that nothing else matters.

The story, in novel form, is easily one of the biggest sellers ever written by Edna Ferber, famous as a writer of best sellers.

It has the value of the accumulation of thousands, perhaps millions, of words of legitimate publicity, about Florenz Ziegfeld's stage version of the novel.

In screen form it has a cast value that uses every ace in Universal's player deck. It has splendid direction by Harry Pollard, who handled a big and difficult subject, in the new medium of sound, with sure-fire box-office skill. Perhaps Mr. Pollard could have been a bit more artistic in certain sequences, but he might easily have sacrificed box-office value in doing so.

It has a surprisingly fine dramatic performance by Laura La Plante as Magnolia.

Joseph Schildkraut portrays Gaylord Ravenal with unquestioned audience registration.

Otis Harlan manages Captain Andy Hawk's whiskers and his wife, Parthy Ann, played is by Emily Fitzroy in the best Fitzroyian mood.

Add to these items a sound prologue that presents the musical knockouts—not just "hits"—of the Ziegfeld stage show, sung by the Ziegfeld cast, including Helen Morgan singing "I can't Help Lovin' That Man," and "Bill"; with Jim Bledsoe topping the preliminaries by singing "Ol' Man River."

Add a few items in figuring the box-office total of values, making sure to include substantial quantities of good red meat drama and pathos in the best audience vein, excellent exterior atmosphere of the Mississippi, the "Cotton Blossom," the steam calliope in sound, plenty of romance, an occasional dash of comedy relief, and it's a show that easily tops anything Universal has produced as a box-office bet.

It's show business and "Show Boat" was produced by Carl Laemmle, directed by Harry Pollard, and played by its cast with that thought uppermost.

Produced and **distributed** by Universal. From the novel by Edna Ferber. **Book** and **lyrics** by Oscar Hammerstein, 2nd. **Music** by Jerome Kern. **Continuity** by Charles Kenyon. **Editorial supervision** by Ed Montagne. **Titles** and **dialogue** by Tom Reed. **Directed** by Harry Pollard.

THE CAST

Magnolia	Laura La Plante
Gaylord Ravenal	Joseph Schildkraut
Capt. Andy Hawks	Otis Harlan
Parthenia Ann Hawks	Emily Fitzroy
Julie	Alma Rubens
Child—Magnolia (Kim)	Jane La Verne

The Desert Song

Vitaphone Operetta Hit

(100% Dialogue—Musical)

(Reviewed by Walter R. Greene)

IN adapting "The Desert Song" to the screen, Warner Brothers rightly figured the piece too valuable a property to experiment with film technique and took the safer course by producing it as a practical duplicate of the stage presentation.

It's a 100% piece of entertainment and will bring to the largest city and the smallest town a high class presentation of the famous light opera, attracting music lovers of every community, in addition to proving a big attraction to the regular and once-in-a-while picture goers.

Warners extended themselves in turning out a production (and it can be classed as such) that is really creditable. Gorgeously mounted, and with a cast that would have been heralded as noteworthy on Broadway, it is an achievement in the musical-singing-talking film field. It demonstrates the potentialities of sound pictures, opens to motion pictures the possibilities of producing successful operettas and shows that audiences can be made to forget they are viewing a picture; and instead feel they are actually seeing and hearing the players on the stage.

The music has a rhythm and charm that even catches the ears of a hard-boiled picture critic who frankly confesses he knows absolutely nothing about music. John Boles, enacting and singing the leading role, does it in a manner that makes him outstanding in the realm of music. He has a baritone voice that carries plenty of personality, bringing him to the forefront as a candidate for any producer's musical. Carlotta King puts her vocal numbers over excellently. Miss King has a screen personality which assures her a place in pictures. Duets by the two are of high calibre. The chorus numbers are especially effective.

Louise Fazenda and Johnny Arthur team up for comedy sequences and get plenty of laughs. Myrna Loy is excellent.

Vitaphone gives a reproduction of both dialogue and musical numbers that demonstrates the high quality being obtained by producers today. Roy del Ruth did a creditable piece of work. His scenes in the desert, with the Riff warriors riding over the sands, are particularly outstanding.

Drawing Power: It's a cinch long-run attraction for anybody's showhouse. As an operetta it has become an established success. The picture will repeat—only it will cover every city and town in the country that has a wired house.

Produced and **distributed** by Warner Brothers. **Music** by Sigmund Romberg. **Book** by Otto Harbach, Laurence Schwab, Frank Mandel, and Oscar Hammerstein II. **Directed** by Roy Del Ruth. **Scenario** by Harvey Gates. **Cameraman**, Bernard McGill. **Running time**, two hours and five minutes. **Pre-release (Talkie) date**, May 11, 1929. **Approximate length**, 13 reels.

THE CAST

The Red Shadow	John Boles
Margot	Carlotta King
Susan	Louise Fazenda
Benny Kid	Johnny Arthur
General Birbeau	Edward Martindale
Pasha	Jack Pratt
Sid El Kar	Robert E. Guzman
Hasse	Otto Hoffman
Clementine	Marie Wells
Captain Paul Fontaine	John Miljan
Rebel	Del Elliott
Azuri	Myrna Loy

Innocents Of Paris

Chevalier A Box Office Wow

(100% Dialogue—Singing)

(Reviewed by Don Ashbaugh)

MAURICE CHEVALIER is a box office wow if the reaction of a midnight preview audience is any criterion. They laughed loud and long at the pantomime of the Parisian Jolson and they applauded his renditions of French and English songs. The picture is mostly Chevalier—but he's worth it. After your fans find out about him you'll not be able to keep them out of the theatre.

The picture is filled with laughs. Chevalier starts off with a curtain announcement which immediately wins the confidence of the audience. It swings into a song entrance of the hero and from then on the picture goes places—at each one of them Chevalier sings one or two or more songs.

Chevalier is cast as the young, happy junk man who makes enough of a game of his business to call himself an "antiquarian." He rescues a drowning boy from the Seine, finds his mother, disowned by a hard hearted father—has drowned and left a note. He delivers it, taking the boy with him. The grandfather has nothing to do with the youngster.

Petite little Sylvia Beecher, from the stage, is the irascible old gentleman's other daughter. At first sight she falls for the "antiquarian." It also establishes little David Durand, the former "Little Boy Blue of Radioland," who starts right out winning the audience. Russell Simpson, as the hard-hearted old man, is excellent in his role, even when he relents in the sugary ending and lets Sylvia marry Maurice.

Mr. and Mrs. George Fawcett are cast as the father and mother of the happy Maurice. Margaret Livingston plays the vamp with eclat and allure. John Miljan is rather well cast as her cynical husband.

Johnny Morris has a good comedy role which is evidently inserted for comedy gags. Chevalier's pantomime is worth the money even if you haven't the faintest idea what he is singing about. If there is anything wrong with the picture it is that Chevalier repeats too much of his singing.

Ernest Vajda has interpolated clever dialogue which serves amply to put the film across.

Drawing Power: It has been highly exploited in fan magazines as Chevalier's first English speaking production. It's a clever singing and talking comedy of life as it really is in the Montmarte. Chevalier's songs have been the toast of France for a long time. You'll get plenty of word of mouth boosts as the film travels.

Produced and **distributed** by Paramount. **Story** by C. E. Andrews. **Adaptation** and **dialogue** by Ernest Vadja. **Scenario** by Ethel Doherty. **Directed** by Richard Wallace. **Photography** by Charles Lang. **Running time**, about eighty minutes. **Talkie release date**, May 25, 1929. **Footage** undetermined.

THE CAST

Maurice Marny	Maurice Chevalier
Louise Leval	Sylvia Beecher
Emile Leval	Russell Simpson
Mons. Marny	George Fawcett
Mme. Marny	Mrs. George Fawcett
Mons. Renard	John Miljan
Mme. Renard	Margaret Livingston
Jo-Jo	David Durand
Musician	Johnny Morris

The Hottentot

Horton Has A Laugh Winner

(Sound and Dialogue Version)

(Reviewed by Don Ashbaugh)

IF the old stage fans who rocked in their seats at the sly wit of Edward Everett Horton are wishing to hear him on the screen here he is. "The Hottentot," produced by Warners, presents him in a completely Hortonesque rendition of the old stage play. The audience laughed loudly and cheered merrily at the antics of the comedian in this full length talking comedy.

The picture is decidedly all Horton. The rest of the cast merely act as atmosphere in most of the sequences. They are placed there by the author of the film story as foils for Horton's wise cracks. Patsy Ruth Miller fills the role of heroine in a perfectly satisfactory manner. She is costumed well, gives a creditable performance and does all that the part requires—which isn't a whole lot.

Two other characters have a little of the picture. The rival for the girl's hand gets in several dirty smirks at the befuddled Horton. The English butler gains one long and loud guffaw from his remark that "Americans are funny." They think what they talk is English and what they drink is Scotch." Several other spots in the film afford the butler a chance to gain a giggle. Still 97 per cent of the film is Horton—and he pleases the crowd.

The play has been done before in motion pictures and has been shown by every stock company up and down the length of the land. It's hardly necessary to detail the fact that it is a story about a horse race. The Hottentot being the name of a particularly fast and vicious horse.

After trying throughout the picture to sprain a wrist, twist an ankle or break his neck so he won't have to ride, Horton comes to the fore at the finish and rides the vicious nag to victory. He gets the girl. There is plenty of hokum and several slapstick gags of 1915 vintage.

The picture is made to get laughs and to allow Horton leeway in securing them. He does it. The directors have a musical score at the start that is reminiscent of The Scandia Silver Cornet band. It blares away with gusto and abandon. After a while it calms down slightly. Then to make up the difference the studio sound directors allow a group of forty or fifty supposed society people to make more noise than a Russian revolution.

Drawing Power: The fact that nearly everybody has seen the stage play of this should draw many. Plug Horton to the limit for laughs— he'll furnish them. The picture should appeal to all ages and classes —it's simple and funny.

Produced and **released** by Warner Brothers. From stage play by Victor Mapes and Willie Collier. **Scenario** by Harvey Thew. **Directed** by Roy del Ruth. **Photography** by Barney McGill. **Release date** undetermined. Scheduled for next season. **Length**, approximately 7 reels.

THE CAST

Sam Harrington	Edward Everett Horton
Peggy Fairfax	Patsy Ruth Miller
Swift	Douglas Gerard
Larry Crawford	Edward Earle
Elec Fairfax	Stanley Taylor
Mrs. Chadwick	Gladys Brockwell
Perkins	Otto Hoffman
Ollie	Edmund Breese
May Gilford	Maude Turner Gordon

The Four Feathers

Ace High Box Office Picture

(Silent Version)

(Reviewed by Bill Furman)

PARAMOUNT'S much talked of Anglo-African spectacle is certainly no ball of fire from a histrionic viewpoint, but, due to many thrills and extremely unusual shots, it is a picture that will rate ace high as a box office attraction.

Reminiscent in spots of "Beau Geste," a beleaguered fortress in the desert wastes; the repulse of savage hordes; privation and suffering; it is built around the British Sudan campaign of 1882. Starting and ending in England, the bulk of the action takes place in the brush and wastes of Central Africa,

The story has to do with an arrant coward (Richard Arlen) who, being in love and learning war has been declared, resigns his army commission. Three brother officers, William Powell, Clive Brook and Theodore von Eltz, mail him their cards, each with a white feather, and his fiancee, Fay Wray, breaks their engagement and follows suit with a similar emblem of cowardice. The young man's aged father succumbs to the shock after bequeathing his "yellow" son a British army six-shooter with which to wipe out the dishonor via the suicide route. This is too much for the young lieutenant and he becomes a drunken camp follower.

His redemption comes through his rescue of Powell from the "black hole of Omdurman." He is captured and both are thrown upon the slave market, but finally escape. The tribesmen fire the tinder-dry brush in an effort to dislodge them from their hiding place. Literally hundreds of monkeys and other wild life flee before the camera and the flames. A great herd of gigantic hippopotami crash through the brush and over a cliff into a stream which they swim, many in close-ups.

Amid congratulations three of the hateful white feathers are redeemed by their donors with profuse apologies and contrition, and of course the last one, presented by the lieutenant's sweetheart at the time she broke the engagement, is crushed and forgotten in the inevitable clinch upon the return of the regiment.

Drawing Power: Previewed as a silent picture this production is of outstanding calibre—with sound effects it should be a positive knockout. Unique, entertaining, clean and chockfull of thrills, it will no doubt be classed as one of the best of this year's crop.

Produced and **released** by Paramount. **Adapted** from novel by A. E. W. Mason; **adaptation** by Hope Loring; **scenario** by Howard Estabrook; **directed** by E. B. Schoedsack and M. C. Cooper; **photography** by Robert Kurrle; **titles** by Julian Johnson and John Farrow; **associate producer**, David O. Selznick. **Length** and **release date**, indefinite, but not this season.

THE CAST

Harry Faversham	Richard Allen
Ethne Eustace	Fay Wray
Capt. Trench	Wm. Powell
Lieut. Durrance	Clive Brook
Lieut. Castleton	Theodore von Eltz
Slave Dealer	Noah Beery
Idris	Zack Williams
Ahmed	Noble Johnson
Ali	Harold Hightower
Harry (age 10)	Phillipe de Lacy
Col. Eustace	Edward J. Ratcliffe
Col. Faversham	George Fawcett
Col. Sutch	Augustine Symonds

Madame X

A Smash Hit

(All-Dialogue Version)

(Reviewed by Walter R. Greene)

AFTER seeing "Madame X" as an all-talker, there is little wonder that M-G-M executives decided that henceforth Lionel Barrymore should be a director and not an actor. Barrymore took "Madame X," an established stage property for years, and made it as a talker that is by far the greatest dramatic dialoguer produced.

In the theatres, it will undoubtedly be a smash hit, for it rates heavy box office draw.

"Madame X" in talker form is more gripping and intense than the stage play. In combining talk with screen technique, Barrymore has given the production smoothness in movement, and builds to dramatic climaxes with a deftness that stamps him as a great dramatic director.

And those last two reels showing the famous court trial—they're tear-jerkers that will affect the most hard-boiled.

Ruth Chatterton, as Madame X, adds new laurels to her reputation as a dramatic stage star of rare ability. Everyone will rave about the sterling performance she puts across. Lewis Stone, always satisfactory in pictures, gives a fine portrayal as the husband. Raymond Hackett is not impressive in his first scenes, but gets across like a whirlwind for the climax sequences. Excellent supporting cast.

The story concerns a wife who left her husband for another man's affections. Returning to see her sick son, the husband denies her the privilege. She leaves and starts on the down grade, becoming an adventuress. She turns up in South America and ties in with Larocque, card sharp. Together they take the suckers, eventually returning to France. Larocque figures that there is a skeleton in some prominent family closet, and he sets out to collect blackmail.

When Larocque tells her his blackmail intentions, the woman, mad with rage, shoots him. In the meantime, her son has grown, and admitted to the bar. Because she has no funds, he is assigned to defend her for murder—his first case.

Then the court scene, in which Madame X recognizes her husband; and later realizes the son she tried so hard to protect is her defender. Then she tells her story without names—she shot Laroque that her son might not know how low she had fallen.

Drawing Power: It's a cinch hit, especially for the women. They'll cry and have a great time—and go back to see it more than once. With the established reputation of the stage play; with Chatterton and Stone featured, the picture has great drawing power.

Produced and **released** by Metro-Goldwyn-Mayer. **Adapted** from play by Alexander Bisson. **Dialogue** by Willard Mack. **Directed** by Lionel Barrymore. **Running Time:** one hour and a half. **Length:** 8,806 feet. **Release date:** undetermined.

THE CAST

Floriot	Lewis Stone
Jacqueline	Ruth Chatterton
Raymond	Raymond Hackett
Noel	Holmes Herbert
Rose	Eugenie Besserer
Doctor	John P. Edington
Colonel Hamby	Mitchell Lewis
Larocque	Ullric Haupt
Merivel	Sidney Toler
Perissard	Richard Carle
Darrell	Carroll Nye
Valmorin	Claude King
Judge	Chappell Dossett

The Rainbow Man

A Pot Of Gold For The Box Office

(Reviewed by Freddie Schader)

HERE is another step in the progress of the talking-singing motion picture that again proves that it's a trouper and author who knows his stage tricks who will turn out the winning box office product in the sound field. Eddie Dowling, author and star of "The Rainbow Man," is a trouper-author. He has risen in his profession from the ranks of vaudeville to musical comedy, and has brought to motion pictures what his years in the theatre have taught him. The result is a smashing box office success, sentimental in the extreme, but nevertheless a picture for the men as well as the women and children.

Just how and when this picture is coming to the exhibitors is a question at this time. It opened in New York at a legitimate theatre on Tuesday night. It is to open in five other key cities in legitimate theatres within the next few weeks. It will mop up in all of them and, out of those six cities alone, the picture should gross $750,000 easily. It is an independent production that is sponsored by the Sono-Art Productions, of which George Weeks and O. E. Goebel are the main factors. They, as well as Dowling, are to be congratulated on taking a chance in the sound recording field, at a time when even the best equipped producers are floundering somewhat, and coming out with a winner.

Eddie Dowling is the minstrel boy and Frankie Darro is the little orphaned youngster and his performance in this picture puts him right up beside Jackie Coogan when he first greeted the public in "The Kid." That kid is a marvel. Another is Marian Nixon. How those Universal executives must be burning because they let her go. She comes through 100 per cent in this picture, for her voice registers wonderfully well, she can and does act and looks as pretty as a picture. What more can any producer want? Then there is Sam Hardy as the minstrel boss—just about everything that an interlocutor should be.

But to get back to Eddie Dowling. He's in—sure fire if there ever was a B. O. bet. Maybe he was not photographed as well as he might have been, maybe there were angles from which that Mick pan of his might have appeared to better advantage, but take it from us, he is going to build up on your audiences.

The music and the lyrics are by Eddie and Jimmy Hanley, and they have turned out a couple of nifty ditties, while Fred Newmeyer, who directed, has handled the picture in a manner that has kept the pace nicely from the beginning right up to the finish. If there is one criticism to make it is regarding the finishing scene with Eddie speaking to Marian from the stage. It is a little overdrawn and too lengthy.

Otherwise you can start to count the money now.

Produced and **distributed** by the Sono-Art Productions. **Length:** 8,500 feet. **Runing time:** an hour and thirty-seven minutes. **Story** by Eddie Dowling, **adapted** by Frances Agnew. **Directed** by Fred Newmeyer.

THE CAST

Rainbow Ryan	Eddie Dowling
Mary Lane	Marian Nixon
Billy Ryan	Frankie Darro
Doc Hardy	Sam Hardy
Colonel Lane	Lloyd Ingraham
Bill	George Hayes

The Hole In The Wall

A Good Place To Stick This One

(Reviewed by Freddie Schader)

THIS must have been one of the very first efforts on the part of Paramount to make a sound picture. It looks like it anyway. How they ever stuck it into their Paramount theater is a question. It isn't so much the manner in which the picture is done as the story that is used. It was an original stage play by Fred Jackson, but that doesn't make it a good play for the screen even if the screen talks.

"The Hole in the Wall" is an underworld story **inasmuch as it** deals with a group of racketeers who, through employing a fake spiritualistic medium, get the low down on prospective victims, most of them credulous women whom they fleece for their jewels and other valuables. In this particular case the racketeers lose their medium. She is killed in an elevated train crash and they finally succeed in getting another to take her place. The new medium is a girl who has been framed by her mistress, and sent to jail. On regaining her freedom she has made up her mind to be revenged on the woman responsible for her arrest. This is accomplished through the kidnapping of the grandchild of the woman and the story in the main concerns itself with the efforts to recover the child. Through the aid of a newspaperman this is accomplished, but it seems rather too coincidental that the reporter should be the old sweetheart of the girl in the case.

Claudette Colbert, a stage star of considerable experience and with a following in New York, plays the feminine lead and does very well indeed, although she does not hit one forcibly between the eyes as a new screen-talkie star. Edward G. Robinson, as the crook leader, gives by far the best performance of the cast, although Alan Brooks and Donald Meek are not far behind him. The cast is a 100 per cent stage organization although many of the players have had screen experience in the silent days.

The production in the matter of sound and talk is not all that could be desired, and that elevated train smash is so palpably miniature that it brought a laugh from the audience on Saturday afternoon.

Robert Florey is responsible for the direction, and he has done much better things since he made "The Hole in the Wall," so he'll have to be forgiven for his mistakes in this instance.

The only reason that this picture will get by is that it is a talkie and there are still a lot of spots in the country where the audiences have not yet arrived at a spot where they are discriminating between the good and the bad in talkers.

Produced and **distributed** by Paramount. **Length:** 5,850 feet. **Released:** March 23, 1929. **Running time:** an hour and four minutes. From the play by Fred Jackson, **adapted** by Pierre Collings. **Directed** by Robert Florey.

THE CAST

Jean Oliver	Claudette Colbert
The Fox	Edward G. Robinson
Mme. Mystera	Nelly Savage
Goofy	Donald Meek
Jim	Alan Brooks
Mrs. Ramsay	Louise Closser Hale
Mrs. Carslake	Katherine Emmet
Marcia	Marcia Kagno
Dogface	Barry Macollum
Inspector	George McQuarrie
Mrs. Lyons	Helen Crane

The Duke Steps Out

A Fast Prize Ring And College Comedy

(Reviewed by Freddie Schader)

THIS isn't a talkie, but it is a good fast comedy of the prize ring and college life, with sound effects, that is made altogether enjoyable by William Haines and Joan Crawford who have the principal roles in the production. It is a light picture and should be great entertainment for the spring and summer audiences.

The story is a simple one, one that has served before and hasn't to date failed to click. It has William Haines as a millionaire's son whose dad has had him on the pan. The boy decides to show his father that he can make good and takes to the prize ring. He is on his way to go into training for the fight that gives him a chance at the title, when he sees a girl on the train with a bunch of college kids. He falls like a ton of coal and decides that he is going back to college. The girl won't have any part of him, and the comedy is built up through her refusals of his attentions and his determination to compel the girl to accept him.

He finally wins his way into her good graces only to lose out when he has to be in San Francisco on Decoration Day to fight. The girl believes that there is another purpose in his 'Frisco visit, and it is only when the returns of the fight come over the radio from the ringside that she realizes she was in the wrong. Of course, it exposes the boy as a prize fighter but that matters not to the girl, nor to her dad, who happens to be at the ringside to see the boy win and, incidentally, won a bet for himself.

Both Haines and Miss Crawford give worth while performances, and Karl Dane gets over a number of good comedy wallops. Tenen Holtz, playing a fight manager, also slips a few laughs into the proceedings.

James Cruze directed the picture and, while the production has all the earmarks of being one of those that was shot in a hurry, it is nevertheless a good entertaining feature that will please the average audience.

Produced and **distributed** by Metro-Goldwyn-Mayer. **Length:** 6,236 feet. **Released:** March 16, 1929. **Story** by Lucian Cary, **directed** by James Cruze.

THE CAST

Duke	William Haines
Susie	Joan Crawford
Barney	Karl Dane
Jake	Tenen Holtz
Tommy Wells	Eddie Nugent
Poison Kerrigan	Jack Roper

Tampa Theatre Sets 4 Box Office Records

A QUARTETTE of records in less than four months is the record of the Tampa Theatre, Tampa, Fla. Up until this year Clara Bow held the record of the house, but shortly after the first of the year, "Abie's Irish Rose" came in and grossed about $200 better than the former record. A few weeks later "Interference" smashed the "Abie" record by another $200. Then "The Wolf of Wall Street" came along and topped this record by a few dollars, and now comes Clara Bow, in "The Wild Party," to regain her title with a gross some better than all former takings.

Short Subjects

"Our World Today"
(Educational—One Reel)

FILMS of pretty ancient vintage are exhumed to clinch the argument of the first part of this issue of the Educational magazine—that Fifth Avenue is the richest street in the world. The old films very interestingly show the amazing growth of that remarkable street and the changes, too, in the people who frequent it. Offering good contrast to this pleasing introductory number is another showing Pierre Nyttens, artist, making an etching on a plate of copper of Mr. Hoover. The process proves very worthwhile to watch and is novel, also. The final subject dealt with is entitled "Human Fish" and it is the finest thing about this reel. First-rate water shots are shown of humans in the water, their skill and their similarity to the fish, both big and little. These three items all join in making this issue of the screen magazine a good one.—RAYMOND GANLY.

"Water Wonders"
(Pathe—One Reel)

THESE Grantland Rice Sportlights certainly have quality plus. Equipped with fine photography and always-interesting settings and featuring leading figures in the world of sport—they always leave a good impression. With their various and attractive points—they should be popular with exhibitors and fans.

This one deals with the water athlete. Famous swimmers are shown executing some of their special feats. Helen Meany dives in graceful fashion, Pepe Desjardines shows his skill in twisting dives, Johnny Weismuller reveals his quick "take-off" and speedy stroke and Martha Norelius, too, demonstrates her prowess in the tank. Underwater scenes and slow motion are used. The piece is so good that the spectator is liable to regret that it is only one reel in length.—RAYMOND GANLY.

"Her Gift Night"
(Educational—One Reel)

THE delicate Southern beauty of Estelle Bradley is about the best thing in this Cameo, starring Billy Dale, quite inferior when it comes to fun-making. Estelle has the role of a heart-breaker who holds incriminating love letters from Billy's friend about to plunge into matrimony. The friend commissions Billy to go to Estelle's apartment and regain the correspondence. In the vamp's apartment, Billy is helpless as she plants scorching kisses upon his lips and otherwise upsets him. Vulgarity creeps in plentifully along the end of the fun-making when Billy is forced to relinquish his pants and coat to the angry vamp as she thinks he is running off with a check.

Not so funny. Robert Graves and Harold Miller have supporting roles. Jules White directed.—RAYMOND GANLY.

"Pathe Sound News No. 15"
(Pathe—One Reel)

NO. 15 is an interesting issue of Pathe's talking news. The six subjects offered are: the camera interview with Captain Einar Lundborg, the Swedish flyer who participated in the rescue of the Nobile Expedition; cauliflowers and sundry glove-tossers training for forthcoming prize-fights in Grupp's gymnasium, New York; new summer styles for the ladies; Professor Bagley, who daily broadcasts the health exercises at the Metropolitan Tower in New York; foundling tots, and gobs ashore at San Diego after a cruise. It all shapes up as good magazine and newsreel data.—RAYMOND GANLY.

Wray Stellar Vehicle

Paramount plans to star Fay Wray in "The Children," an all-talker, as one of her productions for next season release.

MANAGERS' ROUND TABLE CLUB

CHARLES E. LEWIS
Chairman and Editor

A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress



CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"The Modern Musketeers"

COME on boys, let's sing the song of Dumas' famous muskeeters once more, 'cause their spirit carries on just the same as in the old days when Dumas was in his prime. Shout their famous slogan, *"All for one and one for all,"* for once again it bespeaks the feelings of men, not just three or four, but hundreds of them. Managers, exhibitors, showmen—all whom have banded together to give and take: advice, suggestion, ideas—anything, everything, with but one purpose in mind—to help each other and to help themselves.

The Managers' Round Table Club is truly a band of modern musketeers because the spirit of that famous group is the same with us. Are we not *"All for one and one for all"?* That's the spirit that counts today. We don't have to tell it to you, you have heard it time and again from the biggest "shots" in the business. "Watch what the other fellow is doing"—"Improve on the other man's ideas"—no matter how you may say it you will find that it simmers down to the same thing.

Why not practice that famous phrase? Why not make it an absolute rule, from this time on, to watch carefully what other showmen are doing, how they are running their theatres, how they are making up the newspaper advertising, how they are exploiting their pictures, how they are making their theatres household words in their respective towns. Every little move they make is worth watching because if you were able to select one out of a hundred different suggestions and convert that one into a money maker for your theatre, then your efforts in watching the other ninety nine were not in vain. Every one of you, catch the spirit, get into the swim, come out of your dark corners, show yourself to the whole wide world, don't hide and keep yourself a secret, you certainly are not ashamed of the business you are in or the work you are doing. Don't, for Heaven's sake, DON'T grow old and die in isolation. The world will beat a path to the door of any man regardless of where he may be, but that world must know.

Never before in all the history of theatre management has this opportunity to make yourself known been offered to managers. The MOTION PICTURE NEWS has devoted editorial after editorial, column after column, and the Round Table Club has continually shouted the praises of the men whose brains are really running the theatres of today, the House Manager.

Come on boys, don't be "has-beens," get the spirit of the Club into your systems, *"All for one and one for all,"* say it over until it sinks in deep and you believe in it as hundreds of our members do.

C. E. L.

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MANAGERS' ROUND TABLE CLUB

Kirschbaum Keeps Them Coming With Many Odd Tie-Ups

Dick Kirschbaum, managing director of the Lincoln Theatre in Arlington, N. J., dropped us a few lines just to let us know that he was still thinking of the Club and his brother members. Dick has been on the job since we last heard from him and mentioned a few of the little stunts that he has been using. He gave away a large, beautiful Radio set which boosted business considerably on the night it was given away; incidently this event took place on Holy Thursday and was successful in bringing business up to more than normal in spite of the usual depression for Holy Week.

Another one was to tie up with the outstanding local merchants and newspaper to make a movie and the local co-operation stood the "gaff" as Dick calls it, meaning, perhaps, the cost. During the "shooting" of this local picture they got some good "shots" of the fire department, police force, schools, historic points of interest and included local industries in such a way as to make it interesting to the patrons when they saw the picture.

..Still another one was on "Cohen's And Kelly's in Atlantic City" when he again tied up with a local paper to give away tickets for the best Cohen & Kelly jokes submitted. This proved quite popular and the paper gave them plenty of free space.

Right at this moment, Kirschbaum is negotiating with a large local furniture concern to give away a fine dining room suite, and an automobile agency to give away a sedan. We like the way Dick finished up his letter, it is both original and typical of the man himself—". . . but as I am the only house in town without sound I have to keep stepping to keep them coming." Atta boy, Dick, you sure are a plugger and all you need now is a sound plant and the town is yours once again. Lots of luck and keep the mail bag working.

Michael Nicholas' Store Tie-Up Is Real B. O. Booster

Tie-ups in big cities are not the easiest things in the world to promote as any manager can tell you. In this respect, the smaller town man is more fortunate because he is generally in a better position to put such stunts over. But Michael Nicholas, manager of the Farragut Theatre, in Brooklyn, arranged to do just that thing, and succeeded even beyond his own imagination. The picture was "The Awakening" and, by good salesmanship, "Mike" sold the idea to a large and well known furniture store to give him a full window display. This window was dressed with a huge bedroom suite, a wax model was secured and dressed in a pink silk kimona and wearing a blonde wig (a la Banky) and set upon the edge of the bed with the whole scene laid out to give an immediate impression that the young lady had just awakened. Stills and cutouts were carefully worked out in the setting and especially at night, the whole window was effectively lighted. The store was so enthused over the

(*Continued on next page*)

Newspaper Ads

The group of assorted newspaper ads on the right side of this page were selected at random from the Leland Theatre, Albany, N. Y., Granada Theatre, Bluefield, W. Va. Alamo and Regent Theatres, Indianapolis, Ind. Fox-Poli Palace and Broadway Theatres, Springfield, Mass. Strand Theatre, Hartford, Conn.



MANAGERS' ROUND TABLE CLUB

tie-up that they made special plans to keep the window lit up to a late hour every night. The theatre side of the tie-up was to announce on the back of the "Awakening" herald an "Awakening" sale of furniture at the store where the window was dressed.

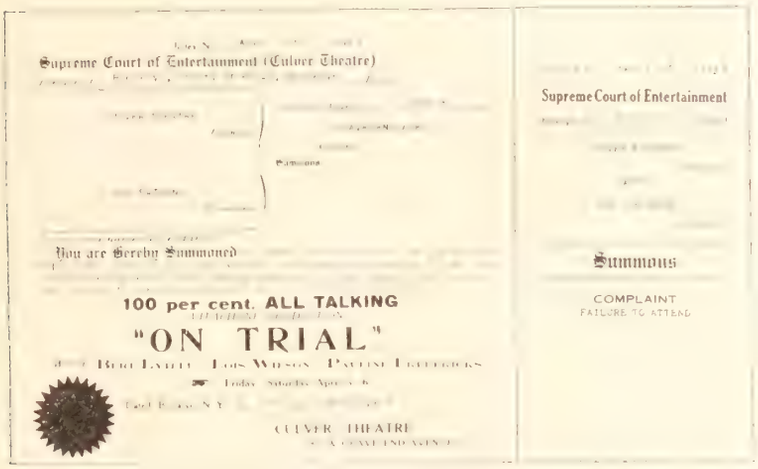
Once again we have to express our regrets that "Mike" did not get a photo of that window so that we could better picture this whole stunt to the many readers who we are sure would have been interested in such a tie-up. Boys, *please* try to shoot a photo in on such stuff as it goes a long ways in selling the idea to other members.

"Summon Them" To The Theatre Is Culver's Method

There is no denying the fact that if you want to use the Court Summons idea make up your mind that it must look like the real thing otherwise you are wasting your money on some more advertising material that don't mean enough to warrant the trouble of getting it up. We have had over a dozen different types submitted to us by our members and readers and the one illustrated here is but the second to find its way to these pages. The first was used by Sid Lawrence when he was running the Ohio Theatre. This one is from Harry Lewis, a real old-timer, now managing the Culver Theatre, in Brooklyn, for Henry Seigel.

The first glance is certainly enough to make one read further and the value of this piece of advertising material is not lost when they do know it is not a regular summons.

We are delighted to reprint it here for the benefit of any manager looking for a good stunt on pictures that lend themselves to such exploitation, it does not have to be just "On Trial," there are many other stories that are



based upon courtroom trials, etc., to make this just as practical. Such advertising generally starts them talking about your theatre and if you follow it up with equally as catching material you will soon find that your house is getting to be a household word. It don't take very long if you only put your mind to it and keep plugging.

A Live-Wire Tip From Budapest For U. S. A. Managers

If you think that all the "live-wire" exhibitors are here in America, permit us to disillusion you once and for all. Here we offer for your enlightenment an exploitation which matches up with many a so-called "corker" pulled over her. Just try and picture a theatre in this country getting a "piece" of the Army to help put over a picture. You will note that the exhibitor, from Budapest, who engineered this one had a troop of soldiers galoping back of the sleigh and while we don't know how much of an impression it made on the folks over there, we do know it would create quite a stir over here. We have long been preaching that exhibitors out of this country follow our activities, etc., now we can reverse the expression and tell you to take a crack at this one and see if you can outdo it. The feature being ballyhooed is Emil Jannings in "The Patriot."



Here Is One From G. A. Smith A New Club Member

G. A. Smith, who just joined the Club, offers as a suggestion to the other members the idea which he used on "The Last Warning," at the Capitol Theatre, in Somerville, Mass. Perhaps the best way to describe this particular one is to quote from his first letter to the Club:

I had three compoboard circles, each 48 inches in diameter. They were painted black and were lettered in white, which was covered with a shiny metallic preparation. One of them was hung on the right side of the theatre, another on the centre of the velour border and the third on the other side of the house. After the Vitaphone acts were over, the house lights were put out and the organist started playing very weird music while a green sport from the booth slowly crawled around the theatre for a few seconds, taking up the first circle and then moving slowly to the second and then to the third. A few girls he had planted in the audience let out gasps as the spotlight picked up the first circle. On the first circle was "Who Killed Woolford?" On the second "See The Last Warning" and on the third "Thurs., Fri. and Sat."

G. A. tells us that he credited this stunt for a lot of extra business done on that picture, so we feel you might want to make use of it, boys. We hope Smith keeps up his great start and continues as a real active member. What do you say, Smith? And how about your photo so the rest of us can see what you look like? Thanks in advance, but I'm expecting it just the same.

AMONG the many interesting articles to appear in Next Week's issue of the Club pages, we will feature the following:

Tom McDonald's "April Fool" throw-away in L. A.

* * *

H. C. Lee's Activities in Bath, N. Y.

* * *

Club Membership Certificate Announcement.

* * *

and many other items, all interesting to both members and readers alike.

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Read the Club Pages Every Week.

MANAGERS' ROUND TABLE CLUB

Meet Wally Allen Publicity Expert For The Olympia.

This little story is just to give you an idea how Wallace Allen, the peppy Publicity man for the Publix Olympia Theatre, in New Haven, and a member of the Round Table Club, sells his house up in that New England city. Allen's activities for a long time were well known to us, but his recent entrance into the Club makes his work still more interesting. We do not hesitate to recommend any stunt or idea that Allen puts over to the other members or readers of these pages.



First: On the illustration, you will note the new program cover of the Olympia. The importance of this program is not because it is "just" a program, but because Mr. Allen has them placed on practically all the restaurant counters where cash is taken, besides distributing them in the theatre. Second: The mask throwaway on "Iron Mask" was made up locally and put under the doorways of almost every house in and around New Haven. Third: The Napkin ad stunt, while not new, was just another means of keeping the Olympia before the public. They were used in most of the downtown lunch rooms and restaurants. Fourth: The Jury Ballot on "The Last Warning" was slipped under doorways and is another locally printed piece of advertising matter. Other managers and publicity men may some day realize, as Mr. Allen has, that much excellent material can be created and printed locally for less cost than the average material when purchased from exchanges. Fifth: The blotter, you may say, has been worked to death, but possibly not in this particular form. Here you will note that Wallace has put four weeks attractions on the blotter, which we know will remain alive for almost that period of time.

The above represents but a small portion of the data which Mr. Allen sent to us. Other items will appear from time to time together with any other material or information which we receive from him. Please accept our thanks, Allen, for your co-operation, keep us posted and on your mailing list all the time.

Another "Hiehle," To Outdo Brother, Joins The Club

R. J. Hiehle, brother of the famous Ed. Hiehle in Newark, Ohio, has just joined the Club. R. J. is connected with the Smoot outfit in Parkersburg, W. Va., and knowing Mr. Smoot as well (?) as we do is sufficient inducement to be glad to line up R. J., who may turn out to be an even "liver" member than our old friend Ed.

Here is what R. J. said in his letter: ". . . I noticed my brother's name in a recent copy of the NEWS . . . so I can't let my brother get ahead of me and hope to be accepted as a live member of your Club."

Well, R. J., you will have to go some to beat Ed. as a live member. If you have been following the activities of the Club through the News every week then you no doubt have noticed the many things published about Ed. He never fails to keep us posted about what his three houses are doing in Newark, especially the Midland, and it has always proved good reading for the Club members. The only way you can become a "live" member is to see that we get your program each week, some of your newspaper advs., a letter often enough to keep us posted on what is new in Parkersburg theatres, and how you are selling the pictures to the patrons of that city. Now it's up to you. We gladly accept your application, but we will watch the mails from now on for signs of activities from W. Va. (By the way, remind Smoot that he, too, is a member of the Club.)

Here Is A Good One To Make The Whole Town Talk

W. A. Roberts, head of the Shawnee Amusement Co., and a member of the Managers' Round Table Club, sends us his latest stunt to build up business in Plymouth, Pa., for his Shawnee and Rialto Theatres in that city. It would have been great had we been able to reproduce the entire circular letter used by Mr. Roberts but, unfortunately, this was not possible, so we will try our best to explain the stunt.

The management announced that during the month of

Round Table Club Editor Weds

Charles E. Lewis, Editor of the Managers' Round Table Club of Motion Picture News, was married on Sunday evening, April 14, to Miss Margie Rita Winston, daughter of Mrs. Ray Winston of 333 West Eighty-Sixth Street, New York City. The ceremony took place at the Waldorf Astoria Hotel and was performed by the Rev. Dr. Samuel Levinson, of Brooklyn.

Mrs. Louis T. Rosenbaum was matron of honor and Miss Winona Winston, maid of honor. Harry Lewis was best man for his brother.

Following the ceremony there was a dinner and dance. A large number of friends of the couple were present.

Motion Picture News joins with the hundreds of Round Table Club members in hearty congratulations and best wishes to Mr. and Mrs. Lewis.

W. A. J.

MANAGERS' ROUND TABLE CLUB

April they would present a mighty array of pictures, and then listed the group of outstanding productions which were to be played. The object of the contest was to write a 100-word story making use of the stars names and the title of the pictures. Here is a brief idea of what they meant: "Jimmy Valentine" saw "The Wolf of Wall Street" at "Sunrise" and George O'Brien said "Let's take "Abie's Irish Rose" and "The Mysterious Lady" to "Annapolis," etc., etc. Do you get the idea? Not bad at all, boys. For the best stories Roberts gave books of tickets to the theatres.

We don't know who created this idea, but it's certainly worth using in any theatre anywhere. Especially if nothing like it was ever worked before. Our best suggestion on this one is that you drop a line direct to Mr. Roberts and ask him for a copy of the circular letter, it will be more than worth your while and the two cent stamp. He will gladly accommodate you. How about it, W. A.? That's the Club spirit. And, by the way, we almost forgot to mention that Roberts informs us that hundreds of letters are pouring into the theatre on this contest every day. By the time the contest closes on April 20th they expect the post man will have to use a truck. We will say more about this a little later on.

Dempsey Uses Good Recruiting Tie-Up For "Flying Fleet"

Manager J. J. Dempsey, of the Publix-Strand Theatre, in Dorchester, Mass., is again on the alert with another effective tie-up. But this time he almost outdone his previous efforts by working out an arrangement with the local Navy recruiting department for the use of a recruiting sailor in conjunction with "The Flying Fleet." You will note in the photo both the sailor and the special "A" board used in the tie-up.



The Navy Recruiting Dept. is always glad to arrange such tie-ups. All you need do is communicate with the officer in charge. They are sold on the idea of stimulating recruiting via such methods and will gladly co-operate with any theatre soliciting their support.

We are glad to print this little stunt of Mr. Dempsey's and sincerely hope he makes good his promise to keep us posted with stories and photos on his future activities. There is many good things happening in J. J.'s theatre up near Boston and, if he can but find time, you are certain to enjoy reading about his various "doings" up there in Dorchester. Don't forget that promise, Dempsey, and here's wishing you lots of luck from all the other members.

Cleveland House Uses Fine Teaser HeraldFor"Canary'

Al Price started his membership rolling with a clever teaser program which he distributed over a wide area surrounding his Union Square Theatre, in Cleveland, Ohio. You will note the flaming caption "Help-Murder" on the front of the teaser herald and how well the wording is worked out to tie in with it. Surely there can be no doubt that everyone who received ceived a copy looked further out of curiosity.

Price has been working out quite a lot of successful stunts all of which should prove interesting to other members and we are glad he is located in Cleveland as we are in need of a good member in that town to report on what is happening there theatrically. If this first contribution is a sample of what Al



can do, then we will all look forward to his future contributions with the thought that there will be some more valuable suggestions forthcoming. Will we be justified, Al? You ought to know, so keep the pot a boiling with plenty of more stuff.

Lawrence Used Five Card Suite To Plug "Revenge"

Sid Lawrence again shoots in his most recent stunt for kicking up some movie interest in Utica, N. Y. As you may recall, he is now managing the Avon Theatre in that city for the Schine Circuit, and he can always be depended upon to keep his customers on the jump with his new ideas and exploitation stunts.

The latest one was on "Revenge" and, while the idea was old, he worked it right up to date. He distributed five different



playing cards on the picture each one representing a character in the picture. The idea was that any patron securing the entire set of five cards could gain a free admission to the show. Four of the cards were distributed in great quantities, while the fifth, or "key card," was put in odd places. The result was that he had hundreds of them looking for that fifth card to get the free admission, which would go with the set. In this case the 2 of spades was the "key."

Please Take Note

THE pages of the Club are open for the publication of photographs from both members and readers. These photos may be of theatre managers, theatre fronts, marquee displays, lobby settings, etc., etc. Due credit will be given those sending photos to the Club, providing they attach the proper description and their own names and theatre addresses.

Managers' Round Table Club.

MANAGERS' ROUND TABLE CLUB

Gelabert Lines Up Many New Members In His District

Lorenzo Gelabert, Chairman of the Regional Membership Committee for the Porto Rico territory has already started in his campaign to line up every exhibitor in his section and the first mail from him included eight new members already.

Mr. Gelabert has been an active Club member for some time and can always be depended upon to keep the other members posted on what is going on theatrically in his part of the world. On the other hand, he is a regular reader of the Club pages and keeps in constant touch with what the American showmen are doing by watching their activities as described each week. His acceptance of the post as head of the Committee for the Round Table Club was a praiseworthy move on his part as he is quite a busy man. Here are the first new members from Porto Rico:

EDUARDO E. VAZQUEZ, of the Cina Luna Theatre, in San Juan, P. R.

LUIS M. GRANA, manager of the Carolina Theatre, in Carolina, P. R.

J. RAMOS DEFONTAINE, of the Rialto Theatre, in San Juan, P. R.

SR. JOSE PINERO, manager of the Victoria Theatre, in Rio Piedras, P. R.

ENRIQUE RODRIQUEZ, "Tres Banderas Theatre," San Juan, P. R.

JESUS DAVILA, "Amparo" Theatre, Caguas, P. R.

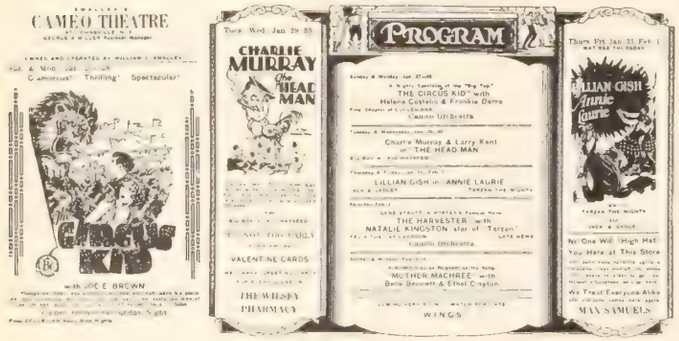
JUAN SIERRA, JR., Cariba Theatre, Pta. Tierra, San Juan, P. R.

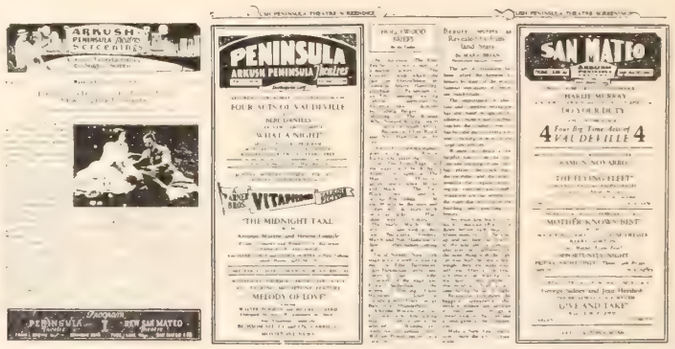
LUIS R. ESTEVES, Star Theatre, Aguadilla, P. R.

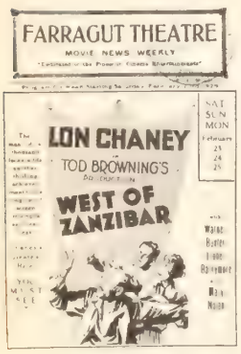
All of these new members will soon be heard from as to their activities in their country and it always makes interesting reading to learn how showmen outside of these United States sell the picture to their public.

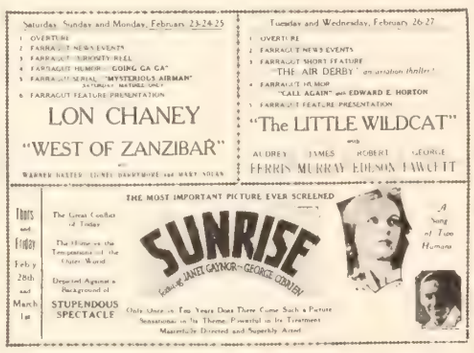
Future mail from Poto Rico will be looked forward to with much interest and we trust that both our old and new members down there will not forget to send us photos, not only of themselves, but of their theatres and exploitation stunts.

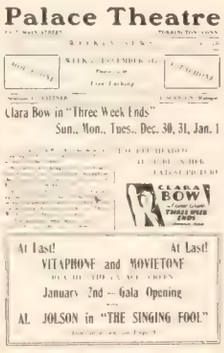
SOME ATTRACTIVE THEATRE PROGRAMS



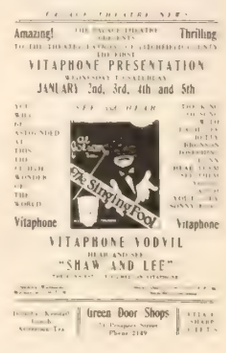












We are grouping this week four different house programs for the benefit of those who are constantly on the lookout to see what the "other fellow" is doing and perhaps improve their own programs accordingly. You will find that the four theatres selected offer a wide range of cities and houses. The San Mateo Theatre, in San Mateo, Calif., one of the Arkush Chain, used as neat a house organ as you will find anywhere, it is attractive from the front cover right through to the back page, tied in with the same program is that of the Peninsula Theatre, situated close by and also controlled by the same chain.

The program of the Palace Theatre, in Torrington, Conn., is very suitable for the town and theatre. It carried much of interest to those living in and around Torrington, and is typical of this type of house. The particular issue printed here happened to come just previous to their inauguration of sound pictures and is therefore crowded with material for that policy.

The Cameo Theatre, in St. Johnsville, N. Y., managed by George A. Miller, used a more or less standard class of program but with a layout clear enough to tell the public what they want them to know about the Cameo's attractions. You will note that one the inside spread, the current week's attractions are nicely played up and make a splendid appearance with the line cuts on either side.

The Farragut Theatre(Brooklyn, N. Y.) program is typical of the bigger city house organ and presents that theatre's programs in a clear and concise manner. You will note that on the inside spread of this particular program, the bigger attraction is well-played up. You will also take note that the short subject received proper billing.

(The Club will gladly show other theatre programs as received. Put us on your mailing list and see that we receive your program regularly.—ED.)

MANAGERS' ROUND TABLE CLUB

Introducing Sixteen New Members

A. M. ABBOTT, we want you to know, is the directing head of the Ki-he-kak (can you pronounce it?) Theatre in Pawhuska, Okla. (Oklahoma is getting a break in this issue; we've got a whole flock of new members from out there.) But listen, A. M., how about a photo of yourself and a letter telling us something about that theatre you are running? We will all appreciate it.

* * *

J. VICTOR WILSON is the busy manager of the equally busy Fox-Poli Palace Theatre in Springfield, Mass., and it is indeed a pleasure to enroll him on the Club membership lists. Mr. Wilson has long been identified with the show business, and we are in great hopes that he will become a real "active" member. A photo would help introduce him better to the other members. O. K., Wilson?

* * *

MILTON H. KRESS, manager of the Grand Theatre in Columbus, Ga., would earn the thanks of practically every other member in the Club if he would keep us posted on what is going on theatrically down his way. Southern news has not been so plentiful in the past few months, as we have had to depend on a few "hard workers." But perhaps Milton will make up for it. Come through like a good fellow.

* * *

ROBERT M. PASKOW manages the Ritz Theatre in Newark, N. J., for the Stanley-Fabian Circuit, and is knowledge of "sound" pictures qualifies him to become a real valuable member by writing us often on how he handles sound in his house. We would also like to show his picture to the other members if he will send us a photo. What do you say, Bob? Can we expect one soon?

* * *

AL PRICE,—boys, make the acquaintance of the manager of the Union Square Theatre in Cleveland, Ohio, and those of you who wanted to hear some news from that city can now rest assured that it will be forthcoming. Al is now our own correspondent on all items of interest happening theatrically in Cleveland. O. K., Al? Atta baby!

* * *

JAY B. SMITH, a recent new member, is the manager of the Gravois Theatre in St. Louis, Mo., and at present running a straight sound policy. How he keeps the neighbors at home in his theatre, rather than let them go to the downtown houses, is one subject that we would all like to know. Can you supply the answers, Jay? Start right in.

* * *

HARRIS LUMBERG, manager of the Bellevue Theatre in Niagara Falls, is still another showman to join the Club. Harris' theatre, by the way, is equipped with R. C. A. for sound, so we would certainly like to know how he is putting it over (in his theatre, not the Falls). Get busy, H. L., and "dish us the news."

WILL YOU BE NEXT??

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Address .....

Theatre .....

City .....

Policy .....

Capacity .....

State .....

Honorary Chairman	Chairman
Wm. A. Johnston	C. E. Lewis

COME ON!!

SHOOT IT IN—NOW!!

HENRY FRIEDER runs the Playhouse in Hudson, N. Y., and so many things humming around him we should not be surprised to find him a pretty good active member. Perhaps Henry will qualify with a return letter telling us something about Hudson.

* * *

GEORGE L. McGEE is the managing director of the Union Theatre in Union, N. J., for the Golding-Stern Group, and it is always interesting to know how theatres located so close to very large cities manage to hold their patronage in their home towns. George is doing it, so we are told, and he should pass the "dope" on to the rest of us.

"Active Members"

BEING an active member merely consists of taking the little time required to write us and explain how you've put over the different pictures, what new slant you have on the operation of your theatre, what local angles you have found profitable in creating good-will in the town. These and other items are what the members like to read about. This is not particularly meant for any one member, but for all, old and new.

G. B. DePAW runs the Capitol Theatre in Newark, N. Y., for the Schine Circuit, and chalks up another live-wire Schine manager for the Club. Our sincerest hope while introducing G. B. is that he develops into as active a member as his brother Schine managers. Meet your brother members via the Club pages by letting them know what you are doing up in Newark, will you, G. B.? Atta boy!

* * *

E. E. BAIR was really introduced sometime ago, together with his great tie-up on the opening of sound in East Liverpool, Ohio, but he only just recently joined the Club in an official way, so therefore this announcement. But, brother members of the Club, be assured Mr. Bair is a live-wire, we know it and you will also know it as soon as you start reading about his numerous activities out there in the Midwest.

* * *

LEON L. BERGER is still another Cleveland manager to join the "gang." He is managing the Moreland Theatre in that city, and we ought to make it a competition between him and Al Price to see who sends us the most and best news about the theatres out there. How does that strike you, Leon and Al? Let's hear your opinion, anyway.

* * *

PAUL WEINTRAUB of the Victoria Theatre in Ossining, N. Y., can certainly tell us some good news about Ossining other than that it is the home of the famous Sing-Sing Prison. We have often noted the Victoria while passing through that town, but now we have a real interest in it because Paul has "entered the fold"(sound religious?). But come along with some news about the Victoria and Ossining, will you, Paul?

* * *

GORDON W. REAP handles the Arcade Theatre in Ft. Myers, Fla., for the Sparks Circuit, and now that he has been formally presented to the other members of the Club he should make it a point to keep us informed of all his doings down there in Florida. Make a start with your own photo and a letter about the Arcade's activities. Thanks-

* * *

WENDELL WERNER has plenty to do in running the Rialto Theatre in Tell City, Ind., and chalks up another live-wire for that state. Now, W. W., you will have to follow the good example of your brother Indiana members by shooting us a photo of yourself, plus a letter on what is doing in Tell City. Your co-operation will be appreciated.

* * *

M. E. KLARE is the managing director of the Strand Theatre in Sharpsburg, Pa., an Independent house. M. E. might send us his photo with a letter describing what he is doing in Sharpsburg and the Strand Theatre. How about it M. E.?

Regional News from Correspondents

Exhibitor News From Southeast Region

MEMPHIS film row visitors of past week include P. E. Morris, Regent, Indianolo, Miss.; W. H. Robinson, Liberty, Brownsville, Tenn.; B. M. Herron, Capitol, Milan, Tenn.; W. E. Malin, Laura, Augusta, Ark.; C. J. Rister, Dixie, Des Arc, Ark.; L. F. Haven, Imperial, Forrest City, Ark.; J. A. D. Herrington, Pontotoc, Miss.

K. H. Oliver has relinquished his holdings in the Mingo Theatre, Amory, Miss., which has passed into control of L. S. Hagar and James A. Owen.

Moorehead, Miss., will have a new theatre, the Regent, remodeled from the former Strand, when P. E. Morris completes plans now under way. Morris now operates the Regent at Indianola, Miss.

The new Orpheum, Memphis, Tenn., has begun its sound policy, went to two-a-day in its vaudeville policy, reduced its admission top from 60 to 50 cents and inaugurated use of reserved seats every day in the week except Saturday.

The Strand, Wilmot, Ark., owned by J. C. Kistler, opened sound policy Monday with Moviephone equipment. The Royal, Arkadelphia, Ark., owned by Cecil Gupp, opened in sound on Monday, using Pacent equipment.

The Strand, Tupelo, Miss., will open next Monday with sound, as will R. J. Goodman's Rex, Starkville, Miss., both using Phototone synchronous equipment.

P. E. Morris, owner of the Regent, Indianola, Miss., will open the former Strand, Moorehead, Miss., as the Regent, in the near future.

The Mingo, Amory, Miss., has passed from ownership of K. H. Oliver to James A. Owen and L. S. Hagar.

L. J. Duncan has been appointed Pathe branch manager at Charlotte, N. C., replacing E. L. McShane, resigned.

The Uptown Theatre, Louisville, Ky., managed by Clarence Steurle, is celebrating its anniversary week. It was first neighborhood house in Louisville to be built especially for sound.

S. J. Switow, vice-president of Switow Enterprises, Inc., reports that arrangements have been completed for opening their $100,000 theatre at Lexington around April 15 or 16.

Fred J. Dolle, president of the Fourth Avenue Amusement Co., was in New York City the first week in April.

Leo F. Keiler, of the Strand Amusement Co., Paducah, is at present in Rochester, Minn., with his father, who is there under the doctor's care.

Dr. W. T. Hayes, of the Dreamland Theatre at Providence, was a visitor to the Louisville exchange last week.

A lone masked bandit brandishing a revolver nervously, held up three employees of the Alabama, Birmingham, Ala., Wednesday night and escaped with approximately $325. In his eagerness to escape, the bandit overlooked approximately $1,000, officials of the theatre said.

William F. Brock, former manmer manager of the State Theatre on the Publix circuit in Chattanooga, Tenn., has been transferred to Knoxville, Tenn., as manager of the million dollar house, the Tennessee Theatre, also a Publix house.

W. E. Drumbar continues in his duties as city manager. Paul Grubb is Brock's assistant. David Whyte was recently transferred from assistant management of the Tennessee to managership of the Riviera, where Dennis Dukes is his assistant. Riviera is sound house exclusively and is playing pictures for one week's run.

John Hannon is manager of the Strand and Everett Freeman is his assistant. Hannon is also looking after the destinies of the Majestic and the Lyric Theatres.

Albany Exhibitors War For Sunday Shows

EXHIBITORS of Albany, N. Y., 125,000 Capital City of the Empire State, who have seen thousands of dollars fritter through their fingers each year, as residents flock on Sundays to Troy and Schenectady, where Sunday movies have prevailed, have at last decided to fight for Sunday shows. This decision came last week after Mayor Thacher had issued an edict that no permits would be given for benefit shows given by motion picture theatres on Sundays.

Led by Charles Smakowitz, manager of the Mark Ritz Theatre, exhibitors of Albany will now form an association and work together in the hopes and expectations of bringing about a public demand for Sunday shows. Trailers will be run in all theatres and at least one newspaper in Albany has already taken up the cudgel for the exhibitors.

When everything was set for Sunday movies in the village of Delmar, N. Y., where a new theatre opened only two weeks ago, the town board stepped in with a notice that Sunday shows would not be countenanced in the town. Jarvis Brothers, owners of the theatre, at first planned to put up a fight, but later decided to abandon any such effort.

Daylight saving, bane of exhibitors, will become effective in New York State in 186 cities and villages on Sunday, April 28, and remain in operation until September 29. Under the present law every city and village is given the right to decide for itself whether or not it shall operate under daylight saving. Theatre owners in Albany, Troy and Schenectady, N. Y., estimated that daylight savings will cost them close to $40,000 this summer in lost patronage.

Harry Hellman, owner of the Royal and the Paramount Theatres in Albany, and one of the pioneers of the city, will sail for Euroupe on July 15, as the guest of his son-in-law, "Little Jack Little," the stage and radio star, and Mrs. Little.

The Clinton Square in Albany, managed by John Garry, is being wired.

Joe Saperstein, formerly one of the well known theatre managers in Albany, but who left several months ago to become general manager of the Berinstein houses in Ithaca, will move his family from Albany to Ithaca on May 1.

Jake Golden, manager of Proctor's Fourth Street in Troy, is setting a hot pace these days in lobby decoration and showmanship.

Jake Rosenthal is equipping his Rose in Troy with sound but declares that his admission prices will remain at 10 and 15 cents. He will do away with amateur nights. Mr. Rosenthal has a new piece of furniture in his office, a gift from his employees on his wedding anniversary.

Louis Saperstein has increased the admission prices at the wired American in Troy by five cents.

Interior decorators started at work on the final stages of the new Stanley house being erected in Albany's residential section.

The Methodist Church in Fort Ann needs a new bell and in raising the money a committee is giving a series of benefit pictures in that village.

Uly S. Hill, managing director of the Strand in Albany and Troy, is dining on trout these days but not through his own efforts. His son is one of the best fishermen in this part of the state.

Milwaukee, Wis., Has A Slow Week

JAMES C. KEEFE has been appointed director of publicity for the Fox Midwesco circuit to succeed Cliff Gill.

W. A. Aschmann has named his new state right exchange the "Film Arts Guild."

Charles Koehler succeeds his brother, Harold, as booker in the Fox exchange.

A large number of out-of-town exhibitors came to visit Milwaukee exchanges this week. Included were Miss Margaret Ashton, of the Vilas at Eagle River; Francis Kadow, of the Mikado at Manitowoc; A. Brunsgraber, of the Opera House at Jacksonport; J. J. Ecker, of the Auditorium at Brillion; Neil Duffy, of the Elite at Appleton; Marvin Harris, of the Vander-Vaart at Sheboygan; Mrs. M. Gilman, of the Princess at Plymouth; Frank Welter, of the Grand at Wausau; Art Desormeaux, of the East Side at Madison; Dan Kelliher, of Elkhorn; E. J. Breckler, of Fennimore; Carl Beglinger, of Appleton; F. S. Wolcott, of Racine; Charles Geulson, of Stoughton.

Otto Meister of the bowling league broke his consistently low record on Tuesday last by rolling 222.

Additional Fla. Houses Are Going Talkie

THE Rivoli, in Ybor City, Fla., is the latest Tampa house to go talkie. Equipment arrives this week and is being installed. Manager Darley made a flying trip to Atlanta and Jacksonville last week, booking the best of the talkie features for the house. Equipment arrived this week for the Seminole, Tampa's leading neighborhood house, and it will also enter the talkie field. The Franklin, on Franklin street, will also be wired as soon as the equipment can be supplied.

Several changes this week in the Tampa houses. Edwin Adler, manager of the Strand, resigned and left for Nashville, Tenn., where he will manage the Vendome, Loew house. A. B. Heston was transferred from the Franklin to the Strand as manager. James Newman, assistant manager of the Victory, steps up to the management of the Franklin. Lew Newsome, assistant manager of the Strand, goes to the Victory in a like position and Charles Lankford is made assistant manager of the Strand.

J. T. Horne, owner and builder of the Park on W. Lafayette St., opened early in the year under the direction of A. Shimko, owner of Patio, St. Petersburg, has taken over the house and will operate it himself, with James Crain as manager. Mr. Horne is a business man of Tuscaloosa, Ala.

The Florida, de luxe Publix house of Jacksonville, Fla., is celebrating its second anniversary. The Florida's personnel has changed since its last anniversary. A change in atmosphere under the new management is noticeable, the hard-working Al Weiss and his assistants having adopted a policy of pep and plenty of patronage is the result.

Neal D. Witschen, Jacksonville business man, is reported to be planning the construction of a $30,000 negro theatre building on Davis and State corner. Seating capacity will be 700, and building will house stores and business offices.

Talkies Make Debut In Newport News, Va.

THE talkies made their debut in Newport News last week at E. T. Crall's Rialto Theatre. The theatre experienced overflow crowds during the entire week as a result, and patrons were turned away from the box office for the first time in years.

Mrs. William Gordon's Palace will follow with sound pictures this week.

The Olympic Theatre, another in the Crall chain, has closed down for a period of two weeks, during which a new projection booth, moving picture machines and sound equipment will be installed, thus making every first run theatre in Newport News a "talkie" house..

Past Week Eventful In New England

TWO new committees have been appointed by the Boston Film board this month, credit and arbitration. Credit committee consists of John Scully, branch manager of Educational; H. E. Elder, branch manager of Warners, and J. Myers, manager of Ufa Eastern Division. On the arbitration committee the members are R. C. Cropper, branch manager of Pathe; Thomas Spry, district manager of First National, and Harry Segal, branch manager of Royal Films.

The arbitration committee appointed for New Haven is composed of M. Joseph, J. R. Smith and Charles Stern, representing distributors, and Adolph Johnson, John Fishman and Arthur Lockwood, representing exhibitors.

President Joseph A. McConville of the Boston Film Board, was a visitor to New York during the week.

Norman Fitz, former manager of the Riverside at Medford, has been appointed manager of the Strand at South Boston.

The new State at Waterbury, Conn., has opened. The house seats 2,800 and is managed by Miss Julie Smith. It is operated jointly by Hoffman Brothers, Stanley and Moe Mark interests.

The Hyperion at New Haven has reopened.

The Capitol at Winchendon, Mass., has incorporated with $75,000 capital. Incorporators are Joseph and Beatrice M. Mathieu of Winchendon and Fred P. Sharby of Keene, N. H.

Master Motion Picture Bureau has moved into its new quarters at 50 Piedmont St.

Soon after receipts of $4,000 had been removed from the Poli Theatre at Bridgeport, thieves broke open the safe, securing $125.

Washington Amusement Enterprises, Inc., has been organized in Boston and it is understood will operate Boston and suburban theatres. The company has 400 shares without par value. Incorporators include Joseph M. Cannata, president; Eleanor M. Moody, treasurer, and Norman A. Walker.

The Central Theatre Corp. has been organized at West Hartford, Conn., with capital of $50,000. Max Heimon of Hartford is president and treasurer.

Work is progressing on the new State at Portland, Me. Opening has been tentatively set for July 1st.

Aaron Fox, vice-president of Fox, who arrived in Boston during the week for the purpose of assisting in making the charity concert and entertainment at the Boston Garden Sunday a success, declined to discuss the progress of the new Fox Theatre plans for Boston, although at the Hotel Touraine it was stated that everything is in readiness for removal as soon as orders arrive to that effect.

Theatre transactions in New England during past week include the following:

The Community, East Greenwich, sold by Ed Fay to Phil Smith; the Washington, Boston, sold by Archie Goodman to Charles Morse; the Opera House, Bellows Falls, Vt., sold by R. A. Kiniry to Morris Pouzzner; The Bingham, Bingham, Mass., sold by Chas. McKenney to F. S. Hunnewell; the Porter Square, Cambridge, sold by B. Perlman and P. Markell to J. Rudnick and E. Markell; the Strand, Woonsocket, sold by George Demara to Daniel Frankian; the Opera House, Woodland, Me., sold by F. D. Johnson to E. W. Gilman; the Capitol, Danbury, taken over by Walsh & Griffing; the Town Hall, Lee, Mass., sold by Hollis M. Jones to W. A. Sherrard (name has been changed to the Elmwood); the Allyn, Hartford, sold to Publix.

Sound installations throughout New England during the past week included the following; RCA equipment at the Lancaster, Boston; Pacent equipment at the Alhambra, Quincy, Mass.; Vitaphone and Movietone equipment at the Premiere, Newburyport; Western Electric equipment at the Regent, Wollaston, and at the Warre, Criterion and Liberty, Netoco houses in Roxbury; Pacent equipment at the Palace, Stamford, Conn.

Announcements have been made of new theatres to be erected in this territory during the past week. They are as follows:

A new house for Stamford, to be erected by Joseph Chimbole, operator of the Lyceum in Stamford for the past 17 years. It will be of the community type and will be finished about Jan. 1; a new theatre for Natick, contracts for which have been let to Walter H. Barker, Taunton, by Harris Theatre Corp.; a new house for Taunton, offers having been made, it is said, and options taken on the Winthrop Club property by a trust representing a group of theatres and hotels; a new cinema for South Portland, owner not revealed, but Architects Edward Sales and Co., Portland, have been commissioned to do the plans; a new theatre for Milford, N. H., Peter Latches, of Latches being the owner and the structure to cost about $100,000, house to be finished by the first of the year.

The projected new Netoco atmospheric theatre soon to go into construction in Mattapan, suburb of Boston, will be Chinese in architecture and appointments. Together with the office and store building, which will house it, it will represent a real estate development of $2,000,000, it is said. The seating capacity of the new structure will be 2,500 and Krokyn, Browne and Rosenstein, architects, indicate that it will be one of the finest theatres in New England. Vitaphone and Movietone will be installed and parking space will be provided free for autos.

The Bijou Theatre, the smallest first run picture house in Springfield, Mass., has found it impossible to run electric fans during the showing of a sound feature and Manager Al Anders keeps a close lookout for any extraneous vibration that may work at variance with his delicate sound system. In other respects the Bijou is ideally fitted for sound films.

The Fox-Palace, Springfield, Mass., will be closed for two or three weeks, probably sometime in July, to undergo extensive remodeling and renovation that will facilitate the showing of sound pictures.

Okla. City And Texas Theatre News

CHARLES E. BEIN is constructing a new theatre at Harper, Texas.

Oscar Korn is erecting a new theatre at Lubbock, Texas, which will be managed by Jack Wright.

The Grand at Mineral Wells, Texas, has purchased Photo-talked sound equipment.

The McAlpin Talking Picture Apparatus of Kansas City, Mo., will establish branch agency at Dallas, Texas.

L. C. Griffith of the Griffith Amusement Co. is in New York City and rumor has it that a big deal is on foot.

J. R. Brown and E. K. Caperton have purchased the La Vista at Hollis, Okla.

Unknown thieves stole two truck loads of stage scenery, valued at $20,000, from the Busby at McAlester, Okla., March 27th, leaving no clue as to their identity. The theatre, owned by the Hussey interests, was operated by R. & R., but had been dark for some time

New incorporations include Lachman-Carson Show Co., Inc., El Reno, Okla., capital, $3,000. Incorporators: David Lachman, Andrew Carson and W. B. Catto.

The Strong City Amusement Assn., Strong City, Okla., capital, $1,000. Incorporators: T. H. Johnson, Tom Gafrett and Henry Little, all of Strong City.

The Palace,, Tulsa, Okla., is being wired for the "talkies," being the fourth wired Tulsa motion picture house.

Davis Becomes Head Of Portland Board

LESLIE E. DAVIS, manager of First National, Portland, Ore., Exchange, has been elected president of the Portland Film Board of Trade.

The Helig-Hippodrome, of Portland, Ore., the Ames of Portland, Kuhn's Theatre, Lebanon, Ore., the Dreamland, Ontario, Ore., the Dalles Theatre, The Dalles, Ore., have all been equipped with De-Luxe Masterphone.

Sidney Tewksbury has been named as manager of the Portland Tiffany-Stahl office.

The Mabrophone is the name of a Portland manufactured sound equipment and which has been installed in the Nob Hill and Lincoln of Portland.

The Granada at The Dalles, Ore., has installed Vitaphone equipment, having spent $25,000 in installation and repairs to the house.

New T.-S. Manager Is Installed In Atlanta

JACK GROVES, who succeeds L. J. Duncan as head of Tiffany-Stahl's Atlanta branch, arrived in the city Thursday morning and was installed in his new post by Ralph A. Morrow, company's district manager.

During an all-day session April 9 the Atlanta Joint Board of Arbitration disposed of practically all of the sixty cases which were on the calendar for consideration.

The Grand Theatre at Richland, Ga., operated by E. C. Turner, has been sold to J. P. Mayo by E. A. Mayo, who owned the property.

Changes in management and ownership of four theatres in the Southeast have been reported, as follows:

Strand at Mountain City, Tenn., from J. C. Rambo to Mrs. Rosinie Clark; the Euclid at St. Petersburg, Fla., from E. J. Blaine to M. R. Noble; the Reliance at Clermont, Fla., to Mrs. D. L. Morrison, and the Grand at Reynolds, Ga., from G. H. Goddard to Ray Milkins.

William K. Jenkins, newly appointed Publix district manager, has been assigned to the territory formerly supervised by Montgomery S. Hill, who resigned recently to go with Publix-Saenger Theatres of North Carolina.

Several changes in United Artists sales personnel in the Southeast were announced recently. R. J. Barnes has been transferred to the Charlotte office. Jack Eminhiser has joined the Atlanta sales force. Wade Williamson has been assigned to the Florida territory.

An average from 10 to 12 installations of Pacent sound devices are being made weekly in the Southern territory, according to announcement this week by W. L. Brandenburg, sales representative of Pacent, who has moved to the Walton Building, corner of Walton and Cone streets.

Among the out-of-town exhibitors visiting Atlanta's film row last week were the following:

Mrs. I. H. Dietz, of the Star at Covington, Ga.; B. P. Neal, of the Amuzu at Villa Rica, Ga.; C. E. Daffin, of the Daffin at Tallahassee, Fla.; M. P. Miller, of the Strand at Clinton and the Palace at Rogerville, Tenn.; Mrs. L. W. Holland, of the Madison at Madison, Ga.; E. C. Fain, of the Grand at Tallassee, Ala.; George O. Hatcher, of the Social at Social Circle, Ga.; Roy E. Martin, head of the Martin chain of Columbus, Ga.; W. G. (Billy) Evans, of the Kincaid at Experiment, Ga.; R. Sansome, of the Rex, Griffin, Ga.; James Lundy, of the Imperial at Bessemer, Ala.

T. F. Thompson, who operates the Palace Theatre at Cedartown, Ga., served as an exhibitor member of the arbitration board this week as did also Joe Wheeler, manager of the Grand Theatre at Cedartown, Ga.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

Old Canadian Theatre Now Being Razed

WORKMEN started April 15 on the razing of the old Rialto, Edmonton, Alberta, which is to make way for a moving picture house of the same name to cost $125,000 and to seat 1,400. Manager W. J. Long announces that the theatre has been designed for talking presentations. New Rialto will be of concrete and brick and will be finished in June.

Consolidated Theatres Corp., Montreal, has acquired control of the Princess, Montreal, through the purchase of majority stock interest held by D. W. Ogilvie.

The recent storm between Toronto and Ottawa, Ontario, played havoc with theatre presentations in Ottawa because of the non-arrival of film shipments, the railway lines between the two cities being blocked by two wrecks. B. F. Keith's Theatre did not receive one reel for more than 48 hours. The Centre failed to receive four short subjects until the third day.

The house orchestra of the Galvin Theatre, Ottawa, Ontario, struck when Manager John Galvin ordered a reduction in the personnel of the orchestra from seven to five musicians. Other employees of the theatre threatened to follow suit but the matter was dropped when the orchestra went back to work—intact.

Sums voted by the Ontario Legislature for Government operations during the coming fiscal year included $114,215 for the maintenance and expenditures of the Ontario Provincial moving picture studio at Trenton, Ontario, and $25,125 for the expenses of the Ontario Board of Moving Pictures Censors. This is apart from the revenue derived from the rental of Government pictures and from censorship fees.

The fifth theatre in Ottawa, Ontario, to be wired is the Princess, the installation being the Stromberg-Carlson Magnetic Pick-up Unit using discs. A. H. Coplan has been proprietor for the past 10 years.

H. H. Thomas, Toronto, Western Division supervisor of Famous Players Canadian, just recovered from a severe illness, is now back to his duties. Clarence Robson, Eastern Division supervisor, is now enjoying a cruise through the West Indies.

The Northern Electric Co., Ltd., Montreal, has issued an official statement regarding the talking picture situation in Canada. Announcement is made that "the Northern Electric Company is the exclusive selling, installing and serving representative of the Western Electric System of Sound Pictures in Canada. Only licensed exhibitors of Western Electric or Northern Electric equipment are privileged to play the productions of producers licensed by the Western Electric Company."

The Canadian Sirocco Co., Ltd., Windsor, Ontario, has been granted a Dominion Federal charter with a capitalization of $50,000 for the purpose of manufacturing ventilating apparatus, theatre exhaust fans and other equipment in Canada. J. B. Aylesworth, Harry R. McGladdery, J. L. Braid and G. C. Richards have been named provisional directors of the Canadian company.

Announcement has been made that the new plant of the Canadian Government Studio at Ottawa will be occupied in July under the continued direction of Capt. Frank Badgley, M. C.

T. R. Tubman, manager of the Regent and Imperial, Ottawa, Ontario, has been passing out the cigars because of the arrival of a baby girl in the Tubman household—their first.

Cincinnati And Toledo Exhibitor Notes

THE Grand Opera House, Cincinnati, O., under management of Milford Unger, devoted to legitimate attractions and musical comedies, has swung into the movie column, temporarily at least.

L. B. Wilson, head of Covington, Ky., chain, is to be named as executive head of Covington Industrial Club.

Fire in the projection room of the Sigma, Dayton, O., burned a portion of the film, and did slight damage to the booth.

Harry Turberg, co-manager of the Palace, Hamilton, O., is spending a few weeks at French Lick, Ind. His wife accompanied him.

The Electric, Irondale, O., closed for several months, has reopened under managership of O. S. Taylor, owner.

Photophone equipment has been ordered for Keith's, Toledo, O., which, starting April 21, abandons its vaudeville programs for summer. The Princess, Toledo, also will be wired so that talkers may be shown. It may be converted into a second run house.

Three managers of four motion picture houses at Portsmouth, O., arrested for showing movies on Sunday, pleaded guilty to the charges in municipal court and were fined $25 and costs each. They were Francis McDonald, Robert C. Risley, and Paul Bennett.

Kenneth Hill of Alexandria, O., has taken over management of the Strand and Rex, Marysville, O.

The McCullough Lake Park Co. has been incorporated at Lima as an amusement company operating theatres, playhouses, gardens, and opera houses. Capital stock is $25,000. George G. Holding, George Heukom and Charles A. Thatcher are incorporators.

Fred Hollowell, formerly manager of the Ohio, Toledo, O., is now assistant to Jack O'Connell, manager of Vita-Temple.

Ground has been broken for Kenton's, O., new theatre. The Kenton Amusement Co. will lease the $90,000 playhouse to Schine interests.

Edward J. Wise has been named manager of The Uptown, which carries the slogan of Cleveland's largest theatre.

Installation of sound pictures in the Radio-Keith-Orpheum Palace Theatre, Columbus, has left only one first-run house in Columbus unequipped for sound. That is the Majestic, an independent house with less than 1,000 seats. Not only are all other downtown houses now showing talkies, but the sound wave is spilling over into the neighborhood houses. The Majestic has no plans for installation of sound immediately, Manager Johnny Jones says.

Canton, Ohio, is to have another exclusively first-run photoplay house with the formal reopening of the Valentine by Joe Calla, also manager of the Strand, one of the Botzum Brothers theatres. Purchased recently from the Bockius estate, the house has been operated by Calla under a policy that called for the showing of both first- and second-run films.

The house is to be opened formally some time in May, completely reconditioned and with the latest Movietone and Vitaphone projection equipment. The theatre is being completely redecorated recarpeted, and new air cushion chairs are being installed. Seating capacity is approximately 850.

Governor Appoints A Kansas Censor

NO sooner had Governor Clyde M. Reed, of Kansas, recently elected, threatened to "fire" his entire motion picture censorship board if questionable pictures were not kept out of the state than he appointed Mrs. L. S. Bearce of Hiawatha, Kans., to succeed Mrs. W. H. Haskel of Kansas City, Kansas, on the board.

That move was followed by an address of the governor at the First Methodist Church of Parsons, Kans., in which he threatened to "fire" seven sheriffs and equally as many county attorneys if things were not "cleaned up," basing the issue on his campaign on motion pictures, which, he admitted, he rarely attended.

A capacity crowd attended the formal opening of the new Nomar Theatre, Wichita, Kans., last Wednesday night. The theatre, which is owned by the Stockman-Hartman Theatre Company, has a seating capacity of 800 and has a sound picture policy. The cost of the house was $125,000.

Harry Portman, who left Kansas City as an usher in the Empress Theatre at a salary of $6 a week, returned to the old home town the other day as head of all Metro Goldwyn-Mayer interests in Europe.

The Universal exchange in Kansas City will soon have a new 2-story building adjoining the First National exchange at Eighteenth and Wyandotte streets. Construction starts in about two weeks.

More Iowa Theatres In Wired Class

HARRY WEINBERG, of the Central States Theatre Corp., is acting as distributor in Iowa for the Goodall Reproducer. Mr. Weinberg has installed the equipment at the King at Albia. Other Iowa houses which have contracted for the equipment are the theatre at Centerville owned by Leo Moore, the King Theatre at Ida Grove, the State at Holstein, the Beardsley at Red Oak, Clifford Niles of Oelwein, who has a string of theatres; C. H. Sartorious, of the Capitol at Hartley, and the Empress Theatre at Cherokee.

Pacent machines have been installed at the Opera House at Denison, the Isis Theatre at Webster City, the Harlan Theatre at Harlan.

Kehrberg Brothers of Sheldon, Iowa, are opening a new show house there. The theatre is expected to open about June 1. This theatre will cost $70,000.

RKO entertained a representative group of film men this last week in spite of the fact that travel by Iowa roads has been much curtailed by the heavy rains. Among those who registered at the exchange were H. B. Schultz of the Plaza at Fort Dodge, Thomas Collier of the Diagonal at Diagonal, R. V. Daman of the Lyric at Fort Dodge, F. R. Peake of the Pastime at Maquoketa, John Waller of the Lyric at Osceola.

New velour, amounting to an expenditure of $1,700, has been hung along the back walls of the Des Moines Theatre, Des Moines, of which Lionel Wasson is manager for the Publix interests. The hangings are found to eliminate echoes which had detracted from the effectiveness of the sound equipment.

A. J. Dieboldt of the Strand, at Waterloo, last week purchased stereopticon slides for his house.

Ralph Pratt of the Fox Theatre at Washington purchosed Strong speed indicators from the Des Moines Theatre Supply Co. last week, as did Harry Weinberg of the King Theatre at Albia. Mr. Weinberg reports that the King Theatre is showing with sound equipment but that the sound equipment will not be used at the Rex Theatre, where it was first tried out.

Paramount entertained a list of callers on business last week. F. W. Curtis of Redfield, H. G. Simpson of Signourney were in to set in pictures.

John Michael is completing a new screen palace at Leon, Iowa, which is going to be one of the finest houses in Southern Iowa, is the report. The new theatre will be ready for its opening very soon. While work on the new house is in progress Mr. Michael is showing in the temporary Strand.

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It Pays to Advertise in the Classified Ad Section of the *News*.

New Fox Wesco House Planned For Coast

A NEW Fox-West Coast Theatre will be built on the present site of the Fox California, Howard Sheehan, vice-president of the circuit, in charge of construction, announced recently.

This new structure will cost half a million dollars. Additional grounds to those now occupied by the Fox California have been acquired. The Fox California will be completely razed. None of it will be salvaged for the new theatre.

Sidney Goldman, recently connected with Co-Operative Films Exchange, is now handling Electrolux Air Purifier and Cleansing Product.

The 'Frisco office of Pathe was distressed for a few days over the illness of their district manager, Les Weir, who was stricken on his way from Portland to San Francisco.

Charles Kurtzman, San Francisco city manager for Publix Theatres Corporation, left for Los Angeles, where he is to assume a similar position there, where Publix has two theatres.

Frank L. Pratt has been appointed manager of the new Marion Davies Theatre, opened in San Francisco.

Ackerman & Harris Circuit of this city placed their order recently for one 28-foot American Silversheet sound motion picture screen.

Walter Barusch, publicity agent for Ackerman & Harris, has taken over publicity work for several of the San Francisco houses besides.

3 Washington Houses In New Coast Deal

THREE leading Bellingham, Wash., theatres have been merged under a single management with the forming of Pacific Bellingham Theatres, Inc., by owners of Mount Baker, American and Avalon. Ownership of theatres remains unchanged.

Dr. E. T. Mathes, owner of the Avalon, becomes general manager of the three, while Albert J. Finkelstein of Seattle, will guide the policy and buy all pictures and attractions. $40,000 will be spent as soon as plans can be completed in reconstruction of the American.

Manager Bob Blair of the Publix, Seattle, announces April 19 as date for change in policy at his house, when the theatre will revert to talking picture policy.

John McGill, veteran exhibitor of Port Orchard, Wash., last week leased his theatre in Annapolis, Washington, to Ernest J. Miller and Vernis Morrison for five years. Mr. McGill will continue to operate the Port Orchard.

Syd McDonald, executive on Seattle staff of Fox West Coast, returned from a month's vacation last week, and brought with him a bride, formerly a resident of the Southland.

Al Finkelstein and Al Rosenberg, operating DeLuxe Theatres, Inc., in Seattle, announce that their new picture theatre in Everett will be ready for grand opening about the first week of May. "Chuck" Charles will be the house manager.

Seattle film row last week received a visit from C. F. Moe, chief projectionist and sound engineer for the Simond's theatre circuit of Montana.

Charles McKee, general manager of the theatres in Oregon cities, operated by Calvin Heilig, spent a few days in Seattle last week.

Arthur E. Jackson, engineer for the Radio Corporation of America, has been here for the last week with a corps of workmen installing the first Photophone apparatus in Seattle's New Orpheum Theatre.

Al Brake, manager of West Coast's Colonial, Tacoma, has returned to Seattle with Mrs. Brake and is now assistant to Lew Golden, managing director of the Fox, opening next week.

Papers filed in Olympia last week announce the incorporation of the Pacific Bellingham Theatres, Inc., for $50,000.

Talk Censoring Starts Rumpus In Cleveland

CENSORSHIP of films is receiving unfavorable comment in Cleveland, following a recent exhibition at the Allen, when several feet of blank film were inserted where censor eliminations had been made, while the dialogue continued. Patrons did not know what had happened.

Fred Holzworth, formerly manager of Loew's State, and recently manager of the Hilliard Square, Universal house, is now supervising the Hilliard Square, Detroit, and Oriental. Frank Greenwald has charge of the Cedar-Lee.

Otto Braeunig, formerly with First National, and recently with World Wide, has returned to the First National sales force.

The Bronx, Cleveland, owned and operated by Max Lefkowitz and associates, has been permanently closed, following acquisition of the Orpheum.

David Nolan has been appointed manager of the new Akron Loew Theatre which opens April 20th. Nolan was previously assistant manager at Keith's Palace, Cleveland.

Howard Price Kingsmore has assumed the reins of the local Loew houses as city manager, succeeding William A. Haynes, who resigned. W. A. Finney, district manager, has been at the helm pending the appointment of Haynes' successor.

New Indiana Theatre Firm Incorporates

ARTICLES of incorporation have been filed by the Paramount Theatre Co., of Logansport, Ind. Corporation has an initial capital stock of $10,000. Incorporators are Elmer H. Brient, Gilbert B. Patterson, William H. Lindsay.

Talkies have become so popular in Lafayette, Ind., since the installation at the Mars, that the Fourth Avenue Amusement Co. announces it will extend the talkies to the Luna, in Lafayette.

Albert Sindlinger, representative of Young Amusement Co., owners of the Sipe and Indiana, in Kokomo, Ind., was in the city to superintend the opening of the Sipe with Vitaphone equipment. Mr. Sindlinger expects to remain in Kokomo to handle advertising and publicity for the two theatrers and to manager the Sipe. Charles Milmar continues as secretary and treasurer and local buyer of the two theatres, and will supervise the Indiana.

A. J. Kalberer, of Fort Wayne, Ind., has been named manager of the Indiana, in Terre Haute, taken over recently by Fourth Avenue Amusement Co., of Louisville, Ky.

B. J. Cought, manager of the Palace, Crown Point, Ind., has contracted for Moviephone equipment, which will be installed as quickly as possible.

News Heard Along Salt Lake City's Film Row

MANAGER CHARLES W. CLOGSTON, of the Playhouse, Salt Lake City, has recovered from a short illness which kept him in a hospital for several days.

The application of the Peery Estate to the Federal Radio Commission for a permit to construct a 1,000-watt radio station in Ogden was indorsed by members of the Weber county commission, recently, it is announced.

Manager W. E. Shipley and Assistant Manager P. C. Peterson, of the Gem, Salt Lake City, are vacationing in California.

Ed Ryan, owner of the Liberty, Brigham City, Utah, spent some time along the local row last week lining up some new product.

S. H. Ruschmeire, of the Bonita, at Provo, was among exhibitor visitors to the local exchange row within past few days.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Katorga				
Krassin	Special Cast	Feb. 19	7000 feet	
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Prisoners of the Sea	Russian Cast	April 13		
Shanghai Document, A	Travelogue	Oct. 13	5000 feet	
Ten Days That Shook the World	Russian Cast	Nov. 2	7000 feet	
Three Comrades and One Invention	Russian Cast	Oct. 13	6000 feet	
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The				
Yellow Pass, The	Russian Cast	Dec. 8	6600 feet	

COLUMBIA

Title	Star	Rel. Date	Length	Reviewed
Apache, The	Alvarado-Livingston	Nov. 19	5818 feet	
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (S. & D.) (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Driftwood	Alvarado-M. Day	Oct. 15	6267 feet	
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Nothing to Wear	Logan-Von Eltz	Nov. 5	5701 feet	
Object—Alimony	Wilson-Allan	Dec. 22	6266 feet	
Power of the Press	Fairbanks, Jr.-Ralston	Oct. 31	6465 feet	
Quitter The	Lyon-Revier	April 1	5671 feet	
Restless Youth	M. Day-Forbes	Nov. 30	6085 feet	
Stool Pigeon	Borden-Delaney	Oct. 25	5792 feet	
Sideshow, The	Prevost-Graves	Dec. 11	5999 feet	
*†Submarine (D)	Holt-Revier	Nov. 12	8192 feet	
	(Silent Version)	Nov. 12	8192 feet	Sept. 15
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
*†§Broadway Hoofer, The				
*†§Fall of Eve				
*†§Father Love (tentative)	Holt-Revier-Chadwick			
*†§Flying Marine, The	Lyon-Mason-Robards			

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
All in Fun	Jerry Mandy	Oct. 21	1 reel	Oct. 27
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
America's Pride	Our World Today	Oct. 7	1 reel	Oct. 6
Auntie's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Be My King	Lupino Lane	Dec. 9	2 reels	Nov. 10
Best Dressed Woman in World	Our World Today	Feb. 17	1 reel	Mar. 30
Bumping Along	Stone-Ruth	Nov. 18	1 reel	Nov. 3
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Come to Papa	"Big Boy"	Oct. 14	2 reels	Oct. 13
Companionate Service	Dorothy Devore	Oct. 7	2 reels	Oct. 6
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fisticuffs	Lupino Lane	Oct. 28	2 reels	Oct. 27
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Follow Teacher	"Big Boy"	Dec. 16	2 reels	Nov. 17
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Glorious Adventure	Hodge-Podge	Oct. 14	1 reel	Oct. 27
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	Apirl 28	2 reels	Mar. 16
Hay Wire	Stone-Dale	Nov. 4	1 reel	Oct. 27
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	
Hold That Monkey	Monty Collins	Nov. 11	2 reels	Oct. 27
Hot or Cold	Al St. John	Dec. 2	2 reels	Nov. 10
Hot Times	Al St. John	May 26	2 reels	
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
In the Morning	Vernon Dent	Dec. 30	1 reel	Nov. 24
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Lucky Duck	Billy Dale	Oct. 7	1 reel	Sept. 15
Magic City	Our World Today	Nov. 11	1 reel	Nov. 3
Making Whoopee	Goodwin-Bradley	Oct. 28	2 reels	Oct. 13
Meandering Thru the Menagerie	Hodge-Podge	April 28	1 reel	
Misplaced Husbands	Dorothy Devore	Nov. 25	2 reels	Nov. 24
Moving Movie Show	Hodge-Podge	Mar. 31	1 reel	
Murder Will Out	Vernon Dent	Dec. 16	1 reel	Nov. 10
Only Her Husband	Jerry Drew	May 19	2 reels	
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	
Patchwork of Pictures	Hodge-Podge	Nov. 18	1 reel	Nov. 24
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Permanent Wave Railroad	Our World Today		1 reel	Dec. 1
Playful Papas	Jerry Mandy	Dec. 1	1 reel	Dec. 1
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Quiet Worker	Jerry Drew	Nov. 4	2 reels	Oct. 6
Richest Street in the World	Our World Today	April 21	1 reel	
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Shifting Scenes	Hodge-Podge	Dec. 16	1 reel	Mar. 30
Skywayman, The	Reed Howes	Nov. 18	2 reels	Nov. 3
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Stage Frights	George Davis	Oct. 21	2 reels	Oct. 6
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	
Wives Don't Weaken	Drew-Bradley	Dec. 16	2 reels	Dec. 15

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The	Gribbon-Clyde	April 7	2 reels	
*.†§Bride's Relations	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues	Johnny Burke	Mar. 10	2 reels	
*†§Cold Shivers		May 19	2 reels	
*†§Eligible Mr. Bangs	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute	Lloyd Hamilton	May	2 reels	
*†§Lion's Roar	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Old Barn	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Right Bed, The	E. E. Horton	April 14	2 reels	
*†§Whirls and Girls	Gribbon-Clyde	Feb. 24	2 reels	Feb. 16
*†§Zip! Boom! Bang! (A. T.)	McKee-Conlin-Glass		2 reels	

FIRST NATIONAL

Title	Star	Rel. Date	Length	Reviewed
*†Adoration	Billie Dove	Dec. 2	6360 feet	Jan. 19
*†§Barker, The	Sills-Compson	Dec. 30	7137 feet	Dec. 15
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Companionate Marriage	Bronson-Walling	Oct. 21	6227 feet	
Crash, The	Sills-Todd	Oct. 7	6225 feet	
Dancing Vienna	Lyon-Mara		5683 feet	
*†§Divine Lady, The	Griffith-Warner	Mar. 31	9914 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
Do Your Duty	Charlie Murray	Oct. 14	5976 feet	
Glorious Trail	Ken Maynard	Oct. 28	5886 feet	
*†Haunted House	Kent-Todd	Nov. 4	5755 feet	Dec. 22
*†§His Captive Woman	Sills-Mackaill	Mar. 24	7992 feet	April 6
	(Silent Version)	Mar. 24	7692 feet	Jan. 19
*†§Hot Stuff	Alice White	April 14		
	(Silent Version)	Mar. 24		Mar. 9
*†§Lilac Time	Moore-Cooper	Nov. 8	8967 feet	Mar. 24 '28
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	Billie Dove	April 7		
	(Silent Version)	Mar 17		
*†Naughty Baby	White-Mulhall	Dec. 16	6360 feet	Feb. 9
	(Silent Version)		6406 feet	
*†Outcast	Griffith-Lowe	Nov. 11	6226 feet	Dec. 8
Phantom City	Ken Maynard	Dec. 23	5887 feet	
*†Saturday's Children	Corinne Griffith	April 14		
	(Silent Version)	Mar. 10	6727 feet	
*†Scarlet Seas	Barthelmess-Compson	Dec. 9	6237 feet	Jan. 5
*†Seven Footprints to Satan	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†Synthetic Sin	Colleen Moore	Jan. 6	6730 feet	Jan. 12
Ware Case, The	Special Cast	Nov. 25	6185 feet	
*†§Weary River	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies	Alice White			
California Mail	Ken Maynard			
*†§Careers (A. T.)	Dove-Moreno-Myers			
*†§Dark Streets	Milton Sills			
Drag	Barthelmess-A. Day			
*†§Girl in the Glass Cage	Dorothy Mackaill			
*†Hard to Get	Mackaill-Burns			
*†§House of Horrors	Todd-Hale-Fazenda			
	(Silent Version)		6700 feet	Sept. 22
Lawless Legion	Ken Maynard		6 reels	
*†§Lilies of the Field	Corinne Griffith			
†§Prisoners	Corinne Griffith			
Royal Rider, The	Ken Maynard			
*†§Smiling Irish Skies	Colleen Moore			
*†§Squall, The	Joyce-Loy			
*†§Twin Beds	Mulhall-Miller			
*†§Two Weeks Off				
Wells Fargo Express	Ken Maynard			

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Blindfold	O'Brien-Moran	Dec. 9		
	(Silent Version)	Dec. 9	5598 feet	Jan. 5

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
*†Dry Martini	Astor-Moore	Oct. 7	7176 feet	Nov. 10
	(Silent Version)	Oct. 7	6828 feet	
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†Great White North	Special Cast	Dec. 30	5560 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 10		
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
Homesick	Sammy Cohen	Dec. 16	5153 feet	
*†§Hearts In Dixie (A. T.)	Clarence Muse	Mar. 10	6650 feet	Mar. 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	April 7		
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28	10116 feet	Sept. 22
*†§Mother Machree	Bennett-McLaglen	Oct. 21	6807 feet	Mar. 17 '28
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
*†Me Gangster	Terry-Collyer	Oct. 14	6042 feet	Oct. 27
*†Not Quite Decent	Collyer-Dresser	Mar. 24		
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
*†Prep and Pep	Rollins-Drexel	Nov. 18	6806 feet	Jan. 5
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	
*†Romance of the Underworld	Astor-Boles	Nov. 11	6162 feet	Jan. 12
*†Riley the Cop	McDonald-Drexel	Nov. 25	6132 feet	Dec. 8
	(Silent Version)	Nov. 25	5993 feet	
*†Red Dance	Del Rio-Farrell	Dec. 2	9250 feet	June 30
*†Red Wine	Collyer-Nagel	Dec. 23	6194 feet	
*†Sunrise	O'Brien-Gaynor	Nov. 4	8393 feet	Oct. 14
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
Taking a Chance	Rex-Bell	Nov. 18	4876 feet	
*†Trent's Last Case	Griffith-Day	Mar. 31		
*†§Through Different Eyes	Baxter-Lowe	April 7		
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Churchill-Terry	April 21		

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
Chasing Through Europe	Stuart-Carol			
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
Fox Follies	Special Cast			
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost in the Arctic	Special Cast			
Masked Emotions	George O'Brien			
One-Woman Idea, The	LaRocque-M. Day			
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
Protection	Burgess-Elliott-Page			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			
Veiled Woman, The	Tora-Alba			
Woman, The	Astor-Boles			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Glories of the Evening	Variety	Nov. 11	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 16	1 reel	
Low Necker	Marjorie Beebe	Dec. 18	2 reels	Jan. 14
Monument Valley	Variety	Nov. 25	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Steeplechase	Variety	Oct. 14	1 reel	
Storied Palestine	Variety	Dec. 23	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
*†§Friendship				
*†§George Bernard Shaw	Interview			June 30
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Interview, The	Clark-McCullough			
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The	Clark-McCullough		2 reels	
*†§Mind Your Business	Hugh Herbert			
*†§Napoleon's Barber	Otto Mattiesen	Feb. 17	2980 feet	
*†§Nightie Knights	Clark-McCullough		2 reels	
*†§Old Tunes for New	Dr. Sigmund Spaeth		1 reel	Mar. 2
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Serenade (Schubert)	Harold Murray			Sept. 8
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8

GENERAL PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelor Club, The	Talmadge-Worth			
Heroic Lover, The	St. Leo-Bedford			
Wild Heart of Africa	Special Cast	(Parthenon Pictures)		

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Head of the Family, The	Russell-Corbin	Dec.	6250 feet	
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†Baby Cyclone (D)	Cody-Pringle	Nov. 3	5053 feet	
*†Brotherly Love (D)	Dane-Arthur	Oct. 13	6053 feet	
Bushranger, The	Tim McCoy	Nov. 17	5220 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7880 feet	
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 16
Dream of Love	Crawford-Asther	Dec. 1	7987 feet	Jan. 5
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Honeymoon	Flash-Moran	Dec. 29	4823 feet	
Lady of Chance	Norma Shearer	Dec. 22	7126 feet	Jan. 26
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
Masks of the Devil	John Gilbert	Nov. 17	6575 feet	Dec. 1
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Napoleon	Special Cast	Oct. 27	6893 feet	Feb. 16
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Shadows of the Night	Flash-Gray	Oct. 6	5448 feet	
*†Show People	Davies-Haines	Oct. 20	7453 feet	Nov. 17
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Spies	Special Cast	Dec. 8	7999 feet	Mar. 9
*†§Spite Marriage	Buster Keaton	April 6		
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Fab. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†Wind, The (D)	Gish-Hanson	Oct. 27	6721 feet	Nov. 17
*†§White Shadows in the South Seas	Blue-Torres	Nov. 10	7968 feet	Aug. 18
West of Zanzibar	Chaney-Nolan	Nov. 24	6150 feet	Jan. 5
*†Woman of Affairs (D)	Garbo-Gilbert	Dec. 15	8319 feet	Nov. 3
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
All Parts	Charley Chase	Oct. 27	2 reels	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Assorted Babies	Ufa Oddities	Nov. 5	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
*†Booster, The	Charley Chase	Nov. 24	2 reels	
	(Silent Version)	Nov. 24	2 reels	
Boy Friend	Roach Stars	Nov. 10	2 reels	Dec. 1
Call of the Cuckoo	Max Davidson	Oct. 15	2 reels	
Chasing Husbands	Charley Chase	Dec. 22	2 reels	
Do Gentlemen Snore?	Roach Stars	Oct. 13	2 reels	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Early to Bed	Laurel-Hardy	Oct. 6	2 reels	Nov. 3
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Feed 'Em and Weep	Roach Stars	Dec. 8	2 reels	
Foundations of Eold	Ufa Oddities	May 16	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Habeas Corpus	Laurel-Hardy	Dec. 1	2 reels	Jan. 12
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Kisses Comes High	Ufa Oddities	Dec. 8	1 reel	
Leader, The	Ufa Oddities	April 27	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
	(Silent Version)	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Lonely Lapland	Ufa Oddities	Nov. 10	1 reel	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Madame Du Barry		Nov. 17	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
*†Noisy Neighbors	"Our Gang"	Feb. 9	2 reels	
	(Silent Version)	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
*†Ol' Gray Hoss	"Our Gang"	Oct. 20	2 reels	Oct. 13
	(Silent Version)	Oct. 20	2 reels	July 28
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding	Ufa Oddities	April 13	1 reel	
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Savage Customs	Ufa Oddities	Nov. 24	1 reel	
*†School Begins	"Our Gang"	Nov. 17	2 reels	Sept. 29
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
*†Spanking Age	"Our Gang"	Dec. 15	2 reels	
Strange Prayers	Ufa Oddities	Dec. 22	1 reel	
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
	(Silent Version)	Dec. 29	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Two Tars	Laurel-Hardy	Nov. 3	2 reels	Dec. 8
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
*†We Faw Down	Laurel-Hardy	Dec. 29	2 reels	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
	(Silent Version)	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	
Wives for Sale	Ufa Oddities	Oct. 27	1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13	1 reel	Nov. 3
*†Wrong Again	Laurel-Hardy	Feb. 00	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
China Bound	Dane-Arthur	May 18		
Deadline, The	Flash-Lorraine-Gray			
Desert Rider	Tim McCoy	May 11		
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Green Ghost, The				
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (D)	Nagel-Love-Hymas			
*†§Last of Mrs. Cheney	Conrad Nagel			
*†§Madame X	Ruth Chatterton			
Man's Man, A	Haines-Dunn	May 25		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
*†§Marianne	Davies-Shaw			
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly-Barrymore			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			
Redemption	Gilbert-Nagel-Adoree			
Single Standard, The	Flash-Gray-Lorraine			
Sioux Blood	McCoy-Frazer		4811 feet	April 30
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Thunder	Chaney-Haver			
*†Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Where East is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi & Nat Ayer (F)	2 Songs	Nov. 24	1 reel	
Ella Shields (F)	2 Songs	Oct. 27	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Frances White (F)	3 Songs	Nov. 17	1 reel	
Fuzzy Knight (F)	2 Songs	Oct. 13	1 reel	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (F)	2 Songs	Oct. 27	1 reel	
George Dewey Washington (F)	2 Songs	Nov. 17	1 reel	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
Irving Aaronson's Commanders (D)	3 Band Nos.	June 1	793 feet	
Jan Gabo's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Jimtown Speakeasy (F)	Miller & Lyles	Nov. 10	1 reel	
Johnny Marvin (F)	2 Songs	Sept. 29	1 reel	
Johnny Marvin (F)	2 Songs	Nov. 3	1 reel	
JosephRegan (F)	2 Songs	Oct. 13	1 reel	
Joseph Regan (F)	2 Songs	Nov. 3	1 reel	
Leo Beers (F)	3 Songs	Oct. 6	1 reel	
Locust Sisters (F)	2 Songs	Oct. 6	1 reel	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Sept. 29	1 reel	
Marion Harris (F)	2 Songs	Oct. 20	1 reel	
Marion Harris (F)	2 Songs	Nov. 17	1 reel	
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Mayor of Jimtown The (F)	Miller & Lyles	Oct. 13	1 reel	
Metro Movietone Revue No. 1 (F)	All-star Cast	Nov. 3	(T. color) 2 reels	
Metro Movietone Revue No. 2 (F)	All-star Cast	Nov. 24	(T. color) 2 reels	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
Odette Myrtil (F)	2 Songs	Oct. 20	1 reel	
On the March (F)	William O'Neal	April 27	1696 feet	
Ponce Susters (F)	2 Songs	Oct. 20	1 reel	
Ponce Sisters (F)	2 Songs	Nov. 10	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels	8 Victor Artists		1 reel	
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Soitalny Band Revue	April 20	2042 feet	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Stepping Along	Sunshine Sammy		1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
Tita Ruffo (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
Van and Schenck (F)	2 Songs	Sept. 29	1 reel	
Van and Schenck (F)	2 Songs	Oct. 27	1 reel	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 6
Vincent Lopez (D)	3 Piano Solos	Feb. 16	1 reel	
Vincent Lopez (D)	Piano Solos	Nov. 10	1 reel	
Walt Roesner & Capitolians (F)	2 Band Nos.	Oct. 6	1 reel	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

Title	Star	Rel. Date	Length	Reviewed
Avalanche	Jack Holt	Nov. 10	6099 feet	
*†§Able's Irish Rose	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Behind the German Lines	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Chinatown Nights (A. T.) (F)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Doctor's Secret, The (A. T.)	Edeson-Chatterton	Jan. 26	5832 feet	Feb. 9
	(No Silent Version)			
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton	Mar. 9	5354 feet	Mar. 9
	(No Silent Version)			
His Private Life	Menjou-Carver	Nov. 7	4690 feet	Nov. 17
*†§Hole in the Wall, The (A. T.) (D)	Colbert-Robinson	April 27		
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
Hunting Tower	Harry Lauder	Nov. 3	5812 feet	
*†§Interference (A. T.)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6543 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels	April 13	5886 feet	Mar. 16
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Moran of the Marines	Dix-Elder	Oct. 13	5444 feet	Nov. 3
*†§Manhattan Cocktail	Arlen-Carroll	Nov. 24	6051 feet	Jan. 12
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Richard Dix	April 20	8 reels	
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
*†§Sins of the Fathers	Jannings-Chatterton	Dec. 29	7845 feet	Feb. 2
	(Silent Version)	Dec. 9	7724 feet	
*†§Shopworn Angel, The	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
	(Silent Version)	Jan. 12	7112 feet	
Someone to Love	Rogers-Brian	Dec. 1	6323 feet	Dec. 8
Sunset Pass	Holt-Conklin	Feb. 9	5862 feet	
Take Me Home	Daniels-Hamilton	Oct. 13	5614 feet	Oct. 27
Three Week Ends	Bow-Hamilton	Dec. 8	5962 feet	Dec. 15
*†§Tong War (A. T.) (See Chinatown Nights)				
*†§Varsity	Rogers-Brian-Conklin	Oct. 27	6348 feet	Nov. 3
	(Silent Version)	Oct. 27	6063 feet	
*†Wedding March, The	Von Stroheim-Wray	Oct. 6	10659 feet	Oct. 20
*†Woman from Moscow, The	Negri-Kerry	Nov. 3	6916 feet	Nov. 10
What a Night	Daniels-Hamilton	Dec. 22	5378 feet	Jan. 5
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Beaches and Scream	Krazy Kat Cartoon	Oct. 27	1 reel	
Believe It or Not (Christie)	Frances Lee	Nov. 24	2 reels	
Call Again	E. E. Horton	Oct. 20	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27	2 reels	
Footlight Fannie (Christie)	Frances Lee	Feb. 9	2 reels	
Footloose Wimmin (Christie)	Bobby Vernon	Dec. 8	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gobs of Love (Christie)	Billy Dooley	Dec. 15	2 reels	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hat Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Home Girl, The	Gilmore-Kruger	Dec. 1	2 reels	
Hot Sparks (Christie)	Bobby Vernon	Nov. 3	2 reels	
Ko-Ko's Act	Inkwell Cartoon	Dec. 15	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
Ko-Ko's Courtship	Inkwell Cartoon	Dec. 29	1 reel	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
Ko-Ko in the Rough	Inkwell Cartoon	Nov. 3	1 reel	
Ko-Ko's Magic	Inkwell Cartoon	Nov. 17	1 reel	
Ko-Ko on the Track	Inkwell Cartoon	Dec. 1	1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lay On, MacDuff (Christie)	Jack Duffy	Nov. 17	2 reels	
Liar Bird, The	Krazy Kat Cartoon	Nov. 24	1 reel	
Loose Change (Christie)	Jack Duffy	Oct. 6	2 reels	
Love Spats	Jack Duffy	April 27	2 reels	
Nicked Nags	Krazy Kat Cartoon	Nov. 10	1 reel	
Nifty Numbers (Christie)	Frances Lee	Dec. 29	2 reels	
Night Howls	Krazy Kat Cartoon	Dec. 22	1 reel	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13	2 reels	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
She-Going Sailor, A (Christie)	Billy Dooley	Nov. 10	2 reels	
Should Scotchmen Marry? (Christie)	Jack Duffy	Dec. 22	2 reels	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Still Waters	Krazy Kat Cartoon	Dec. 3	1 reel	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb. 2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston	Feb. 23	1911 feet	
	(No Silent Version)			
*†§Boyhood Days (F)	Borrah Minnevitch	Jan. 26	1510 feet	
	(No Silent Version)			
*†§Blue Songs (D)	Ruth Etting	Jan. 5	1 reel	Mar. 2
	(No Silent Version)			
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§His College Chum (F)	Eddie Peabody		2 reels	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorough Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 reels	
*†§Just One Word (A. T.) (D)	Special Cast	Jan. 26	615 feet	
	(No Silent Version)			
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 reels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor	Feb. 23	2 reels	
	(No Silent Version)			
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†Sidewalks of New York (D)	Novelty	Feb. 2	1 reel	
*†§That Party in Person (D)	Eddie Cantor	Jan. 5	805 feet	
	(No Silent Version)			
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†Betrayal, The (D)	Jannings-Ralston-Cooper	May 11		
*†§Burlesque	Carroll-Skelly-Review			
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Concert, The (A. T.)	Emil Jannings			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†§Divorce Made Easy (A. T.)	MacLean-Prevost			
*†Four Feathers	Wray-Arlen-Beery			
*†§Genius is Born, A. (A. T.)	O. P. Heggie			
*†§Gentlemen of the Press (A. T.) (F)	Walter Huston (No Silent Version)	May 4		
*†§Greene Murder Case The (A. T.)	Powell-Chatterton			
*†§Innocents of Paris, The (A. T.) (F)	Maurice Chevalier	May 25		
*†§Insidious Dr. Fu Manchu (A. T.)	Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Magnolia (A. T.) (D)	Rogers-Brian-Arthur	June 29		
*†§Man I Love, The (A. T.) (F)	Arlen-Brian (No Silent Version)	May 25		
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder, The (A. T.) (F)	Eldridge-Oland-Conklin (No Silent Version)	June 1		
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 15		
*†§T N T	Harold Lloyd			
*†§Wheel of Life, The	Dix-Ralston			
*†§Wheels of Life, The (A. T.) (F)	Richard Dix	June 22		
*†§Woman Who Needed Killing, The (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23

PATHE

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Annapolis	Brown-Loff	Dec. 2	7957 feet	
	(Silent Version)	Nov. 18	7008 feet	
Border Patrol, The	Harry Carey	Dec. 23	4598 feet	
†§Captain Swagger	La Rocque-Carol	Nov. 18	6124 feet	Dec. 29
	(Silent Version)	Oct. 14	6312 feet	
Celebrity	Armstrong-Basquette	Oct. 7	6145 feet	Aug. 11
Flying Buckaroo, The	Wally Wales	Nov. 25	4751 feet	
Forbidden Love	Lily Damita	Oct. 28	6787 feet	Jan. 19
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine	Quillan-Nixon	Jan. 20	5959 feet	Mar. 9
	(Silent Version)	Jan. 20	5587 feet	
*†§Godless Girl, The	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)	Mar. 31	9019 feet	
	(Silent Version)		9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§King of Kings, The	Warner-Logan	Sept. 30	10259 feet	
	(Silent Version)	Sept. 30	10196 feet	Apr 29 '27
*†§Leathernecks, The	William Boyd	Mar. 24	6965 feet	April 13
	(Silent Version)		6898 feet	
Love Over Night	La Rocque-Loff	Nov. 25	5737 feet	
*†§Marked Money	Junior Coghlan	Dec. 5	5490 feet	
	(Silent Version)	Nov. 11	5506 feet	
*†Ned McCobb's Daughter	Irene Rich	Jan. 12	6015 feet	Feb. 9
	(Silent Version)	Dec. 2	6070 feet	
*§Noisy Neighbors	Quillan-Vaughn	Jan. 27	5998 feet	
*†§Office Scandal, The	Phyllis Haver	Mar. 3	6291 feet	
	(Silent Version)	Mar. 3	6511 feet	
*†§Sal of Singapore	Haver-Hale	Jan. 4	6349 feet	
	(Silent Version)	Nov. 4	6988 feet	Aug. 22
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Show Folks	Quillan-Basquette	Dec. 16	6566 feet	Dec. 15
	(Silent Version)	Oct. 21	6581 feet	
*†§Shady Lady, A	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)	Jan. 20	5634 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Spieler, The	Hale-Adoree	Dec. 30	5600 feet	Mar. 2
	(Silent Version)	Dec. 30	5816 feet	Oct. 20
*†§Square Shoulders	Junior Coghlan	Mar. 3	5438 feet	
	(Silent Version)	Mar. 3	5477 feet	April 6
*†§Strange Cargo (A. T.)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
Yellow Contraband	Leo Maloney	Oct. 28	5937 feet	Oct. 2

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 20	1 reel	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Bargain Hunt, The	Jackson-Hiatt-McKee	Oct. 14	2 reels	Oct. 8
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Game	"Aesop Fables"	Oct. 21	1 reel	Oct. 27
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30
Break of Day, The	"Aesop Fables"	Jan. 27	1 reel	
Burglar, The	Jackson-Hiatt-McKee	Dec. 9	2 reels	
Button My Back	Billy Bevan	Feb. 24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb. 3	2 reels	
Camping Out	Donald Haines	Dec. 16	2 reels	Dec. 22
Campus Vamp The	Sennett Girls	Nov. 25	2 reels	Nov. 24
Caught in the Draft	"Aesop Fables"	Nov. 11	1 reel	Dec. 1
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar. 3	1 reel	
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cure or Kill	"Aesop Fables"	Oct. 7	1 reel	Oct. 6
Cycle of Erosion, The	Educational Film	Jan. 20	1 reel	
Day Off A	"Aesop Fables"	Dec. 9	1 reel	Dec. 1
Defensive Ends, The	Football Sense	Oct. 28	1 reel	Oct. 27
Defensive Half Backs, The	Football Sense	Oct. 7	1 reel	Sept. 29
Defensive Line, The	Football Sense	Oct. 21	1 reel	Oct. 20
*†Dinner Time	"Aesop Fable"		1 reel	
Dogging It	Sportlight	Mar. 17	1 reel	
Eagle of the Night (Serial)	Frank Clarke	Oct. 14	10 episodes	Oct. 6
Fair Catch, The	Football Sense	Oct. 14	1 reel	Oct. 27
*†Faithful Pup	"Aesop Fables"		1 reel	
Fire Detective, The (Serial)		Mar. 3	10 episodes	
Fishing Fool, The	"Aesop Fables"	Dec. 2	1 reel	Dec. 8
Flying Hoofs	"Aesop Fables"	Dec. 23	1 reel	Dec. 15
Foolish Husbands	Bevan-Dent	Mar. 17	2 reels	Mar. 16
Forest People of Central Africa	Educational Film	Jan. 20	1 reel	
Girls Will Be Boys	Sportlight	Feb. 17	1 reel	Feb. 9
Getting Together	Sportlight	Oct. 28	1 reel	Oct. 20
Glaciers	Educational Film	Feb. 10	1 reel	
Grandma's House	"Aesop Fables"	Feb. 24	1 reel	Feb. 16
Great Ice Age of North America	Educational Film	Mar. 24	1 reel	
Gridiron Demons	"Aesop Fables"	Oct. 28	1 reel	Oct. 27
Head Hunters of Solomon Islands	Educational Film	Feb. 3	1 reel	
His New Stenographer	Billy Bevan	Dec. 30	2 reels	
Hubby's Latest Alibi	Billy Bevan	Nov. 4	2 reels	Nov. 17
Hubby's Week-End Trip	Bevan-Dent	Dec. 2	2 reels	Dec. 8
Jim Jam Janitor, A	Johnny Burke	Nov. 11	2 reels	Nov. 3
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12
Lad and His Lamp, A	"Aesop Fables"	Mar. 10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar. 3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Laundry Man, The	"Aesop Fables"	Nov. 4	1 reel	Nov. 17
*†§Lincoln (Special reel)	George Billings	Feb. 10	1 reel	Feb. 2
Mail Man, The	"Aesop Fables"	Dec. 30	2 reels	
Matchmaking Mamas	Burke-Eilers-Kemp	Mar. 31	2 reels	Mar. 30
Masai, The	Educational Film	Jan. 6	1 reel	
Mild or Mighty	Sportlight	Feb. 3	1 reel	
Monkey Love	"Aesop Fables"	Oct. 14	1 reel	Oct. 27
Muscle Marvels	Sportlight	Oct. 14	1 reel	Oct. 13
No Children	Haines-Coombs	Mar. 10	2 reels	
No Picnic	Haines-Coombs-Dempsey	Oct. 7	2 reels	Sept. 29
No Sale	Haines-Coombs	Nov. 18	2 reels	
On the Links	"Aesop Fables"	Nov. 25	1 reel	Dec. 1
Pink Pajamas	Bevan-Dent		2 reels	April 13
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polar Flight, A	"Aesop Fables"	Nov. 18	1 reel	Nov. 10
*†Presto Changes	"Aesop Fables"		1 reel	
Queen Bee, The	"Aesop Fables"	Feb. 17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Rodeo, The	Star Cast	Mar. 24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar. 3	1 reel	
*†Skating Hounds	"Aesop Fables"		1 reel	
Smith Catalina Rowboat Race	Jackson-Hiatt-McKee	Oct. 21	2 reels	Oct. 13
Snapping the Whip	"Aesop Fables"	Jan. 20	1 reel	Jan. 19
Spartan Diet	"Aesop Fables"	Nov. 11	1 reel	Dec. 8
*§Stage Struck	"Aesop Fables"		1 reel	
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Targets	Sportlight	Nov. 25	1 reel	
Taxi Beauties	Jack Cooper	Dec. 23	2 reels	
Taxi Dolls	Jack Cooper		2 reels	April 13
Taxi Scandal, A	Jack Cooper	Oct. 28	2 reels	Oct. 27
Taxi Spooks	Jack Cooper	Feb. 17	2 reels	
Tiger's Shadow, The	McConnell-Allan	Dec. 23	10 episodes	
Under Dog, The	"Aesop Fables"	Mar. 31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan. 27	2 reels	
Watch My Smoke	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
*†§Winning Patterns	Sportlight		1 reel	
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2

TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's	Le-aire-Simon	Mar. 24	2 reels	Mar. 23
*†§Dancing Around	LeMaire-Phillips		2 reels	April 13
*†§Her New Chauffeur	Simon-Teasdale		2 reels	
*†§What a Day	Simon-Mallory		2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Field College	Sally O'Neil			
*†§Flying Fool, The (A. T.)	Boyd-Prevost-Gleason			
*†§High Voltage (A. T.)	Boyd-Prevost-Hale			
*†§Listen Baby (A. T.)	Eddie Quillan			
*†§Mother's Boy	Downey-Bennett	May 12		
*†§Paris Bound	Ann Harding			

RKO

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steele	April 7		
Avenging Rider	Tom Tyler	Oct. 7	4808 feet	
*†§Blockade	Anna Q. Nilsson	Dec. 16	6408 feet	
*†§Circus Kid	Darro-Brown	Oct. 7	6085 feet	
	(Silent Version)			Sept. 22
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Headin' for Danger	Bob Steele	Dec. 16	5265 feet	
Hardboiled	O'Neil-Tashman	Fen. 3	5940 feet	
Hey Rube!	Olmsted-Trevor	Dec. 23	6262 feet	
His Last Haul	T. Moore-Owen	Nov. 11	5797 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
King Cowboy	Tom Mix	Nov. 26	6269 feet	
Lightning Speed	Bob Steele	Oct. 21	4647 feet	
Love in the Desert	Borden-Trevor	Mar. 17		
Orphan of the Sage	Buzz Barton	Dec 23	4923 feet	
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Rough Ridin' Red	Buzz Barton	Nov. 4	4714 feet	
Red Sword	Nixon-Collier Jr.	Feb. 17		
Sally's Shoulders	Lois Wilson	Oct. 7	6279 feet	
Singapore Mutiny	Taylor-Ince	Oct. 14	6812 feet	Oct. 13
Sinners in Love	Olive Borden	Nov. 4	6310 feet	Oct. 20
Son of the Golden West	Tom Mix	Oct. 1	6037 feet	Sept. 29
Stolen Love	M. Day-O. Moore	Dec. 2	6223 feet	
*†§Taxi 13	Conklin-Sleeper	Nov. 18	5760 feet	
Tracked	Ranger	Nov. 4	4957 feet	
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Tropic Madness	Leatrice Joy	Dec. 9	6217 feet	
Tyrant of Red Gulch	Tom Tyler	Nov. 25	4823 feet	
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan. 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Almost a Gentleman	Al Cooke	June 25	2 reels	
Beef Steaks	Hellum-Davis	Dec. 30	2 reels	
Casper's Week-End	Hill-Duncan	Dec. 9	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Curiosities No. 2	Novelty	Oct. 10	1 reel	
Curiosities No. 3	Novelty	Oct. 24	1 reel	
Curiosities No. 4	Novelty		1 reel	
Curiosities No. 5	Novelty		1 reel	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
Curiosities No. 6	Novelty	Dec. 5	1 reel	
Curiosities No. 7	Novelty	Dec. 19	1 reel	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Honey Balks	Hellum-Davis	Dec. 2	2 reels	
Horsefeathers	Barney Hellum	Dec. 9	2 reels	Sept. 29
Idaho Red	Tom Tyler	April 21		
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Big Game Hunt	Mickey Yule	Dec. 23	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Mickey the Detective	Mickey Yule	Oct. 28	2 reels	
Mild But She Satisfies	Alberta-Vaughn	Oct. 14	2 reels	
*†§Odd Facts	Curiosities			
Okmnx	Barney Hellum	Oct. 7	2 reels	
Six Best Fellows	Alberta Vaughn	Oct. 27	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
That Wild Irish Pose	Alberta Vaughn	Oct. 24	2 reels	
Watch Your Pep	Alberta Vaughn	Oct. 7	2 reels	
What a Wife	Duncan-Hill	Oct. 14	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Big Diamond Robbery	Tom Mix	May 13		
*†§Forty-Ninth Street	3 Moore Bros.			
Laughing at Death	Bob Steele	June 2		
Little Savage	Buzz Barton	May 19		
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Special Cast			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			
Woman I Love	Morris-Kerry	May 26		

RAYART (S. R.)

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Black Pearl, The	Lee-Hallor		5100 feet	
Isle of Lost Men	Tam Santschi	Oct.	5800 feet	
Sisters of Eve	Anita Stewart	Oct. 1	5650 feet	
Sweet Sixteen	Foster-Olmstead	Dec.	5991 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Anna Against the World	Shirley Mason			
Brothers	Keefe-Bedford-Rankin			
Shanghai Bound	Irene Rich			
*†§Should a Girl Marry?	Foster-Keith			
Some Mother's Boy	Carr-Ralston-Robards			
When Dreams Come True	Lease-H. Costello			

FILMTONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Overture of 1812 (Tschaikowsky)	Filmtone Harmonies			
Val and Ernie Stanton	Songs			
At the Night Club	Gladys Read and Shaw's Hawaiians			
Dancing Colleens	Tap Dancers			
Radio Franks, The	Songs			

STATE RIGHTS

FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
About Trial Marriage	Corliss Palmer	Circle Pict.	Oct. 15		
Appassionata	Leon Mathot	Franco Film	April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp.		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod.		5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5600 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Muriat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict.			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Lookout Girl, The	Jacqueline Logan	Quality Dist.	Nov.	6413 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mother of Mine	Special Cast	Zakoro	Oct.	7200 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry'	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.		5573 feet	Sept. 15
On the Divide	Bob Custer	Syndicate	Oct. 15	4657 feet	
Orchid Dancer, The	Cortez-Lagrange	Franco Film	April 15	7200 feet	
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Oct.	6100 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Scarlet Youth	Corliss Palmer	Circle Pict.	Oct.		
Shanghai Document	Russian Cast		Oct. 13	5000 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
Ten Days That Shook the World	Russian Cast	Amkino	Nov. 2	7815 feet	Nov. 24
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Three Comrades and One Invention	Russian Cast	Amkino	Oct. 13	6000 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Amerangio		7300 feet	
Untamed Justice	Faire-Glass	Biltmore		5770 feet	
U-Boat 9	Foreign Cast	Jofa Prod.		6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European	7 reels	
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield		
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone		
Dancer of His Majesty, The	Special Cast	Amkino	7000 feet	
Duty to be Silent	Maria Albana	Aff. European	6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer		
Full Dressed Thieves	Nils Asther	Aff. European	7 reels	
German Underworld	Special Cast	Aff. European	7 reels	
§Great Power, The	Special Cast	Bell Tone		
Great Unknown, The	John Loder	Aff. European	6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern		
Her Viennese Lover	Asther-Nolan	Aff. European	6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield		
Just Off Broadway	Keith-Christy	Chesterfield		
Milak of the Snowlands	Special Cast	Ufa-Eastern		
Our Daily Bread	Mary Nolan	Aff. European	7 reels	
Poet and Czar	Special Cast	Amkino	8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial		
	(Silent Version)	Imperial		
*†§Rainbow Man The (A. T.)	Eddie Dowling	Sono-Art Prod.		
Two Days	Special Cast	Amkino	6500 feet	
Unholy Love,	Wegener-Petrovitch	Aff. European		
Verdun	Special Cast	Richmount		
Vera Miezewa (tentative)	Derussa	Aff. European	7 reels	
Water The	M. Chekhov	Amkino	7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern	6714 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*§At the Photographer's	Harry Delf	Elbee		
*§Meet the Family	Harry Delf	Elbee		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Down Hawaii Way		Jan. 1	1 reel	
Fatal Warning, The	H. Costello-Graves	Mascot	10 episodes	
Flaming Canyons		Feb. 1	1 reel	
Kids and Pets		Mar. 15	1 reel	
Sixty Minutes From Broadway		Jan. 15	1 reel	
Sunshine		Mar. 1	1 reel	
Trailing the Western Sun		Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
*†§Cavalier, The	Bedford-R. Talmadge	Nov. 1	6775 feet	Oct. 27
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
Floating College, The	O'Neill-Collier, Jr.	Nov. 10	5477 feet	
George Washington Cohen	Jessel-Palmer	Dec. 20		
*§Ghetto, The	George Jessel	Feb. 1		
Gun Runner, The	Cortez-Lane	Nov. 20	5516 feet	
*†§Lucky Boy	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
Man in Hobbles, The	Lee-Harron	Dec. 20	5957 feet	
*†§Marriage by Contract	Miller-Gray	Dec. 1	7780 feet	Oct. 20
*†§Molly and Me	Brown-Bennett-Vaughn	April		
Naughty Duchess, The	Warner-Southern	Oct. 10	5271 feet	
Power of Silence, The	Belle Bennett	Oct. 20	5554 feet	
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation	Keane-Standing			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Toilers, The	Ralston-Fairbanks, Jr.	Oct. 1	7256 feet	Oct. 20
Tropical Nights	Miller-McGregor	Dec. 10	5449 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Gold	Color Classic		1 reel	
*†§Hawaiian Love Call, The	Color Symphony	Dec. 15	1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	
*†§In a Persian Market	Color Symphony	Oct. 1	1 reel	Nov. 17
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
*†§Toy Shop, The	Color Symphony	Nov. 1	1 reel	
*†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream	Cortez-Windsor	June 1		
Miracle, The	Southern-Pidgeon			
*†§Molly and Me	Alberta Vaughn		8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past	Bennett-Brown	April 1		
*†§New Orleans	Cortez-Bennett	June 20		
*†§Two Men and a Maid	Collier-Jr.-Bennett	June 15		
*†§Whispering Winds	Southern-McGregor	May 1		

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Awakening, The (D)	Banky-Baron	Nov. 17	7972 feet	Jan. 12
*†Battle of the Sexes (D)	Bennett-Hershott-Haver	Oct. 13	8180 feet	Oct. 20
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April		Mar. 23
	(No Silent Version)			
*†§Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Title	Star	Rel. Date	Length	Reviewed
*†Revenge (D)	Dolores Del Rio	Nov. 3	6541 feet	Dec. 15
*†Woman Disputed (D)	Talmadge-Roland	Oct. 29	8041 feet	Nov. 17

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§City Lights (D)	Charlie Chaplin			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†Evangeline (D)	Del Rio-Drew			
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Lummox (A. T.) (D)		Aug. 3		
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§She Goes to War (F)	Boardman-Rubens-Holland	June 22		
	(Silent Version)	June 22		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This is Heaven (D)	Banky-Hall		7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Dec. 16	4179 feet	
Body Punch, The	Daugherty-Faire	Oct. 28	4786 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The	Special Cast	April 14		
	(Silent Version)	April 7		
Clearing the Trail	Gibson-Gulliver	Oct. 7	5311 feet	
*†§Clear the Decks	Reginald Denny	Mar. 3		
*†§Cohens and Kelleys in Atlantic City, The	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across	Basquette-Howes	April 28		
Crimson Canyon, The	Ted Wells	Dec. 16	4179 feet	
Danger Rider, The	Hoot Gibson	Nov. 18	5357 feet	Dec. 22
Eyes of the Underworld	William Cody	April 28	4208 feet	
Freedom of the Press	Stone-Keith-M. Day	Oct. 28	6474 feet	Oct. 20
Gate Crasher, The	Glenn Tryon	Dec. 9	5597 feet	
*†§Girl on the Barge, The	Hershoit-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
*†§Give and Take	Sidney-Hershoit	Dec. 23	7089 feet	Dec. 29
	(Silent Version)	Dec. 23	6552 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
Hero of the Circus	Special Cast	Dec. 2	5606 feet	
Honeymoon Flats	Lewis-Gulliver	Dec. 30	6057 feet	
How to Handle Women	Tryon-Nixon	Oct. 14	5591 feet	July 14
*†§It Can't Be Done	Tryon-Carol	Mar. 24		
Jazz Mad	Hershoit-Nixon-Lewis	Nov. 11	6832 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
*†§Last Warning, The	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
*†Man, Woman and Wife	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
*†§Melody of Love (A. T.)	Pidgeon-Harris,Winton	Dec. 2	6733 feet	Oct. 27
Michigan Kid	Nagel-Adoree	Oct. 21	6030 feet	July 7
One Rainy Night	Laura La Plante	Dec. 9		
Phyllis of the Follies	M. Moore-A. Day	Nov. 25	5907 feet	
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
Price of Fear, The	Cody-Thompson	Oct. 28	4230 feet	
*†§Red Hot Speed	Denny-Day	Jan. 27	6621 feet	Feb. 26
	(Silent Version)	Jan. 27	6621 feet	
Red Lips	Nixon-Rogers	Dec. 2	6957 feet	
*†§Shakedown, The	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18	4616 feet	
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	
Wolves of the City		Dec. 2		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All for Geraldine	Sid Saylor	Dec. 5	2 reels	Nov. 17
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
Alpine Antics	Oswald Cartoon	April 1	1 reel	
And Morning Came	Young-La Salle	Dec. 19	2 reels	
At the Front	Arthur Lake		1 reel	Feb. 16
Beyond the Smoke	Edmund Cobb		2 reels	Feb. 23
Bookworm Hero	Lewis-Gulliver-Phillips	Dec. 17	2 reels	
Boundary Battle, The	Edmund Cobb	Nov. 17	2 reels	Oct. 27
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Bull-oney	Oswald Cartoon	Nov. 28	1 reel	Sept. 29
Calford in the Movies	Lewis-Gulliver-Phillips	Oct. 15	2 reels	Oct. 6
Calford on Horseback	Lewis-Gulliver-Phillips	Dec. 10	2 reels	Dec. 1
*†§Charlatan, The	Special Cast	Mar. 24		
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Clean Sweep, A	Bob Chandler	Dec. 1	2 reels	Nov. 24
Come on, Horace	Arthur Lake	Oct. 8	2 reels	
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	Oct. 13
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Daring Chances	Jack Hoxie	Dec. 15	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Dead Game	Art Acord	Oct. 7	2 reels	
Dear Old Calford	Lewis-Gulliver-Phillips	Nov. 26	2 reels	
Death's Head	Bob Curwood	Dec. 8	2 reels	Dec. 15
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Farmyard Follies	Oswald Cartoon	Dec. 24	1 reel	
Fiery Fireman, The	Oswald Cartoon	Oct. 15	1 reel	
Fighting Forester, The	Edmund Cobb	Oct. 20	2 reels	
Fighting for Victory	Lewis-Gulliver-Phillips	Nov. 12	2 reels	Oct. 27
Fighting Tenderfoot, A	Bob Chandler	Dec. 29	2 reels	
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
	(Silent Version)	April 29	1 reel	
Fish Stories	Young-La Salle	Nov. 21	2 reels	Oct. 20
Footprints	Laemmle Novelty	Nov. 19	1 reel	Oct. 27
Fun in the Clouds	Arthur Lake	Nov. 5	1 reel	Oct. 20
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	1 reel	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Horse Tail, A	Oswald Cartoon	Dec. 10	1 reel	
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	
Just Monkeys	Laemmle Novelty		2 reels	Feb. 9
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
Kidnapped	Bob Curwood		2 reels	Feb. 9
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
	(Silent Version)	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Look Pleasant	Sid Saylor	Oct. 10	2 reels	
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
	(Silent Version)	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Mystery Rider, the (Serial)	Desmond-Perdue	Nov. 26	10 episodes	
Newlyweds' Court Trouble	Snookums-Perdue-Egan	Oct. 31	2 reels	Sept. 29
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	Dec. 28
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26	2 reels	Dec. 1
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Night Watch, The	Arthur Lake		1 reel	Mar. 30
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Paddling Co-Eds	Lewis-Gulliver-Phillips	Oct. 29	2 reels	Oct. 27
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	Oct. 13
Private Business	Sid Saylor	April 26	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Red Warning	Jack Hoxie	Nov. 1	2 reels	
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	
	(Silent Version)	April 15	2 reels	
Rocks and Saddles	Oswald Cartoon	Nov 12	1 reel	Oct. 20
Romeo of the Range	Bob Curwood	Oct. 6	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Saps and Saddles	Bob Chandler	Oct. 27	2 reels	Oct. 16
Secret Outlaw, The	Bob Curwood	Nov. 10	2 reels	Oct. 6
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
Sleeping Through	Arthur Lake	Dec. 31	1 reel	Dec. 8
South Pole Flight, A	Oswald Cartoon	Nov. 26	1 reel	Dec. 1
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	
	(Silent Version)	May 13	1 reel	
*†Steamboat Willie	Oswald Cartoon		1 reel	
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	Oct. 20
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	Mar. 16
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	Dec. 8
Wax Figures	Laemmle Novelty	Oct. 22	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Woman's Man, A	Arthur Lake	Dec. 3	1 reel	Nov. 17
Wooden Soldier, The	Laemmle Novelty	Dec. 17	1 reel	Dec. 00
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 00

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain in the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Blow for Blow	Hoot Gibson	June 23		
Born to the Saddle	Ted Wells			
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§Broadway (A. T.)	Tryon-Brent-Kennedy			
	(Silent Version)	Mar. 3	5729 feet	
*†§College Love (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence	Laura La Plante			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
*†§Harmony Lane	Eddie Leonard			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day	Reginald Denny	May 12		
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
Man Disturber, The	Reginald Denny	May 19		
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Scandal	Laura LaPlante	May 5		
	(Silent Version)	April 21		
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat	La Plante-J. Schildkraut			
*†§That Blonde	Laura La Plante	May 5		
*†§Under the Southern Cross	Special Cast		6500 feet	Jan. 26
Wagon Master, The	Ken Maynard			
Watch My Speed	Reginald Denny			
*†§You Can't Buy Love (A. T.)	Hershoit-Crawford-Chase	May 26		

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§Love Birds	Pat Rooney and Family		2 reels	
*†§Three Brox Sisters	Songs	June 14	1 reel	Mar. 6
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

Title	Star	Rel. Date	Length	Reviewed
*†§Beware of Bachelors (D)	Audrey Ferris	Oct. 27	5778 feet	
	(Silent Version)	Dec. 1	5278 feet	
*†§Conquest (A. T.) (D)	Blue-Warner-Wilson	Dec. 22	6779 feet	Feb. 16
	(Silent Version)	Jan. 19	4706 feet	
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§From Headquarters (D)	Monte Blue	April 27		
	(Silent Version)	June 6		
*†§Frozen River (D)	Rin-Tin-Tin	April 20		
	(Silent Version)	May 26		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30		
	(Silent Version)	May 4		
*†§Home Towners, The (A. T.) (D)	Bennett-Kenyon-Brockwell	Nov. 3	8693 feet	Oct. 27
	(Silent Version)	Dec. 15	4841 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27		
*†§Land of the Silver Fox (D)	Rin-Tin-Tin-Nye-Hyams	Oct. 13	5179 feet	
	(Silent Version)	Nov. 10	5079 feet	
*†§Little Wild Cat, The (D)	Ferris-Hall-Dawson	Dec. 8	5644 feet	Jan. 29
	(Silent Version)	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Midnight Taxi, The (D)	Moreno-Costello	Sept. 1	5729 feet	Nov. 24
	(Silent Version)	Oct. 6	5057 feet	
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
*†§My Man (D)	Fanny Brice	Dec. 15	9247 feet	Jan. 5
	(Silent Version)	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	Feb. 16	6921 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20		
*†§On Trial (A. T.) (D)	Frederick-Lytell	Dec. 1	8290 feet	Nov. 3
	(Silent Version)	Dec. 29	5455 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14		
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool, The (D)	Jolson-Bronson-Dunn	Sept. 29	9551 feet	Sept. 29
	(Silent Version)	April 13		
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6001 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	Mar. 4	4917 feet	
*†§Terror, The (A. T.) (D)	McAvoy-Horton	Sept. 8	7654 feet	Aug. 25
	(Silent Version)	Oct. 20	5443 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T.) (D)	Thomas Meighan			
*†§Desert Song, The (D)	Boles-King			
*†§Glad Rag Doll, The (D)	Dolores Costello			
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 6
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.). (D)	Sophie Tucker			
*†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien		9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda			
*†§Sap, The (D)	E. E. Horton			
*†§She Knew Men (D)	Bronson-Lee-Olmsted			
*†§Time, the Place and the Girl The.(D)	Olmsted, Withers-Kirkwood			
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16

Title	Star	Rel. Date	Length	Reviewed
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Paintor	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Family Affair, A	Arthur Byron			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview		Mar. 16	
Meet the Wife	Frank Orth & Co.			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros.		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters(A. T.)	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman in White, The	Blanche Sweet		7 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie.*

Hollywood—*Continued*

Dialoging "Bandwagon"

Alice D. G. Miller is writing adaptation and dialogue for Paramount's "Here Comes the Bandwagon."

Mack Will Direct "Free Soul"

Willard Mack will direct "Free Soul," an all talker from Adele Rogers St. John's story as his next for M-G-M. Mack is also preparing adaptation and dialogue on the story.

"Little Johnny Jones"

Mervyn Le Roy will direct "Little Johnny Jones" as an all talker for First National. F. McGrew Willis is writing adaptation and dialogue.

Buddy Rogers In "Magnolia"

Richard Wallace has been assigned to direct Buddy Rogers in "Magnolia," an all talker from novel by Booth Tarkington. Dorothy Arzner was first assigned to direct, but studio executives decided to change the assignments.

Shurlock Promoted

Paramount has promoted Geoffrey Shurlock to the position of editorial supervisor, assigning Zane Grey's "Stairs of Sand" as his first picture in his new job. Shurlock has been story editor for the studio for the past two years.

Bickford Lead In "Anna Christie"

Greta Garbo will have Charles Bickford as leading man in Clarence Brown's production of "Anna Christie" for M-G-M, and not John Gilbert, as was first reported.

Cruze Plans 2 Talkies

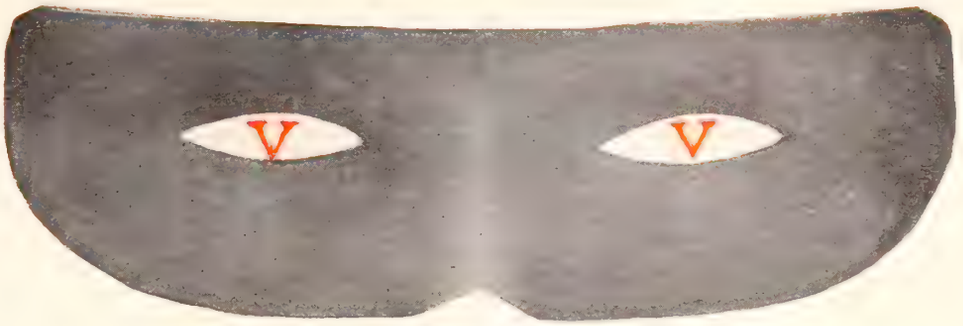
James Cruze plans to produce two feature talkies immediately by RCA process. His first will be "The Road Show," a story of theatre life by Ben Hecht. Gaston Glass will be featured in the second, tentatively titled "The Soul of the Tango." Releasing plans have not been completed.

Heading Columbia's Sound Dept.

Columbia has signed John Paul Livardary as head of that company's sound department. Livardary recently was with Paramount in the sound department under Roy Pomeroy.

Doris Hill Remains

Doris Hill remains as contract player with Paramount, company taking up option for an additional period.



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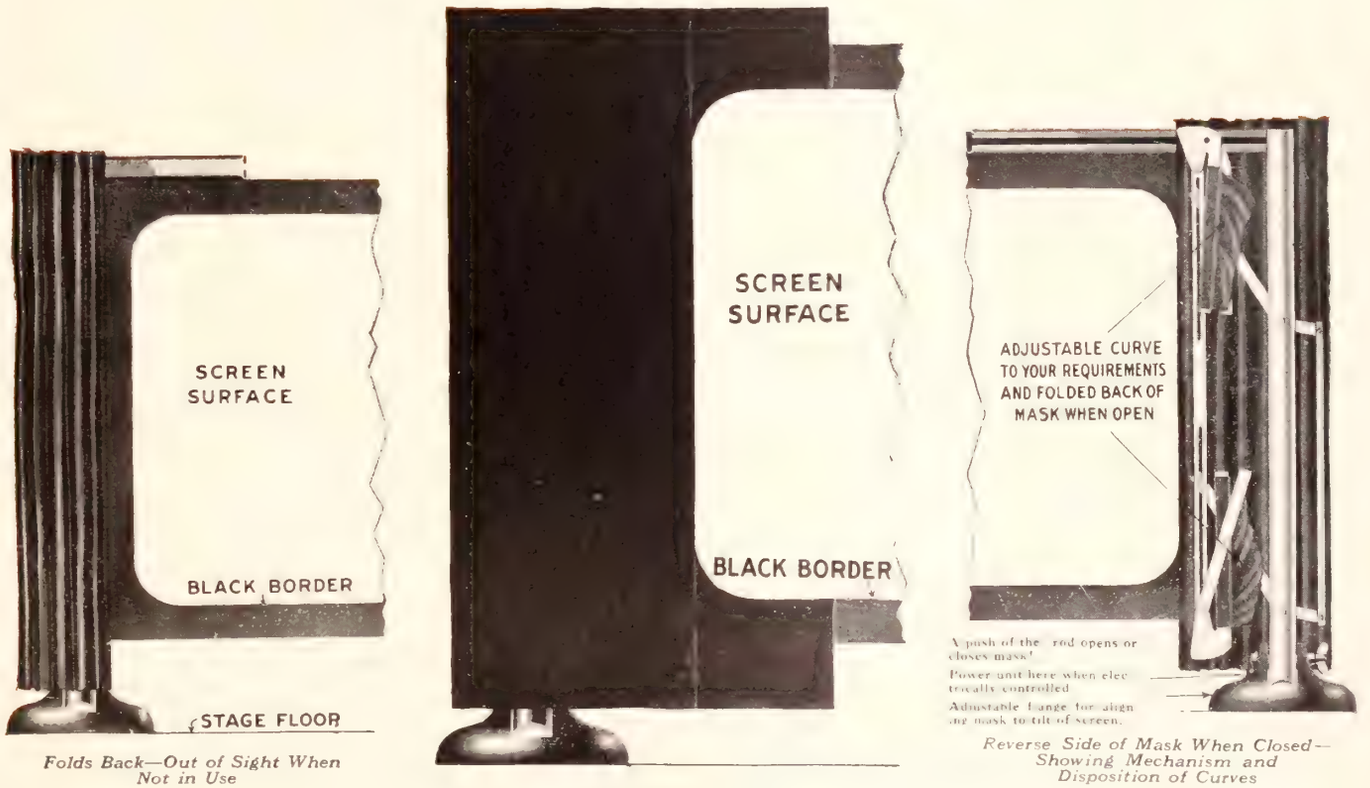
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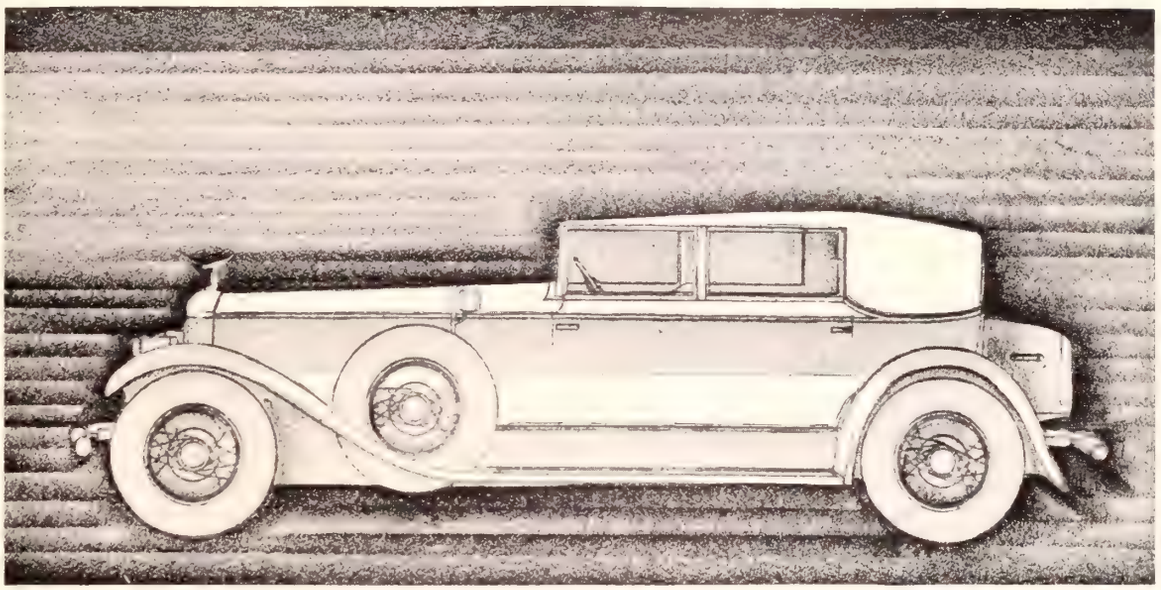
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LOCAL PHONE: BRYANT 2690

THE LAST WORD
in MOTOR CARS



•

THE LAST WORD
in TALKING PICTURES

PARAMOUNT

THE LAST WORD

in TALKING and SINGING PICTURES

●

Opening Friday, April 26th, at $2 top, Criterion Theatre, N.Y. Maurice Chevalier —"The World's Greatest Entertainer" (*N.Y. Eve. Post*)—in the all-talking, singing picture, "Innocents of Paris." Richard Wallace Production with Sylvia Beecher, George Fawcett and all-star cast.

MAURICE CHEVALIER



"INNOCENTS OF PARIS"

"Maurice Chevalier is a box-office wow if the reaction of a midnight preview audience is any criterion. They laughed loud and long at the pantomime of the Parisian Jolson and they applauded his renditions of French and English songs. The picture is mostly Chevalier—but he's worth it. After your fans find out about him you'll not be able to keep them out of the theatre."

—*Motion Picture News*

PARAMOUNT

THE LAST WORD
in TALKING COMEDIES

•

"'NOTHING BUT THE TRUTH' is expert, human and amusing. Richard Dix does admirably in his first talking picture" (*N. Y. Herald Tribune*). "Dix has a fine voice and a great gift for comedy. Helen Kane is a riot—sings, wise cracks and takes the whole audience overboard" (*N. Y. Mirror*). "Dix has a perfectly swell voice" (*N. Y. Daily News*).



RICHARD DIX

"NOTHING BUT THE TRUTH"

With HELEN KANE and Louis John Bartels. Directed by Victor Schertzinger. Stage play by James Montgomery. Novel by Frederic S. Isham. Dialogue staged by William Collier, Sr.

PARAMOUNT



PARAMOUNT

gets the $2 talking, singing, hit

EDDIE DOWLING

in "THE RAINBOW MAN"

Now playing to capacity at $2, Selwyn Theatre, N. Y.

A Sono-Art Production, presented by O. E. Goebel and Geo. W. Weeks. Directed by Fred Newmeyer. With Marion Nixon, Frankie Darro, Sam Hardy, Lloyd Ingraham. Adapted for the screen by Frances Agnew.

THE KIBITZER MURDER CASE

or "Who Killed The Kibitzer?"



it doesn't matter who killed him *because Kibitzers never die!*

—you find them everywhere



THE CARD KIBITZER —*he tells you how it should have been played!*



THE STOCK MARKET KIBITZER—*he knew that Steel was going up!*



THE RESTAURANT KIBITZER—*he advises what's good for your health!*



THE MERGER KIBITZER —*he knew the inside stuff all along!*

Don't listen to them. Get the facts yourself and make your own decisions!

DON'T LISTEN TO TALK *unless* IT'S ON THE SCREEN!



Get an earful—

The Melody Three



Metro-Goldwyn-Mayer brings you for immediate booking, three All-Talking pictures that make previous talking efforts look very amateurish indeed:

1. THE BROADWAY MELODY



THERE will have to be another invention like the Talkies to bring forth another "Broadway Melody." It is unique. It is the first to present as a thrilling drama the wonders of a $6.60 Broadway show. No surprise therefore that in its 3d month in New York and Los Angeles at $2 it is an S. R. O. sensation. In Cleveland it converted the pop price Stillman to the $2 class! It is currently playing extended runs in many houses previously restricted to one week and performing such box-office miracles as this industry has never before seen—nor may ever again witness.

With Charles King, Anita Page, Bessie Love. Directed by Harry Beaumont.

2. The Trial of MARY DUGAN



PROFITABLE as it was as a stage hit during its sensational Broadway run, and with its many gold-mine road companies, watch the meteoric course of "The Trial of Mary Dugan" when it is revealed to a waiting nationwide public on the magic Talking screen. The Talking picture version is marvelous. All the drama, the heart-appeal, the physical lure, the humanity of "The Trial of Mary Dugan" have become intensified on the screen. Already it is a magnet at the Embassy, N. Y., where it plays at $2 Twice Daily to packed and enthusiastic houses. You will reap a harvest too!

With Norma Shearer, Lewis Stone, H B. Warner, Raymond Hackett Directed by the author, Bayard Veiller.

3. THE IDLE RICH



THE perfect vehicle for the Talking picture. Many producers eagerly sought the thrilling Broadway and Road success "White Collars." Its dramatic story, its humanness, its color stamped it unquestionably as the Big opportunity for audible films. M-G-M obtained it and has made a brilliant Talking entertainment. A worthy companion picture for "The Broadway Melody" and "The Trial of Mary Dugan." You will enjoy the same kind of phenomenal, new Era business with "The Idle Rich." Book these three Talking hits. Insure for yourself a miraculous profit on your talking investment.

With Conrad Nagel, Bessie Love, Leila Hyams. By Edith Ellis. Directed by William de Mille.

And here's a prophecy—

The TALKIES of the INDUSTRY!

METRO-GOLDWYN-MAYER has shown the industry the true possibilities of the Talking screen. While earlier, experimental Talkies were accepted by the public for their sheer novelty, that is no longer possible today. Metro-Goldwyn-Mayer has ushered in a new era of Talking pictures with its big Road-show-size attractions. Up-to-date theatres must now play Talking pictures of "Broadway Melody" calibre. Exhibitors to safeguard their huge Sound investments must look to M-G-M hereafter for the Big Time Talking Pictures. This is true not alone of M-G-M full-length Talkies, but likewise of Metro Movietone Acts, which are vastly superior to all others in reproductive quality and in the box-office value of names! And now M-G-M is bringing to wired theatres Hal Roach All-Talking Comedies in which Our Gang, Laurel-Hardy, Charlie Chase and the Roach All-Stars talk to their public for the first time. M-G-M is concededly releasing the outstanding silent pictures of the day. It was to be expected that Young Blood, too, would leap to the Top of the Talkies!

"Great work Leo, you solved the Kibitzer Murder Case!"



AS EXPECTED!



They don't write, they WIRE!

If Broadway Melody business continues I will have to call out the National Guard as the local police threaten to arrest me for blocking traffic on Pearl Street. And this is not maybe. Never in the history of Albany show business have such mobs congregated around any theatre in Albany from ten a. m. until midnight.
—*C. H. Buckley, Leland, Albany, N.Y.*

Broadway Melody closed week engagement at Stamford Theatre, Stamford, Conn., with absolutely phenomenal gross, more than doubling previous house records. Broadway melody was given the most enthusiastic reception ever accorded any show in the history of the city.

Broadway Melody a picture without precedent will undoubtedly create a new era in screen entertainment. Norfolk public tremendously enthusiastic.
—*Pierre Boulogne, Norva, Norfolk, Va.*

Broadway Melody opened State Theatre to record breaking business. Thousands turned away. Accept our congratulations for the year's greatest picture.
—*W. L. McConnell, State, Youngstown, O.*

Just completed tremendous week's business with the Broadway Melody. Picture such a great hit that we are bringing it back to other first run house.
—*Harry Zeitz, State, New Bedford, Mass.*

Broadway Melody opened on Saturday at State, Syracuse, to more than capacity business at every performance. Opening on Saturday was at ten forty-five A. M., an hour earlier than the usual starting time and the house was packed before eleven o'clock. This was through every performance Saturday. Sunday afternoon they had a line four wide, practically two city blocks long. It was the most sensational opening in theatre history in Syracuse.

Broadway Melody smashing all previous records at the Columbia. Press and public acclaiming it the greatest of entertainment. Expect to break the long run record for Washington. Regards.
M. J. Cullen, Washington, D. C.

Broadway Melody opened to record-breaking business, received with overwhelming acclaim. Broke all records over week-end with Tuesday going stronger than Saturday. Without question you have the most natural box-office talkie to date. We are proud to be among exhibitors for early showing.
H. Eskin, Weiss Amusement Corp, Stamford, Conn.

Broadway Melody at Stanley doing best business in history of house. Will shatter all records. It is talk of Baltimore. It's sensational.
Stanley Theatre, Baltimore, Md.

Broadway Melody opened both Richmond and Norfolk. Broke house records. Public and press raved. Anticipate biggest business houses have ever done.
Joe Levy, Richmond and Norfolk Theatre, Richmond, Va.

Get this!

C. C. BURR

BURR COMEDIES

THEY'RE FUNNY THAT WAY—

Announces The



STORM AND STRIFE SERIES

COMEDIES THAT TALK FOR THEMSELVES

TWO REELS of RIBALD REVELRY

THE SPLICE OF LIFE

100% Chinema



70% SOLD

Seventy percent of the territory sold or promised in advance of this announcement. The *STORM AND STRIFE* series are made for First Run Houses.

Among the first group of comedians and stage stars who will appear in *STORM AND STRIFE SERIES* of talking comedies are: *Rosemary Theby, Shannon Day, Virginia Sale, Ray McKee, Tom Dugan, Tom Wilson, Harry Myers, Del Henderson.*

Among the authors are: *GEORGE ARLISS, JOHN STOKES,* and *ROLLIE ASHER.*

Among the titles are: "The Monkey Squawks," "Friend Husband," "Signed, Seal and Delivered."

Sound installations are increasing; the vogue for two reelers is spreading; the rentals are several times as great as we ever receivd on pictures before, because the entertainment and attraction value is there; they are worth it.

YOUR TERRITORY

may still be open. Write or wire today.

SALES REPRESENTATIVE
M.S. ROSENFIELD
1540 BROADWAY NEW YORK CITY

BURR COMEDIES
Hollywood, Cal.



What ho! my laddies!

Clear the decks, and batten down the hatches!

You're headed for a gale—a gale of laughs. *Lupino Lane* is here in his

FIRST ALL-TALKING COMEDY

LUPINO LANE *in*

E. W. Hammons Presents



EDUCATIONAL
FILM EXCHANGES, Inc.

E. W. Hammons
President

"SHIP MATES



IN his first dialogue picture Lupino Lane touches the high water mark of a glorious comedy career. **"SHIP MATES"** is as irresistible as a tidal wave.

It has *everything* you look for in an ideal two-reel comedy. It is doubtful if any funnier short feature comedy has ever been made.

Of course, talking comedy leadership was conceded to Lane ever before he started. Heir to all the fun-making talents of one of the world's oldest theatrical families—a beloved favorite on the stage of two continents—then one of the greatest of screen comedy stars—you naturally expected him to step to the front with his first talking picture. But you must see and hear **"SHIP MATES"** to know how far he has exceeded your fondest expectations.

A real broadside of laughs if there ever was one! And with it ***Educational*** adds another big fighting squadron to the *greatest fleet of short features* that ever made money for wide-awake showmen.

First of a series of eight

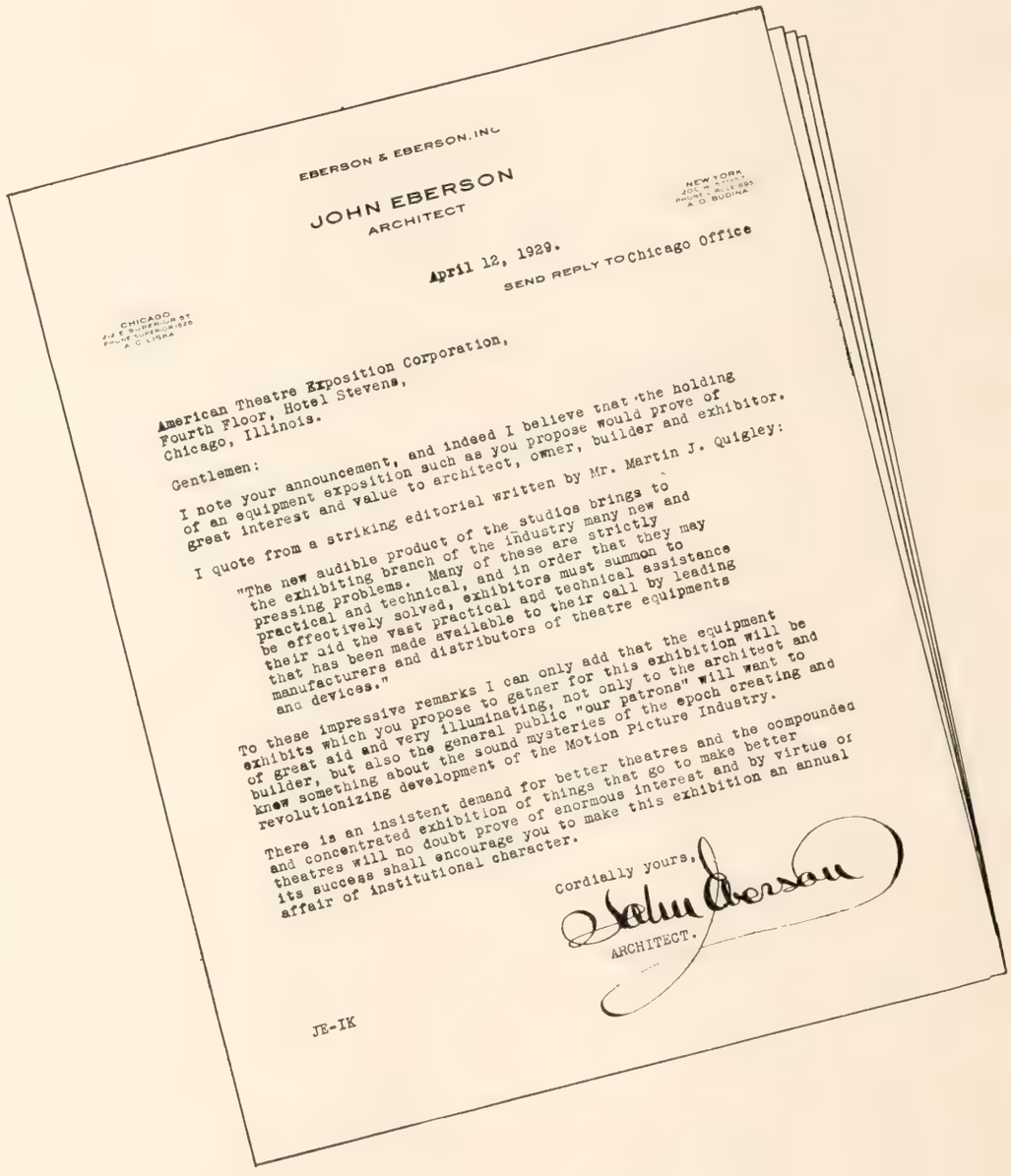
Lupino Lane Talking Comedies

Educational Pictures

"THE SPICE OF THE PROGRAM"

Member, Motion Picture Producers and Distributors of America, Inc. Will H. Hays, President

Leading Architect Enthusiastically Endorses American Theatre Equipment Exposition



EBERSON & EBERSON, INC

JOHN EBERSON
ARCHITECT

NEW YORK
ADOLPH BOLLE 1926
PAUL O. BLEE 1926
A. C. BUDINA

April 12, 1929.

SEND REPLY TO Chicago Office

CHICAGO
ALFRED KIENLEN 27
PHILIP SUMNER 1926
A. C. LIGNA

American Theatre Exposition Corporation,
Fourth Floor, Hotel Stevens,
Chicago, Illinois.

Gentlemen:

I note your announcement, and indeed I believe that the holding of an equipment exposition such as you propose would prove of great interest and value to architect, owner, builder and exhibitor.

I quote from a striking editorial written by Mr. Martin J. Quigley:

"The new audible product of the studios brings to the exhibiting branch of the industry many new and pressing problems. Many of these are strictly practical and technical, and in order that they may be effectively solved, exhibitors must summon to their aid the vast practical and technical assistance that has been made available to their call by leading manufacturers and distributors of theatre equipments and devices."

To these impressive remarks I can only add that the equipment exhibits which you propose to gather for this exhibition will be of great aid and very illuminating, not only to the architect and builder, but also the general public "our patrons" will want to know something about the sound mysteries of the epoch creating and revolutionizing development of the Motion Picture Industry.

There is an insistent demand for better theatres and the compounded and concentrated exhibition of things that go to make better theatres will no doubt prove of enormous interest and by virtue of its success shall encourage you to make this exhibition an annual affair of institutional character.

Cordially yours,

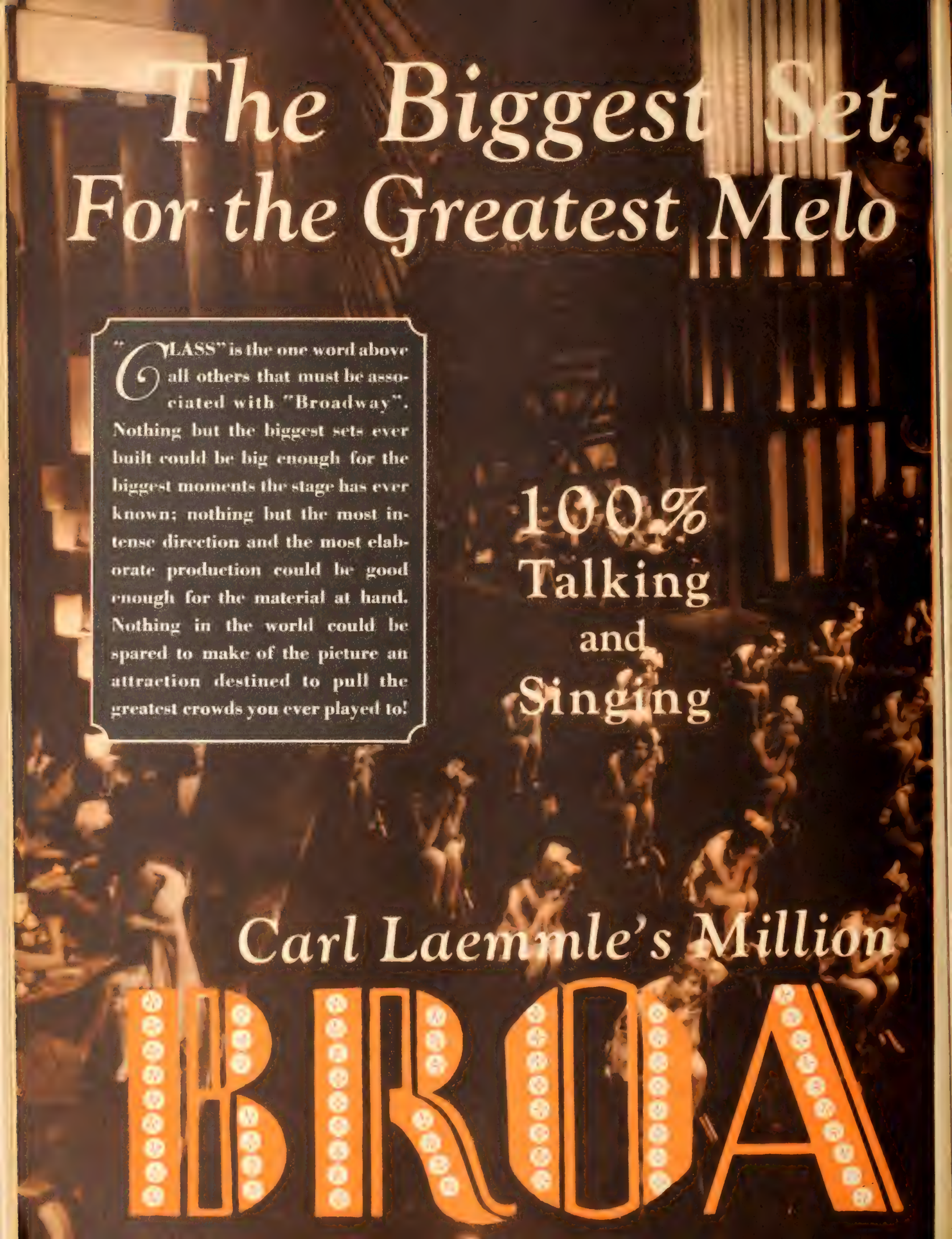
John Eberson

ARCHITECT.

JE-IK

Coliseum, Chicago, June 1 to 9, 1929


You'll see things you never saw before because . . .
with
Glenn Tyron, Evelyn Brent, Merna Kennedy, *T. E. Jackson, Otis Harlan, Robert Ellis, *Paul Porcasi, Leslie Fenton, George Ovey.
from
JED HARRIS' Stage Production of the play by GEO. ABBOT and PHILIP DUNNING
A PAUL FEJOS Production
Associate Producer
CARL LAEMMLE, Jr.
Two Negatives: one SILENT, one with DIALOG
Color Scenes Photographed by Technicolor Process
* of the original play cast
NOTE: The use of the name "Broadway" in association with other film productions is unauthorized and has no connection with this, the original play by that name.
There is only One
BROADWAY
and UNIVERSAL has it!


The Biggest Set
For the Greatest Melo
"CLASS" is the one word above all others that must be associated with "Broadway". Nothing but the biggest sets ever built could be big enough for the biggest moments the stage has ever known; nothing but the most intense direction and the most elaborate production could be good enough for the material at hand. Nothing in the world could be spared to make of the picture an attraction destined to pull the greatest crowds you ever played to!
100%
Talking
and
Singing
Carl Laemmle's Million
BROA



THE most widely imitated play ever pictured—because it's the greatest melodrama ever conceived. Greatness can be *imitated*, but it cannot be *reproduced*. The living *essence* of any great work eludes the copyist. That's the way it is with the ONE and ONLY "Broadway", the play that ran for two years on Broadway . . . and now the talking, singing picture that will continue living year after year as the greatest melodrama ever produced.



MIRTH and madness—gayety and despair—laughter and tears—gilded towers and grimy depths—love, hate, greed, fear, courage, ambition—*EVERY HUMAN EMOTION* is played on the strings of throbbing hearts in "Broadway." Here you have life in the raw—souls laid bare 'midst a background that has been the Mecca of ambitious youth and hungry age for decades. Here you have the living, breathing, pulsating spirit of *BROADWAY*, made from the greatest money melodrama the stage ever saw!

There is only ONE

BROADWAY

—and UNIVERSAL has it!

MARY PICKFORD
HOLLYWOOD, CAL.

March
22nd
1929.

Motion Picture News,
729 Seventh Avenue,
New York City.

Gentlemen:

Thank you so much for my copy of the 1929 Blue Book.

I have always found this very comprehensive directory most useful,- in fact we refer to it constantly,- and I am happy to have the latest edition.

Sincerely yours,

Mary Pickford



What every flapper wants to know—
What every Showman wants to show—
"WHY BE GOOD?"

First National
VITAPHONE Pictures

JOHN McCORMICK
presents
COLLEEN MOORE
in "Why Be Good?"

Story, action, and Vitaphone score that make "Flaming Youth" look like an ad for Frigidaire.

With Neil Hamilton. By Carey Wilson.
A William A. Seiter production.

Theme song "I'm Thirsty For Kisses, Hungry For Love" published by M. Witmark & Sons.

It all depends on
FIRST NATIONAL
VITAPHONE Pictures

2 WEEKS
at Hippodrome,
Buffalo, to meet insistent
demand of local fans!

Motion Picture News

Volume XXXIX NEW YORK CITY, APRIL 27, 1929 No. 17

Main Street, Not Wall Street

The Show Business Is Still The Show Business

By William A. Johnston

THE next three months will probably complete the largest group changes this industry has ever experienced.

Consolidations were in order anyway: but the introduction of sound has changed and developed the groupings as no one anticipated.

We have largely centered our attention so far upon sound as a new form of amusement.

But the industrial situation now looms largest. Sound, it would now appear, has lifted the picture industry up bodily and put it down upon new industrial foundations.

Sight, industrially, was one thing; sound is—vastly—another.

Sight left our industry self-contained. Sound, allying us as it does with the electrical forces of the air, joins us, by the same token, to the industrial forces back of them; and these industrial forces are the most powerful in the world of today; the largest banking houses are most actively engaged in their developments.

In other words the industry has new bosses, and the new bosses are the veritable kings of modern-day industry.

It is curious to recall that when radio first loomed upon the picture horizon we shuddered at its shadow and regarded it as an enemy only.

The wise minds said: don't fight this new entertainment; marry it.

Well, the complete union seems to have been at last effected. Not only that but the bridegroom is taking his picture bride to a brand-new mansion and a lot of most influential relatives.

It is to these new relatives that this editorial is directed; we refer, of course to the gentlemen who own the wires, and the electric juice and the devices and patents of the new magic world of sound transmission.

The advice is this: don't overlook the bride; give her the utmost consideration.

She is as full of whims as an April breeze. You can't tell what she is going to do; she doesn't know herself. You may make the finest paper plans for her only to find that she'll tear them into shreds.

Your bride is the show business. She knows nothing about banking, or mergers, or economics—and you can't teach her. She is entirely self-centered.

She has but one boss—which is not yourself but the public. She will bow meekly to the public and take its orders verbatim. She knows its language—not yours.

She's an actress. Give her a show, a beautiful theatre, a lot of advertising and standing room only and she'll cavort to beat the band. Give her a merger that makes stock certificates but not audiences and she'll run out on you.

I asked a wise showman what he thought of the present peculiar situation in our business.

And he gave this cryptic answer: "bricks, mortar and showmanship".

What he meant was this: that sound or silent, stage or screen, the show business is still the show business: fine theatres, shows to go in them, and showmen to run them.

The show business is still on Main Street, not in Wall Street.

Wesco And Other Defendants Will File Bonds And Plead Not Guilty In Govt. Action

Indictments Secured Last Week Include Several Charges; Franklin Welcomes Trial

BONDS are to be filed and not guilty pleas entered by Fox-West Coast Theatres, its president, Harold B. Franklin and nine film distributors when they are arraigned in a California Federal Court on a charge of violating the Sherman anti-trust law. All were indicted last week by a Federal Grand Jury at Los Angeles on charges presented by John H. Amen and J. V. Mayhugh, special assistants to the attorney general. "Freeze-outs," illegal contracts and other unfair practices are alleged in the indictments. Evidence has been sought by the government since last July and over fifty witnesses will be on hand to testify.

Recently the defendants sought a writ to halt a probe being made by the United States jury. The argument, concerning the availability of the defendants' records, resulted in a ruling favorable to the government which previous to this, through its agent, John Amen, had been refused privilege to examine West Coast Theatre records for what was termed "essential" evidence.

The defendants in addition to Wesco are: Paramount, United Artists, First National, Universal, Warner Bros., Fox, Pathe, M-G-M, and Vitagraph.

In a recent statement from Harold B. Franklin, mention was made that he and his company were glad that an opportunity had arisen to determine application of the law to principles involved in zoning and clearance. Franklin says:

"Clearance is, and must necessarily continue to be, the backbone of the entire industry, not only in the exhibition of pictures, but in the making of them as well. Without clearance there can be no de luxe (the big show house) places of amusement. Without clearance there could be no production on the vast scale that is today characteristic of the business.

"Clearance is also a protection for the public, because it is through the encouragement of the larger and finer theatres that the high standards of motion pictures have not only been set and maintained, but have been continually bettered.

"We do not hesitate to say that without clearance or protection as between first run and subsequent showings, the whole industry would have to be organized on a very much smaller scale."

RCA Opens K. C. Office

An office in Kansas City, Mo., has been established by RCA. C. F. Bamman of the N. Y. staff, is temporarily in charge. This is the fifth branch of the Photophone organization to be established since the first of the year.

Newsreel Censor Bill Confronts Pa. Gov.

NEWSREELS will be exempt from censorship in Pennsylvania if Governor Fisher signs the Aron bill, which passed both branches of the legislature in the waning hours of the recent session. The measure, the only important bill affecting the film industry that passed from a score introduced, is now awaiting the signature of the Governor and friends of the bill say he has given assurance that he will sign it.

Special Spring Meeting Called By Oklahoma T.O.

Caution Urged In Dealing With Many Problems Sound Presents

Members of the Theatre Owners of Oklahoma are urged to "use caution and discretion in buying talking picture equipment and to not load up on pictures at prices which might prove burdensome" until they gather and talk it over with others at the annual convention of the organization in Oklahoma City, Tuesday and Wednesday, June 11-12.

In this notice sent out by W. Z. Spearman, manager of the T. O. of Oklahoma, attention is called to the fact that on account of so many vital questions facing exhibitors at the present time the date of the annual meeting has been changed from Fall to Spring for this year.

Problems arising from the industry's change over to sound, high film rentals, closing of theatres part or all time, interchangeability and other important questions of the day will be brought up for discussion.

Stanley Co. Meets In N. Y. For Election Of Officers

On April 18th the Board of Directors of the Stanley Co. of America assembled at the New York headquarters of the organization and elected the following officers:

I. D. Rossheim renamed as president, with H. M. Warner as chairman of the board; S. H. Fabian, vice-president; Albert Warner, vice-president; Morris Wolf, secretary; J. Sloane, assistant-secretary; J. J. Newman, treasurer; J. M. Brennan, assistant treasurer, and Samuel Carlisle, comptroller.

Appointed to the Finance Committee were Waddill Catchings, chairman; I. D. Rossheim, ex-officio, and H. M. Warner.

Myers Delivers Scathing Attack On Babson Report

Says Statistician Is Wrong In Declaring Movies Are Conducive To Crime

In a formal statement made this week, Abram F. Myers, general counsel of the Allied States Association, forcibly challenged a recent charge made by Roger W. Babson, statistician, that motion pictures were to be blamed for an alleged growing disregard for law and order. "Such studies as I have made," Babson is quoted as saying, "lead directly to the movies as the basic cause of the crime waves of today."

"Mr. Babson owes an apology to the industry as a whole and to the smaller exhibitors in particular," Myers declared.

"It is evident that the data offered by Mr. Babson in support of his indictment of the motion picture industry is utterly worthless. If the Babson market reports were based on such superficial research and faulty reasoning they would have none of the standing accorded them by the public today. . . .

"I have seen many pictures and it has been my observation that virtue triumphs with almost monotonous regularity and happy endings are a habit. I sometimes wonder whether the pictures are sufficiently stimulating to exercise any influence on motion picture audiences. If so, it must be in the direction of emulating screen heroes and heroines, and even then they might do worse.

"If Mr. Babson were to devote his genius and facilities to a good faith effort to discover why it is that the theatre to which he objects shows the kind of pictures he does not like, he would be in a position to tell the public about some of the evils of compulsory block booking and zoning and their effect on the programs in the small neighborhood houses."

Warners Makes Bid For Stock Of Stanley Company

At a meeting held this week by the Warner Bros. Board of Directors it was voted to extend an offer to the minority stockholders of the Stanley Co. of America to exchange their common stock for Warner Bros. Pictures Inc. common on the common basis of three shares of common stock of Stanley for one share of common stock of Warners. At the present time, Warners owns 86 per cent of the entire Stanley outstanding stock. Details regarding the carrying out of the offer are yet to be announced.

Gallop Heads AMPA Service Committee As Chairman

The chairmanship of the Service Committee of the AMPA has been accepted by Bruce Gallop, who succeeds Walter Eberhardt, resigned. The committee serves as a contact between exploitation, publicity, advertising men, artists and others and the film companies and theatre organizations.

Wesco Head Sees Effect Of Sound On Stage Shows

Talkie Programs Practical But Questions Policy In De Luxe Theatre

Under certain conditions, since the advent of sound, stage attractions may be and have been done away with in motion picture theatres with little or no effect upon the gross returns, says Harold B. Franklin, president of West Coast Theatres, in a recent statement. But he is doubtful, at this stage, to predict how far such a policy will go and believes it likely that many de luxe houses depending upon definite patronage will continue to provide stage entertainment in addition to screen fare.

Mr. Franklin recalls the instance of the Carthay Circle and other theatres on the coast:

"The first theatre that eliminated stage attractions, which had a nation-wide reputation for its prologues, was the Fox Carthay Circle Theatre. This theatre has been operating without prologues for almost a year, with little effect on the gross business.

"Encouraged with the success attained here, the Fox Criterion Theatre, Los Angeles, adopted a similar policy, resulting in one of the most successful seasons in the history of any theatre in Los Angeles. This same policy was extended by Fox West Coast Theatres to the operation of the United Artists Theatre in Portland, and now a new Fox Theatre is being opened in Seattle, which will show the best motion pictures without any stage attraction whatsoever.

"Of course, it is too early to say at this time that such policies can be established in all instances. So far the experiment has been made only in theatres that have shown the real outstanding product."

Theatre Chains In Battle For Control Of Toledo Houses

Rumors are rife of many probable changes in ownership for Toledo, O., theatres. Though official announcement has been withheld, it is known that the Publix chain has taken over the Princess. The Keith interests are said to have the inside track to taking over the Rivoli, with Warner and Fox also in the bidding. Rumors also involve the Valentine and State, with possible erection of new houses by the Fox and Warner interests. Possible sale of the State is discounted by George Kreutx, manager.

Exhibs Postpone Installations

Cleveland neighborhood theatre owners, asked what plans they are making for sound installations, say they are waiting to put in sound equipment until Fall. Increased overhead, they claim, cannot be assumed during the Summer. It is forecast that many Cleveland neighborhood houses will close this Summer.

Fans Thunder NO In Answer To L. A. Times' Question, "Shall Silent Pictures Be Dropped?"

80% Of 7,200 Voters Protest Withdrawal Of Silents; 56% Prefer Them To The Talkies

By EDWIN SCHALLERT

(Editor of The Los Angeles Times Preview and Special Correspondent of Motion Picture News)

IN the annual survey made by the Los Angeles Times and Fox West Coast Theatres, this year's subject being talkies versus silents, a decided NO was in evidence among the poll of 7,216 voters in answer to the question, "Do you want silent pictures eliminated?," 80 per cent of them sending a negative reply; 56 per cent against 44 per cent preferred silents to talkies; 55 per cent did not like recorded music; 51 per cent indicated that they cared more for pictures with music and effects than straight talkies; 73 per cent told of their dislike for pictures part talk and part silent, and it was almost an even break on the question as to whether or not their interest for talkies was increasing or decreasing.

The survey of the Annual Preview on the subject of talking and silent picture preferences represents a combination of the opinions of the readers of the Los Angeles Times and patrons of the Fox West Coast Theatres, a certain number of ballots being allotted to film playhouses in this locality. Included in the aggregate is also a special vote of the student body of the University of Southern California, as well as of the class engaged in the motion picture course at that institution.

The Times vote represents the result of including the ballots taken by blank coupons printed at intervals over a two weeks' period. It shows a stronger favoring of the silents than does either the West Coast or the University vote. This might be explained by the fact that it includes a more limited number of so-called regular movie fans, but it is indicative, especially in the remarks of a very discriminating few.

The interest in the survey, as exhibited both by The Times readers and West Coast patrons, was unusually keen, and was highlighted by varied expressions of opinions both for and against the innovation. The importance of the change to the mind of the public was thus amply indicated.

Columbia Profits Over $400,000, Is Estimate

COLUMBIA PICTURES CORP. net profits for the fiscal year will exceed $400,000, officials of the company estimate. This would be equal to $16 per share on 25,000 shares of no par value preferred stock, or $3.25 a share on 100,000 shares of common stock.

Radio Discussion Reveals Advance Of The Televisor

Jenkins Tells De Forest Device Is Where Radio Was In 1920

The progress of television was interestingly discussed in an interview between Dr. Lee De Forest and C. Francis Jenkins over radio station WABC, Sunday evening, April 21. The discussion was broadcast over the entire Columbia network, and touched upon the advance of the telivisor from the experimental stage until this day when it is estimated 20,000 persons are looking in on pictures broadcast over station WX3K.

The "film pick-up" is in general use at the present time, it was pointed out, having been found advisable to film the subjects in a motion picture studio and record them permanently on a film.

One of the most interesting questions asked of Mr. Jenkins by Dr. De Forest was concerning the televisor's present status and Jenkins' answer was that he believed it had now reached a state of development comparable with that of sound broadcasting in 1920. As to size of images now possible to transmit it was stated that as many as a dozen persons could look in at one time.

The major problem at the present, Mr. Jenkins said, was to produce a foolproof home televisor for the entertainment of the entire family circle, and was not sure whether it would be operated in conjunction with an ordinary broadcast receiver or not. A great deal depended upon the limiting of television to short wave channels; however, present development of the radio will greatly aid towards the perfection of the televisor, he added.

Columbia Washington Mgr.

Charles Schwerin has been placed in charge of the Washington exchange of Columbia Pictures, succeeding W. G. Dutton, resigned.

Body Of John S. Woody Arrives In L. A. For Burial

The body of John S. Woody, motion picture executive, who died last Tuesday, arrived in Los Angeles Wednesday of this week for interment there. Mrs. Woody accompanied the remains West, friends and relatives meeting her in Chicago and departing from the city Sunday night.

W. Electric Making Talkies To Teach Exhibitors How To End Poor Sound Reproduction

Otterson Tells Plan To Meeting Of Academy on Coast; Bad Results in Theatres Flayed

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 24.—An immediate move of great importance to check the poor reproduction of sound pictures in theatres was disclosed tonight in a speech by J. E. Otterson, President of Electrical Research Products, Western Electric subsidiary, before the Academy of Motion Picture Arts and Sciences.

Otterson announced that Western Electric will produce a series of talking pictures for the benefit of exhibitors and operators, presenting explanatory talks and demonstrations by experts and engineers detailing in full the proper operation of equipment, how to handle it for the best results and possible chances of trouble.

The first subject is in production now. The footage will run as much as needed to give the necessary instruction. Other subjects of one or more reels will be made from time to time with films available to theatres free.

Criticized Chains

In his speech, Otterson declared that the talking picture will survive only if high quality is maintained. He admitted a great loss in quality today in theatres and said it was due to the fact that theatres are not getting out of the talkies all that the studios put in. This was caused, he went on, by the apparent carelessness and indifference of operators.

He explained that Western Electric had deliberately criticized the quality of sound reproduction in chain theatres, with the result that the big chains had given special attention to the matter and obtained better results.

Bad sound reproduction was flayed at the meeting of the Academy. A resolution, calling attention to the general poor reproduction of sound in picture theatres, caused prolonged discussion. The resolution was referred to the Board of Directors for further action, after it was pointed out that producers and electric companies were doing their utmost to educate exhibitors and operators to secure better quality in reproduction.

Sound Track Perfected For Color Positives

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, April 24.—Technicolor research engineers have perfected a process permitting a sound track on Technicolor release prints for Movietone and RCA methods, available to all producers desiring to use a sound track on all-color films.

Several features have already been made in this manner. Others are planned by various companies. The sound track is made on a separate negative and not simultaneously on the color negative. Sound is put on the release prints later.

Universal Plans Eastern Studios For Sound Films

Several Long Island Sites Are Under Consideration; Plant Soon Ready

Carl Laemmle on his trip east for the premiere in New York and Washington of "The Show Boat" decided, it is understood, that the Universal organization would have to have a sound studio plant in the east in order to meet the competition of other companies that are now producing in the vicinity of New York. A survey of the old Universal properties in New Jersey is said to have showed that they would not be desirable for the project, and Long Island was decided on as the future scene of U's future eastern activity.

Three sites are under consideration at present. They are in the Astoria section and within easy access of New York.

According to present plans one of the sites is to be decided on within the next few weeks and construction contracts are to be let. Several sound experts will come East from the coast to superintend the work of building the plant, which it is hoped will be ready for operation by next September.

General Use Of Color Is Forecast For New Product

Check-up Indicates That At Least 30 Features Will Be Technicolored

Hollywood, April 25.—Fifteen feature productions are already lined up by coast producers to be released entirely or mostly in all-color via Technicolor process. In checking up on the more general use of color photography in next season's pictures, it was found that the fifteen pictures so far decided on for color represents only a part of the total number of releases intended for the coming year.

That all color photography in features is becoming more general is an admitted fact. With the likelihood that more than thirty productions will be released in all-color during next season, the general trend seems to indicate that color films will be the general trend, following in the path of sound and dialogue.

In the present definite line-up of fifteen all-color productions, Warner Brothers intend making at least six, and lead producers on the total number of color productions. The Warner all-color productions include "Rainbow," "On With the Show," "Golddiggers," "School Days," and two other features.

Paramount is next in line with a total of four pictures in all-color. These include "The Virginian," "Rose of the Rancho," "Burlesque" and the next Moran and Mack comedy.

M-G-M has already completed "Mysterious Island" in all-color photography, but certain re-takes are necessary, which will hold release date till fall. This company also has many color sequences in its current musical revue feature, and may produce its next scheduled musical via technicolor.

Universal used color photography for several sections of "Broadway," just completed; and RKO is planning production of "Rio Rita" in all-color. First National will utilize technicolor process for the entire filming of the musical "Sally"; while it is understood that the co-starring production "Taming of the Shrew," with Mary Pickford and Douglas Fairbanks, will carry all-color photography.

More than half of the productions definitely lined up to be produced in color are either stage musicals or stories with theatrical background. It is understood that Paramount will all-color "The Virginian" and "Rose of the Rancho," on account of the success of "Redskin," recently- released.

Film Censoring Is Useless, Declares D. A. R. Chairman

Events of the past year have proved further the uselessness of motion picture censorship and justify the anti-censorship program of the D. A. R., according to the annual report submitted by Chairman Mrs. Newton D. Chapman to the Continental Congress of the organization last week.

Publix Acquires 3 More Theatres In State Of Colorado

Publix Theatres, Inc., have increased their holdings in Colorado by acquiring three more theatres. They recently closed negotiations with Harry T. Nolan of Denver, who heads a company which owns the Rex of Greeley, Colorado, and the Majestic and Avalon of Grand Junction, Colorado.

H. M. Warner And Quigley In N. Y. May 6 After Trip

Arriving on the Ile de France when she docks in New York on May 6 will be H. M. Warner, Warner Bros. president, and G. E. Quigley, vice-president of the Vitaphone Corp., who have been abroad for six weeks combining business with a vacation trip. Mrs. Warner and Mrs. Quigley accompanied them.

Trade Showing Via Radio Made In Minneapolis

Tie-up Arranged And Out-of Town Prospects Advised To Listen In

The talkies recently made it possible for "Mike" Firsch, RKO exchange manager in Minneapolis, to "scoop" the Northwest with an interesting combination radio tie-up to the theatre-going public and picture prospects in out-of-town theatres when he arranged with station KSTP to broadcast the dialogue and musical feature "Syncopation" on Monday night, April 15, from the Hennepin-Orpheum. He had previously written or wired exhibitors that the film would be on the air.

Minneapolis and St. Paul newspapers ran stories about the broadcast in the radio sections and their sheets and Manager Frank Burke, of the Hennepin-Orpheum, states that the theatre received several phone calls as the result of this stunt. He believes that it is the first time a picture of this type has been put on the air. With the exception of the last two reels, in order to induce suspense, the film was broadcast in its entirety.

Last Sunday evening, April 21, a portion of "Alibi," all talkie, was broadcast during the Majestic Theatre of the Air hour over Station WABC, with members of the original cast acting their roles. This broadcast was very well handled, with perhaps just enough of an exciting sequence doled out to whet the interest of the listeners-in.

Revolution Due In Theatricals, Says Schnitzer

A revolution in theatricals is pending, according to Joseph L. Schnitzer, president of RKO productions, who returned this week from the Coast, where he has been in conference with William Le Baron on production plans.

"Motion pictures are making terrific inroads into the ranks of musical comedy stars," says Mr. Schnitzer. "If they've got ability as well as reputation we're out to get them for our productions. Unlike the legitimate producers we are not limited in the amount we can afford to put into a production. If it takes a million each to make such shows as 'Rio Rita' and others in line, we'll spend that million. We know we can get it back."

Tulsa, Okla. House Bombed

An explosive, alleged to have been hurled as a reprisal because the Palace, Tulsa, Okla., did not employ union labor, shattered 40 windows and blew three doors from their hinges in adjacent business houses. No one was hurt. T. G. Teeter is manager of the house and A. M. Cauble owner.

W. E. Files Infringement Suit Against A Buffalo Exhibitor; Pacent Prepares His Defense

Action Also Brought By W. E. Against Toledo Firm For Alleged Infringement

A FOLLOW-UP action on the patent issue between Western Electric and Pacent was brought this week when a suit, charging alleged infringements of patents, was filed against Wallerstein, a Buffalo exhibitor, for use of Pacent sound reproducing apparatus. L. C. Pacent, president of the Pacent Reproducer Corporation, has issued a statement that defense has been arranged and has wired Wallerstein that he will be protected.

Another suit for alleged infringement of patents was announced this week by J. E. Otterson, of Western Electric, as being brought against the Maiden-Toledo, Inc., and C. A. Fox, of Toledo, Ohio, charging unfair competition in making and selling sound picture apparatus in imitation of Western Electric equipment.

At the same time suit is also being brought in the same court against the Silverphone Corp., of Toledo, for sale of the alleged infringing devices.

To defend the suit against Wallerstein, Pacent has retained the well known lawyer Martin W. Littleton as chief counsel and Kenyon and Kenyon, patent attorneys.

In the suit against Wallerstein, Western Electric states: "The same patents are involved as in the suit filed a few weeks ago against Pacent in the Southern District of New York. This suit, the first brought by Western Electric against a theatre for use of alleged infringing equipment, indicates the Western Electric Company belief that theatres using infringing equipment, as well as the manufacturer of such equipment, should be held responsible."

Total W.E. Installations Reaches 1,680

WESTERN ELECTRIC theatre installations of sound equipment in the United States now total 1,680, according to a company report. The dual system of sound-on-disc and sound-on-film prevails in practically all of the houses wired.

6th Sense Guides Milwaukee Patrons Managers Declare

Do Not Choose To Spend Until "Hunch" Arrives; Want Strong Fare

Milwaukee theatre managers are definitely convinced that no amount of exploitation and advertising is going to put over a weak picture and that you cannot force people to come into your theatre if you have nothing to offer.

Three pictures were "jerked" from three down-town houses in one week, and a new picture slammed on cold. In each instance the new feature met with instant approval and the usual patronage swarmed back to the theatre.

A sixth sense seems to warn theatre "shoppers" that a picture will not afford sufficient amusement, regardless of glowing advertisements and seductive lights.

"Beware of Bachelors" ran for five days at the Alhambra and business was gradually dwindling. Without warning "The Duke Steps Out" was put on and at its first evening's showing, the house was crowded. Question: How do theatre patrons know a strong picture from a weak by looking at the pictures outside?

"Hearts in Dixie" had a good seven-day run at the Wisconsin; nothing outstanding, but a fair week. It was put on for a second week at the Merrill, and after two days was taken out, and "The Wild Party" substituted without preliminary advertising. The response was astonishing.

"Linda" just barely started at the Majestic when it died a natural death on its second day. "No Defense" was substituted and business picked up.

Publix Gets Peeksville Site

Peekskill, N. Y., heretofore a field of operation for independent chains, will have a 1,500-seat Publix house in the future, as Publix Theatres has acquired a site on Brown Street, about 125 feet from the corner of Division Street. The purchase was made from Mason-Bannister Corp.

Block Booking And Other Bills Before Congress

The first of the block booking bills which were before Congress last session, sponsored in the Senate by Senator Brookhart of Iowa and in the House by a number of Representatives, to be reintroduced was put in April 22 by Congressman Celler of New York, who at the same time reintroduced his measure to repeal the fight film act.

Among the bills submitted, were measures by Representative Cannon of Missouri to prohibit the importation of interstate transportation of motion or other pictures showing, directly or indirectly, certain crimes and a bill by Representative Cochran of the same State to repeal the law prohibiting the interstate transportation of prize fight films. Both of the measures were before the last Congress.

"Duke Steps Out" Takes 1929 Capitol Record With $91,529; "Thru Different Eyes" $108,087

"Hole In Wall" Bad With Only $58,200; "Weary River" Big At The Strand; Two New Hits

THE record for 1929 to date at the Capitol was hung last week by "The Duke Steps Out," which played to $91,529.95, and was held over for the current week. Business along the street was not of extraordinary calibre, so the picture must have drawn strongly. The Roxy, with "Thru Different Eyes," the best Fox all-talker to date, played to $108,087.25, which is better than average, while at the Strand, Richard Barthelmess in "Weary River," got $46,700, which made this another holdover for the street.

At the Paramount "The Hole in the Wall" fared rather badly with $58,200 as the return, about 20 per cent under the normal business of the house. The second week of "Syncopation" at the Hippodrome showed $22,370, while "The Chalatan" at the Colony came through with $10,270. The third week of "The Godless Girl" at the Cameo showed $4,976, while the two grind runs, "Coquette" at the Rivoli and "The Wild Party" at the Rialto, drew $39,990 and $28,600, respectively.

"The Rainbow Man" and "The Show Boat" were two new arrivals for runs last week. The former played to $14,000 on nine performances, while the latter got $11,000 in eight. At the Globe there is something of a kick on the audiences' part from those who confuse the picture with the show and then demand their money back. That happens at every evening performance.

"The Broadway Melody," with $23,988.75, and "The Trial of Mary Dugan," at $9,199.50, are the leaders in the percentage column of the run attractions in legitimate houses. At the Central "His Captive Woman" is holding on with $13,216.75, and "The Letter," at the Criterion, finishes this week. Last week's receipts were $9,371, "Alibi," one of the new arrivals, hit $17,125 for its first full week, while "Christiana," at the Gaiety, dropped off to $8,147.75.

"The Divine Lady," for its fourth week at Warner's, drew $15,216.75, while "Noah's Ark," at the Winter Garden, got $25,506. The latter figure is not good for the house or the picture.

"The Singing Fool" finished last week, after having played Broadway for 32 weeks, the final week being $9,555.25. On the run the picture grossed over $1,000,000 in New York.

New arrivals this week for runs in legitimate houses are "Madame X," which opened at the Harris on Wednesday night, and "Innocents in Paris," which came to the Criterion on Friday night.

"Desert Song" At N. Y. Warners On May 1st

"THE DESERT SONG," the Vitaphoned operetta of the Warner Bros., will arrive in New York for its premiere there at the Warners Theatre on May 1st. It is the Warners first 100 per cent singing and talking picture. Carlotta King and John Boles are the stars.

"Syncopation" Goes Over Big At Los Angeles Showing

Among Long Runs "Coquette," "Desert Song" and "Iron Mask" Still In Lead

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—"Coquette," in its third week at the United Artists Theatre, is still setting a fast pace for the other Los Angeles current film presentations, and last week grossed $29,800, a percentage of 225. Grosses and percentage ratings of other first runs were "Broadway Melody," in its eleventh week at Grauman's Chinese, $27,500, or 165 per cent; "The Iron Mask," in its sixth week at the Carthay Circle, $13,500, or 110 per cent; "The Barker," at Loew's State, $27,500, or 100 per cent; "Nothing But the Truth," at the Paramount, $29,500, or 98 per cent; "Desert Song," in its third week at Warners Hollywood Theatre, $23,000, or 105 per cent; "Syncopation," playing for six days at the Criterion, $14,400, or 170 per cent.

Three five dollar openings are scheduled within a week. The number is a new record for the Coast. On May 3 the Criterion opens with "The Trial of Mary Dugan," the Biltmore follows on May 6 with "Show Boat," and on May 9 the Carthay Circle presents "Black Watch," also known as "The Kyber Rifles."

Racon Sues Macy

The Racon Electric Co. has brought suit in the Supreme Court, New York County, against the Macy Mfg. Co. et al, for alleged use of their formula in manufacture of product and has asked for both preliminary and permanent injunction against any alleged further use.

The Macy Mfg., in their answer, deny all allegations and ask that the suit be dismissed.

T.-S. Moves Exchange

Quarters in the Film Center Building in New York have been taken by Tiffany-Stahl's exchange. Phil Meyer is manager.

S.M.P.E. Spring Meet To Be Held In New York City

Many Important Subjects At Hand And Record Crowd Expected

The Spring meeting of the Society of Motion Picture Engineers will be held in New York City at the Park Central Hotel, May 6 to 9. Upon request the hotel management will be pleased to send full particulars regarding rates and registration. An unusually large gathering is expected. The tentative program of arrangements is as follows:

MONDAY, MAY 6

10:00 A. M.—Organization meeting, Park Central. Committee reports. Convention business.
1:00-2:00 P. M.—Luncheon, Park Central.
2:00-5:00—Program—papers of general interest, not requiring projection equipment.
8:30—Park Central roof. Pre-view of forthcoming sound-film productions. Informal dancing.

TUESDAY, MAY 7

9:30 A. M.—Special busses leave Park Central for Bell Laboratories.
10:00 A. M.—Bell Laboratories Auditorium. Program devoted to papers and demonstrations of late developments in sound film production and projection apparatus.
1:00-2:00 P. M.—Luncheon, Bell Laboratories Cafeteria.
2:00 P. M.—Demonstration of interesting research apparatus and sound film equipment—Bell Laboratories Auditorium.
2:45 P. M.—Program—More papers and demonstrations of the same type as outlined for morning session.
4:45 P. M.—Television demonstration.
5:30 P. M.—Busses leave Bell Laboratories for Park Central.
Tuesday evening—free.

WEDNESDAY, MAY 8

9:30 A. M.—Special busses leave Park Central for R. C. A. Photophone Projection room, 411 Fifth Avenue.
10:00 A. M.—Program devoted to papers and demonstrations of variable-area methods of recording and projection.
1:00 P. M.—Luncheon.
2:05-5:30—Continuation of program. Possibly to be held at Photophone 138th Street Studios.
5:30—Busses leave for Park Central.
7:30—Banquet, Park Central roof. J. A. Crabtree, toastmaster, S. P. Grace, vice-president Bell Telephone Laboratories, will demonstrate the possibilities, humorous and otherwise, of inverted speech transmission and reception. Dancing afterward to music from Park Central orchestra.

THURSDAY, MAY 9

9:30 A. M.—Busses leave Park Central for Paramount-Famous Lasky Studios, Astoria, L. I.
10:15 A. M.—P. F. L. Projection room—program devoted to papers and demonstrations dealing with production problems.
1:00-2:00—Luncheon—P. F. L. Cafeteria.
2:00-3:00—Interesting points from papers presented by absentees. Round table discussion of motion picture engineering problems.
3:30-4:30—Open forum—general business.
4:30-5:30—Inspection of P. F. L. Studios.
5:30—Busses leave studio for Park Central.
8:30—Bell Laboratories Auditorium. Popular program of newly-organized Acoustic Society of America.
Adjournment, sine die.

M. S. Rosenfield To Handle Burr's New Talkie Series

Miss M. S. Rosenfield, who is well known in the domestic and foreign markets as a distributor of independent produet, has signed a contract with C. C. Burr to distribute his series of 2-reel all-talking comedies known as the "Storm and Strife Series."

This series is now in production in Hollywood. Both the film and disc system are being used.

What The Small Exhibitor Thinks Of The Exchange Man And His Methods



By HENRY SOSNOSKY

Owner and Manager, Chisholm Theatre Co., Chisholm, Minn.

I HAVE read with interest the article headed "What the Exchange Man Thinks of the Small Town Exhibitor" and I must come to the defense of my brother small town exhibitors by retaliating with "What the Small Town Exhibitor Thinks of the Exchange Man."

Under that head most small town exhibitors would be arrested for publishing their thoughts. However, I am not going to delve into that phase. More power to that exhibitor who knows the barber trade for I know that's where he makes his living. He isn't in the position of the exchange man who has to open his mail every morning before he takes off his hat to know if he still has a job.

Being A Showman

Personally, I am a showman and don't know how to do anything else but be a showman. But, to be a showman, one has to know how to do everything. He has to be a financier and a janitor. He has to know how to paint a sign and paste a 24 sheet. He has to tell the newspaper man who has run a newspaper for 30 years how to run his newspapers. He has to tell the typesetter how to set up his ad. He has to tell his experienced projectionist how to project. He has to educate very inexperienced people and make them into ushers and cashiers, doormen. He has to tell his musicians who have studied music all their lives what, where, when and how to play, while he himself don't know the difference from one note to the other. The only notes he knows are the ones the banker holds against him.

That's a small town showman. Compare him with the big executive exchange manager who knows how to use flowery language and add one zero after his minimum price when he tries to sell one of these exhibitors a picture. Now, the exchangemen get together and unanimously agree that the small town theatre owner doesn't pay enough attention to his business. I have just held a meeting of myself and I unanimously agreed that they don't know what they are talking about.

I am a small town exhibitor and have been accused of the same things that were stated in your article: not giving enough time to my business. Well, there are only 24 hours in a day and I am sorry but I can't give any more time than that. I don't sleep nights figuring out what I am going to do tomorrow. My town is seven miles on a paved highway from the most up-to-date theatre in this part of the country. The theatre is in a town that is known the world over and people go there just for the ride. They have Vitaphone, Movietone and what not and their admission is not much more than mine even though my pictures might be better. I am out fighting this competition every day and, since the novelty of the Vitaphone has worn off my business has improved considerably.

This is a reply to an article in a recent issue of Motion Picture News, entitled "What The Exchange Man Thinks of The Small Town Exhibitor As A Showman". Mr. Sosnosky gives his views in no uncertain terms, and states the case for the small exhibitor in a vivid and effective manner.

Now, here is what the exchange men are sore about: They come into my theatre. I am out. He calls my house. I am not home. He waits a while. I don't show up. He goes in the candy kitchen. I am not there. He makes out his report, "Manager out." Just as he drives up the street I come in and the boy gives me the information that Mr. Exchange Man was just here He stayed in town about ten minutes. I was up to the Woman's Club trying to sell them the idea to patronize the home town theatre, using a scheme it took me a few days and nights to figure out. The same salesman on his way back a week later steps in. It is eight o'clock in the evening. The manager is sure to be there at that time. Manager is out. Salesman makes report accordingly. Goes away saying, "That man is always out," or words to that effect, that we showmen know how to use. Where was I? Up to the Elks' Lodge. I am an officer and have to be there. Elks can't meet in the morning. A few days later, I go down to my exchange center and happen to call on the branch manager of the office which was represented by this certain salesman. "H'm," he says, "no wonder your business is rotten. Why, you're never in the theatre." This is just one incident, I have many others.

The manager of a small town theatre does not belong in the theatre. He should be out visiting and making friends. He belongs to every lodge imaginable because in a small town the Elks are Odd Fellows, the Odd Fellows are Masons, the Masons are Knights of Pythias and they all belong to the Kiwanis Club. If I so desired I wouldn't have to eat one meal a week at home. There is always some club or lodge putting on something for the benefit of someone. The showman has to be there and the people of my town call me Barnum and Bailey. I get hooked for a ticket for everything that ever goes on in this town. I have even bought a ticket from a Girl Scout for a moving picture at the school house featuring Colleen Moore before she had a hair cut or met Mac. I told a Catholic priest where he could get a good film to run in the church. Next Sunday some outfit is having a play at the school. They are using my spotlight and I had to buy two tickets.

Dealing With Patrons

Which reminds me that one other thing a showman has to be and that is—a diplomat. He has to know how to talk to John D. Vanderbilt in one breath and to Mrs. Tony Marine, who just came from the old country and can't talk English in the next breath. He has to explain to Mrs. Tony when a certain star became twins because he took the part of himself and his brother. He has to tell Mr. Vanderbilt why *Liberty* gave that picture three stars because it's rotten and while you are answering him the town halfwit

(*Continued on page* 1406)

Actual experiences of exhibitors in overcoming sound troubles in their theatres are detailed in this series of articles. Next week a prominent New York State exhibitor will set forth an original plan for "chasing echoes" and a theatre owner of the Middle West will tell how necessary it is, in achieving proper sound reproduction, to "listen with the other fellow's ears".

How A "Silent" Theatre Was Revamped To Meet *Sound* Requirements

Majestic, Springfield, Ohio, Solved Problem Of Bad Acoustics By Cutting Down Stage, Moving Cooling Plant, Treating Walls, Carpeting Aisles And Other Changes

MANY theatres—those built some years ago when nobody dreamed that the talkies would come along and revolutionize the industry—have had to be revamped radically in order to give proper reproduction of sound.

This is one of the most important problems that confronts the exhibitor who has a house of this description, it is disclosed in the nation-wide survey of "sound troubles" now being conducted by Motion Picture News.

For instance, there is the Majestic Theatre at Springfield, Ohio. It is an old house, built fifteen years ago, with no specifications given, of course, to acoustics, as all pictures were silent then, and it was not designed with the "hearing" factor in mind.

But sound came along—and the Majestic has had sound for a long time, as time goes in this rapidly-moving industry.

Revamping A Theatre

On January 1, 1928, the managership of the Majestic was assigned to Lee J. Euering. The situation when he took over the managerial reins was this: the house was playing straight silent features, with four Vitaphone acts. The sound and acoustics were very bad and patrons were continually complaining, either that they could not "hear the picture" at all or that the sound was too loud.

Mr. Euering saw that something must be done to improve the showing of sound pictures. First, he called on engineers from Western Electric. Together with them, he worked out a plan for bettering the situation. The permission of the circuit head, Phil Chakeres, was obtained for the making of structural changes and improvements in the house.

The problem, in this case, was acoustics. Study of the situation by the engineers and Mr. Euering showed that one origin of the trouble lay in the dimensions of the theatre itself. Measurements were made, and it was found that by cutting off twenty-five feet from the stage, the auditorium was made wider and not so deep.

In order to do this, a false proscenium arch and stage were built in front of the old stage. This was made sound-proof with porous plaster and plaster board.

But this change did not solve the problem, by any means. The theatre seats also had to be brought into keeping with the sound era. And this was done by covering them with a special seat cover made of heavy cloth. Attention was then given to aisles. One of the chief difficulties hitherto had been interference with sound waves by feet noises. The aisles had been covered with linoleum. A special thick felt was placed over the linoleum, and then carpets were laid down. The feet noises disappeared.

Eliminating Noises

The fight to eliminate noises went on. The cooling system, which is the pride of the Majestic in summer time and a very necessary adjunct to the comfort of the house, was moved back under the foyer, thereby cutting down about 60 per cent of the roar of the motors.

Another important change which was found necessary was the installation of new projection machines. From then on, all pictures and acts were cued, before being shown to the public. In this way, it was possible to tell just how many points faders and horns could be carried on.

Thus the Majestic solved its sound problem. As a final word, Manager Euering says: "In my opinion, the reproduction of sound in the talking picture theatre depends upon the manager or someone with a good sense of hearing, to determine the audience in the house, because the sound can either be too loud or not loud enough."

Certain it is that there must be silence in the theatre if sound pictures are to be heard properly. And the elimination of noise is not wholly a matter of structural changes or the chasing of echoes. There is the audience itself.

Once upon a time, the title reader was a real nuisance to other patrons. Some people insisted on reading all sub-titles out loud—to the constant discomfort of neighbors. Now there are those who always have something important to say to friends during film dialogue—and it is most disturbing.

The situation in Ottawa, Ontario, can be taken as an average example in the Dominion. There were two angles to the problem. One annoyance came from those who talked during the show. The other annoyance came from those who were standing at the back of the house or in the foyer waiting for seats, for the sound films have certainly caused a great increase in patronage and wired theatres are taxed to their capacity and beyond every day.

Talking Patron Nuisance

Exhibitors in Ottawa found it necessary to take definite steps to shut down, as politely as possible, on the talkative patrons. T. R. Tubman, manager of the Regent and Imperial Theatres, both wired, for instance, placed framed signs in prominent positions in the lobbies and stairways, these notices being as follows:

"SILENCE PLEASE—Help others enjoy our all-audible programmes by remaining quiet."

Manager Ambrose Nolan of the Avalon Theatre, Ottawa, went a step further. Not only did he place an illuminated box sign in the foyer but he ran, and is running, a trailer at every performance. Both the sign and the trailer read as follows:

"Let your neighbors enjoy the performance. Absolute quiet please."

At all three theatres these requests have been sufficient to cause patrons to think before they spoke and the result has been pleasant all around. Personal requests by ushers or other attendants have become unnecessary.

Reaching 22,000 Homes By An Unusual Newspaper-Community Tie-Up



John J. Byrne, Manager of the National Theatre, Jersey City

ONE of the most unusual developments in community work on the part of the picture theatre has been put over, with great success, by John J. Byrne, manager of the National Theatre, Jersey City, a Stanley-Fabian chain house.

And one of the most interesting phases of the idea is that it enables the theatre to reach 22,000 homes regularly through the county's leading newspaper—and by a direct appeal to women readers.

Mr. Byrne conducts every Tuesday what is known as the "Laura Ivins Matinee." Miss Ivins is the Food Page Editor of *The Hudson Dispatch*, and her page is read avidly by the women of the community, as she is considered an authority on household economies, food and hygiene. Her average mail brings in approximately 1,000 letters a week.

A Theatre Hostess

Each Tuesday the work of Miss Ivins is carried on, at the matinee arranged by Byrne at the National Theatre. Topics of special interest to women are discussed. At these meetings Miss Ivins is the official hostess of the theatre and the presiding officer. She brings with her some prominent speaker whose subject women are interested in. Discussions are held immediately after the speaker is finished with the result that a splendid spirit of co-operation is engendered among various civic, educational and social organizations of the city. The venture has brought together a union of the only local morning newspaper and the theatre, and has received the enthusiastic endorsement of practically every civic body and woman's club in Hudson and Bergen counties.

With the newspaper lending its every co-operation and carrying the message of the National Theatre's work and that of its food page editor to over thousands of homes in the county, the tremendous effectiveness of this work is immediately apparent.

"The Laura Ivins Matinee" begins at 1.30 o'clock, when she meets the public at the theatre in a personal and informal way. Then, from 2.00 to 2.30 the program of interest to women is given.

Aiding Hospital Fund

A concrete instance of the way in which Byrne's idea has been turned to community betterment is this: on Tuesday, May 21, a gala matinee will be held at the National for the benefit of a local hospital building fund. Al Jolson in "The Singing Fool" will be the feature of the program.

The theatre party will be under the auspices of Christ Hospital Auxiliary Surgical Dressings, units of which are established in churches of different denominations in Hoboken, Jersey City, and North Hudson.

This event will definitely establish the Laura Ivins Matinee at the National Theatre on a permanent basis as a community service work open to the organizations of Hudson and Eastern Bergen Counties, to use to their advantage in various practical ways. The National Theatre and *The Hudson Dispatch* are, of course, co-operating with Miss Ivins in this community service project.

Represented in the Surgical Dressings Association are the following churches: St. Stephens' Episcopal Church, Jersey City; Holy Innocents Episcopal Church, Hoboken; Old Bergen (Reformed), First Presbyterian and First Congregational, Jersey City; Girl Scouts Unit of Grove Reformed Church, North Bergen; Emory M. E., First Presbyterian and St. Paul's Episcopal Church, Jersey City.

But this is not the only angle to the remarkably effective community work which Manager Byrne is doing. Recently, he organized a Theatre Neighborhood Club. At the first meeting of this organization, plans were discussed for the forming of string and brass bands, a symphony orchestra and the staging of a musical extravaganza once a year.

Gives Benefit Shows

Byrne, who has coached plays and shows in New York, is assembling together the young talent of the city and giving benefit shows throughout the community.

At the big annual show professional talent will be called in, but the members of the Theatre Neighborhood Club will be the main attraction. Profits will go to charity. Younger members of the club are instructed in ensemble dancing and singing. The Club holds meetings once a month at the National Theatre after the evening show.

How The Hudson Dispatch carries the message of the Laura Ivins Matiness to its readers. This is gilt-edged co-operation between newspaper and theatre in community work. The plan is described in detail in the accompanying article

FOOD PAGE READERS

The attention of readers of the Monday Food Page is directed to a special weekly Matinee Feature, at the National Theatre, Jersey City, to be known as the

"LAURA IVINS TUESDAY MATINEE"

Through this matinee, the work of Miss Ivins will be carried beyond the limits of newspaper work into the personal contact with her readers, and with those who may not yet be her readers.

Each week, on Tuesday, Miss Ivins will have something of special interest to women at these Tuesday matinees.

The "Laura Ivins Tuesday Matinee" feature will begin at 1.30, when she will meet the public in an informal and very personal way, at the theatre. Then, from 2.00 to 2.30, she will have a program of interest to women.

Miss Ivins is an authority on matters pertaining to Household Economics, Foods, Hygiene, and subjects of particular interest to women.

READ THE MONDAY FOOD PAGE
and
GO TO THE TUESDAY MATINEE

All Records Went Smash! Why?

HISTORY repeats itself. Yes, but the business man can't wait for history to produce unaided the peculiar set of circumstances responsible for profitable enterprise. Leaders in commerce and industry find out the causes back of the result they want to duplicate in the present or the future and set about making history, business history of success and profit, repeat itself. They know how to make a new article sell because they have found out why an older product sold.

THE need for a new evaluation of factors of art and business which make for success, for smashed box office records, is recognized by leaders throughout the film industry. This publication has undertaken the task of compiling the material, the basis of true analysis for thorough weighing of the factors which accounted for the success of every record-smasher released during the past 15 months. This will be presented in the

Motion Picture News Record Smasher Number

Listing every picture that made a theatre record during the past 15 months and telling everything to supply the vital facts connected with their success.

Motion Picture News Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Abie's Irish Rose (Par.)

TROY, N. Y.—Troy Theatre (2,000), 4 days, 25c-40c, Vita. presentation, Fox M'tone News. Weather, rainy.

Rating—100%

AD TIPS—Featured this as having been one of the biggest drawing cards in the history of the legitimate stage and that millions had already approved of the picture version. Audience appeal: all classes.—Troy Theatre, Walter Roberts, Mgr., Troy, N. Y.

Adventurer, The (M-G-M)

CHATTANOOGA, TENN.—Rialto Theatre (825), 3 days, 25c-35c, "Collegians" and Comedy.

Rating—92%

AD TIPS—Play up Tim McCoy in story of South America. Appeal to adults.—Rialto Theatre, Chattanooga, Tenn.

Alias Jimmy Valentine (M-G-M)

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-60c, 2 Acts, Orchestra, M'tone News, Comedy. Weather, cool; some rain.

Rating—110%

AD TIPS—Exploit this as great picture of famous stage success. Exploit Haines in new comedy and romance. Talking scenes good. Feature suspense held up to final minute. Has a real appeal for everyone.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Alibi (U.A.)

NEW YORK CITY, N. Y.—44th Street Theatre (1,323), 7 days, 2 shows a day, 3 Sat. & Sun. Percentage basis on the first thirteen days of business including the $11 opening. Weather, rain and cold.

Rating—93% (second week)

Annapolis (Pathe)

ATLANTIC CITY, N. J.—Earl Theatre (2,200), 3 days, 25c-50c, 5 Acts Vaud., Orchestra, Pathe Sound News. Weather, cold and stormy.

Rating—100%

AD TIPS—Exploit as pleasing picture of youth and romance at Annapolis. Audience appeal: all ages and less discriminating audiences.—Earle Theatre, Vernon D. Somers, Mgr., Atlantic City, N. J.

Awakening, The (U.A.)

ANN ARBOR, MICH.—Majestic Theatre (1,050), 4 days, 10c-50c, "The Ol' Gray Hoss" (Our Gang Comedy), Fables, Pathe Review, Par. News. Weather, cold and rainy.

Rating—70%

AD TIPS—Exploit the fact that this is Vilma Banky's first star picture, and that it deals with a war story in which Wolheim takes a prominent lead. The mention might be made that many newspaper critics in the dramatic department have labeled this as "Banky's best."—Majestic Theatre, Ann Arbor, Mich.

Awakening, The—Cont.

Barker, The (F.N.)

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c-75c-$1.00. Clark-McCullough in person, Fancho-Marco "Wheels Idea," Rube Wolf, Fox M'tone News.

Rating—100%

Beau Broadway (M-G-M)

LOUISVILLE, KY.—Rialto Theatre (3,000), 4 days, 30c-50c, Little Jack Little and 4 other RKO Acts, Pathe News and Pathe Review, N. V. A. Celebration. Weather, fair.

Rating—125%

AD TIPS.—There are three good names to exploit in selling this picture—Cody, Aileen Pringle and Sue Carol. Together they make the picture seem above the average in appeal value. Audience appeal: all classes.—Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

Behind the German Lines (Par.)

TACOMA, WASH.—Fox Colonial Theatre (965), 25c-35c, 7 days, "Our Gang" Comedy, Topics and Newsreel. Weather, fair.

Rating—80%

AD TIPS—Played up animated maps. Audience appeal: restricted.—Fox Colonial Theatre, Doug. Kimberley, Mgr., Tacomba, Wash.

Bellamy Trial, The (M-G-M)

UTICA, N. Y.—Avon Theatre (1,600), 7 days, 40c, 2 Vita. Acts, Fox M'tone News. Weather, rain and cold.

Rating—120%

OTTAWA, ONTARIO.—Regent Theatre (1,125), 6 days, 25c-50c, Orchestra Overture, "Post Mortems," Fox M'tone News. Weather, rain.

Rating—95%

BOSTON, MASS.—Loew's Orpheum Theatre (3,100), 7 days, 25c-50c, 5 Acts Vaud., Fox M'tone News, M G-M News. Weather, rain.

Rating—95%

NEWPORT NEWS, VA.—Rialto Theatre (873), 6 days, 35c-50c, Laurel-Hardy Comedy, Par. News. Weather, rainy.

Rating—110%

ATLANTIC CITY, N. J.—Strand Theatre (1,188), 6 days, 40c-50c, George Lyons, "The Singing Harpist;" M-G-M News. Weather, cold and stormy.

Rating—110%

Bellamy Trial, The—Cont.

AD TIPS.—Played up as great murder mystery melodrama; emphasized all the action taking place in a courtroom; excellence of cast and novel character of picture, aside from its previous successful record, assured its success here. Audience appeal: general.—Rialto Theatre, E. T. Crall, Mgr., Newport News, Va.

Impress upon patrons the advisability of seeing this feature from the start so that the real dramatic effect may be obtained. This production is truly realistic. Audience appeal: all classes above public school age.—Regent Theatre, T. R. Tubman, Mgr., Ottawa, Ontario.

Exploit as mystery drama and exploit gripping court sequences with dialogue. Audience appeal: all ages except children and all classes.—Strand Theatre, Andrew D. Mustard, Mgr., Atlantic City, N. J.

Featured as first talkie mystery picture. Audience appeal: high school age and up, all classes.—Loew's Orpheum Theatre, Vic Morris, Mgr., Boston, Mass.

Betrayal, The (Par.)

PORTLAND, ORE.—Portland Theatre (3,068), 7 days, 25c-60c, Par. News, "Bubbles" Publix stage show, Henry Busse, M. C., Eddie Magill, Vocalist. Weather, rain.

Rating—115%

Bridge of San Luis Rey, The (M-G-M)

CHARLOTTE, N. C.—Imperial Theatre (1,185), 3 days, 35c-50c, Par. News, Par. Comedy, "Rough Dried." Weather, fair.

Rating—90%

CANTON, OHIO.—Loew's Theatre (2,125), 3 days, 30c-50c, 5 Acts of Loew's Vaud., News and Topics of Day. Weather, rain and cool.

Rating—85%

DES MOINES, IOWA.—Strand Theatre (1,096), 4 days, 20c-30c, "Old Barn" (Educ. Talkie), Par. News.

Rating—120%

NORFOLK, VA.—Loew's State Theatre (2,000), 6 days, 35c-50c, 5 Acts Loew's Vaud., M-G-M News. Weather, fair and warm.

Rating—75%

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 2 days, 25c-50c, 4 Vita Acts, Fox M'tone News. Weather, fair.

Rating—85%

AD TIPS—Play this one as the picturization of Thornton Wilder's Pulitzer prize-winning novel. Make mention of the names of the cast, especially Danita, Walthall, Torres. The biggest angle is, of course, the title itself. Audience appeal: attracts those who have read the book; not a good audience picture.—Loew's Theatre, Russell Bovim, Mgr., Canton, Ohio.

Play up the fact that this was the best selling

Bridge of San Luis Rey—Cont.

novel of the last year. The picture had general appeal and drew a high class type, many who had read the book. However, this is the type of picture which wins big protest for its difference from the book.—Strand Theatre, George Watson, Mgr., Des Moines, Iowa.

Exploit the book angle; also the star, "Lily Damita." Audience appeal: general.—Imperial Theatre, Dixon Williams, Jr., Mgr., Charlotte, N. C.

Emphasized picture taken from novel of same name which had gained wide popularity. Ads carried line: "Novel sensation of 1928 now the picture sensation of 1929."—Loew's State Theatre, Norfolk, Va.

Broadway Melody, The (M-G-M)

LOUISVILLE, KY.—Loew's and United Artists' State Theatre (3,400), 7 days, 35c-50c, Organlogue, M-G-M News and Fox M'tone News, Two Sound Acts. Weather, warm—rain two days.

Rating 130% (second week)

MILWAUKEE, WIS.—Strand Theatre (1,297), 25c-60c, "Furnace Trouble," Fox News. Weather, fair.

Rating—135% (third week)

BIRMINGHAM, ALA.—Empire Theatre (1,000), 6 days, 25c-50c, M-G-M News. Weather, fair in the main.

Rating—125%

SPRINGFIELD, MASS.—Palace Theatre (2,484), 7 days, 30c-60c, Fox Vaud., Dave Appolon & Co., M'tone Special, "South Seas," Fox News. Weather, rainy.

Rating—180%

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 35c-50c, M-G-M News, "Nearly Divorced" (M-G-M Talkie Comedy). Second week at this house after one week at Loew's Stanley. Weather, cold, rainy; then clear, mild.

Rating—184%

BOSTON, MASS.—Loew's State Theatre (3,700), 7 days, 40c-75c, Vaud., Fox News. Weather, rainy.

Rating—110%

PORTLAND, ORE.—United Artists Theatre (957), 7 days, 25c-60c, Fox News, Metro M'tne Acts. Weather, rain.

Rating—120% (third week)

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,023), 75c $1.00-$1.50, Vaud. Revue.

Rating—165% (eleventh week)

ROCHESTER, N. Y.—Piccadilly Theatre (2,259), 7 days, 25c-35c-60c, Krazy Kats Comedy (Par.), Selected News. Weather, rain.

Rating—120%

MACON, GA.—Rialto Theatre (900), 6 days, 30c-45c, Fox M'tone News. Weather, fair.

Rating—150%

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 35c-75c, Par. News. Weather, fair and partly rain.

Rating—140%

NEW YORK CITY, N. Y.—Astor Theatre (1,120), 7 days, 2 shows daily, 3 Sat. & Sun., $1.00-$2.00, M-G-M Shorts. Tenth week. Weather, rain and cold.

Rating—162 4/5%

RICHMOND, VA.—Colonial Theatre (1,800), 6 days, 2 Vita. Acts, Par. News, Comedy. Weather, cold and rain.

Rating—110%

BUFFALO, N. Y.—Century Theatre (2,700), 7 days, 60c, M'tone News, Vita. Comedy. Weather, fair and warmer.

Rating—170%

AD TIPS—The picture finished its third week, a fact that speaks for the merit of the picture. Steady daily hammering at newspaper advertising is putting it across as an all-talking, all-singing, all-dancing musical comedy in pictures. Audience appeal: all classes.—Strand Theatre, William E. Mick, Mgr., Milwaukee, Wis.

Used straight M-G-M exploitation, all-talking, all-singing, all-dancing picture. Special man ahead of film. Audience appeal: all ages.—Empire Theatre, Tom Allen, Mgr., Birmingham, Ala.

Exploited as "Biggest immediate hit in annals of stage or films"—Stimulated curiosity by urging public to come early in order to get seats. Success in New York referred to and described as "all-talking, all-singing, all-dancing drama of Great White Way." Needed little pushing, for public already knew about its success and worth. Audience appeal: all ages and all classes.—Palace Theatre, Samuel Torgan, Mgr., Springfield, Mass.

Our extensive campaign included street banner across important intersection, radio announcements, distribution of 5,000 books of matches, records of theme songs played in lobby week before opening with amplifier attachment on phonograph, and displays in windows or music departments of 14 stores. Tie-ups also effected with 2 sporting goods houses, 2 auto agencies, 2 book stores, 1 radio shop, 2 ladies' ready-to-wear shops and 1 perfume department. Theme tunes played in 2 restaurants, 3 dance halls and by 1 radio band for two weeks previous to and during showing. Audience appeal: general.—Rialto Theatre, John Howard, Mgr., Omaha, Neb.

Billed as a third-week run. Pathos and human interest of back-stage life stressed, as well as complete all-singing, all-talking and all-dancing feature. Not necessary to add new stunts even after two weeks' run. Audience appeal: high school age up, all classes.—Piccadilly Theatre, Herbert Chatkin, Mgr., Rochester, N. Y.

Exploit as greatest picture of its kind ever made. The real Broadway with all elements thrown in to make genuine drama. Bessie Love in a return to the screen, talking.—Rialto Theatre, Monty Salmon, Mgr., Macon, Ga.

Play up dialogue and great climax scene; great cast and wonderful story. This will appeal to everyone and is surefire. Play it up big.—Colonial Theatre, Joel Levy, Mgr., Richmond, Va.

Canary Murder Case, The (Par.)

SPRINGFIELD, OHIO.—State Theatre (1,000), 7 days, 10c-50c, 2 M'tone Acts and Fox M'tone News. Weather, cool.

Rating—92%

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 7 days, 40c-50c, "Words of Love" (Vita.), "The Champion Golfer" (Vita.), Par. News. Weather, cold and stormy.

Rating—100%

AD TIPS.—Exploit as excellent talking screen drama with baffling mystery angle and strong cast. Powell can be advantageously plugged if "Interference" has been recently played. Audience appeal: high school age and over; all classes.—Stanley Theatre, Joseph Jordan, Mgr., Atlantic City, N. J.

Memphis Cold Towards Two-A-Day Policy

THE two-a-day, reserved seat policy, announced the beginning of last week at new Orpheum, Memphis, was short-lived, and expired at the end of the week. Three days earlier it had been announced that the policy would go back to continuous.

Memphis gave the reserved seat policy the cold shoulder, despite the fact that at the same time the price was reduced from 60 cents to 50 cents and sound film policy instituted the same week as well.

Captain Lash (Fox)

ATLANTA, GA.—Loew's Grand Theatre, 6 days. Weather, mixed.

Rating—65% (second run)

AD TIPS.—Feature Victor McLaglen of "What Price Glory" fame. Story of rugged sailor with "a girl in every port" who meets a girl who is "different." Appeal to all classes.—Tivoli Theatre, Chattanooga, Tenn.

Carnation Kid, The (Par.)

DALLAS, TEX.—Old Mill Theatre (1,400), 7 days, 20c-25c-35c, 2 Vita. Presentations. Weather, fair.

Rating—90%

LOUISVILLE, KY.—Mary Anderson Theatre (1,386), 7 days, 35c-50c, 2 Sound Acts, Pathe Sound News, Par. News. Weather, warm and rainy.

Rating 75%

AD TIPS—Exploited Douglas MacLean in his first talking picture with a great cast of talking stars. Copy used—Such Romance and Drama, Such Laughter and Thrills, Strange Happenings that Grip the Heart, Fascinating, Delightful, Entertaining.—Old Mill Theatre, A. R. Lever, Mgr., Dallas, Texas.

Leave out the gang element as there have been enough of that kind of picture. Stress comedy and talking angle. MacLean will go over in parts where he is liked. Audience appeal: all classes.—Mary Anderson Theatre, A. B. McCoy, Mgr., Louisville, Ky.

Case Of Lena Smith, The (Par.)

JOLIET, ILL.—Princess Theatre (960), 3 days, 15c-35c, Comedy and News. Weather, fair and cool.

Rating—75%

SPRINGFIELD, OHIO.—Regent Theatre (1,500), 4 days, 10c-50c, "Best Man," M-G-M News, Bert Smith Revue. Weather, cool.

Rating—60%

AD TIPS—Exploit this as a much-talked-about picture with Esther Ralston. Used posters and ads with slogans "What Chance Has a Woman?" and other questions. Audience appeal: to women.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Celebrity (Pathe)

ANN ARBOR, MICH.—Majestic Theatre (1,050), 3 days, 10c-50c, A Smitty Comedy, "Spanish Craftsman," a Novelty, Pathe Review and Par. News. Weather, cold and rainy.

Rating—28%

AD TIPS.—If your neighborhood likes the prize fight stories, it is a chance to play to them, for this picture will prove to entertain that class of patronage but practically no other.—Majestic Theatre, Ann Arbor, Mich.

Charlatan, The (U.)

NEW YORK CITY, N. Y.—Colony Theatre (1,960), 7 days, 50c-75c-$1.00, Pathe Sound News, Int'l News, Sam Kahn and Stage Band, Specialty Acts. Weather, rain and cold.

Rating—87 3/5%

Children Of The Ritz (F.N.)

SCHENECTADY, N. Y.—Proctor's Theatre (3,000), 3 days, 25c-35c-50c, 5 Acts Vaud., Pathe News. Weather, rain.

Rating—100%

Christina (Fox)

NEW YORK CITY, N. Y.—Gaiety Theatre (808), 7 days, 2 shows daily, 3 Sat. & Sun., Fox M'tone News, M'tone Shorts. Third week, business dropping off each week.

Rating—87 3/10%

Clear The Decks (U.)

JACKSONVILLE, FLA.—Imperial Theatre (1,200), 3 days, 15c-40c, 2 Vita. Presentations, Metro News. Weather, fair, rainy.

Rating—50%

Close Harmony (Par.)

OMAHA, NEB.—Riviera Theatre (2,900), 7 days, 25c-60c, Publix Unit "Blue Revue," Par. News, Organ. Weather, fair.

Rating—115%

NEW ORLEANS, LA.—Saenger Theatre (4,000), 7 days, 25c-60c, Publix, Presentation with Ray Teal on Stage, Fox M'tone News. Weather, warm (half rain, half clear).

Rating—90%

PROVIDENCE, R. I.—Majestic Theatre (2,400), 7 days, 15c-50c. Weather, snow and rain.

Rating—110%

TACOMA, WASH.—Fox Rialto Theatre (1,350), 7 days, 10c-75c, Marion Harris and Chic Sale M'tone Acts, Fox News. Weather, fair.

Rating—110%

ROCHESTER, N. Y.—Eastman Theatre (3,400), 7 days, 35c-60c, Publix Unit, High Lowbrow (Par.), Orchestra, Selected News. Weather, rain.

Rating—90%

AD TIPS—Plugged strongly as first all-talking, singing and dancing picture from Paramount. Large cut-outs of Nancy Carroll and Buddy Rogers placed on marquee—Nancy dancing and Buddy playing sax. Amplifier horn concealed behind figures and connected with phonograph in theatre office filled the streets for a block in every direction with hot saxophone solos and also theme music of the picture. Spot played on the cut-outs at night, attracting lots of attention with their life-like appearance. Local high school pep club members were guests at opening show to start talk among students. Audience: general.—Riviera Theatre, Ray James, Mgr., Omaha, Neb.

Exploit the singing and dancing revue features with emphasis on Nancy Carroll and Buddy Rogers in their song hits. "Celluloid Musical Comedy" good catch phrase.—Saenger Theatre, New Orleans.

Don't fail to stress musical abilities of Nancy Carroll and Buddy Rogers and play youth for all it can stand. Audience appeal: to everyone.—Majestic Theatre, Sol Braunig, Mgr., Providence, R. I.

Exploited youngsters of jazz in newspaper ads. Audience appeal: all classes.—Fox Rialto Theatre, Doug. Kimberley, Mgr., Tacoma, Wash.

Along with bright newspaper ads stressing all-singing, all-dancing feature of the film, the theatre staged a Close Harmony Contest, with players of all imaginable instruments eligible to enter. Amateurs entered, attracted scores of friends. Care was taken to keep whole contest on high plane. Word of mouth advertising also was effective after show played over Sunday. Film was advertised as one bringin all the latest song hits. Audience appeal: all ages and classes.—Eastman Theatre, S. S. Solomon, Mgr., Rochester, N. Y.

Cohens And Kellys In Atlantic City, The (U.)

CHARLOTTE, N. C.—Imperial Theatre (1,185), 3 days, 35c-50c, Fox M'tone News, Universal Collegian Series, "Farewell." Weather, fair.

Rating—90%

CLEVELAND, OHIO.—Keith's East 105th St. Theatre, (2,000), 7 days 25c-50c, 5 Acts Vaud. Weather, cold, clear.

Rating—85%



Rudy Vallee, radio, record and favorite with New York audiences, has just completed a talkie short for Paramount at their Long Island studio. He is also due at the N. Y. Paramount this Saturday. Rudy will be justified in making "I'm on the Crest of the Wave" his favorite song

Cohens And Kellys In Atlantic City, The—Cont.

ATLANTA, GA.—Loew's Capital Theatre, 6 days, 10c-25c-35c-60c, Short Subjects, Loew's Vaud. Weather, mixed.

Rating—80%

OTTAWA, ONTARIO.—Rex Theatre (900), 3 days, 15c-20c, "The Sight Pest," Pathe Weekly. Weather, rain.

Rating—90%

AD TIPS—Used the fact of its being the first talking picture about the Cohens and the Kellys. Stressed the comedy angle. Audience appeal: for all who like the light entertainment and good fun.—Keith's East 105th St. Theatre, Henry Dykeman, Mgr., Cleveland, Ohio.

Exploit talking angle and comedy, especially George Sidney. Audience appeal: general.—Imperial Theatre, Dixon Williams, Jr., Mgr., Charlotte, N. C.

Good for many a laugh as its title indicates, with original situations. The ladies will appreciate the gowns shown. Audience appeal: all classes.—Rex Theatre, P. J. Nolan, Mgr., Ottawa, Ontario.

Conquest (W.B.)

SPRINGFIELD, OHIO.—Majestic Theatre (950), 5 days, 10c-25c, 2 Vita. Acts, Par. News. Weather, cool.

Rating—60%

Coquette (U. A.)

TAMPA, FLA.—Victory Theatre (1,600), 9 days, 25c-50c-60c, Vita. Acts, Fox M'tone News. Weather, fair.

Rating—125%

DALLAS, TEX.—Greater Palace Theatre (2,250), 7 days, 25c-35c-60c, Publix Presentation, "Step On It" with Jimmie Ellard, Par. Cartoon Comedy, Par. News. Weather, fair.

Rating—110%

DES MOINES, IA.—Des Moines Theatre (1,600), 7 days, 25c-50c, Vita. Act, "Zip, Boom, Bang," Fox M'tone News. Weather, changeable.

Rating—150%

CLEVELAND, OHIO.—Stillman Theatre (1,800), 7 days, 40c-75c, That's My Wife (M-G-M), M-G-M M'tone, M-G-M News. Weather, cold, clear.

Rating—100% (second week)

Coquette—Cont.

NORFOLK, VA.—Norva Theatre (1,800), 6 days, 35c-50c, Metro M'tone Acts, Our Gang Comedy, M'tone News. Weather, fair and warm.

Rating—80%

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 5 shows daily, 25c-35c-60c, Stage Band, Organ, M'tone News, Short Subjects. Weather, fair.

Rating—53½% (second week)

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, M-G-M Revue "Climbing Golden Stairs."

Rating—225% (third week)

SYRACUSE, N. Y.—Loew's Theatre (3,000), 7 days, 25c-35c-50c, Presentation, 5 Acts Loew Vaud., M-G-M News, Orch. Weather, rain all but one day.

Rating—150%

JACKSONVILLE, FLA.—Florida Theatre (2,200), 4 days, 25c-60c, Stage Band Show, Paramount News. Weather, fair.

Rating—105%

ROCHESTER, N. Y.—Rochester Theatre (4,000), 7 days, 25c-35c-60c, 6 Acts, Mickey Mouse Comedy (Fox), 4 Syncopets (Vita.), Int'l News. Weather, rain.

Rating—145%

MEMPHIS, TENN.—Loew's Palace Theatre (2,200), 25c-50c, Vita., Tal Henry and His Hotel Peabody Orchestra, M-G-M Comedy, "Our Gang" in "Election Day;" Fox M'tone News. Weather, fair and warm.

Rating—135%

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-65c-75c-85c-$1.00, Para. News, Par. Short Talkers. Second week of grind run. Weather, rain and cold.

Rating—141 3/5%

RICHMOND, VA.—Loew's Theatre (2,200), 6 days, 25c-35c-50c, 2 Vita. Acts, Fox and M-G-M News. Weather, rain and cold.

Rating—150%

AD TIPS—Advertised this extensively with one-sheets as Mary Pickford's first talking pictures. Also displayed pictures of Cleveland's representative in the Pickford contest who was Mary's guest on the coast. Audience appeal: for all, but not particularly for young children.—Stillman Theatre, Charles Katz, Mgr., Cleveland, Ohio.

Featured Mary Pickford, of course. Mary Pickford's Voice Comes to the Screen, Hear the New Mary Pickford, a modern grown up Mary Pickford, with chic bobbed hair in a picture that will make motion picture history. See her lovlier than ever before as an alluring little flirt, breaking hearts, playing with love! Hear her perfect screen voice, marvelous, thrilling beyond description. Audience appeal: all classes.—Greater Palace Theatre, Ernest W. Morrison, Mgr., Dallas, Texas.

Exploit Mary Pickford, grown up and talking, and it is an excellent talkie, too, with good cast and direction. Good for all classes.—Victory Theatre, George B. Peck, Mgr., Tampa, Fla.

Mary Pickford in her first talking picture and the fact that it is really all talking brings enthusiastic results though there are some who still have difficulty to hear. The popularity of the stage play, a dramatic story, very fine dialogue, make this a box office success, while Mary's Southern accent is a winner.—Des Moines Theatre, Lionel Wasson, Mgr., Des Moines, Iowa.

Exploited Mary Pickford on basis of her own popularity, and emphasized "the perfect speaking voice." Also emphasized first appearance here of the new Pickford, with bobbed hair and more sophistication.—Norva Theatre, Norfolk, Va.

Mary Pickford was exploited prominently in advertising. The fact that this was her first talking picture, that the film was adapted from the stage play of the same name, and that it

Coquette—Cont.

was strong enough to warrant being held over for second week, was biggest feature of advertising. Audience appeal: adult.—State Theatre, G. E. Greene, Mgr., Minneapolis, Minn.

The mere mention that Mary Pickford talked in this film packed the house. Publicity was handled entirely through the newspapers, with no outside hookups whatever. Ads were run daily for full week before first performance. Little stress laid on plot of film, Pickford's "perfect screen voice" and her first all-talking film getting the plays. Advance stories carried the information the theatre was one of 100 in country to show film's premiere. Audience appeal: all ages and classes.—Rochester Theatre, H. M. Addison, Mgr., Rochester, N. Y.

Exploited Mary Pickford's first talking picture; also initial appearance of star with hair bobbed. Audience reaction excellent, except to dialect, not true to type. Pickford should go great in talkies with her new hair dress, but should not attempt Southern dialect. Audience appeal: adults.—Florida Theatre, Al F. Weiss, Jr., Mgr., Jacksonville, Fla.

Exploit Mary Pickford in first talkie and in new role. Audience appeal: general.—Loew's State Theatre, Harry Weiss, Mgr., Syracuse, N. Y.

The Pickford personality and the fact it's her first all-talkie make enough attractiveness to bring in big crowds.—Loew's Palace Theatre, Ernest Emerling, City Mgr., Memphis, Tenn.

Play up Mary Pickford and the fact it is her first all-talking picture. Give Johnny Mack Brown some play, too, for he is excellent in the part. Stress the famous stage success on Broadway, in which Helen Hayes starred. Also that the dialogue is "southernly perfect." Use John St. Polis' name, and his acting ability. This will appeal to all ages and classes because of Mary, but is really for those who like drama.—Loew's Theatre, Harold W. Evens, Mgr., Richmond, Va.

Crime And Punishment (State Rights)

BALTIMORE, MD.—Little Theatre (267), 6 days, 35c-50c, Kinograms, Harold Lloyd in "I Do," "A Relic of the Past" (an old film play). Weather, cold, rainy, then clear, mild.

Rating—75%

AD TIPS.—Emphasize this as the world's greatest novel now a greater picture! The Moscow Art Theatre (finest actors known) in a smashing, beautiful study of human emotions. An adaptation of the celebrated novel by Feodor Dostoievsky. More weird and mystifying than Caligari . . . more dramatic and powerful than Resurrection . . . one of those rare films that is really a masterpiece. Audience appeal: particularly to the educated classes and to all who like film fare quite different from the usual.—Little Theatre, Clyde V. McKay, Mgr., Baltimore, Md.

Desert Love (RKO)

LOUISVILLE, KY.—Rialto Theatre (3,000), 3 days, 30c-50c, Lasses White and four other RKO acts, Pathe News and Review Weather, rain one day.

Rating—100%

Desert Nights (M-G-M)

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 25c-50c, Our Gang in "Holy Terror," Par. News, "Now and Then" (Par.). Weather, fair.

Rating—75%

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-60c, Stage Show combined with Orchestra, Sennett Talking Comedy "Whirls and Girls" (Educ.), News. Weather, fair and cool.

Rating—90%

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-35c, Fox M'tone News, Miller and Lyles, Elsa Ersi, Nat Ayer (M-G-M M'tone Acts), "Holy Terror," Our Gang Sound Comedy. Weather, cold, rainy, then clear, mild.

Rating—84%

BUFFALO, N. Y.—Lafayette Theatre (3,000), 65c, 7 days, Int'l News, Fox M'tone and Vita. Vaud. Weather, fair and warmer.

Rating—130%

AD TIPS—Took advantage of Gilbert's tie-up with Lucky Strikes and put stickers on all packages of Luckies sold in seven large cigar stores for four days prior to opening and during week's run. Small stickers read: "John Gilbert smokes Luckies, too. See him in 'Desert Nights' at the Rialto starting Saturday, April 6."—Rialto Theatre, John Howard, Mgr., Omaha, Neb.

Exploit John Gilbert as prince of romance. Feature story of romance in the desert with diamond as objective. Audience appeal: universal.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Desert Song (W.B.)

LOS ANGELES, CAL.—Warner's Hollywood Theatre (3,000), 35c-50c-65c, Phil Baker in "Spain."

Rating—105% (third week)

Divine Lady, The (F. N.)

NEW YORK CITY, N. Y.—Warner's Theatre (1,360), 7 days, 2 shows daily, 3 Sat. & Sun., $1.00-$2.00, Vita. Shorts. Weather, rain and cold.

Rating—95 1/5% (fourth week)

KANSAS CITY, MO.—Mainstreet Theatre (3,067), 7 days, 35c-60c, Master Ceremony Presentation, Pathe News. Weather, fair.

Rating—95%

AD TIPS—The picture was featured as a wonder picture, and the fact that thousands of



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the real estate and other property (including stage property, seats, modern organ recently installed, chandeliers, etc.) of

The MAJESTIC THEATER

situated at the Southwest corner of Pine and West Church Street, in the Third Ward of the City of Williamsport, County of Lycoming and State of Pennsylvania, more fully hereinafter described.

Said Sale to be held in Auditorium of Said Theater on

Saturday, May 4, 1929 at 10 o'clock a. m.

The Majestic Theatre has been continuously running and in operation for twenty years. It is the only theatre in Williamsport that has a stage upon which living actors appear. It is also equipped for moving pictures. It is centrally located in the business section of a city of approximately fifty thousand people, drawing from a large suburban population. The theatre is beautifully and thoroughly equipped and in excellent condition, having a seating capacity of about sixteen hundred people.

The Real Estate To Be Sold Is More Fully Described As Follows:

A lot of land, bounded on the East by Pine Street, on the North by West Church Street, on the West by land of Laverne L. Bubb and on the South by other land now or formerly of the Fred M. Lamade Estate. This lot is 74 feet 6 inches in width on Pine Street, and in depth, of equal width, 140.55 feet. The above described premises has erected thereon a large, modern brick building used for theatre purposes.

Terms of Sale

$10,000 in cash at acceptance of offer bid. Balance with interest within thirty days on tender of a proper deed.

The Above Property to Be Sold Free From Liens and Encumbrances of Any Kind

Lycoming Trust Company
Williamsport, Pa. Trustee

Divine Lady, The—Cont.

dollars were spent in building a fleet of sailships for a great naval battle was played up in newspaper advertising. A sketch of the naval battle also was used in newspaper and lobby advertising. The love story angle also was brought out. Audience appeal: all ages and classes.—Mainstreet Theatre, Lawrence Lehman, Mgr., Kansas City, Mo.

Doctor's Secret, The (Par.)

ALBANY, N. Y.—Mark Strand Theatre (2,000), 25c-50c, 6 days, 2 Vita. Presentations, Our Gang Comedy, Fox M'tone News. Weather, rainy.

Rating—100%

SCHENECTADY, N. Y.—Proctor's Theatre (3,000), 4 days, 25c-35c-50c, 5 acts Vaud., Pathe News. Weather, cold, snow and rain.

Rating—98%

AD TIPS—Exploited the name of Warner and Ruth Chatterton and called attention to the fact that New York flocked by the thousands to see this picture, and that the stamp of approval has been placed throughout the country. Audience appeal: mature.—Mark Strand Theatre, Thomas Clark, Mgr., Albany, N. Y.

Exploit as another of the successful Paramount all-talkers, and tense melodramas, with all the leading players successful in previous talking pictures. That the play is dramatized from "Half an Hour" by J. M. Barrie, is a good slant.—Proctor's Theatre, Schenectady, N. Y.

Dog Law (RKO)

WICHITA, KAS.—Kansas Theatre (800), 3 days, 20c, Comedy News, Filmtone Acts. Weather, stormy.

Rating—95%

AD TIPS—Exploited "Ranger," the dog star, in a vivid drama of a boy and his dog. Audience appeal: general.—Kansas Theatre, Mrs. Charles Barron, Mgr., Wichita, Kas.

Duke Steps Out, The (M-G-M)

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7 days, 25c-65c, M-G-M M'tone Acts, Sunshine Sammy and Al Herman, Selected News. Weather, fair.

Rating—95%

SAN ANTONIO, TEX.—Texas Theatre (3,000), 7 days, 25c-35c-60c, Publix Presentation "Bars and Stars," Vita. Specialties and Par. News. Weather, fair and warm.

Rating—100%

MILWAUKEE, WIS.—Alhambra Theatre (2,000), 25c-50c, 9 days Cartoon, Laemmle Novelty, Comedy, Int'l News. Weather ,fair.

Rating—110%

DES MOINES, IOWA.—Capitol Theatre (1,700), 7 days, 25c-50c, Publix Unit, "Blue Revue"; organ, Fashion News, Par. News. Weather, unsettled.

Rating—150%

PROVIDENCE, R. I.—Loew's State Theatre (3,800), 7 days, 15c-50c. Weather, snow and rain.

Rating—90%

CEDAR RAPIDS, IOWA.—Capitol Theare (1,957), 4 days, 10c-50c, Publix Presentation, "Butterflies," and Orville Rennie and Joy Boys, Fox M'tone News. Weather, fair.

Rating—100%

PORTLAND, ORE.—Fox Broadway Theatre (1,912), 7 days, 25c-60c, Fox News, Hardy-Laurel Comedy "We Faw Down," Fanchon-Marco's "Songs I Love Idea," George Stoll and Stage Band. Weather, rain.

Rating—100%

LOUISVILLE, KY.—Loew's United Artists State Theatre (3,400), 7 days, 35c-50c, 2 Sound Acts and Organlogue, M-G-M News and Fox



Dolores Costello, Warner Bros. stellar actress, will, for the first time, take a fling at comedy in "The Glad Rag Doll," a forthcoming Vitaphone special. This is how she looks in the title role

Duke Steps Out, The—Cont.

M'tone News. Weather, three days rainy; warm.

Rating—170%

NEW YORK CITY, N. Y.—Capitol Theatre (4,620), 7 days, 35c-50c-75c-$1.00-$1.50, M-G-M News, Fox M'tone News, Dave Schooler and Stage Band, Arthur Knorr Stage Presentation "Crystals." Took house record for the year and was held over. No extra advertising splurge. Weather, rain and cold.

Rating—134 2/5%

BUFFALO, N. Y.—Hippodrome Theatre (2,700), 7 days, 65c, Vaud., Fox M'tone and Fox Silent News, Vita. Weather, fair and warmer.

Rating—110%

AD TIPS—It may be put over as a college picture, as a fight picture. Audience appeal: young folks and young-minded folks.—Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

Haines and Joan Crawford best selling points. Both names are great box office attractions. Neglect fight angle of picture and feature the college angle. Latter has general appeal while fight angle appeals to only certain class. Audience appeal: principally to women and younger generation.—Texas Theatre, Al Mourmet, Mgr., San Antonio, Texas.

The fact that the story was a big hit as a Saturday Evening Post serial was played up in newspaper advertising. William Haines and Joan Crawford also were used in large halftone cuts in advertising, as well as lobby display. Audience appeal: all ages and classes.—Loew's Midland Theatre, Walter Maloney, Mgr., Kansas City, Mo.

Haines was the drawing card in this feature with the popularity of the Post stories as aid. The star's popularity is enough to put it across, the stage show very good, and business built up through the week. Audience type and appeal, general.—Capitol Theatre, Jess Daly, Mgr., Des Moines, Iowa.

Bill this as a typical Haines picture with comedy angles furnished by star and Karl Dane. Audience appeal: from high school age to octogenarians.—Loew's State Theatre, E. J. McCarthy, Mgr., Providence, R. I.

Emphasized the serial story success in the Saturday Evening Post. Also exploited the stars, Haines and Joan Crawford. Audience appeal: this picture reaches all classes and mostly all ages. It was the best puller we have had since "The Jazz Singer" last fall.—Capitol Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Iowa.

Duke Steps Out, The—Cont.

This picture is next to the house record set by "The Broadway Melody." We exploited the fact that it was based on Lucien Cary's famous Saturday Evening Post story and featured the cast big. Also played it up as a story of college life, stressing it as the fastest moving filmization of modern youth presented since "Our Dancing Daughters." Would advise laying off talkie exploitation, but worth advising public by producers of "Broadway Melody." Audience appeal: all classes, especially college.—Loew's-United Artists State Theatre, Louisville, Ky.

Dummy, The (Par.)

SYRACUSE, N. Y.—B. F. Keith's Theatre (2,600), 25c-35c-50c, Presentation, 6 Acts RKO Vaud., Pathe News. Weather, rain all but one day.

Rating—125%

Eternal Woman, The (Col.)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20c-55c, Pathe News, Bert Smith Players in "The Circus Girl," with Vaud. and Chorus. Weather, cold, rainy, then clear, mild.

Rating—95%

AD TIPS.—Exploit Olive Borden and Graves as players in story of thrilling adventure on land and sea, coupled with a beautiful and tender love story, making up a picture you cannot afford to miss! Start off with: She loved him. She hated him. What did she do? Audience appeal: to all who like plenty of action with a good romantic drama interspersed with comedy.—Hippodrome Theatre, Nat Keene, Mgr., Baltimore, Md.

Fancy Baggage (W. B.)

KANSAS CITY, MO.—Royal Theatre (900), 7 days, 25c-50c, Royal Featurettes, Donald Ogden Stewart and Jesse Crawford Organ Interpretation, Selected News. Weather, fair.

Rating—90%

CANTON, OHIO.—Strand Theatre (711), 4 days, 25c-40c, No stage presentation, Pathe Sound News, Cartoon with Sound Accompaniment, Colored Reel, Mack Sennett All-Talking Comedy and two M'tone Acts. Weather, cool and rainy.

Rating—120%

AD TIPS.—Brief synopsis of story without revealing ending will do wonders with this picture. Ask the queston: "Would you go to prison for five years for one million dollars?" Make mention of the talking sequences, bill it as a comedy-thriller and mention names of players. Audience appeal: good for the entire family.—Strand Theatre, Joe Calla, Mgr., Canton, Ohio.

A sketch of a pretty, thinly clad girl sitting on top of a large trunk was used in newspaper advertising, along with the line, "You're right, it's hot!" Audience appeal: all ages and classes.—Royal Theatre, E. S. C. Coppock, Mgr., Kansas City, Mo.

Fugitives (Fox)

SYRACUSE, N. Y.—B. F. Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, Presentation, 6 Acts RKO Vaud., Pathe News. Weather, rain.

Rating—125%

AD TIPS.—Exploit Madge Bellamy in underworld drama of Broadway. Good musical score. Audience appeal: adult.—B. F. Keith's Theatre, John J. Burns, Mgr., Syracuse, N. Y.

Ghost Talks, The (Fox)

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, 6 Acts Pantages Vaud., Fox News, Clark and McCullough in "The Interview" (Fox). Weather, fair.

Rating—90%

Ghost Talks, The—Cont.

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c-75c, 5 Acts of Vaud., Pathe News. Weather, fair.

Rating—100%

ATLANTIC CITY, N. J.—Virginia Theatre (1,222), 6 days, 40c-50c, "At the Dentist's" (Pathe), "Ship Ahoy" (Vita.), Fox M'tone News. Weather, cold and stormy.

Rating—75%

AD TIPS.—Exploited as first all-talking spooky comedy and everyone liked it. Audience appeal: general.—World Theatre, Omaha, Neb.

A large sketch of a characteristic negro in a brown derby with a freakish looking ghost at his back was used in newspaper advertising. the picture was played up as an all-talkie farce-comedy. Audience appeal: all ages and classes —Pantages Theatre, Louis Charninsky, Mgr., Kansas City, Mo.

Exploit as hilarious farce comedy talking film. Play up Eaton and Twelvetree as stars and comedy antics of colored couple. Audience appeal: all ages and classes.—Virginia Theatre, Harry Klein, Mgr., Atlantic City, N. J.

Girl On The Barge (U.)

TOLEDO, OHIO.—State Theatre (2,000), 7 days, 15c-25c-50c, Collegians Comedy, Fox News, Sound Cartoon. Weather, cloudy and cool.

Rating—75%

AD TIPS.—Exploited the stars and that the film was based on the story of Rupert Hughes. Audience appeal: all classes.—State Theatre, Harold Wendt, Ass't Mgr., Toledo, Ohio.

Girls Gone Wild (Fox)

LOUISVILLE, KY.—Alamo Theatre (950), 7 days, 30c-50c, Three Sound Acts, Fox M'tone News, "Bride's Relations" (Educ.). Weather, warm, two days rain.

Rating—100%

UTICA, N. Y.—Olympic Theatre (1,300), 3 days, 25c-35c, Our Gang Comedy "Barnum & Ringling Bros.," Fox Variety, Fox News. Weather, rain and cold.

Rating—60%

AD TIPS—Play up Sue Carol, as she appeals to flapper audiences. Russell in cop role can be mentioned and good supporting cast, but chief thing to remember is that it's for the jazz generation. If you get a chance to book Sennet's "Bride's Relation" don't overlook big exploitation value of it. Audience appeal: general.—Alamo, John Blunk, Mgr., Louisville, Ky.

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Girls Gone Wild—Cont.

chief thing to remember is that it's for the jazz generation. If you get a chance to book Sennet's "Bride's Relation" don't overlook big exploitation value of it. Audience appeal: general.—Alamo, John Blunk, Mgr., Louisville, Ky.

Give And Take (U.)

AKRON, OHIO.—Allen Theatre (560), 7 days, 25c-50c, Int'l News, Comedy.

Rating—85%

AD TIPS—Played up thrills coincident to college youth trying to show dad how to run factory. Star names good here.—Allen Theatre, J. H. Allman, Mgr., Akron, Ohio.

Godless Girl, The (Pathe)

BOSTON-MASS.—Keith-Albee Theatre (1,800), 7 days, 25c-75c, 5 Acts Vaud., Pathe News. Weather, rainy.

Rating—115%

NEW YORK CITY, N. Y.—Cameo Theatre (549), 7 days, 50c-75c, Pathe Sound News, Cartoon Comedy. Played three weeks at the house. Percentage average for the run 102 1/5, final week. Weather, rain and cold.

Rating—83 7/10%

Greyhound, Limited, The (W.B.)

ALBANY, N. Y.—Mark Ritz Theatre (1,146), 6 days, 25c-35c, 1 Vita. Presentation, Pathe M'tone News. Weather, rainy.

Rating—85%

JOLIET, ILL.—Rialto Theatre (2,300), 1 day, 35c-60c, 3 Acts, Orchestra, Chicago Daily and Par. News, Comedy. Weather, fair and cool.

Rating—100%

AD TIPS.—Endeavored to secure the interest of all railroad men of the city, this being a railroad center. Featured that it was a story of the rails. Audience appeal: all classes.—Mark Ritz Theatre, Charles Smakawitz, Mgr., Albany, N. Y.

Exploit Monte Blue in drama of railroad. Feature speed of picture and sound accompaniment with talking scenes. Bill it as story of pal who stole his friend's sweetheart. Audience appeal: to everyone.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Hard Boiled Rose (W.B.)

SPRINGFIELD, OHIO.—Majestic Theatre (950), 5 days, 10c-25c, 1 Vita. Act, Talkie Comedy, Par. News. Weather, cool.

Rating—50%

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 4 days, 25c-50c, 5 Acts Vaud., Orchestra, Pathe Sound News. Weather, cold and stormy.

Rating—100%

AD TIPS.—Capitalize names of Loy, Collier and Brockwell for past performances. Play up unusual plot, with many scenes laid in gambling establishment. Audience appeal: all ages except children and not too critical audiences.—Earle Theatre, Vernon D. Somers, Mgr., Atlantic City, N. J.

Haunted House, The (F.N.)

NEWPORT NEWS, VA.—Palace Theatre (720), 3 days, 25c-35c, "The Lion's Roar" (Educ.), Fox News, Oswald Talking Cartoons. Weather, rainy.

Rating—100%

AD TIPS.—Advertised picture as "creepiest mystery ever filmed." Excellent bill with number of unusual attractions, together with reduced prices, got good crowds here. Audience appeal: general.—Palace Theatre, Mrs. William Gordon, Mgr., Newport News, Va.

Hearts In Dixie (Fox)

OKLAHOMA CITY, OKLA.—Liberty Theatre (1,100), 7 days, 10c-25c-50c, Gus Edwards Review, M'tone News, Int'l News. Weather, fair.

Rating—100%

SCHENECTADY, N. Y.—Strand Theatre (1,000), 7 days, 25c-35c-50c, Vita. Vaud., Fox M'tone News. Weather, rainy and cold.

Rating—100%

AKRON, OHIO.—Strand Theatre (1,200), 7 days, 25c-50c, Par. Comedy.

Rating—105%

AD TIPS.—Size of cast, novelty of all-colored cast, chorus, songs and heart interest all featured in cast. Negro melodits.—Liberty Theatre, Oklahoma City, Okla.

Appeal to human interest in this touching story of negro life in the old south. All talking, singing and dancing and negro cast are good angles. Should appeal to everyone.—Strand Theatre, Schenectady, N. Y.

His Captive Woman (F.N.)

NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, 2 shows daily, 3 Sat. & Sun., $1.00-$2.00-$2.50, Vita. Shorts. Weather, rain and cold.

Rating—72½% (third week)

Pointed out sensations at murder trial coupled with problems and love of policeman and beautiful prisoner as castaways on tropical island.—Strand Theatre, Ray Brown, Mgr., Akron, O.

LOUISVILLE, KY.—Mary Anderson Theatre (1,376), 7 days, 35c-50c, 2 Sound Acts and Pathe Sound News. Weather, warm, two days rain.

Rating—110%

TOLEDO, OHIO.—Pantheon Theatre (922), 7 days, 25c-35c-65c, Comedy, "Broadway Blues," Pathe News. Weather, cloudy and cool.

Rating 125% (second week)

OKLAHOMA CITY, OKLA.—Empress Theatre (1,250), 7 days, 25c-50c, Pathe News, Talking Comedy. Weather, fair.

Rating—90%

JACKSONVILLE, FLA.—Florida Theatre (2,300), 3 days, 25c-60c, Anniversary Week, Bennett Sisters on Stage, Par. News, Fox M'tone News. Weather, fair.

Rating—60%

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c-60c, 4 Acts Keith Vaud., "The Cop's Bride," Our Gang, Newsreel.

Rating—96%

AD TIPS.—Milton Sills, Dorothy Mackaill and the talking are the three things to exploit in selling this picture. Both stars will draw and the dialogue will help keep the box office busy. The picture is satisfying and has a story that is liked. Audience appeal: all classes.—Mary Anderson Theatre, A. B. McCoy, Mgr., Louisville, Ky.

Sills and Mackaill played up as stars of "The Barker" in another triumph. Audience appeal: all classes.—Empress Theatre, Oklahoma City, Okla.

His Private Life (Par.)

SCHENECTADY, N. Y.—Proctor's Theatre (3,000), 3 days, 25c-35c-50c, 5 Acts Vaud., Pathe News. Weather, rainy and cold.

Rating—85%

Hole In The Wall, The (Par.)

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-75c-85c-$1.00, Par. News, Ben Black and stage band, Jesse Crawford, Organist; Frank Cambridge, Publix Unit, "Pearls of Bagdad." Weather, rain and cold.

Rating—80 3/10%

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Hot Stuff (F.N.)

NEW ORLEANS, LA.—Strand Theatre (1,750), 7 days, 10c-40c, Fox M'tone News, Par. News, Comedy. Weather, warm (half rainy and half clear).

Rating—90%

AD TIPS.—Alice White in a campus romance that is education for the gayer ways of the younger generation. Hotter than "Show Girl" and naughtier than "Naughty Baby." Spirit of whoopee multiplied by two.—Strand Theatre, New Orleans.

Iron Mask, The (U. A.)

MILWAUKEE, WIS.—Garden Theatre (1,200), 25c-60c, Vita. Acts, Fox News. Weather, fair.

Rating 90% (second week)

CANTON, OHIO.—Loew's Theatre (2,125), 4 days, 30c-50c, 5 Acts of Loew's Vaud., Fox M'tone News and Topics of the Day. Weather, cool and rainy.

Rating—125%

CLEVELAND, OHIO.—Allen Theatre (3,300), 7 days, 30c-60c, Why Gorillas Leave Home (Par.), M-G-M M'tone. Weather, cold, clear.

Rating—105%

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 75c-$1.00-$1.50, Elinors Orchestra, M'tone Shorts, Fox M'tone News.

Rating—110% (sixth week)

ANN ARBOR, MICH.—Wuerth Theatre (777), 7 days, 10c-50c, Clark and McCullough in "The Honor System," a M'tone Act, and Fox M'tone News. Weather, cold and rainy.

Rating—105%

AD TIPS.—Tie-up with Public Library for book display of French history and literature. Lots of display cards, one-sheets, newspaper stories. Audience appeal: for all.—Allen Theatre, W. E. Burton, Mgr., Cleveland, Ohio.

Put this over as Fairbanks' newest picture, a sequel to "The Three Musketeers" and the fact that he talks. Audience appeal: general.—Garden Theatre, L. K. Brin, Mgr., Milwaukee, Wis.

The name of Fairbanks and the fact that the picture is his debut in the field of talkies is the big angle for exploitation here. Make note of usual Fairbanks stunts and mention prominently the singing of the "Song of the Four Musketeers." Thrilling moments from French history woven into typical Fairbank's story. Audience appeal: a great family picture.—Loew's Theatre, Russell Bovim, Mgr., Canton, Ohio.

Of course this picture will almost sell itself, but to break records, the high adventure of the "four" musketeers, it's being a sequel to the famous "Three Musketeers" of a few years ago, the clash and clang of saber and knife and the confusing sounds of the fight, and the fact that Fairbanks speaks, all should receive attention. Advertise honestly, though, that it is only a part talkie. Complaints come in if you do not.—Wuerth Theatre, Ann Arbor, Mich.

$

You are reading this little ad *because the dollar sign caught your eye.* It always works.

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CHALMERS PUBLISHING CO.
516 Fifth Avenue, New York City

Jazz Age, The (RKO)

ATLANTA, GA.—Metropolitan Theatre, 6 days, Short Subjects, Fox M'tone, Stage Presentation. Weather, mixed.

Rating—65%

OTTAWA, ONTARIO.—B. F. Keith's Theatre (2,596), 6 days, 15c-60c, 6 Vaud. Acts. "Beauties Beware," Pathe Weekly, Aesop's Fables. Weather, rain.

Rating—70%

AD TIPS.—Another modern youth theme without much tragedy and plenty of wholesome fun. The cast is strong. Audience appeal: all Classes.—B. F. Keith's Theatre, J. M. Franklin, Mgr., Ottawa, Ontario.

Kid Gloves (W. B.)

OKLAHOMA CITY, OKLA.—Criterion Theatre (1,750), 7 days, 10c-25c-35c-50c-75c, Lysle Talbot, Song Singing, Our Gang Comedy, Par. Talking Unit, Stage Play by National Players "Take My Advice." Weather, fair.

Rating—95%

Kid's Clever, The (U.)

OMAHA, NEB.—Empress Theatre (1,000), 7 days, 25c-50c, Musical Stock Co. Weather, fair.

Rating—85%

King Cowboy (RKO)

WICHITA, KAN.—Kansas Theatre (800), 3 days, 20c, Comedy, News, Motio-tone Presentations. Weather, story.

Rating—95%

AD TIPS.—Exploited Mix and Tony in a drama of Northern Africa, in which Tom forsakes his horse for a camel, and his sombrero for an Arabian headdress. Audience appeal: general, since 'it's Tom Mix.—Kansas Theatre, Mrs. Charles Barron, Mgr., Wichita, Kan.

Lady Of Chance, A (M-G-M)

LOUISVILLE, KY.—Rialto Theatre (3,000), 4 days, 30c-50c, 5 RKO Acts, Pathe Review, Pathe News. Weather, warm and rainy.

Rating—100%

AD TIPS.—Norma Shearer is the big thing to play up in this picture. She does some good acting and the story is very entertaining. Audience appeal: general.—Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

Lady Of The Pavements (U. A.)

WICHITA, KAN.—Miller Theatre (1,981), 3 days, 25c-50c, Miller Orchestra, News, Comedy. Weather, unsettled.

Rating—94%

BIRMINGHAM, ALA.—Strand Theatre (850), 6 days, 25c-50c, "Now and Then," Fox M'tone News. Weather, generally fair.

Rating—100%

PORTLAND, ORE.—Tebbett's Oriental Theatre (1,600), 7 days, 25c-35c, Frazier Stock Co., "Stepping Mammas," Shelley at Wurlitzer. Pathe Sound News. Weather, rain.

Rating—110%

AD TIPS.—Exploited Lupe Velez, William Boyd and first Griffith talking film. Audience appeal: high school age and over.—Strand Theatre, C. D. Haug, Mgr., Birmingham, Ala.

Exploited Lupe Velez as the "Mad Cap of Mexico," with William Boyd. Catch line for the ads: She Was Too Good to Be a Bad Girl—And Too Bad to Be a Good Girl! Audience appeal: general.—Miller Theatre, H. E. Jameyson, Pub. Director, Wichita, Kan.

Leatherneck, The (Pathe)

TAMPA, FLA.—Strand Theatre (800), 4 days, 15c-35c-40c, Talkie Act, Comedy, Int'l News. Weather, fair.

Rating—100%

CLEVELAND, OHIO.—Palace Theatre (3,600), 7 days, 35c-75c, Howling Hollywood (Educa.), Pathe Sound News, Pathe, Fox, Par. News, 6 Vaud. Acts. Weather, cold, clear.

Rating—100%

OMAHA, NEB.—Orpheum Theatre (3,000), 7 days, 25c-60c, Pathe News, 5 Acts RKO Vaud. Weather, fair and partly rainy.

Rating—95%

AD TIPS.—Star cast and the talking sequences worthy of featuring, but the story itself and the perfect way it is produced should be played up strongly. We gave it personal endorsement. Good for all classes and ages.—Strand Theatre, A. B. Heston, Mgr., Tampa, Fla.

Boyd's first talker played up, also thrilling adventures among the marines. Audience appeal: general.—Orpheum Theatre, Omaha, Neb.

Letter, The (Par.)

OKLAHOMA CITY, OKLA.—Capitol Theatre (1,200), 7 days, 25c-35c-50c, Par. Talking Units, Eddie Peabody in "His College Chums," Giersdorf Sisters, Fox M'tone. Weather, fair.

Rating—100%

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, Presentation, "Color Creations" with five acts vaud., "Garden of Allah," Fox News. Weather, fair.

Rating—110%

WICHITA, KAN.—Palace Theatre (1,287), 7 days, 35c-50c, Talking Acts, Geirsdorf Sisters, Eddie Peabody in "His College Chums," Fox M'tone News. Weather, unsettled.

Rating—100%

BIRMINGHAM, ALA.—Alabama Theatre (2,200), 6 days, 25c-35c-60c, Spot Show, "School Daze," Eddie Peabody on M'tone, Par. News. Weather, generally fair.

Rating—96%

BALTIMORE, MD.—Loew's Stanley Theatre (3,654), 6 days, 25c-60c, Fox M'tone and Para. News, Orchestra, Organ, Van and Schenck, Gus Edwards Revue (M-G-M M'tone Acts). Weather, cold, rainy, then clear mild.

Rating—98%

OMAHA, NEB., Riviera Theatre (2,900), 7 days, 25c-60c, Publix Unit, Par. News. Weather, fair and partly rainy.

Rating 85%

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, 2 shows a day, 3 Sat. & Sun., Par. Talking Shorts. Weather, rain and cold.

Rating—69 7/10% (sixth week)

AD TIPS.—Jeanne Eagles is sufficiently well known as a legitimate star to draw well and her name should be exploited in advertising the picture. Audience appeal: "Class" audience, elite patronage.—Wisconsin Theatre, W. O. James, Mgr., Milwaukee, Wis.

Exploited Jeanne Eagles and daring story, stressing the fact that picture was for mature audiences and advising against children being brought to theatre. Audience appeal: mature ages.—Alabama Theatre, Charles G. Branham, Mgr., Birmingham, Ala.

Exploited the praise of Eastern critics, together with Jeanne Eagles, O. P. Heggie, and an all-star cast in what has been said to be the greatest talking picture ever made. Audience appeal: adults only.—Palace Theatre, H. E. Jameyson, Pub. Director, Wichita, Kan.

Airplaine was used to drop 25,000 heralds on business section of towns within a 100 mile radius of Omaha, two trips being made. Telegram from Jeanne Eagles in New York to Mayor Dahlman was delivered in mammouth envelope, six by four feet, by oldest postman in local service. Wire extended special invitation to Mayor to see picture. Forty-one downtown store windows painted with "Letter" copy in water-colors preceding opening. Large clock, 18 x 13 feet, erected on exterior of theatre with hand point-

Letter, The—Cont.

ing to number of days left before "The Letter" opens. Tie-up with stationery store. Private pre-view for press, local high school dramatic societies, community playhouse group from whom opinions were asked regarding picture. Audience appeal: limited to small group of drama enthusiasts.—Riviera Theatre, Ray Jones, Mgr., Omaha, Neb.

Display this as a talking thunderbolt. At last a stage play made into a speaking picture. It's daring! A Paramount picture featuring Jeanne Eagles. Show half-tone cut of Miss Eagles against part of the letter (torn in half) reading: "My husband will be away for the night. I absolutely must see you. I . . . expect you . . . I am . . . . Audience appeal: to all who like a strong sophisticated sociological story with a gripping story and a powerful climax.—Loew's Stanley Theatre, Charles Raymond, Mgr., Baltimore, Md.

Linda (State Right)

MILWAUKEE, WIS.—Majestic Theatre (1,500), 25c-50c, 2 days, Jean Rubini, "Loud Soup," M-G-M News. Weather, fair.

Rating—60%

AD TIPS—Exploit this as a backwoods melodrama. Use Warner Baxter's name as leading the cast. Audience appeal: usual patrons.—Majestic Theatre, Herb. Israel, Mgr., Milwaukee, Wis.

Lonesome (U.)

CEDAR RAPIDS, IOWA.—Strand Theatre (1,400), 3 days, 10c-50c, Vita. Vaud., Pathe Sound News. Weather, fair.

Rating—95%

AD TIPS.—Feature Tryon as new star meeting with marked popular favor. Audience appeal: general, all classes, all ages.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Ia.

Love In The Desert (RKO)

MACON, GA.—Ritz Theatre (1,000), 1 day, 25c-35c-50c, 1 Vita. Unit, Pathe Sportlight, Par. Talkie Sketch. Weather, fair.

Rating—100%

AD TIPS—Exploit as sheik of picture—desert romance. Olive Borden, Beery and Trevor draw well here. Special appeal to young folks.—Ritz Theatre, H. S. Amos, Mgr., Macon, Ga.

Lucky Boy (T.-S.)

TROY, N. Y.—Lincoln Theatre (1,000), 7 days, 25c-35c, Vita. Presentation, Comedy, Kinograms. Weather, rainy.

Rating—100%

AD TIPS.—Played up George Jessel in all newspaper advertising, Jessel being well known to the city on account of a recent personal appearance in the neighboring city of Albany. Audience appeal: all classes.—Lincoln Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Man In Hobbles (T.-S.)

OMAHA, NEB.—Empress Theatre (1,000), 7 days, 25c-50c, No Shorts, Musical Stock Co. Weather, fair and partly rainy.

Rating—90%

Million Dollar Collar, The (W.B.)

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c-35c, Comedy and News. Weather, fair and cool.

Rating—85%

BALTIMORE, MD.—Warners Metropolitan Theatre (1,500), 6 days, 15c-50c, Kinograms, Jerry Drew in "Wild Wimmin" (Educ.), Born and Lawrence, Fred Ardath and Mal Hallett (Vita. Talking Shorts).

Rating—75%



Reginald Denny appears bored with life—Imagine at a moment like this! The pretty Miss upon his knees is Lo Rayne Du Val. Incidentally, the title of their new picture is "His Lucky Day," although Denny doesn't seem to realize it. Universal will release it in May

Million Dollar Collar—Cont.

AD TIPS—Exploited Rin-Tin-Tin in battle with desperate outlaws. Featured world's of thrills, action and suspense. Audience appeal: to children and grown-ups that like dog picture.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Emphasize that they will hear and see Rin-Tin-Tin in a drama of action, thrills and romance, that every dog has his day and just watch Rinty have his. With music by Vitaphone Symphony Orchestra. Audience appeal: all dog fanciers and those fond of animals will enjoy this with Rinty at his best and it will prove a wonderful hit with the kids.—Warner's Metropolitan Theatre, C. S. Langue, Mgr., Baltimore, Md.

Molly And Me (T.-S.)

BALTIMORE, MD.—Keith's Theatre (3,016), 6 days, 25c-65c, Int'l and Fox M'tone News, 6 Acts RKO Vaud. headed by Clara Kimball Young and Flora Le Breton. Weather, cold, rainy, then clear, mild.

Rating—80%

AD TIPS.—Exploit as a singing, dancing, talking picture sensation. Belle Bennett in "Molly and Me" with Joe E. Brown and Alberta Vaughn. A romance of the footlights where the heartaches of real life must never strike a blue note in a syncopated song or take the kick out of a funny line! Audience appeal: to all who like Belle Bennett and Joe E. Brown and to thousands of others who enjoy a back stage drama with a tear and a laugh.—Keith's Theatre, J. Lawrence Schanberger, Mgr. Baltimore, Md.

Mother Knows Best (Fox)

NEWPORT NEWS, VA.—Palace Theatre (720), 3 days, 35c-50c, Comedy, Fox M'tone News. Weather, rainy.

Rating—100%

AD TIPS.—Popularity of Madge Bellamy as star and elaborate costumery playup, together with talking sequences, were best exploitation angles. Audience appeal: general.—Palace Theatre, Mrs. William Gordon, Mgr., Newport News, Va.

Naughty Baby (F.N.)

SCHENECTADY, N. Y.—Strand Theatre (1,000), 7 days, 25c-35c-50c, "Meet the Wife" (Vita.), and Fox M'tone News. Weather, varying.

Rating—100%

CHATTANOOGA, TENN.—Rialto Theatre (825), 3 days, 25c-35c, Comedy "Newly Visits."

Rating 104%

Naughty Baby—Cont.

AD TIPS.—Play up Alice White in new "hat" picture supported by Mulhall. Light and snappy comedy. Mention success in "Show Girl." Appeal to younger class.—Rialto Theatre, Chattanooga, Tenn.

Alice White is already getting quite a following and is worth a ride as the principal star, although Mulhall should not be overlooked. Call it another fast moving story of modern youth, etc.—Strand Theatre, Schenectady, N. Y.

New Year's Eve (Fox)

BIRMINGHAM, ALA.—Trianon Theatre (650), 6 days, 15c-30c, "Speeding Youth," Fox News. Weather, generally fair.

Rating—101%

AD TIPS.—Exploited Mary Astor in thrill drama with a new background. Audience appeal: high school age and over.—Trianon Theatre, George Steele, Mgr., Birmingham, Ala.

Noah's Ark (W.B.)

BOSTON, MASS.—Majestic Theatre (3,000), 7 days, 50c-$2.00, Road Show, opening week. Weather, rain.

Rating—130%

NEW YORK CITY.—Winter Garden Theatre (1,492), 7 days, 2 shows daily, 3 Sat. & Sun., $1.00-$2.00, Not holding up in business. Weather, rain and cold.

Rating—63 1/5% (sixth week)

No Defense (W.B.)

MILWAUKEE, WIS.—Majestic Theatre (1,200), 5 days, 25c-50c, "Dying Jungle," "Loud Soup," M-G-M News. Weather, fair.

Rating—60%

TACOMA, WASH.—Blue Mouse Theatre (601), 25c-75c, three Vita. Acts, News and Topics. Weather, fair.

Rating—90%

Nothing But The Truth (Par.)

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 25c-60c, Publix Talkie Presentation, Clark and McCullough and Eleanor Painter, Selected News. Weather, fair.

Rating—115%

TAMPA, FLA.—Tampa Theatre (1,600), 4 days, 25c-50c-60c, Cartoon, Review, Talkie Act, Par. News, Organ Concert. Weather, fair.

Rating—100%

HOUSTON, TEX.—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix Presentation, Par. News. Weather, torrential rain opening day; rest of week, fair.

Rating—100%

ATLANTA, GA.—Howard Theatre, 10c-25c-35c-60c, "Old Black Joe," (Par. Sound), Emmett Rogers' prod. "Venetian Variations," Par. News. Weather, mixed.

Rating—105%

LOS ANGELES, CALIF.—Paramount Theatre (3,595), 35c-50c-65c, Publix "Magic Rug Revue," Milton Charles, organist, Par. News.

Rating—98%

BOSTON, MASS.—Metropolitan Theatre (4,350), 7 days, 35c-75c, Publix Presentation, Say It With Music, Whoopee Show, Par. News. Weather, rainy.

Rating—120%

MACON, GA.—Ritz Theatre (1,000), 3 days, 25c-35c-50c, 2 Vita. Units and Par. News. Weather, fair.

Rating—100%

AD TIPS.—The line, "Could you tell the truth for twenty-four hours? A pretty girl whispers, 'Do something—say something,' and it must be the truth," was featured in large type at the top of newspaper advertising. Richard Dix also was played up big as the star in

Nothing But The Truth—Cont.

his first all-talkie. Audience appeal: all ages and classes.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

Feature Richard Dix and the fact it is his first talkie, and promise the best comedy of the year. All classes.—Tampa Theatre, A. N. Roy, Mgr., Tampa, Fla.

The fact that this is an all-talking picture; Richard Dix; and the comedy theme are the best selling points. Audience appeal: young and old and every class.—Metropolitan Theatre, Houston, Tex.

We played it up as Richard Dix' first all-talking picture and as his best picture and "That's Nothing But the Truth." Emphasized comedy angles. Audience appeal: all ages and classes.—Metropolitan Theatre, Ted Bronchio, Mgr., Boston, Mass.

Feature the fact that it is Richard Dix in his first all-talking picture, with a lot of comedy.—Ritz Theatre, H. S. Amos, Mgr., Macon, Ga.

One Stolen Night (W.B.)

DES MOINES, IOWA.—Strand Theatre (1,096), 3 days, 20c-30c, "Single Bliss" (Par. Silent), Par. News, Song Slides, "Love of Alsace Lorraine."

Rating—100%

LOUISVILLE, KY.—Alamo Theatre (900), 7 days, 30c-40c, Four Sound Acts and Fox M'tone News. Weather (three days rainy), warm.

Rating—90%

AD TIPS.—The stars, Betty Bronson and Collier, Jr., were exploited in this feature which had general appeal, average.—Strand Theatre, George Watson, Mgr., Des Moines, Iowa.

This is the first talking feature picture of the desert romance type and as such is worthy of being advertised in that manner. The two leads, Betty Bronson and Buster Collier carry some weight and the theme song is a good one. Audience appeal: general.—Alamo Theatre, John Blunk, Mgr., Louisville, Ky.

On Trial (W.B.)

EVANSVILLE, IND.—New Grand Theatre (1,125), 7 days, 15c-25c-40c-50c, Two Talkie Acts, Fox M'tone News. Weather, rain and cool.

Rating—106%



Office Scandal, The (Pathe)

SAN ANTONIO, TEX.—Majestic Theatre (1,700), 7 days, 25c-60c, Stan Stanley and 4 Acts of Vaud., Pathe News, Fables and Fox M'tone. Weather, fair and warm.

Rating—75%

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 4 days, 35c-65c, Six Acts, Overture, Pathe News. Weather, rain.

Rating—100%

AD TIPS.—Be sure to exploit name of "Office Scandal;" also talking sequences and synchronized score, all of which are good. Play up newspaper angle, which always has an appeal to the public. Audience appeal: all classes.—Majestic Theatre, Raymond M. Willie, Mgr., San Antonio, Texas.

Was played up as a newspaper adventure tale, with Phyllis Haver given plenty of emphasis in her new role as sob sister. Stress also laid on reproduction of sights and sounds of newspaper office, murder investigation and third degree. Sound feature well played up through run. Audience appeal: all ages and classes.—Keith Palace Theatre, E. L. Lake, Mgr., Rochester, N. Y.

Plastered In Paris (Fox)

SPRINGFIELD, OHIO—Regent Theatre (1,500), 4 days, 10c-50c, Short, "Girl from Nowhere," Bert Smith Revue, M-G-M News. Weather, cool.

Rating—55%

Prep And Pep (Fox)

OTTAWA, ONTARIO—Centre Theatre (1,200), 6 days, 15c-40c, Orchestra Overture, Hodge Podge, Sandy McNabb Comedy, Felix the Cat and Fox News. Weather, rain.

Rating—70%

AD TIPS—This is a gloom-chaser, as well as a wholesome story for boys and girls, with sufficient crack military and love flavor to widen the interest. Audience appeal: young and old, both sexes.—Centre Theatre, Don Stapleton, Mgr., Ottawa, Ontario.

Queen Of Night Clubs (W.B.)

LOUISVILLE, KY.—Strand Theatre (1,766), 7 days, 35c-40c, Three Sound Acts, Fox M'tone News. Weather, warm—two days rain.

Rating—75%

BOSTON, MASS.—Modern and Beacon Theatres (1,800), 7 days, 25c-75c, Co-Feature, "Linda," Pathe News. Weather, rainy.

Rating—100% (second week)

AD TIPS—Just play up presence of Texas Guinan in a picture showing her as she is in New York. Curiosity of patrons will bring 'em in to see famous night club hostess. Audience appeal: all classes except children.—Strand Theatre, C. C. Atkinson, Mgr., Louisville, Ky.

Red Hot Speed (U.)

JOLIET, ILL.—Princess Theatre (960), 2 days, 15c-35c), Comedy and News. Weather, cool and rainy.

Rating—70%

AD TIPS—Exploit this as Denny comedy with love, speed, trouble and laughs. Bill Denny as great laughmaker. Audience appeal: to young persons.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Red Wine (Fox)

CEDAR RAPIDS, IOWA.—Capitol Theatre (1,957), 3 days, 10c-50c, "Post Mortem," Par. Comedy, Publix Show, "Pep," and Orville Rennie, Par. News. Weather, fair.

Rating—90%

AD TIPS—Drawing power lies in the featured players, Nagel and June Collyer. We also stressed the comedy angle. Audience appeal: all classes.—Capitol Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Iowa.

Rainbow Man, The (Sono-Art)

NEW YORK, N. Y.—Selwyn Theatre (1,167), 7 days, two shows daily, three Sat. & Sun, $1-$2, Pathe Sound News, revival of "The Great Train Robbery" made 25 years ago, Opened Tuesday night and played to $14,000 in nine performances. Weather, rain and cold.

Rescue, The (U.A.)

SCHENECTADY, N. Y.—State Theatre (1,700), 7 days, 25c-35c-50c, Vita. Shorts, Fox M'tone News. Weather, varying.

Rating—106%

AD TIPS.—Exploit Colman's first starring picture and Joseph Conrad story. Lilli Damita was a hit here and seemed to help the draw. An adventure film that is really different.—State Theatre, Schenectady, N. Y.

Saturday's Children (F.N.)

LOUISVILLE, KY.—Rialto Theatre (3,000), 4 days, 30c-50c, Vanessi and 4 RKO Acts, Pathe Review, Pathe News. Weather, warm.

Rating—80%

LITTLE ROCK, ARK.—Capitol Theatre (1,400, 3 days, 15c-50c, Sound Comedy and News. Weather, fair.

Rating—120%

HOUSTON, TEX.—Kirby Theatre (1,654), 7 days, 25c-50c, 4 Vita. Acts, Fox M'tone. Weather, rain storm opening day; fair.

Rating—100%

ATLANTA, GA.—Keith's George Theatre, 6 days, 10c-25c-35c-60c, Short Subjects, Keith's Vaud. Weather, mixed.

Rating—85%

SPRINGFIELD, MASS.—Broadway Theatre (1,800), 7 days, 25c-50c, "Heart of Gen. Lee" (M-G-M),, Vita. Vaud., Hal Roach Comedy, Pathe News. Weather, rainy.

Rating—90%

AD TIPS.—Play up stage piece from which picture was made and presence of Corinne Griffith in cast. Audience appeal: largely adult classes.—Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

Exploit star, Corinne Griffith, in screen drama of high cost of loving; gag line, "You'll laugh from the start; you'll cry from the heart." Emphasized fact film was done from stage success. Audience appeal: Griffith followers and high school age up.—Broadway Theatre, Charles H. Preston, Mgr., Springfield, Mass.

Corinne Griffith, fame of stage play, and always timely theme may be exploited. Audience appeal: especially to young lovers, but pleasing to older people.—Kirby Theatre, Houston, Tex.

Sawdust Paradise, The (Par.)

OTTAWA, ONT.—Fern Theatre (750), 3 days, 10c-25c, "New Wrinkles," "Mystery Rider." Weather, rain.

Rating—85%

AD TIPS—A great one for the kids with thrills that will also get the grown-ups. Esther Ralston in a splendid role. Audience appeal: all classes.—Fern Theatre, C. Robertson, Mgr., Ottawa, Ont.

Scarlet Seas (F.N.)

JACKSONVILLE, FLA.—Palace Theatre (1,800), 7 days, 25c-50c, 4 Vita. Presentations, Fox News.

Rating—65%

AD TIPS.—Exploited Barthelmess for his work in "Weary River" and exotic atmosphere of locale.—Palace Theatre, Jacksonville, Fla.

Shakedown, The (U.)

CEDAR RAPIDS, IOWA—Strand Theatre (1,400), 4 days, 10c-50c, "Wrong Again," Vita. Vaude., Pathe Sound News. Weather, fair.

Rating—95%

...the old house sure is slipping...wonder if new drapes...or repainting...or...but how much would that cost...or maybe a brand new house...but how about that plot...how many seats could I put in a house built there...

---you need help to decide--expert advice--and you can have it free--here's how

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MOTION PICTURE NEWS has obtained the services of an expert—a leading theatre architect—to help you solve your theatre construction, or reconstruction or renovation problems. You can bring your problems to him, receive his advice and act upon it or not, as you and only you can decide. But you may as well have the benefit of a demonstrated talent and long-experienced training in theatre construction to help you decide your building program. As a reader of MOTION PICTURE NEWS and The Showman you are entitled to this service—Free Of Charge. It is a confidential service. Your inquiry will be held in strict confidence, and all questions and answers published in this department will be identified by initials only. Send your questions regarding new building or rebuilding to the Theatre Construction Problems Department and you'll learn a little more about the service—real service—practical service—this publication is offering the motion picture industry and the exhibitors.

A new and advanced exhibitor service to be inaugurated in The Showman for May, to be published in Motion Picture News issue dated May 4, will be conducted by

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MOTION PICTURE NEWS
729 SEVENTH AVE., NEW YORK CITY

Shakedown, The—Cont.

SPRINGFIELD, MASS.—Bijou Theatre (1,000), 7 days, 25c-50c, "Red Hot Speed," second feature, Oswald Cartoon, Int'l News. Weather, rainy.

Rating—80%

PORTLAND, ORE.—Pantages Theatre (1,800), 7 days, 25c-50c, 5 Acts Vaud. headed by "Labero" animal act, Collegians, Pathe Sound News. Weather, rain.

Rating—100%

BOSTON, MASS.—Keith Memorial Theatre (3,000), 7 days, 50c-$1.50, Lita Grey Chaplin in person, Vaude., Pathe News. Weather, rain.

Rating—100%

AD TIPS—Stressed as "one of season's very finest dramatic talking pictures." Exploited as human and moving drama of "shakedown kid" who turned soft. Audience appeal: general.—Bijou Theatre, Al Anders, Mgr., Springfield, Mass.

We exploited Jack Hanlon, the child star. Also the adventure phase of the picture and James Murray and Barbara Kent. Audience appeal: quite general, but mostly for the more mature.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Iowa.

Show Boat (U.)

SAN ANTONIO, TEX.—Aztec Theatre (2,500), 7 days, 35c-50c-75c, Mel Ruick and Stage Band, Comedy and Fox News. Weather, fair and warm.

Rating—200%

DALLAS, TEX.—Capitol Theatre (1,044), 7 days, 15c-25c-50c-75c. Weather, fair.

Rating—200%

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, Miss Lee Morse With Stage Presentation. Weather, fair and partly rainy.

Rating—400%

NEW YORK CITY, N. Y.—Globe Theatre (1,418), 7 days, two shows daily, three Sat. & Sun., $1-$2-$2.50. Opened Wednesday night at $11 top. First week's play not as strong as expected because of conflict with Ziegfeld show. Got $11,000. At the scale the house can gross $26,500 for 16 performances. Weather, rain and cold.

AD TIPS.—Exploited fact that it is a picturization of Edna Ferber's famous Cosmopolitan story which has been acclaimed a masterpiece. Billed as the most stupendous production of the year. Unusually heavy newspaper billing as tie-up with newsstands, department stores that dressed special Show Boat windows, Ice Cream manufacturers who featured a Special Show Boat Brick Ice Cream. This showing was the Western premiere for this picture. An unusually elaborate lobby display depicting the Show Boat was used. This attraction is going now into its third week. Audience appeal: especially the adult patrons, including the most sophisticated. —Capitol Theatre, Ray Stinnette, Mgr., Dallas, Tex.

Launched an extensive campaign with public pre-view one week before opening. Showboat float on motor truck equipped with electric calliope used in all parts of city for a week in advance of opening and during showing. Tunes plugged by local orchestras. Audience appeal: general.—World Theatre, Ralph Goldberg, Mgr., Omaha, Neb.

Show Folks (Pathe)

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, 25c-50c, Fox M'tone and Pathe Sound News, Ben Bard in "Champion Golfer," Brox Sisters in 'Heading South" (Vita.), "Dancing Around" (Pathe Talking Comedy). Weather, cold, rainy then clear, mild.

Rating—40%

AD TIPS—Exploit as vivid glimpses of life and love on the stage. A talking picture with Eddie Quillan, Lina Basquette, Robert Armstrong and Bessie Barriscale, headliners in vaudeville. News acts,. new music, Bigtime performers. They're all in this great love romance. Audience appeal: this will appeal to every class and age with its drama, romance and heart throbs.—Rivoli Theatre, Frank Price, Jr., Mgr., Baltimore, Md.

Show Folks—Cont.

Show Girl (F.N.)

OTTAWA, ONT.—Avalon Theatre (990), 3 days, 10c-35c, Mack Sennett Comedy 'Campus Carmen," M'tone News. Weather, rain.

Rating—100%

AD TIPS—A Broadway chorine theme, some amusing home life stuff and a treatment of the Bright Lights Life that borders on the farcical. Withal a good leg show. Audience appeal: all but juveniles.—Avalon Theatre, Ambrose Nolan, Mgr., Ottawa, Ont.

Simba (Capitol)

MINNEAPOLIS, MINN.—Lyric Theatere (,238), 7 days, 7shows daily, 15c-25c-35c, Vita. acts, News, comedy. Weather, fair.

Rating—175%

BOSTON, MASS.—Tremont Temple Theatre (3,000), 6 days, 25c-75c, Road Show. Weather, rainy.

Rating—95% (third week)

AD TIPS—Exploit this picture as the film shot by Osa and Matin Johnson in Africa. Play up the killing of lion by the natives of the Lumbwa Tribe and charge of frightened elephants directly at camera. Front of Lyric was built over to represent a jungle. Heads of wild animals, cut from cardboard, were plastered on the marquee. A neat tie up was arranged through a newspaper that had run "Safaria," a story by the Johnsons. Picture has universal appeal.—Lyric Theatre, E. C. Prinsen, Manager, Minneapolis, Minn.

Singing Fool, The (W.B.)

NEW YORK CITY, N. Y.—Harris Theatre (1,101), 7 days, two shows daily, three Sat. and Sun., $1-$2. 32nd and final week on Broadway in a legitimate house. Ran for 26 weeks in the Winter Garden balance of run at the Harris. Weather, rain and cold.

Rating—48 1/5%

Sin Sister, The (Fox)

HOUSTON, TEX.—Majestic Theatre (2,250), 7 days, 25c-60c, 5 acts Vaud., Fox M'tone. Weather, hard rain opening day; fair.

Rating—100%

AD TIPS—Nancy Carroll ad title sold picture. Appeal is to young people and mature audience.—Majestic Theatre, Houston, Tex.

Sins Of The Fathers (Par.)

OTTAWA, ONT.—Imperial Theatre (1,200), 6 days, 10c-50c, Chic Sale in "The Star Witness" and Reinald Werrenrath. Weather, rain.

Rating—98%

Humor—Not In Subtitles—But on Marquee

HOLLYWOOD, April 18.—One of the best laughs created recently was occasioned by the exhibitor who advertised "Mother Knows Best" on his marquee. Finding that he did not have enough room for the complete lettering, the sign finally appeared as follows:

"Ma Noz Best"

Sins Of The Fathers—Cont.

ROCHESTER, N. Y.—Regent Theatre (1,510), 7 days, 25c-50c, "The Mayor of Jimtown" (M-G-M), Selected News.. Weather, rain.

Rating—98%

SYRACUSE, N. Y.—Eckel Theatre (1,400), 7 days, 25c-35c, Presentation, Collegian talkie, Organlogue. Weather, rain all but one day.

Rating—75%

AD TIPS—Live ads put this film over. Special attention was paid to the German daily newspaper here, large displays being run all week as a bid for Emil Jannings followers. In English newspapers, pathos and human interest were stressed. Janning's name was played big all week. No outside hookups were used. Audience appeal: particularly German-Americans, but all classes and all ages.—Regent Theatre, Martin Dryer, Mgr., Rochester, N. Y.

Something Always Happens (Par)

EVANSVILLE, IND.—Alhambra Theatre (610), 2 days, 20c-30c, comedy, "Grandpa's Boy." Weather, rain and cool.

Rating—100%

Sonny Boy (W.B.)

CHARLOTTE, N. C.—Broadway Theatre (1,200), 6 days, 35c-50c, Educ. Comedy "High Strung," Vita. Presentations, "Paul Tremaine's Orchestra," "Phil Baker," "Jack Goldie" and "Miss Marcell." Weather, fair.

Rating—90%

DALLAS, TEX.—Melba Theatre (1,800), 7 days, 25c-35c-50c, Vita. Act, The Neal Sisters in "Blondes That Gentleman Prefer," Tal Henry and his North Carolinans. Laurel & Hardy in talking comedy "That's My Wife," M'tone News. Weather, fair.

Rating—100%

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days. 50c-60c, Ruth Etting, Screen Novelty "Old Black Joe."

Rating—100%

CANTON, O.—Strand Theater (711, 25c-40c, 3 days and scheduled for indefinite run. No stage presentation. Pathe Sound News, all-talking comedy and sound cartoon with sound accompaniment. Weather, cool and rainy.

Rating—250%

BOSTON, MASS.—Scollay Square Theatre (3,000), 7 days, 25c-75c, 5 Acts Vaude., Comedy, "Meet the Missus," Par. News. Weather, rainy.

Rating—90%

JACKSONVILLE, FLA.—Palace Theatre (2,000), 7 days, 25c-50c, Four Vita. Presen tations, Fox News. Weather, rainy, fair.

Rating—90%

BUFFALO, N. Y.—Great Lakes Theatre (3,000), 7 days, 65c-85c, Fox M'tone and Silent News, Vita. Comedy and Presentations.

Rating—125%

AD TIPS—Go strong on this one and the name of Davey Lee. Call him Warner Brothers "million dollar kid" and point out the fact that he sings, talks and charms. Call attention to his success in "The Singing Fool" and that this is his first all-starring picture. Make mention of Vitaphone sound accompaniment. Ran special show for kiddies, at ten cents admission, on Saturday morning and packed the house. Good for another one the next Saturday. Mention Betty Bronson and Edward Everett Horton. Audience appeal: every member of the family will like this one.—Strand Theatre, Joe Calla, Mgr., Canton, O.

Exploit Davey Lee as the Original Sonny Boy of Al Jolson's "Singing Fool." Play up fact that Davey Lee sings and talks. A special morning matinee was given for children and brought a capacity house. Audience appeal: children and women patrons.—Melba Theatre, Harl A. Wolever, Mgr., Dallas, Tex.

Sonny Boy—Cont.

Feature Davey Lee in all ads. Play up success in "The Singing Fool." Emphasize the fact he sings, talks and stirs the heart strings as no other juvenile has done. Play up excellent supporting cast, including Edward Horton, Betty Bronson and Gertrude Olmstead. Appeal to children and parents.—Tivoli Theatre, Chattanooga, Tenn.

Played up Davey as "wonder boy of screen" and the Sonny Boy of Jolson's "Singing Fool." Audience appeal: younger element, families.—Capitol Theatre, Walter Merkel, Mgr., Springfield. Mass.

This Vitaphone production sold to Jacksonville on basis of Davey Lee's discovery by Al Jolson and his work in "The Singing Fool." Novelty of child star. Audience appeal: all classes.—Palace Theatre, John L. Crovo, Mgr., Jacksonville, Fla.

Speakeasy (Fox)

ALBANY, N. Y.—Leland Theatre (1,400), 6 days, 35c, Sennett-Educational comedy, "The Bride's Relations," Metro presentation, "The Music Shop," Fox M'tone, News. Weather, rainy.

Rating—200%

PROVIDENCE, R. I.—Victory Theatre (1,600), 7 days, 15c-50c. Weather, snow and rain.

Rating—90%

SPRINGFIELD, MASS.—Fox Theatre (,444), 7 days, 20c-50c, M'tone, Clark and McCullough, Johnny Burke, "Skies Are Blue," Fox News. Weather, rainy.

Rating—225%

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows daily, 25c-50c-75c, 5 acts Vaud. Pathe Sound News Weather, fair.

Rating—120%

UTICA, N. Y.—Stanley Theatre (3,500), 4 days, 25c-35c-50c, 3 Vaude. Acts, Fox M'tone News. Weather, rain and cold.

Rating—125%

ROCHESTER, N. Y.—Fay's Theatre (1,250), 7 days, 25c-50c, Professor Moore and Orchestra (Vita.), Gertrude Lawrence in talking and singing act (M'tone), Fox News. Weather, rain.

Rating—98%

LOUISVILLE, KY.—Strand Theatre (1,785), 7 days, 35c-50c, Four Sound Acts, Fox M'tone News. Weather (three days rainy), warm.

Rating—95%

MEMPHIS, TENN.—Loew's Strand Theatre (1,100), 25c-40c, Vita. "Ain't It the Truth," M-G-M and Par. News. Weather, fair and warmer.

Rating—140%

AD TIPS—Played this picture heavily in all newspaper advertising, featuring actual scenes at race track, subway and Madison Square Garden. The fact that the picture had gone over heavily in New York City was also mentioned. Audience appeal: all classes.—Leland Theatre, Alec Sayles, Mgr., Albany, N. Y.

Crash as thriller story of underworld, with intimate flashes of New York's highly touted night club life. Audience appeal: all ages and classes.—Victory Theatre, Matt Reilly, Mgr., Providence, R. I.

Exploited in exceptional manner as an exceptional picture, this 100 per cent all-talking screen offering drew the crowds. Manner in which house featured the love and adventure angle in advertising made public wonder what it was all about. So much so they paid to find out. Henry B. Walthall, Paul Page and Lola Lane were only stars mentioned in advertisements. That last two were stage stars was emphasized. Audience appeal: adult.—Pantages Theatre, E. C. Bostick, Mgr., Minneapolis, Minn.



Introducing Frank Ross, whom Paramount took from his Long Island real estate business, to appear in talking pictures because of his tenor voice. Here he is seen in his home office

Speakeasy—Cont.

"Ads" read: "Hear New York City talk! Dynamic love story actually produced in 'whoopee' district of New York." Believe title of film big drawing card. Audience appeal: adults, especially those who like melodrama.—Fox Theatre, James Skiftington, Mgr., Springfield, Mass.

Campaign played up the Madison Square Garden fight with sound and the actual New York scenes.—Stanley Theatre, Bernard Depkins, Jr., Mgr., Utica, N. Y.

Ballyhooed without outside hookups as greatest talking film ever made, newspaper ads throughout week carrying the bid: "Hear New York Talk." Stress was laid chiefly on actual reproduction of noises of the city, newspaper office and race track rather than on the plot. Star's names not featured at all, simply run as incidentals. Name "Speakeasy" spread prominently as best description of modern tone of film. Audience appeal, all ages and classes.—Fay's Theatre, Arch McCallum, Mgr., Rochester, N. Y.

This picture has some novel sound shots of actual scenes in New York City and they are worth playing up, especially the one taken at Madison Square Garden. It has a good plot and the new actors, Lola Lane and Paul Page have good speaking voices. Henry B. Walthall is the only familiar face in the picture and he can be advertised as doing some good talkie work. Audience appeal: all classes.—Strand Theatre, C. C. Atkinson, Mgr., Louisville, Ky.

All-talking underworld and crime stories have their attraction, but this one's title proves its strongest box-office point.—Loew's Strand Theatre, Ernest Emerling, City Mgr., Memphis, Tenn.

Spieler, The (Pathe)

PORTLAND, ORE.—Blue Mouse Theatre (657), 7 days, 25c-35c, Fox News, Vita. Acts. Weather, rain.

Rating—85%

UTICA, N. Y.—Gaiety Theatre (1,700), 4 days, 25c-50c, 5 Keith Vaude. Acts, Int'l News. Weather, clear and cold.

Rating—115%

Spite Marriage (M-G-M)

SAN ANTONIO, TEX.—Princess Theatre (1,300), 3 days, 25c-35c, comedy and Int'l. News. Weather, fair and warm.

Rating—100%

TAMPA, FLA.—Strand Theatre (800), 3 days, 15c-35c-40c, comedy, Talkie Act, Int'l. News. Weather, fair.

Rating—100%

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 25c-60c, 5 acts Vaud., Fox M'tone. Weather, hard rain opening day; fair.

Rating—100%

Spite Marriage—Cont.

MACON, GA.—Ritz Theatre (1,000), 2 days, 25c-35c-50c, 2 Vita. Units and Par. News. Weather, fair.

Rating—90%

AD TIPS—Saturday's rain storm didn't give this good comedy a fair chance. Keaton in straight comedy burlesque without slapstick best selling point. —Loew's State Theatre, Houston, Tex.

We featured Keaton and the fact it was a sound picture. Also went strong on the "Laffs and Thrills." Catch lines of "You won't know whether to laugh or gasp—and you will do both," were used to good advantage. Good for all classes and ages.—A. B. Heston, Mgr., Strand Theatre, Tampa, Fla.

Take advantage of drolleries of Keaton for exploitation. Picture brimful of mirth and laughs, and is up to the Keaton standard. Fun clean and wholesome. Audience appeal: principally men and children.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Tex.

AD TIPS—Play up comedy element—Buster Keaton at his best.—Ritz Theatre, H. S. Amos, Mgr., Macon, Ga.

Square Shoulders (Pathe)

TACOMA, WASH.—Pantages Theatre (1,500), 25c-75c, 5 acts of Vaud., "Collegians" and Sound News. Weather, fair.

Rating—60%

AD TIPS—Used kid end of picture for display advertising. Audience appeal restricted —C. D. Miller, Mgr., Pantages, Tacoma, Wash.

Stark Mad (W.B.)

NEW ORLEANS, LA.—Tudor Theatre (1,100), 7 days, 10c-60c, 4 Vita, acts and Fox M'tone, News. Weather, warm; half rainy and half clear.

Rating—100%

CLEVELAND, O.—Cameo Theatre (1,200), 7 days, 25c-50c, "Wiggle Your Ears" (M-G-M), M-G-M acts, M-G-M News. Weather, cold, clear.

Rating—60%

RICHMOND, VA.—Byrd Theatre (1,660), 6 days, 15c-25c-50c, Vita. Acts, Pathe Sound News. Weather, rain and cold.

Rating—100%

AD TIPS—Featured the thrills and chills of this thriller, playing up Warner and Walthall, Jacqueline Logan and Louise Fazenda. A million dollar cast in a spine twister.—Tudor Theatre, New Orleans, La.

The ads played up great cast headed by H. B. Warner. Also that it is real sound, and tells an unusual story of more than usual appeal. It will appeal to all ages and classes.—W. G. Coulter, Mgr.

Steamboat Bill, Jr. (U.A.)

ANN ARBOR, MICH.—Michigan Theatre (2,200) ,4 days, 10c-50c, "Morocco Bound," Unit Show, Fox News. Weather, cold, rainy.

Rating—65%

AD TIPS—Exploit the unusual combination here of Torrence and Keaton as a comedy team. There is romance on the old Mississippi and its stern wheelers; play it up and they'll come in. Audience appeal: is general and juvenile.—Michigan Theatre, Ann Arbor, Mich.

Strange Cargo (Pathe)

NEW ORLEANS, LA.—Orpheum Theatre (2,200), 7 days, 25c-50c, 5 acts RKO Vaud., with Pathe Sound News and Fables.

Rating—100%

CLEVELAND, O.—Hippodrome Theater (4,500), 7 days, 25c-50c. Weather, cold, clear.

Rating—70%

Strange Cargo—Cont.

AD TIPS—Featured as sound sensation of the age with cast of fourteen great players. Picture of a thousand thrills.—Vic Meyer, Mgr., Orpheum Theatre, New Orleans.

The mystery angle of this was advertised extensively. Audience appeal: for any one who likes thrillers and are not over-sensitive.—Hippodrome, William Watson, Mgr., Cleveland, O.

Stolen Love (RKO)

CANTON, O.—Valentine Theatre (850), 3 days, 10c-25c, no stage presentation, Pathe News and comedy. Weather, rainy and cool.

Rating—90%

AD TIPS—Bill this one as a real thriller. The film version of Helen Livingston's novel, "Shadows of the Night." Use the names of the players. Audience appeal: all classes.—Valentine Theatre, Joe Calla, Mgr., Canton, O.

Strong Boy (Fox)

GRANBY THEATRE (900), 6 days, 25c-35c-50c, comedies, "A She-Going Sailor" and "Wives For Sale" (Edu.), "Jungle Kings and Queens," Granby News. Weather, fair and warm.

Rating—65%

BALTIMORE, MD.—New Theatre (1,600), 6 days, 25c-50c, Fox M'tone and Fox Silent News, Robert Edeson in "Friendship" (Fox M'tone talkie short), "Blue Grass and Blue Blood," "Squadrons of the Sky." Weather, cold, rainy, then clear, mild.

Rating—120%

AD TIPS—Exploit this as the laugh sensation that broke all Roxy Theatre records. Another William Fox riot of fun. Featuring Victor McLaglen and Leatrice Joy, and the funny fellow Clyde Cook. With sound effects. A baggage room Romeo. A newsgirl Juliet. Audience appeal: all railroad workers will go wild about this. Send letter to office of railroad company in your city and have them post it on bulletin boards. McLaglen and rest of cast are fine in this comedy romance of a baggage smasher.—Morris A. Mechanic, Mgr., New Theatre, Baltimore, Md.

Featured Victor McLaglen in hard-boiled attitudes, with no special exploitation. "The Hercules of Strong-Arm Love" featured in ads.—Granby Theatre, Norfolk, Va.

Syncopation (RKO)

OMAHA, NEB.—Orpheum Theatre (3,000), 7 days, 25c-60c, 5 acts RKO Vaud., Pathe News. Weather, fair.

Rating—90%

TOLEDO, O.—Vita-Temple Theatre (1,200), 25c-35c-65c, comedy, "Dancing Around," M'tone News, Sound specialties. Weather, cloudy and cool.

Rating—95%

TROY, N. Y.—Proctor's Theatre (2,000), 3 days, 25c-50c, Vaud. Weather, rainy.

Rating—150%

DALLAS, TEX.—Majestic Theatre (2,680), 7 days, 25c-35c-60c, Interstate Vaud., M'tone News, Fables. Weather, fair.

Rating—95%

MINNEAPOLIS, MINN. Hennepin-Orpheum Theatre (2,900), 7 days, 3 shows daily, 25c-50c-75c, 6 acts Vaud, headlined by Irene Franklin. Weather, fair.

Rating—61%

BIRMINGHAM, ALA.—Ritz Theatre (1,800), 6 days, 25c-35c-60c, RKO Vaud., M'tone News. Weather, generally fair.

Rating—105%

LOS ANGELES, CALIF.—Criterion Theatre (1,652), 6 days, 35c-50c-65c, Fox M'tone "Friendship," Fox M'tone News, Synchronized Cartoon.

Rating—170%

Syncopation—Cont.

GRAND RAPIDS, MICH.—Regent Theatre (1,850), 7 days, 35c-50c, M'tone News, Vita. Shorts. Weather, poor.

Rating—90%

NEW YORK CITY, N. Y.—Hippodrome Theatre (4,200), 7 days, 25c-50c-75c, Pathe Sound News, Vincent Lopez and stage band, 16 Markert Girls, two specialty acts, Average for the two weeks 88 per cent, final week. Weather, rain and cold.

Rating—75½% ((second week)

AD TIPS—Featured Fred Waring's Pennsylvanians to the extreme. Billed as the screen's first musical extravaganza, with Bobby Watson, Barbara Bennett, Osgood Perkins and Morton Downey. Featured the musical angle and described as Lavish Drama—Golden Melody—Gay and Glorious Broadway brought to you in a pageant of Jazz and Joy. All-talking, All-singing, All-playing. Audience appeal: all classes, and especially the younger set and lovers of music.—Majestic Theatre, Sid Henry, Mgr., Dallas, Tex.

Exploited Broadway show brought direct to Birmingham, featuring Waring's Pennsylvanians Audience appeal, all ages.—Ritz Theatre, Vernon Reaver, Mgr., Birmingham, Ala.

Exploited this picture as 100 per cent all-talking, all-singing, all-playing screen extravaganza. Front of theatre was decorated with a glittering multi-colored disc, bearing name of picture. Wiring from theatre to disc carried musical features of picture onto the street. Picture was broadcast over KSTP and received considerable attention from listeners. Newspapers carried stories upon the broadcast. Audience appeal: high school age up.—Hennepin-Orpheum Theatre, Frank Burke, Mgr., Minneapolis, Minn.

Exploited Fred Waring's Pennsylvanians by linking them with the title in ads and posters. Also that the film is based on theatrical life. Audience appeal: all classes except young children.—Vita-Temple Theatre, Jack O'Connell, Mgr., Toledo, O.

Used extra newspaper space with heavy lobby display and with radio playing hits from "Syncopation" in lobby for several days before picture was run. Audience appeal: all classes.—Proctor's Theatre, Jacob Golden, Mgr., Troy, N. Y.

Fred Waring and his band are your best bet here. Play 'em hard. Chance for music store tie-ups, etc., audience appeal: all classes.—Regent Theatre, Frank Kleaver, Mgr., Grand Rapids, Mich.

Terror, The (W.B.)

OKLAHOMA CITY, OKLA.—Rialto Theatre (1,000), 3 days, 15c-20c-25c, Vita. Acts, "The .Pullman .Porters," ."Papas Vacation." Weather, fair.

Rating—100%

Three Week Ends (Par.)

SCHENECTADY, N. Y.—Proctor's Theatre (3,000), 4 days, 25c-35c-50c, 5 acts Vaud., Pathe News. Weather, fair and warm.

Rating—100%

Tide of Empire (M-G-M)

TROY, N. Y.—Troy Theatre (2,00), 3 days, 25c-40c, Vita. presentation, Fox M'tone News. Weather, rainy.

Rating—75%

SAN ANTONIO, TEX.—Empire Theatre (1,550), 7 days, 25c-35c-50c, Vita. specialties and Fox M'tone. Weather, fair and warm.

Rating—75%

TAMPA, FLA.—Tampa Theatre (1,600), 3 days, 25c-50c-60c, talkie act, Par. News, Fable, Sound song novelty, Organ. Weather, fair.

Rating—60%

Tide Of Empire—Cont.

WICHITA, KAN.—Miller Theatre (1,981), 3 days, 25c-50c, Miller Orchestra, News, Laurel and Hardy in "Wrong Again." Unsettled and stormy weather.

Rating—99%

AD TIPS—Kyne's name is good exploitation bet. Film has great love theme running through it, and adapts itself to playing up historic events it chronicles. Renee Adoree is worth featuring, as she is fine box-office value. Audience appeal: all classes.—Empire Theatre, H. J. Thacher, Mgr., San Antonio, Tex.

You can play this one up strong as a real thriller and history of the gold rush, presented in a monster way. Feature the author of the story, Peter B. Kyne, and the cast. Good for all classes and ages.—A. N. Roy, Mgr., Tampa Theatre, Fla.

Asked the audience to live and love with Renee Adoree in one of Peter B. Kyne's best-known novels of the California gold rush. Audience appeal: mature.—Troy Theatre, Walter Roberts, Mgr., Troy, N. Y.

Exploited Renee Adoree and Collier, Jr., in Kyne's great novel of the West. CaCtch line: Yellow Gold! Red Love! Adventure! Let the current of this tale of love, hate, sacrifice and pathos carry you to new fields of romance.—H. E. Jameyson, Publicity Director, Miller Theatre, Wichita, Kan.

Trent's Last Case (Fox)

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 3 days. 35c-65c, Six Acts, Overture, Pathe News. Weather, rain.

Rating—100%

AD TIPS—Film was billed as a straight mystery play. Emphasis laid on thrills and anticlimaxes—rather than on stars. Audience appeal: all ages and classes.—Keith Palace Theatre, E. L. Lake, Mgr., Rochester, N. Y.

Trial Marriage (Col.)

JOLIET, ILL.—Princess Theatre, 1 day, 15c-35c, Comedy and News. Weather, cool and rainy.

Rating—60%

UTICA, N. Y.—Olympic Theatre (1,300), 4 days, 25c-35c, Snookums and Newlyweds Comedy, Fox News. Weather, rain and cold.

Rating—60%

MEMPHIS, TENN.—Pantages Theatre (1,900), 25c-50c, Pathe Sound News, Five Acts. Weather, fair and warm.

Rating—105%

AD TIPS—Exploit this picture as screen adaptation of stage play with same title. Feature it as sensation that crowded newspapers for months. Has appeal for young persons.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Trial Of Mary Dugan, The (M-G-M)

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, two shows a day, three Sat. & Sun., M-G-M Talking Shorts. Weather rain and cold.

Rating—118% (fourth week)

Voice of the City (M-G-M)

LITTLE ROCK, ARK.—Capitol Theatre (1,400), 3 days, 15c-50c, Sound Comedy and News. Rain.

Rating—115%

CHATTANOOGA, TENN.—State Theatre (900), 6 days, 40c-50c, Sound Program, Al Abbot and Green's Faydettes.

Rating—96%

MEMPHIS, TENN.—Loew's State Theatre (2,600), 25c-50c, Fox M'tone News, Five Acts. Weather, fair and warm.

Rating—150%

Voice of The City—Cont.

NEW ORLEANS, LA.—Loew's State Theatre (3,285), 7 days, 25c-50c, 5 acts Loew Vaud., with Fox M'tone News and Organ. Weather, warm (half rain, half clear).

Rating—110%

CLEVELAND, O.—State Theatre (3,400), 7 days, 30c-60c, "When Money Comes (M-G-M), "Koko's Act" (Par.), Par News, Publix Unit, "Varieties of 1929." Weather, cold, clear.

Rating—90%

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 25c-50c-65c, Laurel-Hardy Comedy (M-G-M), Fox M'tone News, Four Acts, Vaude. Weather, fair.

Rating—85%

AD TIPS—Stressed this as a great mystery thrill drama. Audience appeal: for all who like mystery and thrills.—State Theatre, Sanford Farkus, Mgr., Cleveland, O.

Featured Willard Mack in this great drama of the metropolis in an all-talking film.—Rodney Toups, Mgf., Loew's States Theatre, New Orleans, La.

Exploit Willard Mack in underworld picture that is different. Play up one of most outstanding dialogue casts in history of talking pictures, including Sylvia Fields and Robert Ames. Don't neglect romantic side. Appeal: adults.—State Theatre, Chattanooga, Tenn.

Weary River (F.N.)

CANTON, O.—Palace Theatre (1,906), 7 days, 30c-50c, 5 acts of Keith-Albee Vaud., with Sunny McDonald as Master of Ceremonies, Pathe Sound News and Overture. Weather, cool and rainy.

Rating—175%

PROVIDENCE, R. I.—Strand Theatre (2,200), 7 days, 15c-50c. Weather, snow and rain.

Rating—100%

ATLANTA, GA.—Rialto Theatre, 6 days, 10c-25c35c-60c, Vita Acts. Weather, mixed.

Rating—60%

SCHENECTADY, N. Y.—State Theatre (1,700), 7 days, 25c-35c-50c, Vita. Vaude., Fox M'tone News. Weather, rain, snow and cold.

Rating—110%

MEMPHIS, TENN.—New Orpheum Theatre (2,600), 25c-50c, Aesop's Fables, Pathe Sound News, Four Acts. Weather, fair and warm.

Rating—150%

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 50c-75c-$1, Pathe Sound and Fox M'tone News, Vita. Short Subjects. First week at popular prices after $2 run. Held over for a second week. Weather, rain and cold.

Rating—134½%

AD TIPS—The song "Weary River," and Barthelmess' singing, are the best angles, and the song is worth plugging to the limit. As Barthelmess' first talker, and story of prison life and regeneration, is also good.—State Theatre, Schenectady, N. Y.

Theme song of the film, together with the natural appeal of a story of how a convict sang his way out of prison is enough to pull plenty of them in.—New Orpheum, L. R. Pierce, Mgr., Memphis, Tenn.

The star, Richard Barthelmess, is the "magic name" here, and the one which two weeks after "The Barker" broke all house records, enabled us to shatter records of two years' standing. Played to exceptional business all week, despite adverse weather conditions. Played strong on the name Barthelmess and theme song, "Weary River." First talking sequence for Barthelmess and Betty Compson. Called attention to similarity of story with that of popular Snodgrass. Dressed ushers in prison garb, and had orchestra and stage entertainers in same attire whenever possible. Audience appeal: high school age and above.—Palace Theatre, Marc Wolff, Mgr., Canton, O.

Weary River—Cont.

Cash in on popularity of Barthelmess and exploit playing and singing of theme song. Audience appeal: general to adults.—Ed Reed, Mgr., Strand Theatre, Providence, R. I.

Why Be Good (F.N.)

SYRACUSE, N. Y.—Strand Theatre (1,700), 7 days, 30c-40c, Presentation, Strand Debutante Orch., 2 Vita. Acts, Fox M'tone. Weather, rain all but one day.

Rating—110%

AD TIPS—Exploit Colleen Moore in new type of picture. Flaming youth theme may be used. Audience appeal: general.—Strand Theatre, Walter McDowell, Mgr., Syracuse, N. Y.

Wild Orchids (M-G-M)

ATLANTA, GA.—Loew's Grand Theatre, 6 days. Weather, mixed.

Rating—75% (second run)

Wings (Par.)

WICHITA, KAN.—Nomar Theatre (800), 7 days, 25c, Vita Acts, News and Review.

Rating—100%

AD TIPS—Exploited this as the ace of the air pictures, starring Clara Bow, Buddy Rogers and Dick Arlen. A powerful story of love and war. Audience appeal: all ages and classes.—Nomar Theatre, J. C. Hartman, Mgr., Wichita, Kan.

Wild Party, The (Par.)

EVANSVILLE, IND.—Loew's Victory Theatre (2,300), 4 days, 15c-25c-40c-50c, M-G-M News, Comedy, Oddities. Weather, rain and cool.

Rating—114%

JACKSONVILLE, FLA.—Florida Theatre (2,300), 4 days, 25c-60c, Anniversary Program, Bennett Sisters on Stage, Par. News. Weather, fair.

Rating—110%

MILWAUKEE, WIS.—Merrill Theatre (1,167), 5 days, 25c-50c, "Family Group," Fox News. Weather, fair.

Rating—200%

GRAND RAPIDS, MICH.—Majestic Theatre (1,150), 7 days, 35c-50c, Orchestra, Par. News, Vita. Shorts. Weather, poor.

Rating—100%

UTICA, N. Y.—Stanley Theatre (3,500), 4 days, 25c-35c-50c, 9 Vaude. Acts, M-G-M and Fox M'tone News. Weather, rain and cold.

Rating—150%

BOSTON, MASS.—Olympia and Fenway Theatres (2,500 and 1,500), 7 days, 25c-75c, Vita. Features, Fox M'tone News. Weather, rainy.

Rating—125%

AKRON, O.—Colonial Theatre (1,147), 7 days, 25c-50c, Par. Comedy.

Rating—135%

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 7 days, 50c-75c-$1, Par. News, Par. Short Talkers. Weather, cold and rain.

Rating—99 3/5 (third week)

AD TIPS—Clara Bow's name in bright lights and a cut out or two in front of the theatre brought them in. Bow's first talkie in an all-talking, all-whoopee picture. Clara Bow here has a big following, and her name is enough to bring in good business. Audience appeal: all classes with a strong tendency to the "flapper" type. Merril Theatre, Wm. E. Mick, Mgr., Milwaukee, Wis.

Exploited Clara Bow's first talking picture and whoopee made by Clara and gang of it girls. Red-head cut-outs placed all over town. Picture gave customers the biggest kick of anything in long while.—Florida Theatre, Jacksonville, Fla.

Wild Party, The—Cont.

Clara Bow's name of course with hear her for the first time—high speed story of college partying, playing life—a real party for everyone.—Colonial Theatre, L. B. Cool, Mgr., Akron, O.

All we have to do in this town is to tell them Clara Bow is in town and she does the rest. Audience appeal: all ages, all classes.—Majestic Theatre, Grover Ranck, Mgr., Grand Rapids, Mich.

Clara Bow's first talkie worthy of exploitation. Audience appeal: all ages and classes.—Fenway Theatre, Albert Fowler, Boston, Mass.

Exploited it as Clara Bow's first all talking picture and in addition as her best starring picture.—Stanley Theatre, Bernard Depkins, Jr., Mgr., Utica, N. Y.

Wolf Song, The (Par.)

EVANSVILLE, IND.—Loew's Victory Theatre (2,300), 3 days, 15c-25c-40c, M-G-M News Comedy. Weather, rain and cool.

Rating—89%

LITTLE ROCK, ARK.—Royal Theatre (1,000), 6 days, 15c-50c, 3 Vita. acts and Par. News. Rain first half, fair last half week.

Rating—85%

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 7 days, 4 shows daily, 30c-40c-75c, Publix Unit, "Vanity Fair," stage band concert orchestra, organ offering, M'tone News, Robert Benchley in all-talking short, Elinor Glyn in an all-talking short. Weather, fair.

Rating—65¾%

BALTIMORE, MD.—Loew's Century Theatre (3,221), 6 days, 25c-60c, Fox and M-G-M M'tone News, Loew-Publix Unit, "Fore," headed by Richy Craig, Jr., orchestra, organ, "Washline Romance" (M-G-M Oddity), "Loud Soup" (Charley Chase Comedy). Weather, cold, rainy, then clear, mild.

Rating—100%

JACKSONVILLE, FLA.—Florida Theatre (2,200), Stage Band Show, Fox M'tone News, Par. News. Weather, rainy, fair.

Rating—100%

BUFFALO, N. Y.—Buffalo Theatre (3,100), 7 days, 65c, Para. Comedy, Fox M'tone, and Vita. News. Weather, fair and warmer.

Rating—145%

AD TIPS—Exploit Gary Cooper and Lupe Velez as lovers in real life and on the screen in a Paramount talking picture. Hear Lupe sing alluring love songs to Gary. Audience appeal: to those who like an atmpospheric western pioneer story with a gripping love theme.—Charles Raymond, Gen. Mgr., Loew's Century Theatre, Baltimore, Md.

The stars of the film, Lupe Velez, Gary Cooper and Louis Wolheim, were heavily advertised, with the first two mentioned being emphasized. Picture was exploited as "Screen's First Musical Romance." Ballyhoo gave the impression that film was that of a bold lover and a passionate maid. Audience appeal: high school age up.—Minnesota Theatre, Murray Pennock, Mgr., Minneapolis, Minn.

Clever exploitation stunts of Lupe Velez and Gary Cooper brought this picture up to scratch. Lively stage show also helped. Audience appeal: general audience.—Florida Theatre, Al F. Weiss, Jr., Mgr., Jacksonville, Fla.

Woman From Moscow, The (Par)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 3 days, 10c-50c, stage presentation, "Are Scotchman Tight?" (Christie), Int'l News. Weather, cold, rainy.

Rating—40%

AD TIPS—It is a chance to point out in this picture the fact that Poli Negri, as a foreign born star, familiar with the customs and ways of the continent, gives the convicing touch of reality to Russian and Parisian scenes of this story. The team of Negri and Norman Kerry should be emphasized as another of the "screen's lovers."—Michigan Theatre, Ann Arbor, Mich.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Educational Execs In N. Y. To Discuss New Sound Moves

Discussing additional talkie plans for the future this week in New York are Jack White, director-in-chief, and E. H. Allen, general manager of the Educational production facilities on the Coast, and Charles Lamont and Stephen Roberts, senior directors of the company. They are gathered together at the Educational home office in conference with eastern executives for the first time and will discuss thoroughly the sound situation. Five of the Educational all-talkie comedy series have already been launched, making their appearance within four months.

Messrs. White, Roberts and Lamont were guests this week at the luncheon of the A. M. P. A. at the Motion Picture Club in New York.

Metropolitan Plant Engineer Perfects Recording Tricks

Double exposures in sound permitting the playing of dual roles, with both characters talking, single lap dissolves in sound and a process permitting continuously dissolving scenes moving from long to medium shot to close up with no pauses or break in the recording of the sound, are several of the new sound developments worked out by Lodge Cunningham, a Metropolitan Studio engineer.

U Distributing Product In Both Disc And Film Form

Disc recording for Universal features and shorts also available in sound-on-film form has been decided upon by Universal to accommodate many exhibitors whose houses have not as yet been wired for the reproduction of the latter type of films.

"Scandal" will be the first Universal disc release and will be followed by "Come Across," "You Can't Buy Love," "His Lucky Day," "Evidence," "One Rainy Night," "College Love," and a disc version of "Show Boat." Among the U shorts, the "Collegians" will presently be available on discs and the Oswald cartoons will be had in disc form as well.

14 Sound Stages Available At Paramount Coast Plant

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—With four new sound stages completed and available Monday, Paramount west coast studios now have a total of fourteen stages available for production of dialogue features.

He Paid Penalty Of Hasty Installation

HURRIED sound installations are dangerous. One well known exhibitor installed a prominent sound reproducing device in his theatre and opened before all the adjustments were completed. As a result, patrons were severe in their criticism and stayed away from the theatre. So, when the adjustments were made in the machine, and everything was in 100 per cent working order, this exhibitor held Open House and all were invited to come in at the nominal charge of ten cents. Thus they were convinced that the sound was all right, and the business was saved.

Paramount Takes Sono-Art Feature For Distribution

Paramount announced this week that it would distribute the Sono Art picture, "The Rainbow Man," starring Eddie Dowling and now running at the Selwyn Theatre, New York City, at top prices.

Instances have been rare where Paramount has undertaken the distribution of an independent production. About a year ago arrangements were completed to handle the Douglas MacLean picture, "Carnation Kid," and several years previous distribution for the Harold Lloyd features was affected.

Talkies Great Break For Stage Talent, Says Santley

Describing the advent of the talkies as the best thing in the world for the stage player, Joseph Santley, talkie director for Paramount at Astoria, is enthusiastic over the new medium. As the stars of the stage are drawn towards the talking screen, other stage players are given an opportunity to take their places in Broadway productions. "With the era of the talkies and sound pictures will come a lessening of demand for screen players and a proportionate increase for stage talent," says the director.

Pathe Increases Number Of LeMaire Talkies To 14

The series of talkie comedies being produced by George LeMaire for release through Pathe has been extended to 14. They will be issued as "LeMaire Comedies," eight releases featuring the producer-actor in a personal appearance, and "Manhattan Comedies," six subjects featuring other comedians than LeMaire. Both series are being directed by LeMaire, Edward Manson assisting.

Elstree Studio Starts Talkies For Release Here By World Wide

The two recently completed sound stages at the Elstree Studio in England went into work last week when "The Informer," co-starring Lars Hanson and Lya de Putti, adapted from the Liam O'Flaherty story, directed by Arthur Robinson, and "Blackmail," with Ondrea, adapted from Charles Bennett's play, entered production. They are followed by "The Wrecker," presenting Joseph Stryker and Carlyle Blackwell.

E. A. Dupont is preparing a talking special and Syd Chaplin will also go to work shortly on "The Humming Bird," John Maxwell, chairman of British International to whom the Elstree plant belongs, estimates that about 15 dialogue films will be produced this year and from 20 to 25 next year. World Wide will release them in the U. S.

Sound Stages Should Be Run Independently Say Metro Executives

The solution of the talkie production problem will be found in sound stages operated as independently as theatres, Metro-Goldwyn-Mayer Coast executives believe. They are now planning to install this system along at the Culver City studio's seven new stages.

Each stage will house a complete technical equipment that will include scenic disks, painting frames, property rooms and direct generative plants.

Powers Cinephone Offers Complete Disc Equipment

Complete disc equipment for reproduction of sound picture is now being offered by Powers Cinephone in addition to their sound-on-film device and the dual system playing both discs and sound-on-film. The disc outfit is synchronized to play all standard systems of disc recorded sound pictures. For theatres up to 1,500 seating capacity the disc installation complete will be marketed at $2,500. Complete sound-on-film Powers Cinephone for the same sized theatres is $5,000. Dual installation including sound-on-film with synchronous disc attachment is listed at $6,000.

Qualitone Issuing Booklet Describing The Device

An illustrated brochure, describing the Qualitone system and containing scenes of theatre installations and close-ups of the various parts of the machine, are now being distributed by Samuel Freedman.

Broadway Show Reviews

By Fred Schader

The Final Week For The Colony Has Its Best Show

House Closes For Two Weeks After Which U. Will Install Runs

The final week of the present policy at the Colony Theatre under the direction of Universal witnessed one of the best shows that has been given there since the first of the year. It was a show that was built up for a flash with a dancing troup of 12 girls, a vocalist, and an adagio team. Of course, Sam Kahn and his band were retained, but Sam showed himself rather a faulty showman this week.

Kahn, in addition to directing his band, acted as master of ceremonies, and evidently because it was the final week for him at the theatre he undertook to kid the rest of the show. It was in bad taste and decidedly unprofessional, especially as he got laughs at the expense of the others on the bill, and his remarks coming with their introductions did not help the other players. Incidentally it would not be a bad idea for Sammy to look himself over occasionally, especially his trousers, and those are little things that real showmen look to before appearing in public.

The orchestra offered "Indian Love Call" as the opener, this being followed by the Twelve Dancing Models for a neat routine. Buddy Truly sang "When The World Is At Rest" in approved song plugging manner. Natalie and Donnell is their adagio offering brought the house down, and the girls on again for a clog routine cleaned up. A comedy number by the orchestra did not fare so well, but the dancing team with a pantomime waltz at the finish again caught the fancy of the house.

A short Pathe Sound News with only two shots shown and "Scandal," a Universal talking feature with Laura LaPlante starred, completed the bill.

The Colony closes on Sunday night and will be dark for several weeks while certain alterations are made. The house on reopening will undoubtedly house Universal specials for runs.

"Leatherneck" Opens For Run At The N. Y. Cameo

"The Leatherneck," Pathe's sound and talking film starring William Boyd, follows "The Godless Girl" into the New York Cameo Theatre, opening for a run on Saturday, April 20.

Hark! Spring Has Came To The Roxy Also "Girls Gone Wild" A Jazzy Film

RIGHT at the trail end of a record breaking siege of rain which lasted sixteen days and broke a record that had been existing for nine years, S. L. Rothafel brought the spirit of spring to the stage of the Roxy Theatre. Possibly he figured that the public would welcome the sight of color and blooms even though they be artificial and the chances are he was right. With the spring flavored stage entertainment a Fox silent production "Girls Gone Wild" is shown. It is a rather jazzy affair, proving to be light entertainment. The stage entertainment ran a minute over the hour, while the feature took fifty-eight minutes, which pulled the show through in a little less than two hours.

Lew White at the organ and Renie Valerie, the songstress, offered "Lover Come Back To Me" at the opening of the show, winning a nice hand with it. The orchestra offered a real treat in its rendition of "The Rhapsody in Blue" and you have never really heard a Gershwin classic played until you have heard the Roxy musicians perform it. And what a hand they received at its conclusion. Its reception should warrant Roxy repeating the number in the near future. Fourteen minutes for these two units, with the orchestra selection taking ten of them.

"The Music Box" was the title of the first of the divertissements. It was a novelty charmingly presented and admirably performed by Florence Rogge, Jenny Lelaroff and Leo Pernikoff as three mechanical figures atop of an old fashioned music instrument. The 32 Roxyettes next offered "Black and Gold," a number that from a costume viewpoint was as pretty as anything but it was rather ragged in execution on the part of the girls at the first performance on Monday. It should have won a big hand, but as it was the audience just passed it by.

A series of five "Woodland Sketches" was next presented in which the ballet and the vocal ensemble were all used. Roxy utilized a transparent wood drop in one and presented his offering behind it thus the illusion of Spring in the woods was carried out.

The Fox Movietone news took the next twelve minutes of the bill.

It was followed by "Voices of Spring," a really delightful spectacle. This ran eighteen minutes and proved to be the best liked bit of entertainment of the entire program. It is skillfully conceived, beautifully presented and colorful to the extreme.

The feature finished a show, with Sue Carol and Nick Stuart co-featured players.

"Nothing But The Truth" With Dix And "Say It With Music" Big Hits

A CRACKERJACK comedy talking feature and a very flashy Publix stage unit made the bill at the Paramount for the current week a highly entertaining one. The feature was Richard Dix in "Nothing But The Truth" which is all-talkie, and the stage unit was the John Murray Anderson produced "Say It With Music" revue. The entire show ran two hours and sixteen minutes.

"Chanson Russe" was the title of the orchestral offering under the direction of Dave Rubinoff, running eight minutes, with the inevitable violin solo by the leader. In the news reel there were three shots from Paramount News and the Fashion Revue in Technicolor which showed June Collyer in a most favorable light. Her beauty and coloring brought murmurs of approval from the audience. There were two other fashion flashes. The combination took seven minutes.

Jesse Crawford at the Wurlitzer offered two numbers. One "Am I A Passing Fancy" appears to be a ballad with real possibilities, and "The Cradle of Love" had a swing to it. Six minutes for the two.

The "Say It With Music" presentation ran thirty-five minutes. Had the interpolation by Ben Black and the orchestra of the Dempsey-Tunney fight incident in Chicago been eliminated it would have helped the show. As it was this rather aged theme slowed matters considerably. Incidentally Charles Irwin, who is featured with the unit, needs be tamed a bit. He gives the impression that if the audience doesn't like him they can go to the devil. Scenically the unit is a beauty. There are twelve Foster Girls, Henry Garden, Sammy Krevoff, Sadler and Rose and Wainwright Sisters in the offering. The latter would not be missed. Stadler and Rose walked off with the hit honors.

The feature ran an hour and seventeen minutes and in addition there was a trailer for next week's picture and one announcing the engagement of Rudy Vallee at the house. Seems that Paramount is overdoing the trailer advertising just a little.

In And Out Of Town

SAM E. MORRIS, Warner Bros., vice-president, is now back in New York after a business trip to Toronto visiting the Warner exchange there.

TOM BRADY, Canadian representative of Pathe, recently dropped in at the home office in New York, where he conferred with General Sales Manager Phil Reisman and other executives.

SAILING this Friday on the Majestic is Jesse L. Lasky, Paramount executive who will spend several months abroad looking over current plays and players and story material.

TERRY RAMSAYE, editor of Pathe Sound News, Pathe Audio Review and other Pathe products, returned to New York this week after a trip to Indianapolis where he lectured before the Indiana Endorsers of Photoplays Association.

AT the world premiere at the Apollo in New York on May 2 will be both Ronald Colman and Samuel Goldwyn. The latter, Mrs. Goldwyn, Arthur Hornblow, Jr., and Mrs. Hornblow, arrived on April 17; Colman follows them on the 22d.

AL L. GLASSMAN of Salt Lake City is an out-of-town exhibitor who recently visited the New York office of Warners. He is the owner of the American Theatre in Salt Lake City and the Ogden in Ogden, Utah.

CLIVE BROOK, Paramount star who arrived from Hollywood last Thursday, sailed that night for Europe on the Majestic. He will vacation for three weeks in England. He was accompanied by his wife and their children, Faith and Clive.

CHESTER MORRIS, star of the United Artists film, "Alibi," and Roland West, director of the production, left New York, April 22, for Hollywood. They were accompanied by their wives.

"Eternal Love" Following "Coquette" Into The Rivoli

"Eternal Love," U. A. release containing John Barrymore and Camilla Horn, and directed by Ernst Lubitsch, follows "Coquette" into the New York Rivoli. This is the star's second film with Miss Horn and the director's tenth American-made production.

"Donovan Affair" At Roxy

"The Donovan Affair," Columbia's talking special with Jack Holt and Dorothy Revier, comes to the Roxy in New York for a run beginning April 27.

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What The Small Exhibitor Thinks Of Exchangemen

(*Continued from page* 1385)

comes out and says: "Gee, what a swell show, I wish they woulda killed that other cop, too.

Mr. Exchange Man, did someone ever come out and accuse you of cutting your show? Listen to this. We were showing ————. At the end of the picture a man jumped up from his seat and said in a loud voice: "Hey, what's the idea, trying to get us out of here so that you can get more people in? Finish that show." His wife helped him out. Then a few others started in the chorus. That took quick thinking. I immediately got the press sheet and read the synopsis of the story to them and they were satisfied and the show went on. The man in question is educated and assistant cashier at the bank I deal with. He received a very nice letter from me together with seventy-five cents in cash, his admission. He wrote me back a letter apologizing and included a deposit slip for that amount of money. However, he enclosed a piece of paper on which was written the following: "Ten reels of pictures at fifteen minutes to a reel is two hours and a half. My wife and I saw a whole show in one hour and forty minutes." That also had to be explained.

The biggest man in the industry today is the small town exhibitor. He who is always out when the big town exchange man comes to sell him something. I, for one, thank God I am out as much as I happen to be. I am never around the theatre but these high powered convention artists have sold me enough pictures to last me for a long, long time, and I have never bought one picture or made one deal outside of my office located in the basement of my theatre.

Canadian Educators Want Stricter Admission Statute

The National Council of Education has called upon the Canadian Government to prohibit the admission of children under 16 years of age from all moving picture theatres in the Dominion, as is now required in the Province of Quebec. Restrictions on film posters have also been demanded while the Government is asked to admit educational films duty free.

Jolson Film Comes To N. Y. And B'klyn Strands May 4

"The Singing Fool," the Warner Bros. release starring Al Jolson which terminated a 30-week run on Broadway on April 21st, will arrive at the Strand in New York and the Strand in Brooklyn on May 4.

Paramount Starts Special

"Glorifying the American Girl," Paramount's musical production, went before the cameras at the Long Island studio last week with Mary Eaton in the role of leading woman. A late addition to the cast was Kaye Renaud.

Joins F. N. Scenarists

John F. Goodrich has been added to the scenario staff of First National Studios.

Eastern Studio Notes

Radiant Pictures—New Brand

Radiant Pictures, the joint production venture of RCA Photophone, Al Boasberg and Louis Brock, one and two-reel shorts, distributed by RKO Distributing Corp., are going into production at the RCA Gramercy Studio. "Bugs" Baer has been signed to do the dialogue for the six shorts, alternating with Al Boasberg, who will do the remaining six as well as direct all of the series, "Headwork," by Baer, "Your Own Home Town," by Boasberg, featuring Russ Brown, are the first two.

Rogers And Hart

Rogers and Hart, otherwise known on Broadway as Dick Rogers and Larry Kent, composers, are going into talkies beginning with a two-reeler of their own authorship which S. J. Kaufman will direct at the Long Island Paramount plant.

Le Maire Busy In N. Y.

At the Pathe Studio in New York City, where talkie production is going apace, George Le Maire is now producing "Go Easy, Doctor" as his fifth al-talking comedy, Le Maire and Louis Simon co-starring. Also in the cast are Maurice Quinlivan, Marita Mackay, Althea Clark, Miriam Stuart, Lillian Bond, Lillian Williams, Gladys Hart.

New Vitaphone Short

"The Family Ford," a Vitaphone comery sketch with Jim and Marian Harkins, was completed last week at the Warners Eastern Studio in Brooklyn under the direction of Murray Roth. The cast also includes Hope Eden, Marie Dolan, Joe Kavanagh and Harry Lester.

Swedish Talking Comic

El Brendel, Swede comedian, is making a short talkie for Warners at their Eastern Vitaphone studio. He is assisted by Flor Bert and E. Frederick Hawley in the sketch which has been called "Beau Night."

Hurley To Direct For Vitaphone

Arthur Hurley, stage director, has been signed by Warners to assist Bryan Foy, director-in-chief of the Eastern Vitaphone studio, in the direction of dialogue and action in Vitaphone shorts.

Schipa In Paramount Short

A singing short subject was recently made by the operatic tenor, Tito Schipa, at the Long Island Paramount studio. He sang a group of three songs in formal dress and then two operatic arias in costume. Joseph Santley directed and Joseph Ruttenber directed.

New Folsom Vita. Act

Bobby Folsom, musical comedy and vaudeville star, has finished "Typical Types," a new Vitaphone song sketch in which she sings two character songs written for her by Neville Fleeson.

Pathe Signs Kenneth Webb

Morton Downey's second all-dialogue and singing picture, tentatively titled "My Lady's Man," will be produced at the New York studio of Pathe by Kenneth Webb, who has just been signed by the company. Gene Markey wrote the story. Webb is director and playwright.

HOLLYWOOD

LAWRENCE A. URBACH
Western Representative

WALTER R. GREENE
Western News Editor

Hollywood Office: Mezzanine Floor, Hotel Roosevelt Phone Granite 2145

Producers Will Have To Watch Their Step With Service Films

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25. -Film producers are likely to find it more difficult in the future to obtain co-operation of the United States government in production of pictures dealing with the army, navy, marines and air service.

One of the requisites demanded by the government is that the men in the services not be depicted in an unfavorable light. This ruling will be enforced more strictly than ever, it is said. The tightening up comes as the result of reported complaints on incidents shown in a few recent pictures, wherein enlisted men were not entirely shown at their best.

It is understood that film companies will hereafter take the entire risk in producing a picture built around any one of the four services.

Col. Joy Off On Trip To Cover All Censor Boards

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—Col. Jason Joy, head of the public relations department of the Producers' Association, left last week on a trip that will cover every censor board in the United States and Eastern Canada to contact the various censor bodies and get their reactions on the new vogue of talking pictures. He will also get their views on censorable material in talkers.

Joy will be away from his office about six weeks.

M-G-M Signs Morgan To Write Originals And Adapt

(Hollywood Bureau, Motion Picture News)

Hollywood, April 18.—Byron Morgan has signed to write original stories and adaptations for the coming year for M-G-M.

The year's contract with Morgan for originals indicates that M-G-M executives forsee the need for screen material, even though announcement has been made that all product for next season would carry talker versions.

Paramount Buys 2 Stories

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—Paramount has purchased screen and dialogue rights to "Illusion," by Arthur Train, and "Brothers," by Edwin Burke. Dorothy Arzner will direct Charles Rogers and Nancy Carroll in the first named, while William Wellman is slated to direct "Brothers," with Evelyn Brent and Chester Morris featured.

No Necessity Of Being Scary About This Title

(Hollywood Bureau, Motion Picture News)

A COAST film producer had an original story carrying the title of "Alibi," which had been purchased a few years ago but never made. When Roland West's picture under that title was recently released, the producer did a little checking to see what title change he would have to make.

After a very brief investigation, he discovered that the title had already been used for five film features; three plays; and fifteen magazine stories at various times in the past ten years. When he found that out, he refused to waste any more time.

Baclanova Wins Suit To Break Contract With Rosen

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—Baclanova, Russian film actress, scored in her legal battle with Al Rosen, film agent, when Superior Judge Hazlett ruled she was free from her five year contract with the manager. Baclanova contended she signed the contract under the impression that it was for one year, and pleaded ignorance of the English language. Rosen showed, however, that he was instrumental in obtaining a five year contract with her from Paramount.

Fox Halts Work On Injun Film After Spending $90,000

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—After expending more than $90,000, Fox definitely abandoned production of an all-Indian picture which J. Robert Flaherty was filming among the Arizona tribes.

Decision was made to definitely shelve the picture and stop production upon the Fox announcement that no further silent pictures would be made by that company.

T.-S. Temporarily Using Outside Soundfilm Stages

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—Tiffany-Stahl is recording talking sequences of their current pictures at both Educational and Mack Sennett Studios. The Tiffany-Stahl sound stages are expected to be completed by July 1.

W. B. To Do "Fortune Teller"

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—Warner Brothers will produce "The Fortune Teller" as an all talker for next season.

Murnau & Flaherty To Produce Sound Pictures Together

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—F. W. Murnau, former Fox director, and J. Robert Flaherty, producer of "Moana" and "Nanook of the North," are reported to have organized a company for the purpose of producing a series of 12 sound features in different parts of the world.

Flaherty is well known for his productions made during the past several years in out-of-the-way spots; and is understood to have a number of locations never before photographed spotted as likely subjects for the series. Murnau was brought to the country by Fox a few years ago after he had gained considerable reputation in Germany. While with Fox, he directed "Sunrise" and "Four Devils."

RKO Assembles Girl Troupe For Musical Comedy Work

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—RKO will be the first film producing company to assemble a permanent troupe of chorus and dancing girls for use in musical comedy productions during the coming year.

Pearl Eaton has been brought to the coast studio to direct the chorus and stage the dance numbers for the various musicals RKO intends making for next year. About 100 girls will be carried in stock for the film chorus.

Adolphe Menjou Will Star In "Concert" After All

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—Adolphe Menjou will star in "The Concert." Several months ago the picture was prepared with the idea of Menjou playing the starring part, but a switch was made and Emil Jannings slated to do the production.

When Jannings was given an indefinite leave of absence by Paramount, production executives then re-adapted "The Concert" to fit Menjou's talents.

"Show Boat" Opening At Biltmore, L. A., On May 6

(Hollywood Bureau, Motion Picture News)

Los Angeles, April 25.—"Show Boat" will open in Los Angeles at the Biltmore Theatre, Los Angeles, May 6th for a run at $2 top with two performances daily. Universal is planning to spend about $5,000 weekly for advertising and exploitation during the engagement.

Hollywood

Paramount Plans "Maytime," Another Schulberg Remake

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—"Maytime," famous operetta, will be produced by Paramount as a film musical for next season release. A picture version of the light opera was made several years ago by B. P. Schulberg for Preferred Pictures.

"Maytime" is the third re-make of a Preferred picture planned by Paramount; all three of which were produced by Schulberg when he headed that company. The other two acquired are "The Virginian" and "The Broken Wing."

Coast Pow-Wow Still On Over Colleen's Contract

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—With one picture remaining on her program for First National, contract discussions concerning Colleen Moore are continuing, it is understood, between Jack Warner and John McCormack. They have been at it for several weeks and do not appear to be getting together on terms.

Metro Acquisitions

Edwin Justice Mayer, playright and scenarist, will be given a directorial assignment by M-G-M during the next few weeks. Sally Starr, feminine lead in "College Days," directed by Sam Wood, has just been signed to a long-term Metro contract and Wells Root has been added to the M-G-M scenario staff, and will write dialogue for forthcoming productions for that company.

"U" May Let Mary Philbin Go

It is understood that Universal will not exercise option on contract with Mary Philbin when it expires in October. The company announces, however, that Miss Philbin will appear in two talkers up to time of contract expiration.

Moran And Mack

Moran and Mack's initial talker comedy feature for Paramount will be released under title of "Backstage Blues." Arthur Housman has a comedy role in the story, adapted from an original by Octavus Roy Cohen. George Abbott will direct and Lawrence Leslie will have a principal role.

Anthony Signed By W. B.

De Leon Anthony, son of Walter Anthony, has been signed by Warner Brothers to write titles and dialogue.

Mix Joining Circus, Leaving Films Flat

TOM MIX and Tony are deserting the films and the stage for circus life, the star having signed at a reputed salary of $15,000 to join the Sells-Floto show in Boston, May 27, at the close of his present vaudeville tour. The star announced his new affiliation while appearing at the Toledo-Paramount in Toledo, O. He indicated that he does not intend to return to motion pictures.

Snookums Will Star In "Sunny Jim" Series For U

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—Little Sunny McKeen, discovered by the Stern Bros. and heralded by them into a miniature box-office star as the Snookums of "The Newlyweds And Their Baby" series of shorts which Universal is releasing, has been engaged by Universal and will portray the starring role in the new "Sunny Jim" series of two-reelers planned by the company. Gus Meins is to direct and there are to be both sound and silent versions.

Original Operetta Will Be Produced By Paramount

(Hollywood Bureau, Motion Picture News)

Hollywood, April 26.—Paramount will produce the first original operetta written for motion pictures, and liberetto is now being prepared by Guy Bolton. Ernst Lubitsch will direct the production, which will contain singing, dancing, talk, and special effects.

Barrymore's "General Crack"

Lowell Sherman and Gustav von Seyffertitz have been added to cast of Warner's "General Crack." John Barrymore is starred, with direction by Alan Crosland. Marion Nixon, placed under contract by Warners, will be featured in Warner and First National Vitaphone films, her first assignment being in "General Crack."

Thieves Reap Harvest

Dolores Costello reported the loss of a $5,000 brooch from her dressing room at Warner Studios. The police are investigating the disappearance. A few hours before the report of Miss Costello's loss, Jane Winton informed police a thief had entered her home and walked off with jewelry worth about $5,000.

Old "U" Films Will Be Re-Made As Talkie Productions

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—Universal is planning to produce all talkers of "The Three Godfathers" and "The Flirt" for next season release.

"The Three Godfathers" was originally made by the company in 1916, and rated one of the best stories of that year. "The Flirt" is from the story by Booth Tarkington and was last produced by Universal in 1922.

Warners To Make "School Days" Over Again In Talk

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—Warner Brothers will produce Gus Edwards' "School Days" as an all-talker via Vitaphone for release next season. "School Days" was originally produced and released by Warners several years ago.

Paramount's "Dangerous Curves"

Kay Francis has been imported from the Broadway stage to play a supporting role in Clara Bow's next starring production, "Dangerous Curves," an all-talker. Lothar Mendes will direct. Other players are Richard Arlen, David Newell, Rita La Roy, Anders Randolph, Charles D. Brown, Jack Luden, T. Roy Barnes, May Boley and Joyce Compton. The story is by Lester Cohen and deals with a circus.

Arthur's Contract Renewed

M-G-M has renewed option on contract of George K. Arthur for an additional six months. Arthur has been teamed with Karl Dane in feature comedies, but the series will not be produced for next season release. Arthur will go into featured talker casts in support of M-G-M stars and has been cast for a butler role in "The Last of Mrs. Cheney," starring Norma Shearer.

RKO's "49th Street"

Eugene Walter, well known playwright, is writing the dialogue for "Forty-ninth Street," which Mal St. Clair will direct for RKO. Tom, Owen and Matt Moore will be featured in the picture, an all talker.

Green To Direct For Burr

Howard J. Green has been signed by C. C. Burr to direct a talker feature from "The Squawk," a play by John McDermott. The play appeared in Los Angeles a few months ago, being produced by McDermott to enhance the picture rights.

Bill Hart Says He'd Return

William S. Hart, former western star for Triangle and Paramount, admitted last week that he would be willing to return to the screen in talkers if any offers were forthcoming.

Warners Sign Caesar

Arthur Caesar has been signed by Warner Brothers on a long term contract to write original talkers and dialogue.

(Continued on page 1428)

The Future of Waning Stars

An Article Of Vital Interest To Everybody In Hollywood

In Next Week's Issue

Opinions on Pictures

Nothing But The Truth

A Hit And That's The Title

(Reviewed by Freddie Schader)

RICHARD DIX proves that he is "there" with both feet as a star of the talkies as he was of the silent pictures in "Nothing But The Truth." And this picture serves to introduce a new film find in Helen Kane, a singing comedienne, who should prove to be the Mable Normand of the soundies. Gosh how that gal can troup and how she can pull laughs from an audience. You'll have to see her to appreciate her value. Right here and now let it be said that for laughs "Nothing But The Truth" is the 100 per cent laugh producing talkie, and it should be a B. O. wow.

In it Richard Dix shows that the years that he spent on the stage are standing him in good stead in these days of the talking pictures. He walks through this characterization in a manner that must have delighted even William Collier, Sr., who created the role on the stage and acted as dialog director in the making of the picture. Surrounding the star there is a crackerjack cast, every member of which gives a good, consistent performance. Dorothy Hall, an ingenue from the stage plays opposite the star and proves to be most appealing. She is a blonde beauty and Dix and she appeared to be splendidly matched. Louis John Bartels and Ned Sparks together with Berton Churchill were the comedy trio who made life miserable for the star by compelling him to tell the truth for twenty-four hours, while Helen Kane and Wynne Gibson as a couple of cabaret entertainers, looking for an angel to back their musical comedy were a scream.

The original play by James Montgomery has been followed very closely in the screen version and the laugh lines that were in the original repeat with the same effectiveness from the screen. Victor Schertzinger who directed held closely to the stage action and planted his punches with nice timing.

The story deals with four associates in a broker's office who bet one of their number that he cannot tell the truth for twenty-four hours. From the moment that the bet starts the trio who are holding one end accompany the victim and make his life miserable.

Drawing Power: Dix's first talking picture. A great comedy with a great cast.

Produced and **distributed** by Paramount Famous Lasky. From the play by James Montgomery, directed by Victor Schertzinger. **Length:** Talking, 7,256 feet; running time an hour and seventeen minutes. **Released** April 20, 1929.

THE CAST

Robert Bennett	Richard Dix
E. M. Burke	Berton Churchill
Frank Connelly	Louis John Bartels
Clarence Van Dyke	Ned Sparks
Sabel Jackson	Wynne Gibson
Mabel Jackson	Helen Kane
Gwen Burke	Dorothy Hall
Mrs. E. M. Burke	Madelme Gray
Ethel Clark	Nancy Ryan

Scandal

Society Drama With Talk

(Reviewed by Freddie Schader)

THIS is a society drama with several talking sequences that help to carry the picture along. There are a couple of shots of a polo match that are in sound that are zippy. Laura LaPlante, the star, however, does not particularly click as to voice and in this production appears to have taken considerable weight unto herself. From a box office standpoint the picture will get by nicely without causing any distinct furore. It rates about the same as a fair program picture would in the silent days.

It is the tale of a former society girl who, when her family met reverses, took up stenography. She has the post in a fashionable hotel at a society resort and there meets a former sweetie, but while she gets a thrill out of the meeting she decides to marry a wealthy batchelor who is a polo player. Later in her husband's absence the former sweetie calls on her at a late hour and while with her, his wife, for he also married, is murdered. He returns home and finds her dead, but rather than reveal where he was to establish an alibi, he remains silent, is found guilty and then the polo player's wife establishes his innocence. Just when it appears that her husband is going to turn her out of doors, she decides to attend the polo match where he is playing and her appearance convinces him of her innocence and there is the happy ending.

Laura LaPlante has the role of the steno-wife, while Huntley Gordon is the polo playing husband. He fails to ring true in the earlier talking sequences, but toward the finish of the picture redeems himself. John Boles has the role of the lover, and also a song. But he speaks his lines with about as much inflection as might be expected from a musical comedy tenor. The heavy element is in the hands of Jane Winton who delivers a rather clever characterization of a present day jazz vamp.

Wesley Ruggles directed the picture and Tom Reed supplied the dialog. Ruggles did a nice piece of work in his direction and his polo stuff was particularly nice.

Drawing Power: Average audiences, with nothing to offend. The LaPlante, Gordon and Boles names should attract some business.

Produced and **distributed** by Universal Pictures. **Length:** Sound, 6,475 feet. **Released** May 4, 1929. **Running time**, an hour and twelve minutes. **Released** April 23, 1929. **Dialogue** by Tom Reed. **Directed** by Wesley Ruggles.

THE CAST

Laura Hunt	Laura La Plant
Burke Innes	Huntley Gordon
Maurice	John Boles
Vera	Jane Winton

Girls Gone Wild

Light Younger Generation Whoopee

(Reviewed by Freddie Schader)

SOUTH and jazz, bootleggers and gangsters, society and shootings, all mixed into one make for a rather jazzy entertainment of the younger generation with Sue Carol and Nick Stuart as the co-featured players in "Girls Gone Wild." It's the kind of a picture that the youngsters will like and while the older folk may be slightly entertained they wont get any great kick out of it. From a box office standpoint its greatest power is in the title, but there is little chance of a word of mouth build-up afterwards.

The story deals with a young society Miss who likes to speed her car, hand the cops a horse laugh and have her dad fix her tickets for her. That's the role assigned to Sue Carol. Nick Stuart is one of boys at the University that she attends. He's the best "all around everything" and stands high in Sue's affections until she finds out that his dad is the motor cycle cop that is insistent on taking her to court.

That night there is a street dance in one of the tough neighborhoods and Sue and one other of her boy friends attends. Sue is in the arms of a bootlegger dancing when a rival mob steps in and bumps him off. That is the signal for Nick on the outskirts of the crowd to get busy and save the day. Just as he is about to drive the girl off in the car the killers hop into it and order him to "step on it." A motor cop chases them and they fire back, then after losing the cop they throw Nick out of the car and take Sue along. Of course, it was Nick's dad that was bumped off his bike, and the kid gets his gun and follows the mob to their hideout, getting there in time to save the girl, and there you have it.

Sue Carol gives a corking performance as the jazz flapper, while Nick is oke as the boy friend. William Russell, who lately passed away, plays his dad and gave one of the best performances that was his in recent years. Roy D'Arcy and Matthew Betz show up as the rival gangsters with effectiveness, while the balance of the cast is all that could be asked for. The picture is a silent one and that will possible keep it out of some of the high spots.

Drawing Power: A jazz feature that will appeal to the youngsters. Sue Carol and Nick Stuart worth while in it.

Produced and **distributed** by Fox Films, Inc. **Length,** 5232 feet. **Released,** April 20, 1929. **Directed** by Lew Seiler.

THE CAST

Babs Holworthy	Sue Carol
Buck Brown	Nick Stuart
Dan Brown	William Russell
Tony Morelli	Roy D'Arcy
Boots	Leslie Fenton
Mrs. Holworthy	Hedda Hopper
Speed Wade	John Darrow
Augie Sten	Matthew Betz
Judge Elliott	Edmund Breese
Grandma	Minna Ferry
Dilly	Louis Natheaux
Tom Holworthy	Lumsden Hare

The Man I Love

Arlen-Brian Talker Clicks

(All Talker Version)

(Reviewed by Walter R. Greene)

BESIDES being an all around good piece of entertainment, "The Man I Love" demonstrates that both Richard Arlen and Mary Brian will be even more popular in the talkers than they have been in the silent celluloids. The picture has a prizefight background and also carries a decidedly human romance, with enough audience interest to satisfy to the fullest extent.

The story, an original all-talker by Herman Mankiewicz, has been nicely assembled. It opens with Arlen in the role of a second-rate prizefighter, Dum Dum, with aspirations to reach top money via a terrific right wallop. Arlen falls in love with Celia, a song plugger in a music store; and they are married in the second reel.

In New York, Dum Dum succeeds in getting McCarthy (Pat O'Malley) to manage him, and starts into the big money. Baclanova, as Sonia Barondoff, enters and starts an affair with the fighter. He falls hard. His wife leaves him just as a match is arranged with the champion. But the loving spouse is near the ringside on the night of the fight, cheering Dum Dum to his knock-out victory. After the fight she tells him although she loves him dearly, it is best she go and let him continue his ring career. But Arlen hops the train with his wife and retires from the ring.

Arlen is excellent as the fighter, and Mary Brian's voice as recorded is just as sweet, clear, and unaffected as she herself appears in her portrayals. Harry Green, as Arlen's Jewish manager, scores effectively. In fact, after a sample of his comedy in the first two reels, further comedy seems to fall flat in comparison. Baclanova is again the Russian countess with a decided accent. She also sings a couple of Russian songs with much gusto. In fact, it appears that Paramount has a distinct type on their hands in Baclanova, and her work in pictures will be decidedly limited. This is her third appearance in a few months in which she plays the same identical role. Pat O'Malley gets over nicely. Balance of the cast is of unusual merit.

"The Man I Love" is box office—no question of that. It carries all the glamor and atmosphere of the realm of fistiana, but still has plenty of human interest throughout. Shots of the ring battles, with the roar of the crowds makes the bouts thoroughly realistic. Direction by William Wellman is of unusual excellence.

Drawing Power: It's a cinch to satisfy. Richard Arlen and Mary Brian appear in their first talker—and go over big. Cast is fine; and the picture ranks high.

Produced and **released** by Paramount. **Story** and **dialogue** by Herman Mankiewicz. **Adapted** by Percy Heath. **Directed** by William Wellman. **Photography** by Henry Gerrard. **Associate Producer**, David Selznick. **Length, approximately** 6,600 feet. **Release date**, indefinite.

THE CAST

Dum Dum Brooks	Richard Arlen
Celia Fields	Mary Brian
Curly Bloom	Harry Green
D. J. McCarthy	Pat O'Malley
Sonia Barondoff	Baclanova
Lew Layton	Jack Oakie
Carlo Vesper	Leslie Fenton
Champ Mahoney	Charles Sullivan
O. K. O'Hearn	William Vincent
Gateman	Robert Perry

"Broadway Blues"

(Educational—Two Reels)

(Reviewed by Raymond Ganly)

THIS Mack Sennett all-talkie comedy doesn't go after the laughs as heavily as "The Bride's Relations," for instance, and deserves a classification somewhere between fair and good. Johnny Burke stars in a story of a small-time vaudevillian who wise-cracks his way to a grand contract with a Broadway theatrical magnate.

Burke is good enough with what he has to say and it is only in the thinness of the dialogue that the comedy falls down. Good support is had from Thelma Hill, Andy Clyde, Dave Morris, Rose Gore, Myrtle Vane, Rube Kane and Irving Bacon.

Burke gets them all into the parlor in his little hick home town where the big theatre mogul was forced to seek shelter. He gives them a line on his talent and after subjecting them to a painful five minutes or so the theatrical man tells him he's so rotten that he's good. This parlor sequence is not rousingly funny and what gets the majority of the laughs is the old gag of an explosive cigar brought into play here.

Mack Sennett directed, and having a hand in the story and dialogue were John E. Waldron, Earl Rodney, Hampton Del Ruth and Harry McCoy.

"The Nightwatchman's Mistake"

(Pathe-Sennett—Two Reels)

(Reviewed by Raymond Ganly)

JOHNNY BURKE, as stellar performer in this Mack Sennett comedy, garners quite a few laughs. His material consists of a mixture of bedroom farce and slapstick and Daphne Pollard and other girls lend a deal of attractiveness to proceedings laid in a girls' boarding school and having such embellishments as a pantsless professor running around the grounds, the invasion of the school by a skunk and the consequent halt to the secret party of the students.

In addition to Burke are Irving Bacon and Andy Clyde; they worked under the direction of Harry Edwards, who in turn was supervised by J. A. Waldron.

The comedy gets rough in spots, too much so, in fact. Such scenes could very easily be deleted and never be missed. Certainly the producers do not want the accusation of vulgarity hurled at them, but that is what comes about when they rely on such comedy to net laughter.

"Delivering The Goods"

(Universal-Stern—Two Reels)

(Reviewed by Raymond Ganly)

THE type of humor pervading this Stern short is the old-fashioned and forced kind that sets out to get a laugh by hook or by crook, but chiefly by the slap-stick route. It sets forth the latest escapade of Buster Brown, Mary Jane and Tige. They are first shown delivering groceries from Buster's father's store and later in the absence of Mr. Brown they take over the store's management. The age-stricken gags of smashed eggs inside a pants pocket, of pepper causing everyone to sneeze, of a mad dog false-alarm make their entrance, create just a feeble impression and depart with little laughter in their wake. It has all the identification marks of a punk comedy.

Samuel Newfield assumed the burden of directing it.

"Cleaning Up"

(Universal—One Reel)

A HORACE IN HOLLYWOOD reel that doesn't make much headway up the laugh ladder with the result that it can be tabbed "just fair." Arthur Lake is seen as the janitor boy around the studio who had informed the folks back home that he was "cleaning up" in Hollywood and who gets into a devil of a mess when the home town's mayor arrives to give him the glad hand. With the help of some of the sympathetic players, Arthur keeps up the deception, his girl friend vamping the uncle.

Luke-warm comedy directed by Doran Cox.

"Crystal Champions"

(Pathe Sportlight—One Reel)

THIS is a remarkably fine Grantland Rice Sportlight. It is so good, in fact, that it should grab a medal for general excellence. It is a treat for the eye, with beautiful photographic handling of underwater shots of swimmers and all the rhythm of poetry in the graceful and artistic feats of the fish-like humans. Johnny Weismuller, Helen Meany, Martha Norelius, Pete Denjardines and Newton Perry are the water artists performing with perfect skill the captivating tricks of the swimming sport. Just to gaze at them pulsating with rhythm beneath the crystal clear waters of Crystal Lake, Fla., where they were photographed is to appreciate how near perfection is their art. There's humor in this short, too, showing one of the swimmers catching turtles under water. All of the shots are good. If space permitted, a lot of additional good things could be said about it. Its qualities can all be summarized into the legend: "a great little picture." An effective synchronization and oral information from a heard and not seen speaker give it added strength.—RAYMOND GANLY.

"Under the Southern Cross"

Addition of Sound to Maori Picture

(Reviewed by Walter R. Greene)

MUSICAL synchronization and vocal choruses of native songs spotted throughout the picture has been nicely done by Universal. The picture is practically in the same shape as reviewed in silent form in *Motion Picture News* issue of January 26, except for editing and titling to snap up the action.

When the picture was first produced early last year, the wave of sound and talking pictures had not hit the industry, and the production was made in silent form in New Zealand. During the story, various sequences showed groups of natives singing their tribal songs, but records were not taken at the time the picture was filmed. Universal was able to obtain the services of Miss Bathie Stuart, a former resident of New Zealand, to train a chorus in various native songs, and these were recorded via movietone for spotting in their proper places in the picture. The Maori songs add greatly to the interest and value of the picture from an audience standpoint.

"Skating Hounds"

(Pathe Sound Cartoon—One Reel)

IF you want your patrons, both young and old, to laugh long and loudly, then this "Aesops Fables" in sound is entirely qualified to turn the trick. It is amazing how sound has pepped up these short subjects. Before it arrived they very often climbed high in the entertainment world, but now in their guise of sound and effects they offer about all the laughs any fan would want. All of the animals have their particular sound and their individual noises score very effectively. The comedy deals with old Al and his adventures on the ice skates. Plenty of gags are mixed up with the animal end of the cartoon and with the fine synchronization it cannot but go out and grab the laughs. —RAYMOND GANLY.

"Close Shaves"

(Universal-Stern—Two Reels)

(Reviewed by Raymond Ganly)

A THIN portion of gags are allotted Sid Saylor in this new release from the Stern Bros. studio. He and another jobless chap temporarily take care of a barber shop while its owner is cooling his heels in jail. They do not know how to manipulate the razors nor please the customers and finally follow the barber to jail when they become embroiled in an argument over a fair customer's handbag.

Occasionally a genuine sprinkle of humor bobs up, but for pretty much the greater portion of the reels the fun is slow.

Francis Corby is credited with the direction.

MANAGERS' ROUND TABLE CLUB

CHARLES E. LEWIS
Chairman and Editor



A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress

CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"Club Chatter" From Around The Round Table

Father and Son are rival theatre managers in Montreal, Canada, now. Gordon Dahn was apointed manager of the new Seville Theatre, which was opened March 27th, and he is the son of Harry Dahn, manager of the big Capitol Theatre in the same city. What we want to know is this: "Will Pop spank Gordon if he gets too much of the business?" We will watch the family battle with interest from now on. At last Canada has an attraction other than—just Canada???

The Tudor Theatre, in New Orleans, recently admitted 300 blondes to the first day's showing of "Last Warning" starring Laura La Plante and presented the blonde who resembled Laura most, with a La Plante wrist watch. Jack Meredith, director of publicity for the Saenger Theatres was one of the directing minds of the stunt. Maybe we'll hear some more about his activities. Who can tell?

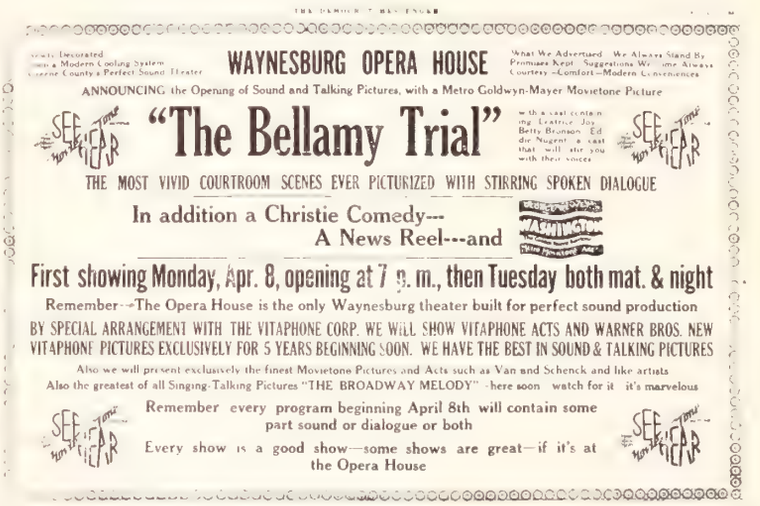
Manager John Thomas, of the Imperial Theatre, in Jacksonville, Fla., worked up some excellent business on "Simba," which played to large and appreciative audiences for a week at the Imperial. Teasers in the newspapers, a private showing for the Board of Education, etc., etc., turned the trick. Why not tell us more about yourself, Thomas? We are looking for "pep."

Our old friend from Steubenville, Ohio, William L. Hendricks, managing, as usual, the Capitol and Olympia Theatres in that thriving city, writes us a few lines to le us know that he is busy preparing for "sound" in the Capitol. The Olympia was the first talkie house in the town as early as last summer, when I passed through there. Now they are going into the Capitol. Hendricks is one of those types who fit in perfectly for the position he handles. I don't say this as an aimless pat on the back, but from personal and close observation. I remember him quite well when I visited him at the Capitol last July and how his staff were on the alert every moment, whether he was in sight or not. He promises us another and better letter soon.

Talk about your novel ideas, then grab a load of this one from H. E. Wilton, manager of the Strand Theatre in Hamilton, Ont., Canada. He offered a free admission to every child showing their school report with a percentage rating over 60 per cent. He is also going to present a cup to the school with the largest number of youngsters with marks over 60 per cent. Not only is this stunt creating plenty of talk, but it has centered a lot of interest on the Strand Theatre and Wilton should feel tickled to death with the success of his idea. Why such showmen as he keeps themselves a secret, when the world wants to hear from them, will always be a mystery to me and everyone else. Let's have some more from you soon, Hilton.

Miller's Campaign Started For New "Talkie Policy"

This is the half page ad which Manager A. H. R. Miller of the Waynesburg Opera House used to tell the whole community that his house was opening with "sound," and while there may be many who will criticise the layout, etc., we believe that it was as effective as intended. We must not lose sight of one fact when trying to find fault with other's ads, and that is: we are not all blessed with up-to-the-minute newspaper plants in our respective towns. If your happens to be then you have much to be thankful for.



This ad was very impressive because half-page ads are rare and novel things up Waynesburg way, and we are certain that, backed up with the rest of Mr. Miller's effective campaign, that "sound" will go over with a mighty smash up his way.

We are going to look forward to getting all the rest of his ads and any other material he used to put this over and then you can judge how completely he covered the subject and his territory. So don't forget to "shoot" it along as soon as you get the few moments you need to do it. Will you, Miller? Thanks, and in the meantime keep right on plugging. The smaller towns are falling for the talkies like mustard on hot dogs and the best part of it is that they are getting more popular in smaller towns and cities than in the larger centers where the large number of installations have cut into the business.

MANAGERS' ROUND TABLE CLUB

Here Is Another Good Use For Your Sound Equipment

We might terms this little story "Making a mountain out of a mole hill" because while we have only a paragraph about this stunt we are making quite a thing of it. But we feel justified in so doing because the suggestion contains much merit and many a live showman will recognize and take advantage of the possibilities contained in this stunt.

Ambrose Nolan, manager of the Avalon Theatre in Ottawa, Canada, was the creator of this idea, so far as we know, and to him goes the credit for the idea. He advertised and worked up a caption—"Dance to the Movietone," but worked it up to such an extent that it developed into a society craze in Ottawa, besides making the other classes of patrons fall for it strong. He engineered theatre parties through the younger set and after these parties had witnessed the regular sound show in the theatre they all stayed to enjoy "Dancing to the Movietone" in the large spacious foyer, the music coming over special horns from his non-synchronous equipment. There is no extra charge for these after theatre dancing parties and they have become one of the most popular stunts in that city.

We do not hesitate one moment to recommend similar stunts based on Mr. Nolan's original suggestion, to any theatre wired for sound and carrying non-syncronous equipment. Just as long as you have the room for the customers to dance in, all you need is to place one or two loud horns in a spot where the dancers are sure to hear the music and then get behind the idea with plenty of good publicity and keep plugging the idea until you have sold it as effectively as Nolan did. This offers many possibilities and you should not overlook it if you can work it out some way or other.

We would be glad to hear directly from Mr. Nolan on his future activities and know that our other members feel the same. What do you say, "Amby"? Shall we put you on the list?

Membership Certificates

We present, herewith, the first picture of our membership certificates which have just been completed. You will be more than gratified to see the certificate itself, with its dignified orange border and club seal super-imposed in the center of same. The wording on the face of the certificate is brief and to the point.

We expect that every local member of the Managers' Round Table Club will take as much pride in hanging his membership certificate in his office as we had in preparing and making them up. They will identify you as a "live-wire" showman to everybody in the industry who may happen into your office.



These certificates will be properly filled out and *framed* before they are sent to all the members and, due to the large number that must be prepared, we must ask your kind indulgence until you receive same.

The only little favor I am asking in return is that you send me a few lines and let me know how you like it, and, if possible, a picture of your office showing the certificates hanging therein. Surely that is little enough to ask after the great expense the Motion Picture News cheerfully went through to have these made up. Come through, boys, and show that we are really appreciative. Thank you.

C. E. L.

"THE SPIRIT OF GOODFELLOWSHIP"

"The Club columns in the NEWS are very instructive as well as interesting and I have copied several of the suggested ideas they contained with successful results."

"I have been reading, with a great deal of interest, the MANAGERS' ROUND TABLE CLUB section and I wish to congratulate you on its constructiveness as well as the spirit of goodfellowship that permeates throughout."

Russell A. Bovim,
Manager,
Loew's Theatre,
Canton, Ohio.

Tom McDonald Of Westlake Thea. L.A. Joins The M.R.T.C.

You can check off another honest-to-goodness "live-wire" showman who has now affiliated himself with the ever-growing Round Table Club. This time it is Tom McDonald, high-powered manager of the Fox-Westlake Theatre in Los Angeles, Calif. We are quite ready to gamble on Tom becoming a corking active member and that his various stunts will prove interesting to every reader of the Club pages goes without saying. McDonald is very well known in Montana because of his theatrical activities in that State previous to coming to California. He arranged to secure the names of every Montana registering at the local hotels and immediately sent in a nicely worded post card which tells them about the Westlake and that they are sure to find other Montanans there all the time. Just how strong this one worked will have to be judged by Tom's own

MANAGERS' ROUND TABLE CLUB

statement that the post card has more than paid for itself.

He pulled a fast one on April Fools Day with the herald throwaway pictured here. You will note that the front cover "invited" the one who received it "Don't Pick This Up," and the inside spread tells the tale that McDonald wanted to tell them. This is a particularly good one because you DON'T have to wait until April the first to use it. You will find that it can be utilized for any picture you want to plug a little different than the rest. That's the kind of stuff we like to publish, the type that can be tied up with



most any picture that you have to sell. "Fit the picture to the idea or the idea to the picture" is an oldtime expression of us "Round Tablers," and Tom's idea just fits the slogan.

We sincerely hope Tom keeps his promise to keep us posted on his future activities and we know every bit of it will make great reading for every member and reader of these pages. O. K., Tom, and we will sure remember you to Monty Salmon in our next letter.

Here's Another Good Photograph Tie-Up For You

An effective phonograph record tie-up between a local music store and Loew's Theatre, in Nashville, Tenn., resulted in a lot of interest being created for both the music store and the theatre. There are few easier tie-ups than this one, yet they are always reliable to attract attention. The further away from the theatre that the store is located the better for the thea-



tre because then you are sure of a good ad for the house without having it within a few blocks of the theatre. Too close is not so good. Better still, if you can line up all the music stores in the town on this type of stuff.

Another good feature of music store co-operation is this: they generally have a large mailing list receive their weekly or monthly notices of new phonograph records. Make a deal with the store to enclose your announcement of the picture and you do the same for the store in your own mailing list. It works well both ways and gets your theatre into homes where your mailing lists don't reach.

H. C. Lee Using Many Novel Stunts To Exploit House

H. C. Lee never passes up a chance to start the folks talking up in the Babcock Theatre, Bath, N. Y., and just recently he staged "A Battle of Music" between his organist and a local dance orchestra. There's an idea for you, boys. "A Battle of Music," just by saying the title over and over a few times a dozen different thoughts should enter your brain. Sitting right here writing the account of Lee's idea gives me many a thought on how I would be able to stage a similar event even if it is different than the original suggestion of H. C. However, to get back to the story, the "Battle" was such a success and boosted business so fine during Holy Week that Lee expects to repeat it again very soon. The first "Battle" ended in a tie (judging from the applause).



Another one pulled by Lee was to get some free newspaper publicity by using his own police dog "King" in conjunction with the showing of a Rin-Tin-Tin picture. We picture the dog together with two of Lee's patrons. You know, boys, you don't necessarily have to own a police dog to tie it up with a dog picture. Locate a good looking police dog somewhere in town and use it as an advance ballyhoo for such a picture, either in your lobby, where it will attract more attention than you can possibly imagine, or through the streets with a net oilcloth banner attached to the dog telling about the picture and date. Especially the kiddies will get a kick out of such exploitation.

"ALL FOR ONE and ONE FOR ALL"

"I hope my little 'squigilems' appearing in the NEWS from time to time are doing some of the other members as much good as the idea I get from theirs. This Club is a great idea."

Frank C. Goldquist
Web Theatre,
Savanna, Ill.

MANAGERS' ROUND TABLE CLUB

Capitol, Detroit, Ties Rice's Column With His Shorts

There are many newspapers today using the Grantland Rice Sportlight Column. If your local paper, or even nearby city papers, carry Rice's column then you could well afford to copy this idea of the Capitol Theatre in Detroit, Mich.

You will note the wording of this 2 column by 7 inch ad., and how it ties in with his newspaper work. I have already seen several of the Grantland Rice Sportlight Reels and they make corking good fillers for any program anywhere. Now in "sound" they should be even more attractive and entertaining than ever before. Even aside from the newspaper tie-up where Grantland Rice's Sportlight Column appears, it still remains as a good short subject.

Those of you who have been following the Club pages lately have no doubt noticed that we are stressing the importance of playing up the short subjects with sound. The reasons need not be gone over again here; the best recommendation we can make is that you see one or more of the recent "talking shorts" and you will then understand why we are raving so much about them. "Sound" comes natural to comedy subjects because, like a good "hoke" comedy act in vaudeville, the drummer's effects are relied upon for most of the laughs. The same with the "talking shorts," the sound effects come in for lots of real comedy in addition to the dialogue itself. With so many theatres going into sound, it would be a shame if they passed up this great program asset for too many so-called "acts."

Now You Can *Hear* Him

Free Press Readers Know

Grantland Rice's 'Sportlights

You read Grantland Rice's "Sportlight" column in The Free Press. You have seen "Sportlights" on the screen. But now you can *hear* Grantland Rice explain the motion pictures. See and hear the first talking "Sportlight."

Starting Saturday, March 2
"Winning Patterns"

Capitol Theatre

Program Covers That Attract

We are grouping here four separate theatres' program covers, all selected because they will give you a varied idea of how different a program cover can be made to look.

The Palace Review does not receive justice in this illustration as the cover itself is far more attractive than the cut above shows. It is turned out in Hamilton, Ohio. The Rialto program is from the Brooklyn theatre of that name, and was made up by Mr. Wyatt when he was manager of that house. The



Flatbush Amusements is a booklet of about 32 pages containing lots of interesting copy about the pictures, the stars and the programs of all the theatres on the Schwartz Circuit in that part of the city. The Strand, in Dorchester, has already adopted the standard Publix cover, and it certainly makes a neat looking front.

The theatre programs are now being received at Club headquarters from over fifty theatres, if you have not already done so, please enter the Club on your mailing list and see that we get a copy regularly.

"Talking Shorts" Are Gaining Still More Popularity

Still another theatre to give prominence to the talking short subjects is Shea's Century Theatre in Buffalo, N. Y. You will note from the photo that he has put his comedy subject into lights right under the marquee and over the theatre entrance. Other managers would do well to follow the lead of their brother exhibitors by imitating such showmanship and tactics. We recently mentioned the fact that we knew of several theatres where they offered a program of talking and comedy shorts as a variation from their regular feature picture offering, and with great success at the box office. This is a distinct novelty and if you could line up a real two hour and fifteen minute show of this type you could well afford to spend a little extra money to go out and rave about it. Why not give it a trial? It may meet with such success that you can repeat it at certain intervals.



Don Stapleton, manager of the Centre Theatre in Ottawa, Ont., Canada, made an interesting tie-up when he organized a free party for 150 members of the Kiwanis Boys' Club on the occasion of the regular presentation on the theatre program of the prize-winning bird houses made by the boys. It was quite an event for Ottawa and the Center Theatre. Don deserves credit for the good-will created by such a tie-up.

WHAT ONE SUCCESSFUL SHOWMAN THINKS OF THE CLUB:

"It is a great pleasure to become associated with a group of progressive theatre managers and to become part of an organization which can, in time, be classified as an important part of the motion picture industry.

George J. Riester,
Resident Manager,
Ohio and Majestic Theatres,
Mansfield, Ohio.

MANAGERS' ROUND TABLE CLUB

Malaney-Ferguson's Mighty Campaign On "B'way Melody"

Although we often hesitate about printing stories of great exploitation feats in the larger cities, we are going to break that rather elastic rule in talking a bit about the "Broadway Melody" campaign which was engineered in Cleveland by Mr. Malaney of the Ohio Theatres together with Bigg Ferguson, exploitation head for M-G-M. Our only reason for deviating from our policy in this connection is that this campaign was so well planned and executed that we feel it should serve as a model for any size town or city in planning a similar campaign on either this picture or any other that warrants such methods. The fact that you will, no doubt, have to boil this down to meet your requirements and conditions has been taken into consideration, so read it over with just that thought in view and you will strike upon many ways to make use of these suggestions.

Malaney and Ferguson arranged to run a serialization of the picture in the Cleveland News and for a week in advance of the starting of the serial announcements were carried in the paper in which about thirty thousand lines of free space was given by the newspaper.

Front page streamers, thousands of eight by ten cards, hundreds of three sheets, eleven by fourteen placards, wagon streamers, radio hookups, and what not were all included in this powerful campaign. In addition, special articles appeared in the daily papers.

In the picture below you will note the life-sized cutouts of the girls holding letters spelling the title of the picture. This is the one phase that we are afraid will be prohibitive in cost for the smaller town and city, but use your thinking cap and perhaps you can just make use of the letters cut out and arranged in some attractive manner in front of your theatre.

Thirty windows were dressed in different parts of the city with some tie up or other in each window. Local music stores sold over 3,500 copies of the song hits through co-operation. Practically every local dance band and orchestra featured the music from the picture.

Fifty thousand circulars were placed on hooks in every railroad station around Cleveland, these circulars, by the way, called attention to the special excursion rates to Cleveland to see the picture. Stores in many suburban towns acted as supplementary ticket agencies. They all had plans of the seating layout in the theatre and carried window and counter announcements on the picture.

As for the billing, Malaney and Ferguson used illuminated twenty-four sheets and regular stands. They also sniped plenty of twenty-four sheets on convenient barns and fences; hundreds of six-three and one sheets also found their way to every conceivable spot in and around the city. Special post cards were imprinted and placed on the writing desks in local hotels. Another advantage that the Stillman Theatre had was the use of trailers and lobby displays in the other Loew Theatres in Cleveland, and that also counted for much good publicity.

Of course there was much more to this great campaign than what we have described in this story, but we have tried to pick out the high-lights, which, according to our way of thinking, could be boiled down to meet the requirements of any theatre in the country if they really wanted to shout about a picture worth shouting about. Read it over and make use of any portion of the stuff it contains according to your own judgment and your theatre. Don't act bashful about following the lead of such men as Malaney and Ferguson. We can all learn a little from someone else and in this case you won't be going wrong.

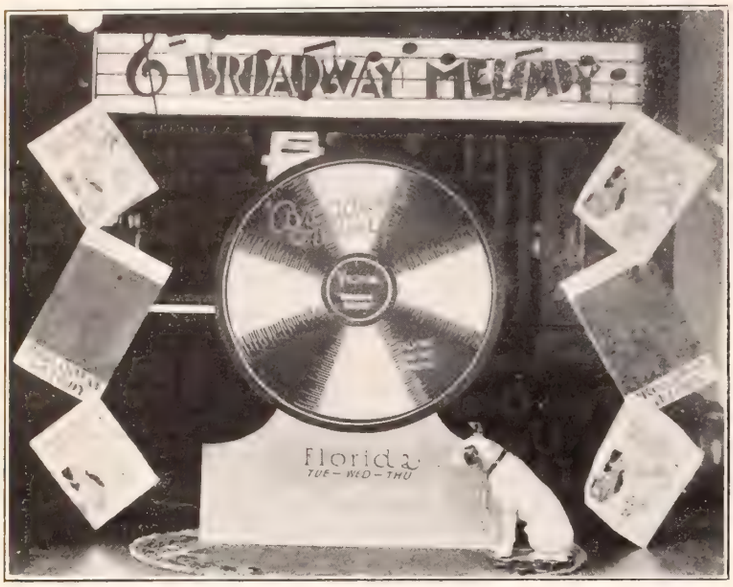
Shire Puts Over Another Unusual Stunt In Lincoln

Try this up and down the main streets of your town and see if it don't attract plenty of attention. It is the stunt used by Charlie Shire, manager of the Orpheum Theatre, in Lincoln, Nebr., and certainly well known by this time to the other members of the Club. Shire worked this idea with great success and the picture explains the whole stunt even more than we could possibly do. But briefly, here is the dope! In all three Publix theatres in Lincoln, photographs were placed in the lobbies a week in advance of the showing of "Weary River," while at the Orpheum, where the picture was to play, a loud speaker horn was placed on top of the marquee so that the music could be heard for several blocks. When you stop to consider that 5,000 university students alone pass the doors of the theatre, in addition to all the townspeople, then you will agree that plenty of customers heard the ballyhoo. Shires also tied-up with five music stores in town who featured the song for over a week. The above, with many other little aids all tied into the exploitation, gave it plenty of advance, until the Saturday before the opening of the picture, when the two well-dressed men were employed on the stunt picture here. The portable Victrola on the wheelbarrow was kept playing "Weary River," while the other "gentleman" walked along with his sign. Hot dogs, but there's a hot one right off the griddle for you fellows who claim you are ever on the lookout for something novel. Grab this one, boys, it's Oak. Thanks, Charlie, for this latest one of yours; let's have many more like 'em.





MANAGERS' ROUND TABLE CLUB



Dorman Gets Some Very Good Store Tie-Ups On "Melod

Music store tie-ups become more and more frequent with the ever-increasing popularity of the so-called "theme" songs in sound pictures. But, since it opens up a valuable angle to exploitation, it deserves all of the space that we are giving it lately. Here we picture another tie-up with a music store, this time engineered by Manager R. Dorman, of the Florida Theatre, in St. Petersburg, Fla., and which gave him plenty of free space in windows, etc., on "The Broadway Melody." We heartily recommend such tie-ups, especially at this time. It might be well to repeat our previous suggestion: that you utilize the music store mailing list to cover some more territory on your advance campaign. They generally carry a pretty large list and it's worth making a play for.

In passing, we might also add that this display was on view during the Festival of States parade, which meant that thousands of additional people passed the window and no doubt saw the display. Every little bit helps. Send us more like this, Dorman, will you? Thanks.

New Members Still Joining!

HARRY F. ROSE is the managing director of the Palace Theatre in Oneonta, N. Y., also of the Schine Circuit. Being right in the midst of plenty of theatrical activity should enable Harry to keep his brother members well posted on how they sell the picture up in Oneonta and that section of the state.

* * *

L. G. JENKINS of the Etta Theatre in Ocala, Fla., really needs no formal introduction at this late day. He has already received attention in some recent issues of the Club columns, but he came into the fold with the other new members, so we feel he should be mentioned here, anyway. Keep up your good work, J. G. Thanks!

* * *

HARRY KEIN of the Roth-Lyons Theatre in Madison, N. J., has already been introduced to the other members through his tie-up story published recently. But we must make it real official, so—"meet Harry." by keeping us posted on everything you put Keep up the good work you have started across. Thanks a lot, Harry.

* * *

SAMUEL COHEN runs the Kent Theatre in Philadelphia, Pa., for the Stanley Chain, and we are rather anxious to strike up a few good correspondents from houses like Sam's, so please tackle that trusty typewriter of yours and let us all know what is new theatrically in good (?) old Philly. Thanks, Cohen, in advance.

* * *

CARTER T. BARRON operates the Metropolitan Theatre in Atlanta, Ga., a house equipped for sound and talkies. We are certainly hoping that Carter becomes a real active member by keeping us posted on news about his theatre and how he is putting the pictures across in Atlanta. Can we depend on you, C. T.?

WILL YOU BE NEXT??

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Address .....

Theatre .....

City .....

Policy .....

Capacity .....

Honorary Chairman **Chairman**

State .....

Wm. A. Johnston **C. E. Lewis**

COME ON!!

SHOOT IT IN—NOW!!

JOHNNY JONES is the managing head of the Majestic Theatre in Columbus, Ohio, and for a city of that size and a theatre like Johnny is running we have every reason to believe that he will make a good member. How about a photo of yourself to better introduce you to the other members, and a little news about Columbus? Thanks!

* * *

RAY C. BROWN is the captain of the crew running the Strand Theatre in Akron, Ohio, and strange to relate we stopped off at this theatre on our trip last summer, but could not find anyone to talk to, it being too early in the A. M. But just the same, we now have Ray with us, so watch for news from that thriving town.

* * *

LOUIS STEIN manages the Roosevelt and Hawthorne Theatres in Newark, N. J., for the Stanley-Fabian Circuit. What we would like Lou to do is to send us his picture, together with a letter telling us about Newark and the two theatres he is running. That will serve as a better introduction than anything we could say about him. O. K.?

* * *

C. W. MASSY keeps himself occupied with the running of the Jefferson Theatre in Huntington, Ind., and what we said about the other Indiana members goes for him too. We are constantly on the lookout for news about how our members have put over their various attractions, so C. W., it's up to you to keep us posted. Right?

* * *

KEN HOEL operates the Harris Theatre in Findlay, Ohio, for the Harris interests, and right here we must admit that we owe him an apology for not saying hello last summer when we went through Findlay, but really it was raining cats 'n dogs and we had to make Toledo by night. But let's hear from you soon, Ken, will you?

Regional News from Correspondents

Albany Film Board Of Trade Holds Election

THE Albany Film Board of Trade held its annual election last week, again choosing J. Howard Morgan for the presidency. I. J. Schmertz was re-elected vice-president and Ralph Pielow was elected as treasurer. The board of directors will consist of Mr. Morgan, Mr. Schmertz, Mr. Pielow, Kenneth G. Robinson and Harry Seed.

Miss Edna Pfister, who has served most efficiently as secretary of the Albany Film Board of Trade for the past two years, left last Sunday night for Chicago, where she will be associated with the Chicago Film Board of Trade. Miss Lois Wiss, of St. Mary's, O., succeeds Miss Pfister on Albany Board.

C. H. Buckley, owner of the Leland and the Clinton Square, Albany, was in New York City last week, assisting Andy Smith, of First National, who was observing his wedding anniversary.

Myer and Louis Schine, of Gloversville, together with George Lynch, their booker, spent several busy days in New York City last week.

The new theatre being erected by Mrs. W. H. Carpenter in the village of Lake George, will be known as "The Lake" when it opens this spring. Howard McKeefrey, New York City theatre builder, is in charge of construction.

Sobel and Sternberg reopened the remodeled Boonville Theatre last week. Sound equipment has been installed.

Disc equipment is being installed at the Highland in Utica, the Hudson in Albany, and the Rose in Troy. Louis Buettner is also making his plans to install sound equipment in his house in Cohoes.

W. H. Linton and son, Evan, who run the Olympic in Utica, motored to New York City during the past week.

Kallett's new theatre in Rome was closed suddenly a few days ago when plaster fell from the ceiling and injured a number of patrons.

William Shirley, head of the Farash house in Schenectady, was in New York City last week.

Along Film Row last week were Lew Fischer, of Fort Edward; Harry Papayanakos, of Potsdam; Mike Bommonsour of Malone, and Morris Silverman, of Schenectady.

Smoke from a fire in a nearby jewelry store entered the Griswold Theatre in Troy, one night last week, causing considerable consternation among patrons. Theatre was damaged by smoke.

Alec Papayanakos, of Canton, who has made a fortune out of the stock market, and who recently formed an investment company in Syracuse, is to have an office on Wall street, according to reports reaching Albany.

The Park in Wappingers Falls has changed hands, E. S. Angell selling out to Antonio DeGregorio. The Family in Chenango Forks has also changed hands, but the new owners are not yet known to the Albany Film Board of Trade. The theatre in New Hartford, operated by Story and Gray, has been closed.

Mrs. Charles Stombaugh, wife of the Albany manager for Pathe, has been ill for the past week.

The Orpheum, in Kingston, is being equipped for sound.

George Goldberg, R-K-O salesman, ill for some time, has been granted month's leave of absence.

Dick Brennan, booker at Albany M-G-M exchange, resigned last week and has returned to his home in New Jersey.

Sunday Show Results In Ill. Mgr.'s Arrest

ANTONIO BIANCHI, manager of the motion picture theatre in Charleston, Ill., was arrested April 7 when he attempted to operate his house on Sunday, and plans to fight against the effort to invoke a state law passed in 18945 to compel the closing of the picture house on Sunday.

The ban against children under 16 attending picture shows in Centralia, Ill., has been lifted since an epidemic of scarlet fever that raged for several weeks has subsided.

The Grand Opera House, St. Louis, Mo., will use sound pictures in the near future, and is possible that talking features will be the only program offered by the house during the summer. A story out of New York is the house plans to abandon vaudeville for sound pictures exclusively. Radio-Keith-Orpheum owns this theatre.

The St. Louis, Grand and Delmar boulevards, was used for the local show for the sick benefit fund of the N. V. A. given on April 18. Everett M. Hays, former manager of the St. Louis, is Western manager for the drive.

The St. Louis, Mo., Board of Tax Equalization on April 13 reduced the tax assessment against the Criterion, 207 North Broadway, operated by Hector M. E. Pasmezoglu, from $30,000 to $20,000.

M. Witmark & Sons, music publishers, have opened a St. Louis office at 401 Ambassador Theatre Building, with Elmer McDonald in charge as manager.

The Gem, Joplin, Mo., operated by W. D. and R. F. Fite, of Independence, Kas., is being remodeled at a cost of about $10,000. A new balcony, seats and decorations will be installed.

The Frederick Theatre Company plans to build a 950-seat theatre in Frederick, Okla. It will be one story with balcony, 50 x 140 ft.

Visitors of the past week included Thomas A. Medley, Lyric Theatre, Campbell, Mo.; Charles Weeks, Weeks Theatre, Dexter, Mo.; Herman Ferguson, Malden, Mo., and Tom Reed and Ted Yemm of Duquoin, Ill.

Thirty employes of the St. Louis R.K.O. branch celebrated the first year anniversary by surprising Manager Harry Weiss at his home. He was presented with a silver service.

The New Broadway, Cape Girardeau, Mo., plans to install a complete new refrigeration and ventilation system, while the heating plant will be revamped.

N. Provencher, of the Chicago office of Columbia pictures, has been transferred to the St. Louis Columbia branch.

Albert Roth, assistant musical director of the Missouri Theatre has succeeded Dave Silverman in the pit at the Ambassador.

The St. Louis Chamber of Commerce on April 24 will mail ballots to 35,000 registered voters of the city to ascertain their views on Daylight Saving. The ballots are being mailed to every tenth name on the registration lists, according to Scott R. De Kins, trade commissioner for the chamber, who is chairman of the Supervisory Committee in charge of the vote taking. The results of the poll will be laid before the Board of Aldermen.

The Sodemann Heat & Power Company, 2306 Morgan street, St. Louis, Mo., has been awarded the contract for the installation of a new refrigeration and heating system in the New Broadway, Cape Girardeau, Mo.

Sunday Films Win And Lose In Colorado

THE recent April elections resulted in a defeat for the Sunday movies in Greeley, Col., by a vote of 1,930 to 1,516. In Florence, Colorado, Sunday movies were carried by 169 votes. In both cities the matter was presented to the people as the result of a petition that the subject be presented for a vote in the city elections.

Even though they met defeat, supporters of Sunday movie are satisfied with the showing made and expect to continue the fight in the next city election to be held two years hence.

A number of exhibitors have been seen along Denver's Film Row the past week, among which were Mrs. Lee Mote, of the Acme, Riverton, Wyoming; J. F. Lynch, of the Empress, Laramie, Wyoming; Mrs. Gertrude McKay, Big Horn Theatre, Greybull, Wyoming; Jim Hughes and Ben Sallows, of the Hughes and Sallows Amusement Co., Imperial Theatre, Alliance, Nebraska; De Forrest Swanson, Isis Theatre, Lamar, Colorado, and Mrs. Nellie Brinkley, Moon Theatre, Berthoud, Colorado.

The Mystic of Denver has been re-opened by Mrs. Bessie Via and F. L. Moore. They assumed possession of the theatre last Monday, April 15, when Henry Brennan discontinued operations.

E. C. Trieb, president of the Civic Theatres Co., of Roswell, New Mexico, has returned after a six weeks' visit in California.

The American Legion of Sundance, Wyoming, has entered the theatre business, leasing the old Commercial Club of Sundance.

New 3,500-Seat House For Youngstown, O.

CHRISTY DEIBEL, of Youngstown, upon his return last week from Florida, made two important announcements. One was his resignation as manager of the Liberty. The other was that he, in association with Robert Graham of New York, will build a $1,500,000 nine-story office building which will contain a 3,500-seat motion picture theatre.

W. Gorrell, 87 year old father of Sam Gorrell, of the Standard Film Service Company, died last Sunday.

Edw. P. Casanava has placed Movie-Phone sound reproducers in the Gem, Akron, and the Lion, Bellevue, O.

Phil Charnas, theatre owner of Bucyrus, has leased the Marion, Marion, and has purchased the equipment of the Grand and Orpheum.

F. F. France, representing the France Duofone, sound on disc reproducing device, has opened an office in the Film Bldg.

Lemotto Smith has installed Chrest Sound machines in his Ideal and Columbia, Alliance, O., and has two other installations on order for the Duchess, Warren, and the Palace, Huntington, West Virginia.

The Bijou, New Philadelphia, for the past 18 years owned and operated by Justice of the Peace S. H. Herron, has passed into the hands of Herron's nephew, John W. Mathias.

Charles M. Johnson has been appointed receiver for the Bellefontaine Amusement Company by Common Pleas Judge Ernest Thompson.

H. J. Graybill, formerly of the Interstate Theatres in Bellaire, has succeeded O. J. Goodlander as manager of the Alhambra and Falls at Cuyahoga Falls. Goodlander has joined the Indianapolis Pathe sales force.

J. C. Ward last week sold the Unique, Prestonburg, Ky., to V. A. Smiley.

Thomas Gardner, of Toledo, plans to build a new 800-seat house in South Avenue.

New Florida Theatre Will Cost $450,000

PLANS for the construction of a new theatre in Tampa, Fla., have been announced by J. F. Kennard & Co. It is reported that the new theatre will cost approximately $450,000 and be owned by J. L. Riplogle, of Palm Beach, and A. S. Metzer, Tampa, Fla.

Chet Martin, personality stage band leader who has been at the Florida Theatre for several months, has returned to New York.

Walter Morris, manager of the Community Theatre, Miami Beach, was a visitor in Jacksonville, Saturday.

A new colored theatre is scheduled to be built in Jacksonville and ready for occupancy, July 1st.

Sunday Shows Score In 2 Iowa Towns

TWO Iowa towns have just voted in the Sunday movies. At Rolfe, Iowa, at a special election held here Tuesday, voters approved the proposition to permit Sunday movies there. The final count of the votes showed 328 for and 186 against Sunday shows.

At Stuart, Iowa, the city council has repealed the ordinance prohibiting Sunday shows by a vote of four to one. The Princess is to open Sunday evening with a special program.

K. V. Breeding, of Mystic, Iowa, where he was manager of the Strand, sold out his interests there last week and announced that he is retiring from the film business. The theatre was bought by Clyde Yates, who is new to the film trade.

Two Des Moines houses last week announced that they are putting in sound. The Garden, Publix house, is to have an installation of Fect-o-phone within 30 days. This theatre is under the management of Walter Stoude. Abe Frankel, owner of the Casino Theatre, another of the downtown houses of smaller size, announces that this house is also to have sound installation of the Talkaphone. Sam Elman, exhibitor of the Grand, has been considering sound equipment.

Walter Michael is building a new house at Leon, Iowa, which will be ready for opening on June 1. The old Strand Theatre is being remodelled and enlarged. The new Strand will have a capacity of 402. Upholstered seats were purchased last week. Work started this week on the plastering. New equipment bought for the house last week from the Des Moines Theatre Supply Company includes a Medusa screen, two strong reflector lamps, a Roth generator and Kaplan projectors. Mr. Michael has not announced he will put in sound equipment.

J. E. Stone last week contracted for new equipment for the Strand at Fort Dodge, of which Harry Hermann will be manager. Two Kaplan projectors, with strong reflector arcs, strong speed indicators, two baby spotlights were bought for the Strand. The house will be closed for ten days while changes are being made.

Eli Bookey, of the Talkaphone office in Des Moines, reports that installations were made last week of Talkaphone, Sr., at the Palace at Rapid City, S. D.; at the Missouri at Columbia, Mo.,; at the Rainbow, at Mahnohn, Minn. Talkaphone, Jr., is also proving popular. Installations were made last week at the Savoy at St. Joe, Mo., and also at the Olive, there. George Cohen, of the Princess at West Union, Iowa, put in the junior equipment at his house. The Grand, at Warren, Minn., also contracted for this equipment.

Visitors at the office of RKO were W. C. Treloar, of the Treloar at Ogden; C. V. Breeding, of the Strand at Mystic; J. E. Forsman, of the Strand at Jewell, and Elmo Hoffman, of the Star at New Sharon, who has not been in to Des Moines for a coon's age.

Madrid, Iowa, is to have a new theatre with the opening of the Madrid Theatre there by Marko Biondi. The theatre will not be ready for a month. Mr. Biondi is remodelling a former business house for the new theatre enterprise. Three hundred chairs have been purchased for the theatre, a new generator, two rebuilt Motiograph machines. Clifford Hales has the rival house, the Lyric.

Negro boys of twelve and under were guests of the Orpheum Theatre in Des Moines with the appearance of a colored feature there. E. F. Lampan is manager.

Tom Arthur, of the Cecil at Mason City, called on Manager Thiele, of the Des Moines Theatre Supply Company, and contracted for two rebuilt Simplex machines and two strong reflector arc lamps.

New Harris Theatre In Penn. Opens

THE Harris Amusement Co. opens new 2,500-seat theatre in McKeesport on April 26th. The house has been named the John P. Harris Memorial Theatre.

Sammy Steinberg is now a member of the United Artists sales force, while his brother Abe has joined Ufa.

Jack Rainey, manager of the Cameraphone in East Liberty, Pa., is the proud daddy of a brand new baby girl. Congratulations!

Ray Lappin, until recently at the Jewel, Northside, Pa., has just been married to Miss Mathilda Greenberg.

The State at Uniontown, Pa., recently held a bathing beauty contest, and when Joseph Lefko and Harry Meyers, film salesmen, landed in town they were promptly named judges of the contest. Yes, the life of a salesman is a tough one.

Miss Ethel Friedman, of the Jeanak Music Office, was married recently to Albert Burkman.

The Universal Exchange has moved into its new home on the Allies Boulevard.

S. Feld, formerly with First National, Pathe and Warner Brothers, has become associated with Columbia selling department at their Pittsburgh office.

H. W. Genter is the new manager at the Pittsburgh M-G-M branch.

The Eclipse at Waynesburg, Pa., is being improved by the widening of the lobby.

Warner's Liberty in East Liberty, Pa., has re-opened after a dark period. During the closing months Pacent was installed. Harry Thomas is house manager.

The Fenray, Wheeling, Pa., is to be closed for remodeling. Photophone will also be installed. F. C. Eick is house manager.

Frank Guckert, 39, projection machine repairman in Pittsburgh for many years, is dead, following an operation for gall stones.

Last Tuesday's banquet of the theatre owners of Western Pennsylvania and West Virginia at the Fort Pitt Hotel was a thoroughly enjoyable affair. Dennis Harris served as toastmaster and addresses were made by James Malone, president of the city council; Daniel Winters, Oliver Eaton, M. A. Rosenberg, Anthony P. Jim and Samuel Lewinter. The organization presented a fountain pen set to M. A. Rosenberg in token of esteem.

Theatre owners present included Joseph Bell, Fayette City; H. E. Hammond, Erie; Bart Dattola, New Kensington; Mr. and Mrs. David Boyd, Blawnox; Wm. R. Wheat, Sewickley; Max Schaffel, New Brighton; Anthony P. Jim, Aliquippa; A. J. Bayer, St. Marys; T. Hickes, Saxton; Walter J. Silverberg, Greenville; M. Winograd, Rochester; M. Servente, Rimersburg; C. B. Hall, Parkersburg; Theodore Mikalowsky, Masontown; Andrew Battiston, Irwin; L. B. Monroe, Shinnston; O. J. Sybert, Moundsville; Samuel Lewinter, Ambridge.

The following Pittsburgh theatre owners were also on hand:

J. Harry Fleishman, Samuel Fleishman, Ben Amdur, M. A. Rosenberg, N. Braverman, Wm. Walker, I. Golden, Wm. Finkel, I. Roth, A. Joseph, A. Sleisinger, N. Rosen, Peter Antonoplos, J. E. Smith, C. A. Poke, Aleck Moore, Morris Finkel, M. Winograd, Joseph Gellman, Al Glazer, Max Steinberg, Horris Roth, Hyman Goldberg, Ray Poke, John Stahl, Harry Rachiel, Bud Silverman, and Fred J. Herrington.

Notes From Portland, Ore., And Montana

ROY DEVANEY has assumed the post of chief organist at the Fox Broadway, Portland, Ore. He is not a new comer in Portland, having been at the console of the Majestic Theatre for several years. During the past few years he has been at the Metropolitan and Manchester in Los Angeles, Cal.

The future policy announced at The Portland, Portland, Ore., comprises some thirty all-talkie pictures, pit orchestra and Eddie Magill, vocalist.

Bob Webster and Dolly Day, on their way to Alaska to make some Westerns, were guests at the Portland, Ore., Greater Features office. H. Dryness did the honors.

L. M. Cobbs will shortly open a Portland, Ore., headquarters and distribute Qualitone.

The Rialto at Glendive, Mont., has been leased to J. A. Gavan.

The Orchestraphone has been installed at the Peoples Theatre, Butte, Mont.

Western Electric device has been installed at the Lyric, Havre, Mont., by Joe Moore, Manager.

Dillon, Mont., is to have a "Children's Theatre" under the management of Miss Mary K. Sands. It will be the first theatre of its kind in the state

Blaze Harms Ga. House Booth Equipment

FIRE badly damaged the projection room of the Grand at Montezuma, Ga., early last week. It is understood that some film was destroyed and the machines put out of commission. The Grand is operated by Nick Economou, who also operates the Franklin Theatre at Fort Valley, Ga.

Dan Michalove has left Atlanta for New York to fill a post in Warner Brothers' theatre department.

The following additions to and changes in the personnel of the Atlanta branch of Vitaphone Corporation were effected last week: Miss Elinor Montgomery and Miss Jimmie Wilson have joined the staff, the former as typist and the latter as billing clerk. Roy Williams, former head of record department, has been made assistant booker, while Roy Wilson, former film shipper, has been put in charge of the record department.

Among out-of-town visitors to the Atlanta Film Row the past week were the following: Miss Klein, prominent Tennessee exhibitor, who operates the Lillian Theatre at Clarksville; P. J. Henn, who operates the Haven at Canton, Ga.; Houston Thompson, of the Palace at Cedartown, Ga.; W. H. Odom, who operates the Pastime at Sandersville, Ga.; Nat Williams, of Thomasville, South Georgia exhibitor S. E. Tos, who operates the Italian Garden at Claxton, Ga.; Roy E. Martin, of Columbus, Ga., head of the Martin chain of theatres, accompanied by Nathan Morgan, one of his executives; C. H. Simpson, who operates the Princess Theatre at Millen, Ga.

The Atlanta Pathe office is proud of the number of service pins worn by members of its personnel. Branch Manager W. W. Anderson heads the list with a 10-year pin and the following are the wearers of 5-year pins: Mrs. Mamie P. Newman, biller; Cornelia P. Mayr, secretary to branch manager; Anna May Cole, secretary to booker; Mrs. V. S. Jeffries, cashier's department; Bessie Blackstock, shipping department; R. F. Pinson, head booker, and W. J. Collins, cashier.

Dundee, Neb., House, Changes Hands

THE Dundee, Omaha, Neb., suburban house, was sold last week by W. W. Troxell to C. A. Brown, officer of the Western Newspaper Union, who incorporated the Dundee Amusement Co.

Outstate changes in theatre management include the following: The State in Lennox, S. D., sold to E. J. Matthews by Arthur Thomas. Ben Berger has taken over the Strand in Sioux Falls, S. D., from Brown & Gallagher. H. D. Beebe has sold the Rialto in Nelson, Neb., to J. H. McClure. Irving Stone is the new proprietor of the Strand in Fort Dodge, Ia.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

Regional News From The Southeast

THE Princess, South Main Street second-run house, Memphis, went into voluntary bankruptcy last week, and William Shapiro, its chief backer, this week organized the Shapiro Amusement Co. and started again, with the announcement that he intended to lease and operate a number of smaller houses.

The Ritz, Memphis neighborhood house, was the first house leased. Reports this week indicated the Shapiro company would make an effort to lease the Princess, which is being operated under the referee in bankruptcy by Ross A. Mathews, attorney, who was named receiver. Incorporators of the new company, besides Shapiro, are Howard B. Cranford, Gus J. Shapiro, Mrs. Y. W. Shapiro and Joseph Shapiro.

E. F. Barnes last week was in the manager's office at Loew's Palace, under City Manager Emerling. Barnes came to Memphis from Houston, Texas, where he was at the head of the Horwitz chain of movie theatres. He is a former newspaperman.

W. W. Dailard began his duties Monday as advertising and publicity manager for the new Orpheum, Memphis, taking over the duties carried on by Leonard A. Gneier, who left the Orpheum to return to Chicago three months ago.

The State, new $100,000 house at Lexington, Ky., owned by the Switow Enterprises of Louisville, opens Saturday, April 20. It has been equipped to play sound pictures.

A. N. Miles, of the Eminence, Eminence, Ky., paid a visit to the Louisville exchange last week.

Mrs. A. C. Pattie, of the Grand, Frankfort, Ky., was a visitor last week to the Louisville exchange.

Within another week the Alabama, Birmingham, goes "straight sound."

The Dixie Theatre, Raeford, N. C., formerly operated by E. G. Prophal, is now being operated by W. T. Walters.

W. H. Marion has sold the Broadway Theatre, Mt. Airy, N. C., to S. W. Williamson, formerly with the Majestic Theatre, Camden, S. C.

F. E. Manley has taken over the operation of the Lyric Theatre, Shelby, N. C., formerly operated by Beam and Plummer.

D. M. Eaves has sold the Rivoli, Columbia, S. C., to Geo. B. Hendrickson. Change effective on April 8th, 1929.

The Carolina, Apex, N. C., is now under the management of J. A. Dearen. This theatre was formerly operated by Lassiter and Cash.

J. W. Medlin has sold the theatre in Westminster, S. C., to Boone C. Brock.

S. H. Lyles, Jr., of the Western Carolina Theatres, has sold the Swain Theatre, Bryson City, N. C., to Messrs. H. R. and C. R. Browning.

L. J. Duncan has been made Pathe manager at Charlotte, N. C., replacing E. L. McShane, resigned.

Among visitors in Charlotte last week were D. Holt, of the Troy, Troy, N. C.; U. K. Rice, of the Colonial, Winston-Salem, N. C.; S. W. Williamson, of the Broadway, Mt. Airy, N. C.; C. E. Carpenter, of the Imperial, Kings Mountain, N. C.; J. M. Highsmith, of the Trio, Robersonville, N. C.; E. Q. Benbow and John Banner, of the Grand, Mt. Airy, N. C.; C. A. Peeler, of the Lenoir Amusement Co., Lenoir, N. C.; W. E. Stewart, of the Pastime and Westmore, Concord, N. C., and F. C. Stough, of the Davidson, Davidson, N. C.

Equipment for the projection of sound pictures is being installed this week at the Crescent Theatre in Dalton, Ga., and is expected to be ready for the first "talkie" in about six days.

J. C. Wink announces that sound equipment is to be installed in six theatres of the Manning & Wink circuit in Dalton, Calhoun Cartersville, Ga., and in Etowah and Athens, Tenn.

K. C. Film Row Starts Dreaming Of Golf

It will be on Monday, May 6, that annual spring golf tournament of Kansas City's film colony will arrive. Duffers and stars, young and old, are swinging mashies and niblicks in backyards preparing for the event, which will be played at the Oakwood Golf Club, Kansas City. Oscar Morgan, Paramount branch manager, is chairman of the tournament committee.

When Landon Laird of the Kansas City Star staff returned from Dallas, Tex., by airplane with E. S. C. Coppock, manager of the Royal, Kansas City, it was an occasion for news stories and news reels.

Operations have descended upon Kansas City's Film Row in the last few days. William Warner, branch manager of First National, underwent an operation for sinus trouble, while Mrs. Edward Berhorst, wife of the First National branch booker, underwent an operation for appendicitis.

Ill-Fated Theatre In Montreal Condemned

THE Laurier Palace, Montreal, where 79 children lost their lives in January, 1927, through fire and panic, has now been ordered torn down as unsafe. Relatives of the victims have received an aggregate of $19,750 from the City of Montreal as compensation.

Fire practically destroyed the Goldfields Theatre in Timmins, mining town of Northern Ontario, the loss being $40,000.

Military staff officers of the Canadian Department of National Defence, Ottawa, are considering talking pictures as an instructional method in drill movements and proper words of command for the training of the Canadian Militia.

The theme song has now invaded the realm of commercial motion pictures. The Canadian Steamship Lines, Limited, has offered a cash prize for a theme song to accompany its scenic film, "Rivers of Romance," presented at the Capitol, Montreal, during the week of April 21, with improvised non-synchronous music until the theme song is selected.

Manager Sam Binder, of the Empress Theatre, Edmonton, Alberta, has secured a further jump in business by the addition of an Edmonton-made news reel to the regular bill and by staging a movie baby contest.

The Regent, Winnipeg, Manitoba, was closed from April 17 to 20 for the completion of the sound installation.

The Pantages, Toronto, largest house in the Dominion, introduced sound pictures on April 27, to be followed two days later by a synchronized screen in its nearest rival, Loew's Theatre, Toronto.

Rochester & Syracuse Theatre Notes

S. S. SOLOMON, formerly of Brooklyn, has been named house manager of the Eastman Theatre, downtown, Rochester, N. Y., Publix 3,400-seat house. Until now, Eastman policies and programs have been handled by Melvin J. Murphy, city manager of the three Publix theatres in Rochester.

Eugene Curtis, director of publicity for Publix in Rochester, last week was transferred to the home office in New York. Donald Chambers, of the home office, was transferred to Rochester.

A new daylight screen, one of the three in use in American theatres, has been added to the equipment of the Rochester, downtown 4,000-seat house. The theatre also has increased its back-stage lighting 1,000 candlepower and installed new border lights.

The Board of Trustees of the village of Geneseo, N. Y., has passed an ordinance carrying out the desire expressed by voters at a special election which makes Sunday motion pictures legal in the village.

Publix officials in Rochester are considering the advisability of shifting to Saturday opening. The advantage sought is a day's time for unit companies to jump to Detroit, where the Publix houses will be shifted to Saturday openings.

Secrecy surrounding the shift in management of the New Empire Theatre at Syracuse, N. Y., is causing no little comment in Syracuse circles. One month ago Manager Albert P. Kaufman announced that he was going to Atlantic City for a two weeks' vacation. At the time Morris Fitzer, manager of the Rivoli, stepped into his place without any announcement.

Capitol In Allentown, Pa., Formally Opened

THE new Capitol, Allentown, Pa., was formally opened to the public with two performances on the night of April 4. It is a small but ornate house seating 400, and is being operated by the Capitol Amusement Company, of which the principal backers are Rubin Mainker, Al Mainker and Alex Mainker.

The Comerford Amusement Co., of Scranton, Pa., has engaged W. Lampert & Son, architects, Rochester, N. Y., to draw plans for the large theatre, store and apartment building they are planning to erect in the Public Square, Wilkes-Barre.

Lieutenant Governor Arthur H. James, owner of a number of theatres in the vicinity of Wilkes-Barre and legal advisor to the Comerford chain of movie theatres, was among the guests of honor at the annual "gridiron" banquet given in the Penn Harris Hotel, Harrisburg, by the Pa. Legislative Correspondents' Association.

The Rialto, Allentown, Pa., reopened on April 15, after having been closed for a period of about one week to permit the completion of improvements that cost $100,000.

C. Floyd Hopkins, Harrisburg representative of the Wilmer & Vincent Theatres, took an active part in the campaign to raise $333,000 for the support of the Harrisburg welfare and charitable organizations.

A formidable business rival of the picture houses in Harrisburg was removed on April 20 when the Morgan Wallace Players stock company discontinued a long engagement in the Majestic theatre six weeks in advance of the time for which its lease of the house extended.

Alfred E. Seward, organist, has severed his connection with the Rialto Theatre, Lewistown, to enter concert work.

All three theatres of Franklin introduced sound pictures in the last two weeks of April. They were presented for the first time at the Ritz on the night of April 16. The Orpheum put in Vitaphone, which was operated for the first time on April 18, and a few days later the Park introduced talkies.

Charles E. Newbaker, owner of the Strand and Standard Theatres, Steelton, who is also sheriff of Dauphin county, with Mrs. Newbaker, entertained fifty guests at a dinner party in Strand Hall, on April 4.

C. Floyd Hopkins, representative of the Wilmer & Vincent Theatre Company, in Harrisburg, stated in a newspaper interview that the Majestic theatre, the oldest playhouse in the city, and occupying a very valuable site facing the capitol grounds, is for sale. Mr. Hopkins said that no deal for the structure has yet been closed.

EMPIRE FILM VAULTS INC.

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1 to 10 Containers.....$ .75
11 to 50 " ..... .50
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Over 100 Containers.....$ .35
Cases per month, 20 to 25 reels..... 1.00

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Situations Wanted

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

ORGANIST soloist, male. Ten years experience Publix, Keith - Orpheum. Complete library. Features. Modern. Organist, 3200-54th St., Des Moines, Ia.

YOUNG MAN, 32, desires to connect with organization making sound devices. Assistant to executive. Much business experience; some technical knowledge. Adapt easily. Box 500, Motion Picture News, New York City.

THEATRE MANAGER at liberty, just closed six-year engagement managing eight theatres; knows business from A to Z. Business producer, salary or percentage, American, Christian, twenty years' experience. Address: Manager, P.O. 3734, West Palm Beach, Fla.

For Sale

FOR SALE: 1,200 high class opera chairs. Good serviceable condition. Box 425, Motion Picture News, 729 Seventh Ave., New York City.

Theatre Wanted

THEATRE WANTED—Will buy or lease, responsible party; knows the business; state full particulars. Address: Manager, P.O. 3734 West Palm Beach, Fla.

Minn. Townships Vote On Sunday Shows

SUNDAY shows were recently defeated at Lake Crystal, Minn.

The result of a recent vote in Hutchinson, Minn., showed 398 votes for Sunday shows against 338.

The voters of Litchfield at a recent election indorsed the Sunday show policy.

A. L. Merritt, of Oconto, Wisconsin, has invented a low price synchronizing device which is known as the Merritone. The Merritt Syncophone Co. has been incorporated at $20,000.

Texas And Oklahoma Regional Events

THE Texas M. P. T. O. will hold special session at Baker Hotel, Dallas, Texas, May 6 and 7, to consider sound and other subjects.

The East Theatres will erect a new hotel and theatre at Marshall, Texas.

M. S. White will open his new Oak at Dallas, Texas, about May 1, 1929.

S. G. Howell and H. O. Howell opened their new neighborhood theatre, the Parkway, at Dallas, Texas, with sound equipment.

Miss Beulah Nesmith has been appointed manager of the Dukedun at LaFeria, Texas.

John F. Loveridge has been appointed manager of the Majestic at Fort Worth.

E. E. Lutz has opened his Wink at Wink, Texas.

Griffith Amusement Co . have opened their new Ritz at Wallington, Texas.

Mr. and Mrs. George L. Shaw are the proud parents of a nine pound husky young son, who arrived at the Shaw residence March 17. Mr. Shaw is owner and manager of the Lantex at Llanc, Texas.

The Kooler Air Engineering Co. has been organized at Dallas, Texas, and will equip theatres with Kooler Air systems in Texas and Oklahoma.

Oscar Korn is erecting a new theatre at Pecos, Texas.

Phototalker sound equipments have been installed in the Victoria at Victoria, Norman at Cuero, Grand at Mineral Wells and the Rochester at Rochester, Texas.

The Pettit at Hominy, Okla., will install sound equipment soon.

The Griffith Amusement Co. has purchased new chairs for their theatres at Ardmore, Blackwell, Guthrie, Maud, Stillwater, Norman, Hobart, Okla., and Wellington, Texas.

Cincinnati Legit. House Goes Movie

THE Grand Opera House, Cincinnati, O., which plays regular road attractions, but which recently closed its legitimate season to play a short engagement of pictures, will continue to show pictures, booked independently, throughout the summer.

The Lincoln, Cincinnati, O., has installed Movie-Phone.

The two attempts to change the censorship laws in Ohio are definitely dead for many months to come, the Ohio General Assembly having adjourned early in April without making any change in the existing laws.

Instituting a summer policy, the Regent, Springfield, O., has discontinued vaudeville, and will substitute musical revues.

The Bijou, New Philadelphia, O., established 18 years ago, has been sold by the owner, H. S. Herron. The house will hereafter be operated by John W. Mathias.

Construction on the new $150,000 Ohio Theatre, Piqua, O., is progressing rapidly, and present indications point to the house being opened early this summer.

C. F. Pfister, manager of the Mayflower, Troy, O., is arranging to install Vitaphone and Movietone, at an approximate cost of $10,000. Installation is expected to be completed within 90 days.

Henry F. Eger, Columbus, O., previously associated with William M. James in the conduct of his chain of theatres, has been named manager of the Palace, Dayton, O.

James Slancicus has purchased the Ideal, Mingo Junction, O., from Charles Papoulias.

Igniting of a film in the booth of the Hippodrome, Newport, Ky., just across the river from Cincinnati, caused damage to the projection booth estimated at $1,000. The audience left the theatre quietly, upon assurances of Manager C. Mervis that there was no danger.

The last traces of the old Jefferson, Hamilton, O., have disappeared, with the final demolishing of the walls which remained after the house was destroyed by fire two years ago. The Jefferson was one of the ace houses in the Jewel Photoplay chain.

The Marion, at Marion, O., former unit of the Marion Photoplay Co., now in receivership, will be operated by the Young Amusement Co. under a lease effective May 1. No deal has been made for the Grand and Orpheum at Marion, also in receivership.

Washington, D. C., T. O. At Meet

THE Washington, D. C., M. P. T. O. held its regular monthly meeting April 15 in the office of Julian Brylawski, president. Brylawski was not present due to illness and a sum of money was appropriated to send him flowers.

It was decided at the meeting that the Washington organization should co-operate with the Government to run trailers for National Health Week at all theatres. By arrangements also made at the meeting, with John Birdsall, secretary of the Musicians' Union, the Rialto, Washington, will be allowed to cut its orchestra from seventeen to twelve men. Thus about $1,000 a week will be saved.

Suddenly stricken with appendicitis, an operation was performed on Josephine Keith Shellman, 12 year old daughter of J. M. Shellman, motion picture editor of the Baltimore Sun, Tuesday morning, April 23, at the University Hospital, Baltimore. The operation was performed by her uncle, Dr. Nathan Winslow.

William Dutton, who resigned recently as exchange manager of Columbia, Washington, D. C., has been succeeded by Charles F. Schwerin, temporarily, who expects to be several months in Washington.

The Palace, Baltimore, Md., which has been used as a burlesque and movie house, may be used to house important talking productions by the Erlanger interests.

Ford's Opera House, Washington, D. C., operated by J. Louis and John T. Ford after they gave up Ford's Theatre there, where Lincoln was assassinated, may be bought for $312,812 by the Government.

The marriage of C. F. Winchester, house manager of the Fox, Washington, D. C., to Miss Corinne Dyer, of that city, was celebrated the other day.

Changes In Personnel Of Houston Mgrs.

CHESTER FRIEDMAN, formerly with the Paramount, New York, is house manager of the Metropolitan, Houston, and assistant to Emil Bernstecker, general manager.

Stockton Leigh, formerly connected with the Keith vaudeville circuit, is now publicity director for the Majestic, a Houston Karl Hoblitzelle theatre.

Eddie Barnes, director of publicity for the Horwitz Theatres, Houston, for three years, and manager of one of them, has accepted the managership of Loew's Vendome, Memphis, and left April 13 to assume his new duties.

The Broadway, Harrisburg, a Houston suburb, opened April 20 under the management of Mr. and Mrs. W. J. Hill. A $10,000 pipe organ is being installed. The theatre seats about 400.

The Crown, a small 5 and 15 cent theatre owned by Abe Silverberg, is installing sound equipment. Organist will be retained

Regent, Milwaukee, To Undergo A Change

FRED C. SEEGERT is closing his Regent, at 40th and North Avenue, Milwaukee, within another month. At this time the theatre will be rebuilt into a structure which will house 22 bowling alleys, recreation rooms, four stores, and general lounges. It will be known as the Regent Recreation building. Mr. Seegert is planning space for a theatre in the building, but will not operate this for the present. At a later date, if it seems advisable, he will install the theatre. The building will be completed in the early fall.

Burglars attempted to smash the safe of the Tivoli, Milwaukee, on Sunday night but were not successful in opening the door.

Out-of-town exhibitors who visited Milwaukee this week included Len Brown, of the Capitol at Madison; Charles Guelson, of the Badger at Stoughton; P. M. Cain, of Sheboygan Falls; Dan Kelliher, of Elkhorn; A. C. Accolla, of the Bonham at Prairie du Sac.

The Garrick Theatre has been leased by the Film Arts Guild, starting April 27th.

New Mgr. At Evansville Ind., American

MAURICE DAVIS, for several years connected with Skouras and other theatrical interests in St. Louis, has taken over the management of the American in Evansville, Ind., for Southern Amusement Co., which recently purchased the American from Phillip and Morris Holzman. The house is being thoroughly remodeled. Western Electric talking picture equipment is being installed and the house is expected to reopen before the end of the month.

John K. Jennings, owner, and Harry Kornblum, manager, of the Rosedale, Evansville neighborhood house, are at present looking over devices on the market in anticipation of installing talking picture equipment.

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Katorga				
Krassin	Special Cast	Feb. 19	7000 feet	
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Prisoners of the Sea	Russian Cast	April 13		
Shanghai Document, A	Travelogue	Oct. 13	5000 feet	
Ten Days That Shook the World	Russian Cast	Nov. 2	7000 feet	
Three Comrades and One Invention	Russian Cast	Oct. 13	6000 feet	
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The				
Yellow Pass, The	Russian Cast	Dec. 8	6600 feet	

COLUMBIA

Title	Star	Rel. Date	Length	Reviewed
Apache, The	Alvarado-Livingston	Nov. 19	5818 feet	
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (F. & D.) (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Driftwood	Alvarado-M. Day	Oct. 15	6267 feet	
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Nothing to Wear	Logan-Von Eltz	Nov. 5	5701 feet	
Object—Alimony	Wilson-Allan	Dec. 22	6266 feet	
Power of the Press	Fairbanks, Jr.,-Ralston	Oct. 31	6465 feet	
Quitter The	Lyon-Revier	April 1	5671 feet	
Restless Youth	M. Day-Forbes	Nov. 30	6085 feet	
Stool Pigeon	Borden-Delaney	Oct. 25	5792 feet	
Sideshow, The	Prevost-Graves	Dec. 11	5999 feet	
*†Submarine (D)	Holt-Revier	Nov. 12	8192 feet	
	(Silent Version)	Nov. 12	8192 feet	Sept. 15
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
*†§Broadway Hoofer, The				
*†§Fall of Eve				
*†§Father Love (tentative)	Holt-Revier-Chadwick			
*†§Flying Marine, The	Lyon-Mason-Robards			

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
All in Fun	Jerry Mandy	Oct. 21	1 reel	Oct. 27
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
America's Pride	Our World Today	Oct. 7	1 reel	Oct. 6
Auntie's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Bell Y King	Lupino Lane	Dec. 9	2 reels	Nov. 10
Best Dressed Woman In World	Our World Today	Feb. 17	1 reel	Mar. 30
Bumping Along	Stone-Ruth	Nov. 18	1 reel	Nov. 3
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Come to Papa	"Big Boy"	Oct. 14	2 reels	Oct. 13
Companionate Service	Dorothy Devore	Oct. 7	2 reels	Oct. 6
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fisticuffs	Lupino Lane	Oct. 28	2 reels	Oct. 27
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Follow Teacher	"Big Boy"	Dec. 16	2 reels	Nov. 17
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Glorious Adventure	Hodge-Podge	Oct. 14	1 reel	Oct. 27
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	April 28	2 reels	Mar. 16
Hay Wire	Stone-Dale	Nov. 4	1 reel	Oct. 27
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	April 20
Hold That Monkey	Monty Collins	Nov. 11	2 reels	Oct. 27
Hot or Cold	Al St. John	Dec. 2	2 reels	Nov. 10
Hot Times	Al St. John	May 26	2 reels	
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar. 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
In the Morning	Vernon Dent	Dec. 30	1 reel	Nov. 24
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Lucky Duck	Billy Dale	Oct. 7	1 reel	Sept. 15
Magic City	Our World Today	Nov. 11	1 reel	Nov. 3
Making Whoopee	Goodwin-Bradley	Oct. 28	2 reels	Oct. 13
Meandering Thru the Menagerie	Hodge-Podge	April 28	1 reel	
Misplaced Husbands	Dorothy Devore	Nov. 25	2 reels	Nov. 24
Moving Movie Show	Hodge-Podge	Mar. 31	1 reel	
Murder Will Out	Vernon Dent	Dec. 16	1 reel	Nov. 10
Only Her Husband	Jerry Drew	May 19	2 reels	
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	
Patchwork of Pictures	Hodge-Podge	Nov. 18	1 reel	Nov. 24
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Permanent Wave Railroad	Our World Today	Dec. 9	1 reel	Dec. 1
Playful Papas	Jerry Mandy	Dec. 1	1 reel	Dec. 1
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Quiet Worker	Jerry Drew	Nov. 4	2 reels	Oct. 6
Richest Street in the World	Our World Today	April 21	1 reel	April 20
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Shifting Scenes	Hodge-Podge	Dec. 16	1 reel	Mar. 30
Skywayman, The	Reed Howes	Nov. 18	2 reels	Nov. 3
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Stage Frights	George Davis	Oct. 21	2 reels	Oct. 6
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	
Wives Don't Weaken	Drew-Bradley	Dec. 16	2 reels	Dec. 15

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad (F)	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The (F)	Gribbon-Clyde	April 7	2 reels	
*†§Bride's Relations (F)	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues (F)	Johnny Burke	Mar. 10	2 reels	
*†§Cold Shivers (F)	McKee-Hutton	May 19	2 reels	
*†§Eligible Mr. Bangs (F)	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute (F)	Lloyd Hamilton	May 5	2 reels	
*†§Lion's Roar (F)	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Old Barn (F)	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Right Bed, The (F)	E. E. Horton	April 14	2 reels	
*†§Ship Mates (F)	Lupino Lane	April 21	2 reels	
*†§Whirls and Girls (F)	Gribbon-Clyde	Feb. 24	2 reels	Feb. 18
*†§Zip! Boom! Bang! (F)	McKee-Conlin-Glass	Mar. 17	2 reels	

FIRST NATIONAL

Title	Star	Rel. Date	Length	Reviewed
*†Adoration (D)	Billie Dove	Dec. 2	6360 feet	Jan. 19
*†§Barker, The (D)	Sills-Compson	Dec. 30	7137 feet	Dec. 15
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz (D)	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Companionate Marriage	Bronson-Walling	Oct. 21	6227 feet	
Crash, The	Sills-Todd	Oct. 7	6225 feet	
Dancing Vienna	Lyon-Mara		5683 feet	
*†§Divine Lady, The (D)	Griffith-Warner	Mar. 31	9914 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
Do Your Duty	Charlie Murray	Oct. 14	5976 feet	
Glorious Trail	Ken Maynard	Oct. 28	5886 feet	
*†Haunted House (D)	Kent-Todd	Nov. 4	5755 feet	Dec. 22
*†§His Captive Woman (D)	Sills-Mackaill	Mar. 24	7992 feet	April 6
	(Silent Version)	Mar. 24	7692 feet	Jan. 19
*†§Hot Stuff D	Alice White	April 14		
	(Silent Version)	Mar. 24		Mar. 9
*†§Lilac Time (D)	Moore-Cooper	Nov. 8	8967 feet	Mar. 24 '28
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	Billie Dove	April 7		
	(Silent Version)	Mar 17		
*†Naughty Baby (D)	White-Mulhall	Dec. 16	6360 feet	Feb. 9
	(Silent Version)		6406 feet	
*†Outcast (D)	Griffith-Lowe	Nov. 11	6226 feet	Dec. 8
Phantom City	Ken Maynard	Dec. 23	5887 feet	
*†Saturday's Children (D)	Corinne Griffith	April 14		
	(Silent Version)	Mar. 10	6727 feet	
*†Scarlet Seas (D)	Barthelmess-Compson	Dec. 9	6237 feet	Jan. 5
*†Seven Footprints to Satan D	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†Synthetic Sin (D)	Colleen Moore	Jan. 6	6730 feet	Jan. 12
Ware Case, The	Special Cast	Nov. 25	6185 feet	
*†§Weary River (D)	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good D	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies (A. T.) (D)	Alice White			
California Mail	Ken Maynard			
*†§Careers (A. T.) (D)	Dove-Moreno-Myers			
*†§Careless Age, The (A. T.)				
*†§Dark Streets (D)	Milton Sills			
Drag	Barthelmess-A. Day			
*†§Girl in the Glass Cage (D)	Dorothy Mackaill			
*†§Hard to Get (A. T.) (D)	Mackaill-Burns			
*†§House of Horrors (D)	Todd-Hale-Fazenda			
	(Silent Version)		6700 feet	Sept. 22
Lawless Legion	Ken Maynard		6109 feet	
*†§Lilies of the Field (D)	Corinne Griffith			
*†§Prisoners (D)	Corinne Griffith			
Royal Rider, The	Ken Maynard			
*†§Smiling Irish Eyes (A. T.) (D)	Colleen Moore			
*†§Squall, The (A. T.) (D)	Joyce-Loy			
*†§Twin Beds A. T. D	Mulhall-Miller			
*†§Two Weeks Off D				
Wells Fargo Express	Ken Maynard			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Blindfold	O'Brien-Moran	Dec. 9		
	(Silent Version)	Dec. 9	5598 feet	Jan. 5
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
*†Dry Martini	Astor-Moore	Oct. 7	7176 feet	Nov. 10
	(Silent Version)	Oct. 7	6828 feet	
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†Great White North	Special Cast	Dec. 30	5560 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 10		
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
Homesick	Sammy Cohen	Dec. 16	5153 feet	
*†§Hearts In Dixie (A. T.)	Clarence Muse	Mar. 10	6650 feet	Mar. 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	April 7		
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28	10116 feet	Sept. 22
*†§Mother Machree	Bennett-McLaglen	Oct. 21	6807 feet	Mar. 17 '28
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
*†Me Gangster	Terry-Collyer	Oct. 14	6042 feet	Oct. 27
*†Not Quite Decent	Collyer-Dresser	Mar. 24		
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
*†Prep and Pep	Rollins-Drexel	Nov. 18	6806 feet	Jan. 5
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	
*†Romance of the Underworld	Astor-Boles	Nov. 11	6162 feet	Jan. 12
*†Riley the Cop	McDonald-Drexel	Nov. 25	6132 feet	Dec. 8
	(Silent Version)	Nov. 25	5993 feet	
*†Red Dance	Del Rio-Farrell	Dec. 2	9250 feet	June 30
*†Red Wine	Collyer-Nagel	Dec. 23	6194 feet	
*†Sunrise	O'Brien-Gaynor	Nov. 4	8393 feet	Oct. 14
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
	(Silent Version)		5526 feet	
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
Taking a Chance	Rex-Bell	Nov. 18	4876 feet	
*†Trent's Last Case	Griffith-Day	Mar. 31		
*†§Through Different Eyes	Baxter-Lowe	April 7	4991 feet	April 20
*†§Through Different Eyes	Baxter-Lowe	April 7		
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Churchill-Terry	April 21		

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
Chasing Through Europe	Stuart-Carol			
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
Fox Follies	Special Cast			
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost in the Arctic	Special Cast			
Masked Emotions	George O'Brien			
One-Woman Idea, The	LaRocque-M. Day			
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
Protection	Burgess-Elliott-Page			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			
Veiled Woman, The	Tora-Alba			
Woman, The	Astor-Boles			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Glories of the Evening	Variety	Nov. 11	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 16	1 reel	
Low Necker	Marjorie Beebe	Dec. 18	2 reels	Jan. 14
Monument Valley	Variety	Nov. 25	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Steeplechase	Variety	Oct. 14	1 reel	
Storied Palestine	Variety	Dec. 23	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Belle of Samoa, The (A. T.) (F)	Moran-Clark & McCullough		2 reels	
*†§Beneath the Law (A. T.) (F)	Clark & McCullough		2 reels	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
Forget-Me-Note (F)			3 reels	
*†§Friendship (A. T.) (F)	Gallagher-Edeson		2 reels	
*†§Furnace Trouble (A. T.) (F)	Robert Benchley		2 reels	
*†§George Bernard Shaw	Interview			June 30
*†§Ghosts	Mutt & Jeff Cartoon		1 reel	
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Happy Birthday (A. T.) (F)				
*†§In Holland (A. T.) (F)	Clark & McCullough		2 reels	
*†§Interview, The	Clark-McCullough			
*†§Knife, The (A. T.) (F)	Lionel Atwill			
*†§Knights Out (A. T.) (F)	Clark & McCullough		2 reels	
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The (A. T.) (F)	Clark & McCullough		2 reels	
†§Miller & Farrell (F)	3 Songs			
†§Mind Your Business (F)	Herbert & Bard		2 reels	
*†§Music Fiends, The (A. T.) (F)	Clark & McCullough		2 reels	
*†§Napoleon's Barber (A. T.) (F)	Otto Matieson		3 reels	
*†§Nightie Knights	Clark-McCullough		2 reels	
†§Old Tunes for New (F)	Dr. Sigmund Spaeth			
*†§On the Beach at Atlantic City (F)	Friedland & Revue			
*†§Pagliacci—Prologue (F)	Richard Bonelli		1 reel	
†§Royal Hawaiian Singers (F)	Song Program			
*†§Schubert's Serenade (F)				
*†§Serenade (Schubert)	Harold Murray			Sept. 8
†§Sound Your A (F)			3 reels	
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§Stewed, Fried and Boiled (A. T.) (F)	Robert Benchley		2 reels	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Waltzing Around (A. T. (F)	Clark & McCullough		2 reels	
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8
†§Why Be Serious? (F)	Will Mahoney			

GENERAL PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelor Club, The	Talmadge-Worth			
Heroic Lover, The	St. Leo-Bedford			
Wild Heart of Africa	Special Cast		(Parthenon Pictures)	

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Head of the Family, The	Russell-Corbin	Dec.	6250 feet	
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†Baby Cyclone (D)	Cody-Pringle	Nov. 3	5053 feet	
*†Brotherly Love (D)	Dane-Arthur	Oct. 13	6053 feet	
Bushranger, The	Tim McCoy	Nov. 17	5220 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7880 feet	
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 16
Dream of Love	Crawford-Asther	Dec. 1	7987 feet	Jan. 5
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	April 20
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Honeymoon	Flash-Moran	Dec. 29	4823 feet	
Lady of Chance	Norma Shearer	Dec. 22	7126 feet	Jan. 26
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
Masks of the Devil	John Gilbert	Nov. 17	6575 feet	Dec. 1
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Napoleon	Special Cast	Oct. 27	6893 feet	Feb. 16
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Shadows of the Night	Flash-Gray	Oct. 6	5448 feet	
*†Show People	Davies-Haines	Oct. 20	7453 feet	Nov. 17
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Spies	Special Cast	Dec. 8	7999 feet	Mar. 9
*†§Spite Marriage	Buster Keaton	April 6	7047 feet	
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†Wind, The (D)	Gish-Hanson	Oct. 27	6721 feet	Nov. 17
*†§White Shadows in the South Seas	Blue-Torres	Nov. 10	7968 feet	Aug. 18
West of Zanzibar	Chaney-Nolan	Nov. 24	6150 feet	Jan. 5
*†Woman of Affairs (D)	Garbo-Gilbert	Dec. 15	8319 feet	Nov. 3
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
All Parts	Charley Chase	Oct. 27	2 reels	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Assorted Babies	Ufa Oddities	Nov. 5	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
*†Booster, The	Charley Chase	Nov. 24	2 reels	
	(Silent Version)	Nov. 24	2 reels	
Boy Friend	Roach Stars	Nov. 10	2 reels	Dec. 1
Call of the Cuckoo	Max Davidson	Oct. 15	2 reels	
Chasing Husbands	Charley Chase	Dec. 22	2 reels	
Do Gentlemen Snore?	Roach Stars	Oct. 13	2 reels	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Early to Bed	Laurel-Hardy	Oct. 6	2 reels	Nov. 3
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Feed 'Em and Weep	Roach Stars	Dec. 8	2 reels	
Foundations of Eold	Ufa Oddities	May 16	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Habeas Corpus	Laurel-Hardy	Dec. 1	2 reels	Jan. 12
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Kisses Comes High	Ufa Oddities	Dec. 8	1 reel	
Leader, The	Ufa Oddities	April 27	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
	(Silent Version)	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Lonely Lapland	Ufa Oddities	Nov. 10	1 reel	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Madame Du Barry		Nov. 17	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
*†Noisy Noises	"Our Gang"	Feb. 9	2 reels	
	(Silent Version)	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
*†Ol' Gray Hoss	"Our Gang"	Oct. 20	2 reels	Oct. 13
	(Silent Version)	Oct. 20	2 reels	July 28
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding	Ufa Oddities	April 13	1 reel	
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Savage Customs	Ufa Oddities	Nov. 24	1 reel	
*†School Begins	"Our Gang"	Nov. 17	2 reels	Sept. 29
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†Spanking Age	"Our Gang"	Dec. 15	2 reels	
Strange Prayers	Ufa Oddities	Dec. 22	1 reel	
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
	(Silent Version)	Dec. 29	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Two Tars	Laurel-Hardy	Nov. 3	2 reels	Dec. 8
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
*†We Faw Down	Laurel-Hardy	Dec. 29	2 reels	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
	(Silent Version)	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	
Wives for Sale	Ufa Oddities	Oct. 27	1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13	1 reel	Nov. 3
*†Wrong Again	Laurel-Hardy	Feb. 23	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
China Bound	Dane-Arthur	May 18	6 reels	April 20
Deadline, The	Flash-Lorraine-Gray			
Desert Rider	Tim McCoy	May 11		
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Green Ghost, The				
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (D)	Nagel-Love-Hymas			
*†§Last of Mrs. Cheney	Conrad Nagel			
*†§Madame X	Ruth Chatterton		8806 feet	April 20
Man's Man, A	Haines-Dunn	May 25		
*†§Marianne	Davies-Shaw			
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly-Barrymore			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			
Redemption	Gilbert-Nagel-Adoree			
Single Standard, The	Flash-Gray-Lorraine			
Sioux Blood	McCoy-Frazer		4811 feet	April 30
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Thunder	Chaney-Haver			
*†Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Where East Is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
Bob Nelson (F)	3 Songs	Mar. 16	1 reel	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (A. T.) (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Duci de Kerekjarto (D)	2 Violin Solos	Feb. 23	1 reel	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi & Nat Ayer (F)	2 Songs	Nov. 24	1 reel	
Elsa Ersi and Nat Ayers (F)	2 Songs	Mar. 23	1 reel	
Ella Shields (F)	2 Songs	Oct. 27	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Frances White (F)	3 Songs	Nov. 17	1 reel	
Fuzzy Knight (F)	2 Songs	Oct. 13	1 reel	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (F)	2 Songs	Oct. 27	1 reel	
George Dewey Washington (F)	2 Songs	Nov. 17	1 reel	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Dewey Washington (D)	3 Songs	Mar. 23	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gordon and Squires (D)	3 Songs	Mar. 2	1 reel	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
Irving Aaronson's Commanders (D)	3 Band Nos.	June 1	793 feet	
Jan Garber's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Jimtown Speakeasy (F)	Miller & Lyles	Nov. 10	1 reel	
Johnny Marvin (F)	2 Songs	Sept. 29	1 reel	
Johnny Marvin (F)	2 Songs	Nov. 3	1 reel	
JosephRegan (F)	2 Songs	Oct. 13	1 reel	
Joseph Regan (F)	2 Songs	Nov. 3	1 reel	
Keller Sisters and Lynch (D)	3 Songs	Mar. 30	1 reel	
Leo Beers (F)	3 Songs	Oct. 6	1 reel	
Locust Sisters (F)	2 Songs	Oct. 6	1 reel	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Sept. 29	1 reel	
Marion Harris (F)	2 Songs	Oct. 20	1 reel	
Marion Harris (F)	2 Songs	Nov. 17	1 reel	
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Mayor of Jimtown The (F)	Miller & Lyles	Oct. 13	1 reel	
Metro Movietone Revue No. 1 (F)	All-star Cast	Nov. 3	(T. color) 2 reels	
Metro Movietone Revue No. 2 (F)	All-star Cast	Nov. 24	(T. color) 2 reels	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Metro Movietone Revue No. 4	All Star Cast	April 27	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
Odette Myrtil (F)	2 Songs	Oct. 20	1 reel	
On the March (F)	William O'Neal	April 27	1696 feet	
Ponce Susters (F)	2 Songs	Oct. 20	1 reel	
Ponce Sisters (F)	2 Songs	Nov. 10	1 reel	
Revellers, The (D)	3 Songs	Mar. 2	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels (F)	8 Victor Artists	Mar. 9	1 reel	April 13
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Spitalny Band Revue	April 20	2042 feet	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Spitalny and His Orchestra (D)	Band Nos. and Revue	Mar. 16	2 reels	
Stepping Along (D)	Sunshine Sammy	Mar. 30	1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
Tita Ruffo (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
Van and Schenck (F)	2 Songs	Sept. 29	1 reel	
Van and Schenck (F)	2 Songs	Oct. 27	1 reel	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (F)	2 Songs	Mar. 9	1 reels	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 6
Vincent Lopez (D)	Piano and Orchestra	Feb. 16	1 reel	
Vincent Lopez (D)	Piano Solos	Nov. 10	1 reel	
Walt Roesner & Capitolians (F)	2 Band Nos.	Oct. 6	1 reel	
William O'Neal (D)	3 Songs	Feb. 23	1 reel	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

Title	Star	Rel. Date	Length	Reviewed
Avalanche	Jack Holt	Nov. 10	6099 feet	
*†§Abie's Irish Rose (D)	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Behind the German Lines (D)	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Chinatown Nights (A. T.) (F)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Doctor's Secret, The (A. T.) (F)	Edeson-Chatterton	Jan. 26	5832 feet	Feb. 9
	(No Silent Version)			
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton	Mar. 9	5354 feet	Mar. 9
	(No Silent Version)			
His Private Life	Menjou-Carver	Nov. 7	4690 feet	Nov. 17
*†§Hole in the Wall (A. T.) (D)	Colbert-Robinson	Mar. 23	5850 feet	April 20
	(Silent Version)			
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
Hunting Tower	Harry Lauder	Nov. 3	5812 feet	
*†§Interference (A. T.) (F)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6543 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels	April 13	5886 feet	Mar. 16
	(Silent Version)			
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Moran of the Marines	Dix-Elder	Oct. 13	5444 feet	Nov. 3
*†§Manhattan Cocktail	Arlen-Carroll	Nov. 24	6051 feet	Jan. 12
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Richard Dix	April 20	8 reels	
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
*†§Sins of the Fathers	Jannings-Chatterton	Dec. 29	7845 feet	Feb. 2
	(Silent Version)	Dec. 9	7724 feet	
*†§Shopworn Angel, The (D)	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
	(Silent Version)	Jan. 12	7112 feet	
Someone to Love	Rogers-Brian	Dec. 1	6323 feet	Dec. 8
Sunset Pass	Holt-Conklin	Feb. 9	5862 feet	
Take Me Home	Daniels-Hamilton	Oct. 13	5614 feet	Oct. 27
Three Week Ends	Bow-Hamilton	Dec. 8	5962 feet	Dec. 15
*†§Tong War (A. T.) (See Chinatown Nights)				
*†§Varsity (D)	Rogers-Brian-Conklin	Oct. 27	6348 feet	Nov. 3
	(Silent Version)	Oct. 27	6063 feet	
*†Wedding March, The (D)	Von Stroheim-Wray	Oct. 6	10659 feet	Oct. 20
*†Woman from Moscow, The	Negri-Kerry	Nov. 3	6916 feet	Nov. 10
What a Night	Daniels-Hamilton	Dec. 22	5378 feet	Jan. 5
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
	(Silent Version)		6036 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Beaches and Scream	Krazy Kat Cartoon	Oct. 27	1 reel	
Believe It or Not (Christie)	Frances Lee	Nov. 24	2 reels	
Call Again	E. E. Horton	Oct. 20	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27	2 reels	
Flying Yeast	Krazy Kat Cartoon	Feb. 16	1 reel	
Footlight Fannie (Christie)	Frances Lee	Feb. 9	2 reels	
Footloose Wimmin (Christie)	Bobby Vernon	Dec. 8	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gobs of Love (Christie)	Billy Dooley	Dec. 15	2 reels	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hat Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Home Girl, The	Gilmore-Kruger	Dec. 1	2 reels	
Hot Sparks (Christie)	Bobby Vernon	Nov. 3	2 reels	
Joint Affair, A	Krazy Kat Cartoon	Mar. 16	1 reel	
Ko-Ko's Act	Inkwell Cartoon	Dec. 15	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
KoKo Beats Time	Inkwell Cartoon	Feb. 9	1 reel	
Ko-Ko's Courtship	Inkwell Cartoon	Dec. 29	1 reel	
KoKo's Crib	Inkwell Cartoon	Mar. 23	1 reel	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
KoKo's Hot Ink	Inkwell Cartoon	Mar. 9	1 reel	
Ko-Ko in the Rough	Inkwell Cartoon	Nov. 3	1 reel	
KoKo's Knock-down	Inkwell Cartoon	April 20	1 reel	
Ko-Ko's Magic	Inkwell Cartoon	Nov. 17	1 reel	
Ko-Ko on the Track	Inkwell Cartoon	Dec. 1	1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6	1 reel	
KoKo's Reward	Inkwell Cartoon	Feb. 23	1 reel	
KoKo's Saxophonies	Inkwell Cartoon	April 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lay On, MacDuff (Christie)	Jack Duffy	Nov. 17	2 reels	
Liar Bird, The	Krazy Kat Cartoon	Nov. 24	1 reel	
Lone Shark, The	Krazy Kat Cartoon	April 13	1 reel	
Loose Change (Christie)	Jack Duffy	Oct. 6	2 reels	
Love Spats	Jack Duffy	April 27	2 reels	
Nicked Nags	Krazy Kat Cartoon	Nov. 10	1 reel	
Nifty Numbers (Christie)	Frances Lee	Dec. 29	2 reels	
Night Howls	Krazy Kat Cartoon	Dec. 22	1 reel	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13	2 reels	
Reduced Weights	Krazy Kat Cartoon	Feb. 2	1 reel	

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Title	Star	Rel. Date	Length	Reviewed
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
Sheepskinned	Krazy Kat Cartoon	Mar. 30	1 reel	
She-Going Sailor, A (Christie)	Billy Dooley	Nov. 10	2 reels	
Should Scotchmen Marry? (Christie)	Jack Duffy	Dec. 22	2 reels	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Still Waters	Krazy Kat Cartoon	Dec. 3	1 reel	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Torrid Toreadors	Krazy Kat Cartoon	April 7	1 reel	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Vanishing Screams	Krazy Kat Cartoons	Mar. 2	1 reel	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§After Seben (A. T.) (F)	James Barton	May 18	2 reels	
*†§Apartment Hunting (A. T.) (F)	Special Cast	Mar. 9	2 reels	
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb.2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston (No Silent Version)	Feb. 23	1911 feet	
*†§Booklovers (tentative) (A. T.)	Special Cast	June 15	2 reels	
*†§Boyhood Days (F)	Borrah Minnevitch (No Silent Version)	Jan. 26	1510 feet	
*†§Blue Songs (D)	Ruth Etting (No Silent Version)	Jan. 5	1 reel	Mar. 2
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
†§Crooning Melodies (A. T.) (F)	Giersdorf Sisters	Mar. 16	1 reel	
*†Daisy Bell (D)	Song Cartoon	June 1	1 reel	
*†§Dear Teacher (A. T.) (F)	Special Cast	May 4	2 reels	
*†§Dear Vivian (Christie A. T.) (F)	Special Cast	June 22	2 reels	
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
†§Favorite Melosies (A. T.) (F)	Ruth Etting	Mar. 16	1 reel	
*†§Florida Nightmare, A (A. T. (F)	Special Cast	June 15	1 reel	
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§His College Chums (A. T. (F)	Eddie Peabody	April 13	1 reel	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorough Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 ree s	
*†§Just One Word (A. T.) (D)	Special Cast (No Silent Version)	Jan. 26	615 feet	
*†§Kisses (A. T.) (F)	Special Cast	Feb. 9	2 reels	
*†§Knights in Venice (A. T.) (F)	Special Cast	Mar. 23	1 reel	
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 teels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†Mother Pin a Rose on Me	Song Cartoon	July 6	1 reel	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
*†§Oft in the Stilly Night (Christie A. T.) (F)	Special Cast	June 8	2 reels	
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor (No Silent Version)	Feb. 23	2 reels	
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†§Schubert's Friends (D)	Famous Composer Series	April 27	1 reel	
*†§Schubert's Inspiration (D)	Famous Composer Series	Mar. 30	1 reel	
*†§Schubert's Masterpiece (D)	Famous Composer Series	May 18	1 reel	
*†§Schubert's Songs (D)	Famous Composer Series	Feb. 23	1 reel	
*†§Schubert's Unfinished Symphony (D)	Famous Composer Series	June 29	1 reel	
*†Sidewalks of New York (D)	Novelty	Feb. 2	1 reel	
*†§That Party in Person (D)	Eddie Cantor (No Silent Version)	Jan. 5	805 feet	
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Americans (A. T.) (F)	Walter Huston	June 1	2 reels	
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§Vital Subjects (A. T.) (F)	Butterworth	June 8	1 reel	
*†§What Is It? (A. T. (D)	Elinor Glyn	Feb. 16	1 reel	
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	
*†Yankee Doodle Boy, A (D)	Song Cartoon	Mar. 2	1 reel	
*†Ye Olde Melodies (D)	Song Cartoon	May 4	1 reel	
*†§Ziegfeld Midnite Frolic (A. T.) (F)	Eddie Cantor	May 4	2 reels	Mar. 0

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†Betrayal, The (D)	Jannings-Ralston-Cooper	May 11		
*†§Burlesque	Carroll-Skelly-Review			
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Concert, The (A. T.)	Emil Jannings			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†Four Feathers	Wray-Arlen-Beery			April 20
*†§Genius is Born, A. (A. T.)	O. P. Heggie			
*†§Gentlemen of the Press (A. T.) (F)	Walter Huston (No Silent Version)	May 4		
*†§Greene Murder Case The (A. T.)	Powell-Chatterton			
*†Grounds for Divorce	Adolphe Menjou			
*†§Innocents of Paris, The (A. T.) (F)	Maurice Chevalier	May 25		April 20
*†§Insidious Dr. Fu Manchu (A. T.)	Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Magnolia (A. T.) (D)	Rogers-Brian-Arthur	June 29		
*†§Man I Love, The (A. T.) (F)	Arlen-Brian (No Silent Version)	May 25		
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder, The (A. T.) (F)	Eldridge-Oland-Conklin (No Silent Version)	June 1		
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 15		
*†§T N T	Harold Lloyd			
*†§Wheel of Life, The	Dix-Ralston			
*†§Wheel of Life, The (A. T.) (F)	Richard Dix	June 22		
*†§Woman Who Needed Killing, The (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23

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PATHE

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Annapolis (F)	Brown-Loff	Dec. 2	7957 feet	
	(Silent Version)	Nov. 18	7008 feet	
Border Patrol, The	Harry Carey	Dec. 23	4598 feet	
*†Captain Swagger (F)	La Rocque-Carol	Nov. 18	6124 feet	Dec. 29
	(Silent Version)	Oct. 14	6312 feet	
Celebrity	Armstrong-Basquette	Oct. 7	6145 feet	Aug. 11
Flying Buckaroo, The	Wally Wales	Nov. 25	4751 feet	
Forbidden Love	Lily Damita	Oct. 28	6787 feet	Jan. 19
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine (F)	Quillan-Nixon	Jan. 20	5959 feet	Mar. 9
	(Silent Version)	Jan. 20	5587 feet	
*†§Godless Girl, The (F)	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
*†§Godless Girl, The	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)	Mar. 31	9019 feet	
	(Silent Version)		9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§King of Kings, The	Warner-Logan	Sept. 30	10259 feet	
	(Silent Version)	Sept. 30	10196 feet	Apr. 29 '27
*†§Leatherneck, The (F & D)	William Boyd	Mar. 24	6965 feet	April 13
	(Silent Version)		6898 feet	
Love Over Night	La Rocque-Loff	Nov. 25	5737 feet	
*†§Marked Money (F)	Junior Coghlan	Dec. 5	5490 feet	
	(Silent Version)	Nov. 11	5506 feet	
*†Ned McCobb's Daughter (F)	Irene Rich	Jan. 12	6015 feet	Feb. 9
	(Silent Version)	Dec. 2	6070 feet	
*†§Noisy Neighbors	Quillan-Vaughan	Jan. 27	5998 feet	
*†§Office Scandal (F)	Phyllis Haver	Mar. 3	6511 feet	
	(Silent Version)	Mar. 3	6511 feet	
*†§Sal of Singapore (F)	Haver-Hale	Jan. 4	6349 feet	
	(Silent Version)	Nov. 4	6988 feet	Aug. 22
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Show Folks (F)	Quillan-Basquette	Dec. 16	6566 feet	Dec. 15
	(Silent Version)	Oct. 21	6581 feet	
*†§Shady Lady, A (F)	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)	Jan. 20	6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Spieler, The (F)	Hale-Adoree	Dec. 30	5600 feet	Mar. 2
	(Silent Version)	Dec. 30	5816 feet	Oct. 20
*†§Square Shoulders (F)	Junior Coghlan	Mar. 3	5438 feet	
	(Silent Version)	Mar. 3	5477 feet	April 6
*†§Strange Cargo (A. T.) (F)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
Yellow Contraband	Leo Maloney	Oct. 28	5937 feet	Oct. 2

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 16	2 reels	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Bargain Hunt, The	Jackson-Hiatt-McKee	Oct. 14	2 reels	Oct. 8
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Game	"Aesop Fables"	Oct. 21	1 reel	Oct. 27
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30
Break of Day, The	"Aesop Fables"	Jan. 27	1 reel	
Burglar, The	Jackson-Hiatt-McKee	Dec. 9	2 reels	
Button My Back	Billy Bevan	Feb. 24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb. 3	2 reels	
Camping Out	Donald Haines	Dec. 16	2 reels	Dec. 22
Campus Vamp The	Sennett Girls	Nov. 25	2 reels	Nov. 24
Caught in the Draft	"Aesop Fables"	Nov. 11	1 reel	Dec. 1
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar. 3	1 reel	
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cure or Kill	"Aesop Fables"	Oct. 7	1 reel	Oct. 6
Cycle of Erosion, The	Educational Film	Jan. 20	1 reel	
Day Off A	"Aesop Fables"	Dec. 9	1 reel	Dec. 1
Defensive Ends, The	Football Sense	Oct. 28	1 reel	Oct. 27
Defensive Half Backs, The	Football Sense	Oct. 7	1 reel	Sept. 29
Defensive Line, The	Football Sense	Oct. 21	1 reel	Oct. 20
*†Dinner Time (D & F)	"Aesop Fable"		1 reel	
Dogging It	Sportlight	Mar. 17	1 reel	
Eagle of the Night (Serial)	Frank Clarke	Oct. 14	10 episodes	Oct. 6
Fair Catch, The	Football Sense	Oct. 14	1 reel	Oct. 27
*†Faithful Pup (D & F)	"Aesop Fables"		1 reel	
Fire Detective, The (Serial)		Mar. 3	10 episodes	
Fishing Fool, The	"Aesop Fables"	Dec. 2	1 reel	Dec. 8
Fight Game, The	"Aesop Fables"	April 28	1 reel	
Flying Hoofs	"Aesop Fables"	Dec. 23	1 reel	Dec. 15
Foolish Husbands	Bevan-Dent	Mar. 17	2 reels	Mar. 16
Forest People of Central Africa	Educational Film	Jan. 20	1 reel	
Girls Will Be Boys	Sportlight	Feb. 17	1 reel	Feb. 9
Getting Together	Sportlight	Oct. 28	1 reel	Oct. 20
Glaciers	Educational Film	Feb. 10	1 reel	
Grandma's House	"Aesop Fables"	Feb. 24	1 reel	Feb. 16
Great Ice Age of North America	Educational Film	Mar. 24	1 reel	
Gridiron Demons	"Aesop Fables"	Oct. 28	1 reel	Oct. 27
Head Hunters of Solomon Islands	Educational Film	Feb. 3	1 reel	
His New Stenographer	Billy Bevan	Dec. 30	2 reels	
Hubby's Latest Alibi	Billy Bevan	Nov. 4	2 reels	Nov. 17
Hubby's Week-End Trip	Bevan-Dent	Dec. 2	2 reels	Dec. 8
Jim Jam Janitor, A	Johnny Burke	Nov. 11	2 reels	Nov. 3
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12
Lad and His Lamp, A	"Aesop Fables"	Mar. 10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar. 3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Laundry Man, The	"Aesop Fables"	Nov. 4	1 reel	Nov. 17
*†§Lincoln (Special reel) (D & F)	George Billings	Feb. 10	1 reel	Feb. 2
Matchmaking Mamas	Burke-Eilers-Kemp	Mar. 31	2 reels	Mar. 30
Masai, The	Educational Film	Jan. 6	1 reel	
Mild or Mighty	Sportlight	Feb. 3	1 reel	
Monkey Love	"Aesop Fables"	Oct. 14	1 reel	Oct. 27
Muscle Marvels	Sportlight	Oct. 14	1 reel	Oct. 13
Night Watchman's Mistake, The	Johnny Burke	April 28	2 reels	
No Children	Haines-Coombs	Mar. 10	2 reels	
No Picnic	Haines-Coombs-Dempsey	Oct. 7	2 reels	Sept. 29
No Sale	Haines-Coombs	Nov. 18	2 reels	
No Vacation	Haines-Coombs	Jan. 13	2 reels	
On the Links	"Aesop Fables"	Nov. 25	1 reel	Dec. 1
Pink Pajamas	Bevan-Dent		2 reels	April 13
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polar Flight, A	"Aesop Fables"	Nov. 18	1 reel	Nov. 10
*†Presto Changes (D & F)	"Aesop Fables"		1 reel	
Queen Bee, The	"Aesop Fables"	Feb. 17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Rodeo, The	Star Cast	Mar. 24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar. 3	1 reel	
*†Skating Hounds (D & F)	"Aesop Fables"	April 28	1 reel	
Smith Catalina Rowboat Race	Jackson-Hiatt-McKee	Oct. 21	2 reels	Oct. 13
Snapping the Whip	"Aesop Fables"	Jan. 20	1 reel	Jan. 19
Spartan Diet	"Aesop Fables"	Nov. 11	1 reel	Dec. 8

Title	Star	Rel. Date	Length	Reviewed
*§Stage Struck (D & F)	"Aesop Fables"		1 reel	
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Targets	Sportlight	Nov. 25	1 reel	
Taxi Beauties	Jack Cooper	Dec. 23	2 reels	
Taxi Dolls	Jack Cooper		2 reels	April 13
Taxi Scandal, A	Jack Cooper	Oct. 28	2 reels	Oct. 27
Taxi Spooks	Jack Cooper	Feb. 17	2 reels	
Tiger's Shadow, The	McConnell-Allan	Dec. 23	10 episodes	
Under Dog, The	"Aesop Fables"	Mar. 31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan. 27	2 reels	
Water Wonders	Sportlight	April 21	1 reel	April 20
Watch My Smoke	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
*†§Winning Patterns (D & F)	Sportlight		1 reel	
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2
Young Hopefuls	Sportlight	April 28	1 reel	

TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's (D & F)	LeMaire-Simon	Mar. 24	2 reels	Mar. 23
*†§Canning Around (D & F)	LeMaire-Phillips		2 reels	April 13
*†§Her New Chauffeur (D & F)	Simon-Teasdale		2 reels	
*†§What a Day (D & F)	Simon-Mallory		2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Field College	Sally O'Neil			
*†§Flying Fool, The (A. T.) (D & F)	Boyd-Prevost-Gleason			
*†§High Voltage (A. T.) (D & F)	Boyd-Prevost-Hale			
*†§Listen Baby (A. T.) (D & F)	Eddie Quillan			
*†§Mother's Boy (D & F)	Downey-Bennett	May 12		
*†§Paris Bound	Ann Harding			

RKO

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steele	April 7		
Avenging Rider	Tom Tyler	Oct. 7	4808 feet	
*†§Blockade	Anna Q. Nilsson	Dec. 16	6408 feet	
*†§Circus Kid	Darro-Brown	Oct. 7	6085 feet	
	(Silent Version)			Sept. 22
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Headin' for Danger	Bob Steele	Dec. 16	5265 feet	
Hardboiled	O'Neil-Tashman	Fen. 3	5940 feet	
Hey Rube!	Olmsted-Trevor	Dec. 23	6262 feet	
His Last Haul	T. Moore-Owen	Nov. 11	5797 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
King Cowboy	Tom Mix	Nov. 26	6269 feet	
Lightning Speed	Bob Steele	Oct. 21	4647 feet	
Love in the Desert	Borden-Trevor	Mar. 17		
Orphan of the Sage	Buzz Barton	Dec 23	4923 feet	
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Rough Ridin' Red	Buzz Barton	Nov. 4	4714 feet	
Red Sword	Nixon-Collier Jr	Feb. 17		
Sally's Shoulders	Lois Wilson	Oct. 7	6279 feet	
Singapore Mutiny	Taylor-Ince	Oct. 14	6812 feet	Oct. 13
Sinners in Love	Olive Borden	Nov. 4	6310 feet	Oct. 20
Son of the Golden West	Tom Mix	Oct. 1	6037 feet	Sept. 29
Stolen Love	M. Day-O. Moore	Dec. 2	6223 feet	
*†§Taxi 13	Conklin-Sleeper	Nov. 18	5760 feet	
Tracked	Ranger	Nov. 4	4957 feet	
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Tropic Madness	Leatrice Joy	Dec. 9	6217 feet	
Tyrant of Red Gulch	Tom Tyler	Nov. 25	4823 feet	
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan. 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Actualities	Curiosities	Jan. 30	1 reel	
Almost a Gentleman	Al Cooke	June 25	2 reels	
Beef Steaks	Hellum-Davis	Dec. 30	2 reels	
Big Hearted Toots	Duncan-Hill	Feb. 3	2 reels	
Birds and Beasts	Curiosities	Feb. 13	1 reel	
Casper's Night Out	Duncan-Hill	Mar. 3	2 reels	
Casper's Week-End	Hill-Duncan	Dec. 9	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Curiosities No. 2	Novelty	Oct. 10	1 reel	
Curiosities No. 3	Novelty	Oct. 24	1 reel	
Curiosities No. 4	Novelty		1 reel	
Curiosities No. 5	Novelty		1 reel	
Curiosities No. 6	Novelty	Dec. 5	1 reel	
Curiosities No. 7	Novelty	Dec. 19	1 reel	
Faces	Curiosities	Mar. 27	1 reel	
	Curiosities		1 reel	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Honey Balks	Hellum-Davis	Dec. 2	2 reels	
Horsefeathers	Barney Hellum	Dec. 9	2 reels	Sept. 29
Idaho Red	Tom Tyler	April 21		
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Big Game Hunt	Mickey Yule	Dec. 23	2 reels	
Mickey's Brown Derby	Mickey Yule		2 reels	
Mickey's Explorers	Mickey Yule	Feb. 17	2 reels	
Mickey's Great Idea	Mickey Yule	Jan. 30	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Menagerie	Mickey Yule	Mar. 17	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Mickey the Detective	Mickey Yule	Oct. 28	2 reels	
Mild But She Satisfies	Alberta-Vaughn	Oct. 14	2 reels	
Neigh, Neigh, Spark Plug	Barney Hellum	Mar. 24	2 reels	
Novelties	Curiosities	Feb. 27	1 reel	
*†§Odd Facts	Curiosities			
Okmnx	Barney Hellum	Oct. 7	2 reels	
Orienta	Curiosities	Mar. 13	1 reel	
Pot Pourri	Curiosities	Jan. 17	1 reel	
Kummin' Thru the Rye	Barney Hellum	Jan. 27	2 reels	
Seeing's Believing	Curiosities	Jan. 2	1 reel	
Six Best Fellows	Alberta Vaughn	Oct. 27	2 reels	
Smile, Buttercup, Smile	Duncan-Hill	Jan. 6	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
Sunshine's Dark Moment	Barney Hellum	Feb. 24	2 reels	
That Wild Irish Pose	Alberta Vaughn	Oct. 24	2 reels	
Toots' Big Idea	Duncan-Hill	Mar. 31	2 reels	
Watch Your Pep	Alberta Vaughn	Oct. 7	2 reels	
What a Wife	Duncan-Hill	Oct. 14	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Big Diamond Robbery	Tom Mix	May 13		
*†§Forty-Ninth Street	3 Moore Bros.			
Laughing at Death	Bob Steele	June 2		
Little Savage	Buzz Barton	May 19		
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Special Cast			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			
Woman I Love	Morris-Kerry	May 26		

RAYART (S. R.)

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anne Against the World	Mason-Mower	April 15		
Black Pearl, The	Lee-Hallor	Jan. 1	5261 feet	
Brothers	Keefe-Bedford	Feb. 1	6092 feet	
City of Purple Dreams	Bedford-Frazer	Oct. 1	5937 feet	
Devil's Chaplain, The	Keefe-Faire	Mar. 15	5451 feet	
Isle of Lost Men	Tam Santschi	Oct.	5800 feet	
Shanghai Rose	Irene Rich	Mar. 1	6539 feet	
Ships of the Night	Logan-Rankin-Sojin	Dec. 15	5940 feet	
*†§Should a Girl Marry? (D)	Foster-Keith	Nov. 1	6525 feet	
Sisters of Eve	Anita Stewart	Sept. 15	5675 feet	
Some Mother's Boy	Carr-Ralston-Robards	Feb. 15	5901 feet	
Sweet Sixteen	Foster-Olmstead	Dec.	5991 feet	
Two Sisters	Dana-Lease	April 1		
When Dreams Come True	Costello-Lease	Jan. 15	6242 feet	

FILMTONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Overture of 1812 (Tschaikowsky) (D)	Filmtone Harmonies	Nov. 1	400 feet	
Val and Ernie Stanton (D)	Songs	Nov. 1	400 feet	
At the Night Club (D)	G. Read & Shaw's Hawaiians	Nov. 1	400 feet	
Dancing Colleens (D)	Tap Dancers	Nov. 1	400 feet	
Radio Franks, The (D)	Songs	Nov. 1	400 feet	

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FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
About Trial Marriage	Corliss Palmer	Circle Pict.	Oct. 15		
Appassionata	Leon Mathot	Franco Film	April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp.		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod.		5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5600 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Muriat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict.			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Linda	Baxter-Foster-Beery	First Division		6775 feet	
Livingston in Africa	English Cast	Amer.-Anglo		5799 feet	
Lookout Girl, The	Jacqueline Logan	Quality Dist.	Nov.	6413 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mother of Mine	Special Cast	Zakoro	Oct.	7200 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry'	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.		5573 feet	Sept. 15
On the Divide	Bob Custer	Syndicate	Oct. 15	4657 feet	
Orchid Dancer, The	Cortez-Lagrange	Franco Film	April 15	7200 feet	
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Oct.	6100 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Scarlet Youth	Corliss Palmer	Circle Pict.	Oct.		
Shanghai Document	Russian Cast		Oct. 13	5000 feet	
Shiraz	Hindu Cast	Amer.-Anglo		8065 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
Ten Days That Shook the World	Russian Cast	Amkino	Nov. 2	7815 feet	Nov. 24
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Three Comrades and One Invention	Russian Cast	Amkino	Oct. 13	6000 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Amerangio		7300 feet	
Untamed Justice	Faire-Glass	Biltmore		5770 feet	
U-Boat 9	Foreign Cast	Jofa Prod.		6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European	7 reels	
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield	5200 feet	
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Dancer of His Majesty, The	Special Cast	Amkino	7000 feet	
Duty to be Silent	Maria Albana	Aff. European	6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer		
Full Dressed Thieves	Nils Asther	Aff. European	7 reels	
German Underworld	Special Cast	Aff. European	7 reels	
§Great Power, The	Special Cast	Bell Tone		
Great Unknown, The	John Loder	Aff. European	6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern		
Her Viennese Lover	Asther-Nolan	Aff. European	6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield		
Just Off Broadway	Keith-Christy	Chesterfield		
Milak of the Snowlands	Special Cast	Ufa-Eastern		
Our Daily Bread	Mary Nolan	Aff. European	7 reels	
Poet and Czar	Special Cast	Amkino	8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial		
	(Silent Version)	Imperial		
*†§Rainbow Man, The (A. T.)	Eddie Dowling	Sono-Art Prod.		
Two Days	Special Cast	Amkino	6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European		
Verdun	Special Cast	Richmount		
Vera Miezewa (tentative)	Derussa	Aff. European	7 reels	
Water The	M. Chekhov	Amkino	7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern	6714 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Asleep at the Switch (A.T.) (D)	Roseland	Mar. 15	1 reel	
*†§At the Photographers (A. T.) (F)	Harry Delf	Elbee	2 reels	
*†§Club Alabam (A. T.) (F)	Abbie Mitchell	Intl. Dist. Corp	1 reel	
*†Clyde Doerr & His Saxophone Sextet (F)	Jazz Nos	Intl. Dist. Corp	1 reel	
*†Galloping Gaucho	Mickey Mouse Cartoon	Disney Cartoon Corp. Feb. 1	1 reel	
*†§Hoak (A. T.) (F)	Frawley & Smith	Intl. Dist. Corp	1 reel	
*†§Join the Party (A. T.) (D)		Roseland Mar. 1	1 reel	
*†§Little Friends of All the World (F)	Junior Dunkan	Bray Dec.	1 reel	
	(Silent Version)	Bray Dec.	1 reel	
*†§Marionettes, The No. 1 (F)	Novelty	Intl. Dist. Corp	1 reel	
*†§Marionettes, The No. 2 (F)	Novelty	Intl. Dist. Corp	1 reel	
*†§Meal Hound, The (A. T.) (F)	The Nugents	Intl. Dist. Corp	1 reel	
*†§Meet the Family (A. T.) (F)	Harry Delf	Elbee	2 reels	
*†§Miser, The (A. T.) (F)	Bransy Williams	Intl. Dist. Corp	1 reel	
*†Opry House	Mickey Mouse Cartoon	Disney Cartoon May	1 reel	
*†§Party, The (D)		Safrus	1 reel	
*†Plane Crazy	Mickey Mouse Cartoon	Disney Cartoon Mar.	1 reel	
*†§Radio Franks & Four Bachelors (F)	Song Program	Intl. Dist. Corp	1 reel	
*†Steamboat Willie	Mickey Mouse Cartoon	Disney Cartoon Jan.	1 reel	
*†§This and That (D)		Safrus	1 reel	
*†§Ticket Please (D)		Safrus	1 reel	
*†Trip to the Zoo, A (F)	Animal Cast	Intl. Dist. Corp	1 reel	
*†§Varieties (D)		Safrus	1 reel	
*†§Vaudeville (D)		Safrus	1 reel	
*†§When the Clock Struck 12 (A. T.) (F)	Welch-Malcomb	Intl. Dist. Corp	1 reel	

SILENT SHORTS

Title	Star	Rel. Date	Length	Reviewed
Aladdin Bonzo	Bonzo Cartoon	Roseland Jan. 15	1 reel	
Bonzolina	Bonzo Cartoon	Roseland Jan. 1	1 reel	
Booster Bonzo	Bonzo Cartoon	Roseland Mar. 15	1 reel	
Detective Bonzo	Bonzo Cartoon	Roseland Mar. 1	1 reel	
Down Hawaii Way	Color Novelty	Castle Jan. 1	1 reel	
Fatal Warning, The (Serial)	H. Costello-Graves	Mascot	10 episodes	
Flaming Canyons	Color Novelty	Castle Feb. 1	1 reel	
Kids and Pets	Color Novelty	Castle Mar. 15	1 reel	
Love's Witchcraft	Ufa Short	Ufa-Eastern Feb. 1	1 reel	
Nature's Tiny Tragedies	Ufa Short	Ufa-Eastern Jan. 15	1 reel	
Peculiar Households	Ufa Short	Ufa Eastern Jan. 1	1 reel	
Polo Bonzo	Bonzo Cartoon	Roseland Feb. 1	1 reel	
Salt Water Millinery	Ufa Short	Ufa-Eastern Mar. 15	1 reel	
Sixty Minutes from B'way	Color Novelty	Castle Jan. 15	1 reel	
Spook Bonzo	Bonzo Cartoon	Roseland Feb. 15	1 reel	
Sunshine	Color Novelty	Castle Mar. 1	1 reel	
Tally-Ho	Ufa Short	Ufa-Eastern Mar. 1	1 reel	
Training the Western Sun	Color Novelty	Castle Feb. 15	1 reel	
We Parents	Ufa Short	Ufa-Eastern Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
*†§Cavalier, The	Bedford-R. Talmadge	Nov. 1	6775 feet	Oct. 27
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
Floating College, The	O'Neill-Collier, Jr.	Nov. 10	5477 feet	
Gun Runner, The	Cortez-Lane	Nov. 20	5516 feet	
*†§Lucky Boy	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
Man in Hobbles, The	Lee-Harron	Dec. 20	5957 feet	
*†§Marriage by Contract	Miller-Gray	Dec. 1	7780 feet	Oct. 20
*†§Molly and Me	Brown-Bennett-Vaughn	April	8250 feet	
	(Silent Version)		7476 feet	
Naughty Duchess, The	Warner-Southern	Oct. 10	5271 feet	
Power of Silence, The	Belle Bennett	Oct. 20	5554 feet	
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation	Keane-Standing			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Toilers, The	Ralston-Fairbanks, Jr.	Oct. 1	7256 feet	Oct. 26
Tropical Nights	Miller-McGregor	Dec. 10	5449 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Gold	Color Classic		1 reel	
*†§Hawaiian Love Call, The	Color Symphony	Dec. 15	1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	
*†§In a Persian Market	Color Symphony	Oct. 1	1 reel	Nov. 17
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	
Little Vagabond	Color Classic	Feb. 1	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Lover's Paradise	Color Classic	Jan. 15	1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
*†§Toy Shop, The	Color Symphony	Nov. 1	1 reel	
Twinkle Toes	Color Classic	Mar. 1	1 reel	
†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream	Cortez-Windsor	June 1		
Miracle, The	Southern-Pidgeon			
*†§Molly and Me	Alberta Vaughn		8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past	Bennett-Brown	April 1		
*†§New Orleans	Cortez-Bennett	June 20		
*†§Two Men and a Maid	Collier-Jr.-Bennett	June 15		
*†§Whispering Winds	Southern-McGregor	May 1		

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Awakening, The (D)	Banky-Baron	Nov. 17	7972 feet	Jan. 12
*†Battle of the Sexes (D)	Bennett-Hersholt-Haver	Oct. 13	8180 feet	Oct. 20
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April		Mar. 23
	(No Silent Version)			
*†§Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	
*†Revenge (D)	Dolores Del Rio	Nov. 3	6341 feet	Dec. 15
*†Woman Disputed (D)	Talmadge-Roland	Oct. 29	8041 feet	Nov. 17

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§City Lights (D)	Charlie Chaplin			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†Evangeline (D)	Del Rio-Drew			
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Lummox (A. T.) (D)		Aug. 3		
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§She Goes to War (F)	Boardman-Rubens-Holland	June 22		
	(Silent Version)	June 22		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This is Heaven (D)	Banky-Hall		7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Dec. 16	4179 feet	
Body Punch, The	Daugherty-Faire	Oct. 28	4786 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The	Special Cast	April 14		
	(Silent Version)	April 7		
Clearing the Trail	Gibson-Gulliver	Oct. 7	5311 feet	
*†§Clear the Decks	Reginald Denny	Mar. 3	5740 feet	
	(Silent Version)		5792 feet	
*†§Cohens and Kelleys in Atlantic City, The	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across	Basquette-Howes	April 28		
Crimson Canyon, The	Ted Wells	Dec. 16	4179 feet	
Danger Rider, The	Hoot Gibson	Nov. 18	5357 feet	Dec. 22
Eyes of the Underworld	William Cody	April 28	4208 feet	
Freedom of the Press	Stone-Keith-M. Day	Oct. 28	6474 feet	Oct. 20
Gate Crasher, The	Glenn Tryon	Dec. 9	5597 feet	
*†§Girl on the Barge, The	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
*†§Give and Take	Sidney-Hersholt	Dec. 23	7089 feet	Dec. 29
	(Silent Version)	Dec. 23	6552 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
Hero of the Circus	Special Cast	Dec. 2	5606 feet	
Honeymoon Flats	Lewis-Gulliver	Dec. 30	6057 feet	
How to Handle Women	Tryon-Nixon	Oct. 14	5591 feet	July 14
*†§It Can Be Done	Tryon-Carol	Mar. 24	6090 feet	
Jazz Mad	Hersholt-Nixon-Lewis	Nov. 11	6832 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
*†§Last Warning, The	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
*†Man, Woman and Wife	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
*†§Melody of Love (A. T.)	Pidgeon-Harris, Winton	Dec. 2	6733 feet	Oct. 27
Michigan Kid	Nagel-Adoree	Oct. 21	6030 feet	July 7
One Rainy Night	Laura La Plante	Dec. 9		
Phyllis of the Follies	M. Moore-A. Day	Nov. 25	5907 feet	
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
Price of Fear, The	Cody-Thompson	Oct. 28	4230 feet	
*†§Red Hot Speed	Denny-Day	Jan. 27	6621 feet	Feb. 26
	(Silent Version)	Jan. 27	6621 feet	
Red Lips	Nixon-Rogers	Dec. 2	6957 feet	
*†§Shakedown, The	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18	4616 feet	
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	
Wolves of the City		Dec. 2		
*†§You Can't Buy Love (A. T.)	Hersholt-Crawford-Chase	May 26		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All for Geraldine	Sid Saylor	Dec. 5	2 reels	Nov. 17
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
Alpine Antics	Oswald Cartoon	April 1	1 reel	
A Real Morning Came	Young-La Salle	Dec. 19	2 reels	
At the Front	Arthur Lake	Feb. 25	1 reel	Feb. 18
Beyond the Smoke	Edmund Cobb	Mar. 23	2 reels	Feb. 23
Bookworm Hero	Lewis-Gulliver-Phillips	Dec. 17	2 reels	
Boundary Battle, The	Edmund Cobb	Nov. 17	2 reels	Oct. 27
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Bull-oney	Oswald Cartoon	Nov. 28	1 reel	Sept. 29
Calford in the Movies	Lewis-Gulliver-Phillips	Oct. 15	2 reels	Oct. 6
Calford on Horseback	Lewis-Gulliver-Phillips	Dec. 10	2 reels	Dec. 1
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Clean Sweep, A	Bob Chandler	Dec. 1	2 reels	Nov. 24

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Close Shaves	Arthur Lake	May 22	2 reels	
Come on, Horace	Bob Curwood	Oct. 8	2 reels	
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	Oct. 13
*†§Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
	(Silent Version)	May 27	2 reels	
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Daring Chances	Jack Hoxie	Dec. 15	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Dead Game	Art Acord	Oct. 7	2 reels	
Dear Old Calford	Lewis-Gulliver-Phillips	Nov. 26	2 reels	
Death's Head	Bob Curwood	Dec. 8	2 reels	Dec. 15
Delivering the Goods	Trimble-Hardwick and Dog	May 29	2 reels	
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Farmyard Follies	Oswald Cartoon	Dec. 24	1 reel	
Fiery Fireman, The	Oswald Cartoon	Oct. 15	1 reel	
Fighting Forester, The	Edmund Cobb	Oct. 20	2 reels	
Fighting for Victory	Lewis-Gulliver-Phillips	Nov. 12	2 reels	Oct. 27
Fighting Tenderfoot, A	Bob Chandler	Dec. 29	2 reels	
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
	(Silent Version)	April 29	1 reel	
Fish Stories	Young-La Salle	Nov. 21	2 reels	Oct. 20
Footprints	Laemmle Novelty	Nov. 19	1 reel	Oct. 27
Fun in the Clouds	Arthur Lake	Nov. 5	1 reel	Oct. 20
	(Silent Version)	Feb. 4	1 reel	
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
*†Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
	(Silent Version)	Mar. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	2 reels	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Horse Tail, A	Oswald Cartoon	Dec. 10	1 reel	
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	
Just Monkeys	Laemmle Novelty	Mar. 11	2 reels	Feb. 9
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
Kidnapped	Bob Curwood	Mar. 16	2 reels	Feb. 9
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
	(Silent Version)	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Look Pleasant	Sid Saylor	Oct. 10	2 reels	
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
	(Silent Version)	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Mystery Rider, the (Serial)	Desmond-Perdue	Nov. 26	10 episodes	
Newlyweds' Court Trouble	Snookums-Perdue-Egan	Oct. 31	2 reels	Sept. 29
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	Dec. 28
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26	2 reels	Dec. 1
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
N ght Watch, The	Arthur Lake		1 reel	Mar. 30
Olut At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Paddling Co-Eds	Lewis-Gulliver-Phillips	Oct. 29	2 reels	Oct. 27
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	Oct. 13
Phantom Riders		Feb. 16	2 reels	
Private Business	Sid Saylor	April 26	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Red Warning	Jack Hoxie	Nov. 1	2 reels	
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	
	(Silent Version)	April 15	2 reels	
Rocks and Saddles	Oswald Cartoon	Nov. 12	1 reel	Oct. 20
Romeo of the Range	Bob Curwood	Oct. 6	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Saps and Saddles	Bob Chandler	Oct. 27	2 reels	Oct. 16
Secret Outlaw, The	Bob Curwood	Nov. 10	2 reels	Oct. 6
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
	(Silent Version)	Feb. 18	1 reel	
Sleeping Through	Arthur Lake	Dec. 31	1 reel	Dec. 8
South Pole Flight, A	Oswald Cartoon	Nov. 26	1 reel	Dec. 1
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	
	(Silent Version)	May 13	1 reel	
*†Steamb•at Willie	Oswald Cartoon		1 reel	
*†Stripes and Stars	Oswald Cartoon	May 27	1 reel	
	(Silent Version)	May 27	1 reel	
*†Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
	(Silent Version)	Mar. 18	1 reel	
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	Oct. 20
Television George	Sid Saylor	Feb. 27	2 reels	
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	Mar. 16
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Two-Gun Morgan		Feb. 28	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	Dec. 8
Wax Figures	Laemmle Novelty	Oct. 22	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Woman's Man, A	Arthur Lake	Dec. 3	1 reel	Nov. 17
Wooden Soldier, The	Laemmle Novelty	Dec. 17	1 reel	Dec. 00
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 00

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain in the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Blow for Blow	Hoot Gibson	June 23		
Born to the Saddle	Ted Wells		4126 feet	
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§Broadway (A. T.)	Tryon-Brent-Kennedy			
	(Silent Version)	Mar. 3	5729 feet	
*†§College Love (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence	Laura La Plante			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
*†§Harmony Lane	Eddie Leonard			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day	Reginald Denny	May 12		
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
Man Disturber, The	Reginald Denny	May 19		
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Scandal	Laura LaPlante	May 5		
	(Silent Version)	April 21		
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat	La Plante-J. Schildkraut		13 reels	April 20
*†§That Blonde	Laura La Plante	May 5		
*†§Under the Southern Cross	Special Cast		6500 feet	Jan. 26
Wagon Master, The	Ken Maynard			
Watch My Speed	Reginald Denny			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§Love Birds	Pat Rooney and Family		2 reels	
*†§Three Brox Sisters	Songs	Jan. 14	1 reel	Mar. 6
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

Title	Star	Rel. Date	Length	Reviewed
*†§Beware of Bachelors (D)	Audrey Ferris	Oct. 27	5778 feet	
	(Silent Version)	Dec. 1	5278 feet	
*†§Conquest (A. T.) (D)	Blue-Warner-Wilson	Dec. 22	6779 feet	Feb. 16
	(Silent Version)	Jan. 19	4706 feet	
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§From Headquarters (D)	Monte Blue	April 27		
	(Silent Version)	June 6		
*†§Frozen River (D)	Rin-Tin-Tin	April 20		
	(Silent Version)	May 26		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30		
	(Silent Version)	May 4		
*†§Home Towners, The (A. T.) (D)	Bennett-Kenyon-Brockwell	Nov. 3	8693 feet	Oct. 27
	(Silent Version)	Dec. 15	4841 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27		
*†§Land of the Silver Fox (D)	Rin-Tin-Tin-Nye-Hyams	Oct. 13	5179 feet	
	(Silent Version)	Nov. 10	5079 feet	
*†§Little Wild Cat, The (D)	Ferris-Hall-Dawson	Dec. 8	5644 feet	Jan. 29
	(Silent Version)	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Midnight Taxi, The (D)	Moreno-Costello	Sept. 1	5729 feet	Nov. 24
	(Silent Version)	Oct. 6	5057 feet	
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
*†§My Man (D)	Fanny Brice	Dec. 15	9247 feet	Jan. 5
	(Silent Version)	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	Feb. 16	6921 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20		
*†§On Trial (A. T.) (D)	Frederick-Lytell	Dec. 1	8290 feet	Nov. 3
	(Silent Version)	Dec. 29	5455 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14		
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool, The (D)	Jolson-Bronson-Dunn	Sept. 29	9551 feet	Sept. 29
	(Silent Version)	April 13		
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6001 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	Mar. 4	4917 feet	
*†§Terror, The (A. T.) (D)	McAvoy-Horton	Sept. 8	7654 feet	Aug. 25
	(Silent Version)	Oct. 20	5443 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T.) (D)	Thomas Meighan			
†§Desert Song, The (D)	Boles-King	May 11	13 reels	April 20
*†§Glad Rag Doll, The (D)	Dolores Costello			
*†§Glorious Betsy (D)	D. Costello-Nagel		7411 feet	May 6
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.) (D)	Sophie Tucker			
*†§Hottentot, The (A. T.)	Horton-Miller		7 reels	April 2
†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien		9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda			
*†§Sap, The (D)	E. E. Horton			
*†§She Knew Men (D)	Bronson-Lee-Olmsted			
*†§Time, the Place and the Girl The.(D)	Olmsted, Withers-Kirkwood			
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug.
Banjomaniac	Eddie Peabody			Oct.

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Painter	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Family Affair, A	Arthur Byron			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview	Mar. 16		
Meet the Wife	Frank Orth & Co			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†§Kitty (D & F)	Brody-Stuart			
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Whirl of Life, The	Lerch-George		7000 feet	
Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman in White, The	Blanche Sweet		7 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Hollywood—*Continued*

Joins "Irish Eyes" Cast

Edward Earle has been added to the cast of "When Irish Eyes Are Smiling," starring Colleen Moore.

"Rainbow" Principals

"Rainbow," all Technicolor film musical comedy, will be the starring vehicle for Vivienne Segal when she takes up her contract with Warner Brothers. John Boles, Joe E. Brown and Rudy Cameron are the other principals set.

Small's Columbia Release

"Whatta You Say?" will be produced by Edward Small for Columbia release. Jimmy Hall has been borrowed from Paramount by Small for the leading role. It is an original by Howard J. Green.

New Title For "White Collars"

"Idle Rich" will be the release title of M-G-M's all-talker production of "White Collars."

Davies-Crawford Sister Act

Marion Davies and Joan Crawford, M-G-M stars, are rehearsing a typical sister act for insertion as a specialty number in M-G-M feature musical revue now in production.

Hanneford In Pathe Series

Poodles Hanneford, noted circus and stage clown acrobat, has been signed by Pathe to star in a series of 24 two reel sound comedies.

Selwyn Starts Rehearsals

Edgar Selwyn has started rehearsals on his first talkfilm assignment for M-G-M, "Eva the Fifth," a musical comedy. Cast includes Bessie Love, Raymond Hackett and Mary Doran.

Matiesen In "Queen Kelly"

Otto Matiesen has been signed for an important part in the sound version of "Queen Kelly," Gloria Swanson's current feature for United Artists.

Revnes To Handle "Paris Bound"

Maurice Revnes, formerly story contact man with Benjamin Glazer at Pathe Studios, has been promoted to the post of production supervisor, and will handle "Paris Bound," starring Ann Harding, as his first picture.

Walker Now Writing Dialogue

Harley M. (Beanie) Walker, for the past 12 years official titler of Hal Roach comedies, is now dialogue writer for the new series of Roach all-talking two-reel comedies. Walker is said to be the oldest title writer in pictures in point of service.

Helene Chadwick Returning

Helene Chadwick returns to motion pictures after a long retirement in the cast of Paramount's "The Greene Murder Case."

Littlefield With Barthelmess

Lucien Littlefield has been signed for "The Drag," Richard Barthelmes current production. This makes the fifth talking picture in a row for Littlefield. His last was "The Girl in the Glass Cage."

Strayer Signed For "Eve"

Frank Strayer has been signed by Columbia to direct "The Fall of Eve," an all talker from the stage play by Anita Loos and John Emerson.

DeMond Tec-Art Executive

Maurice DeMond, president and founder of the famous Breakfast Club, has been elected vice-president and member of the executive board of Tec-Art Studios. Heretofore DeMond's business interests have been confined to commercial outlets only.

Earl Baldwin With Pathe

Earl Baldwin, scenario writer under contract to M-G-M for the past four years, left that organization recently, and immediately signed with Pathe to write an original dialogue feature under supervision of William Conselman. Baldwin wrote several short sketches for M-G-M talkers.

Clift Directing In England

Denison Clift, now in England, has started production on "The City of Play," which he will direct for Gainsborough. His cast includes Pat Aherne, Chili Bouchier, James Carew, Rene Clama, Olaf Hytten and Andrews Engelman.

Estelle Taylor

Estelle Taylor is due back in Hollywood shortly. Her stay will be short, depending on the outcome of pending deals with studios. If these fail to materialize she will close the Los Feliz Boulevard home and then return East

Long-Term Torres Contract

Raquel Torres, a year ago unknown, has been placed under long term contract by M-G-M for featured roles.

F. N. Will Feature Valli

Virginia Valli will be featured by First National in "The Isle of Dead Ships." Noah Beery has also been signed for the same production.

Proved!

In the research laboratory

and in the studios

EASTMAN
REPROTONE
NEGATIVE

A film that performs with notable success its specific function of reproducing

SOUND

THIS special film, tested by scientific methods that would detect even *inaudible* defects, is now in use in the studios. Giving sound reproduction faithful and pleasing to a degree hitherto unknown, it has proved itself a distinct step forward in the sound art.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

The New Style 39-R Robert-Morton UNIT Organ

A Complete two manual and pedal *Unit* Organ of the latest and most advanced type of construction.

Can be installed in any theatre — either in the orchestra pit or in any location where space is available.

Can be played by hand or by the New Self Playing reproducing and recording player roll.

Key Desk of New Style 39

Special Reproducing Organ Rolls — recorded for Motion Picture Presentation

What Hundreds of Exhibitors have been Waiting For!



A permanent music feature for the average exhibitor. The *New Style 39-R* is a musical, artistic and structural achievement, making it possible for the average exhibitor to offer his patrons the highest type of performance at a minimum cost.

The *New Style 39-R* Robert Morton *Unit Organ* is different from all other organs. No technical description can convey the wonderful range of musical possibilities and the amazing superiority in construction.

Before you pass judgment — before you buy any musical equipment of any type whatsoever, you owe it to yourself and your patrons to get complete information on this wonderful instrument.



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Mail Coupon to nearest office — Today for New Selling Plan

ROBERT MORTON ORGAN C

Send me without obligation full details on New Style 39-R

Name .....

Theatre .....

Seating Capacity .....

City and State .....

In This Issue: "The Showman Section"

Motion Picture News

Reg. U. S. Patent Office



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Vol. XXXIX
No. 18

Published Weekly—$3.00 a Year

New York

May 4, 1929
PRICE 20 CENTS

Built up to an ideal and not down to a price

WURLITZER
REG U.S. PAT. OFF.

ORGANS

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BUFFALO	CLEVELAND	LOS ANGELES	PITTSBURGH
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Wurlitzer Factory
N. Tonawanda, N. Y.

THE LAST WORD
in Sport Crowds



World's Baseball Series, Yankee Stadium, N. Y. (Underwood & Underwood)

• • • •

THE LAST WORD
in Talking Picture Crowds

Criterion Theatre
$2 Talking, Singing Hit
MAURICE CHEVALIER
"INNOCENTS OF PARIS"

Selwyn Theatre
$2 Talking, Singing Hit
EDDIE DOWLING
"THE RAINBOW MAN"

Paramount Theatre
JEANNE EAGELS
***in* "THE LETTER"**

Rialto Theatre
"CLOSE HARMONY"

Loew's State
RICHARD DIX *in*
"REDSKIN"

Five Big Paramount Hits on Broadway Now!

PARAMOUNT
OWNS BROADWAY

"HEAVEN'S GIFT TO THE TALKIES!"

—New York Graphic



The Last Word in Personality

MAURICE CHEVALIER

talking and singing in

"INNOCENTS OF PARIS"

With SYLVIA BEECHER and GEORGE FAWCETT
RICHARD WALLACE Production

SMASHING $2 HIT AT CRITERION THEATRE, N. Y.



"Chevalier will become the idol of the American screen within the year 1929! If there ever was a dominating, captivating, fascinating personality, he is it!"

—*New York Daily News*

"Chevalier is the jolliest thing that has happened to Hollywood in a month of rainy Sundays. His success is genuine and immediate."

—*New York Telegram*

"A fascinating personality. Loaded with charm. He has terrific 'It', as the girls in the lobby agreed."

—*New York Mirror*

"Chevalier won the hearts of the audience with his singing and talking."

—*New York Times*

"'Innocents of Paris' is gorgeous entertainment because of that star. What a star! Whatever he says and does, the audience is with him—man, woman and child!"

—*New York Journal*

"Chevalier is a box office wow. The audience applauded the Parisian Jolson. You'll not be able to keep the fans out of your theatre."

—*Motion Picture News*

"The American public is going to take to him like a duck takes to water."

—*New York American*

"Chevalier is an entirely brilliant singing comedian. He is one of the great performers of the current theatre."

—*New York Herald-Tribune*



PARAMOUNT

HEAVEN'S GIFT TO THE TALKIES!

The WARNER BROS. SPECT

DESERT





PLAY IT DAY AN
DATE WITH B'WA

Now Playing

WARNER BROS. THEATRE

TWO-A-DAY AT $2.50 TOP

A WARNER BROS. VITAPHONE SINGING PICTURE

ILAR SINGING SUCCESS!

SONG



o can't go wrong on "The Desert Song." It's there.
—*Daily Mirror.*

her long stride in the revolutionizing of the motion
ure.—*Evening World.*

is the real thing.—*Morning World.*

eat success. The most ambitious screen piece put to
c as yet.—*Daily News.*

rely effective as entertainment.—*Herald Tribune.*

emendous step forward.—*Evening Journal.*

at Warner Bros. Promised Warner Bros. Delivered

Member *of* Motion Picture Producers *and* Distributors of America, Inc.—Will H. Hays, *President*



VILMA BANKY

whose voice is heard *for the* first time

in

"This is Heaven"

with **James Hall**



her first — a success

That's going to be glad news to millions of Vilma Banky's following. Her beauty and her marvelous work on the screen has won friends wherever her pictures have played.

Add to these box office assets the fact that now they can hear her speak for the first time and what you've got is a picture to sell the public that's sure to get the big business.

DAILY REVIEW

"It is quite the finest picture Miss Banky has ever done. Her greatest production. One of the really fine presentations of the new talking offerings. Superb box office for any and all theatres."

EX. HERALD

"Permit me to elbow my way to the ballot box and cast one loud vote in favor of 'This is Heaven.' A thoroughly entertaining picture that ought to make a great hit throughout the country. The picture is on the right side of my entertainment ledger. Vilma Banky's voice quite fascinating."

FILM DAILY

"The Banky personality in this effort takes on a further hold and will, we are certain, annex new friends. Vilma Banky very appealing. A most pleasurable entertainment."

SAMUEL GOLDWYN Presentation—An Alfred Santell Production

Regardless of whether they are

ALL TALKING— PART TALKING— SYNCHRONIZED

UNITED ARTISTS PICTURES

Top the Field

What is a Record Smasher?

Exhibitors will tell you
Photoplay Editors will tell you
Hollywood will tell you

Box Office Grosses Will Tell You

IN

Next Week's

Record Smasher Issue

OF

Motion Picture News

RADIO'S
PAGEANT OF THE TITANS



GEORGE ABBOTT

Master Craftsman of the American Theatre Writes for

RADIO PICTURES

ABBOTT'S DIALOGUE TO ENRICH "RINGSIDE"

Because he gave "Coquette" to the stage . . . Because he co-authored and directed "Broadway" . . . Because these were but two of a series of brilliant dramatic triumphs undimmed by any note of mediocrity, George Abbott was destined to give to RADIO PICTURES his sensational melodrama of the New York fight racket

"RINGSIDE"

(In collaboration with Ted Paramore and Hy Daab)

Actor . . . . . director . . . . . author . . . . . he stands unchallenged . . . . . AMERICA'S MASTER OF STAGECRAFT, who now contributes to a program where showmanly merit alone shall count.

Percy Hammond, eminent drama critic of New York Herald-Tribune wrote of Mr. Abbott:



"It is my impression, as a drama-lover of many year's devotion, that Mr. Abbott is the most trustworthy man in the American Theatre today . . . He blends faithfulness with cunning and he employs no devices that are not legitimate."

FIRST, LAST AND ALL THE TIME!
"THE PLAY'S THE THING"
and RADIO'S Master Showmen are Prepared to Prove It! . . . . . .

Radio PICTURES

The Golden Voice of the Silver Screen

RKO DISTRIBUTING CORPORATION

GREAT NAMES

Pioneering in this great new art



SELLING YOUR PUBLIC!

The second advertisement of a series. It tells the public that a Western Electric equipped theatre is the place to hear the best Sound Pictures at their best. It appears in:

Publication	*Date*	*Circulation*
THE SATURDAY EVENING POST	May 4	2,902,093
LIBERTY	May 4	1,508,887
COLLIER'S	May 11	1,643,017
LIFE	May 10	144,700
THE NEW YORKER	June 8	69,472
TIME	June 17	180,465
PHOTOPLAY	June	547,605
MOTION PICTURE MAGAZINE	June	338,973
MOTION PICTURE CLASSIC	June	160,549
COLLEGE HUMOR	June	239,276
	Total	7,735,037

AND *the world's leading makers of . . .*



Telephones



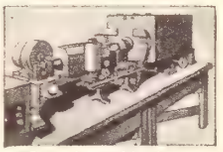
Switchboards



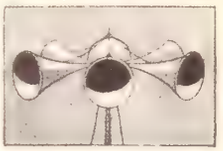
Cable



Trans-Atlantic Telephone Equipment



Telephoto Machines



Public Address Systems

BELL Telephone Laboratories—Western Electric—leading producers—progressive exhibitors—together these bring to you Sound Pictures!

Calling upon fifty years' experience in the telephone art, Western Electric produced the first practical system (used by Vitaphone and Movietone) for recording and reproducing Sound Pictures.

Producers have standardized on Western Electric equipment and are successfully meeting the technical difficulties natural to a new and revolutionary art.

Discriminating exhibitors, eager to provide the best in entertainment, have installed the Western Electric Sound System.

The success of Sound Pictures is history now. Continuing progress is certain. Make sure of enjoying it. Go to the theatres showing these great producers' pictures with the sound equipment recognized as the world's standard.

Western Electric SOUND SYSTEM

THE VOICE OF ACTION

If you want to know ab

ask:



R. J. Stinnett, Capitol Theatre, Dallas—"BUSINESS 'SHOW BOAT'. THIRD WEEK DOUBLE HOUSE AVERAGE. First time history Dallas picture played longer 14 days. Decided hold fourth week. Can't afford terminate engagement while still doing phenomenal business. Already played more than total theatre-going population. Getting tremendous repeat business. Some many as three or four times. Also drawing from 50 mile radius. Regards."

Ralph D. Goldberg, World Theatre, Omaha—"RECORD FOR WORLD THEATRE SMASHED, 'Show Boat' the outstanding hit of years. Have never seen such enthusiastic audiences. A marvelous production."

It just keeps rolling along.

Dave E. Schayer, Granada, Salt Lake City—" 'Show Boat' greater than great . . LARGEST BUSINESS IN HISTORY OF SALT LAKE . . . Only attraction with line-up playing the largest theatre in the city. Sincere wish that Universal's efforts in producing this master production will be amply repaid as will Granada Theatre in being fortunate enough to play this attraction."

Universal Talking and Singing Triumph

SHOW

ZIEGFELD STARS SINGING ZIEGFELD HITS—

Helen Morgan singing *"Bill,"* and *"Can't Help Loving That Man;"* Jules Bledsoe singing *"Old Man River;"* Aunt Jemima and the Ziegfeld Plantation singers rendering *"Hey, Feller,"* and *"Come On, Folks"*; Jerome Kern's music; Oscar Hammerstein, 2nd's, lyrics.



Sidney M. Nutt, Princess Theatre, Hot Springs—"RECORD FOR MY HOUSE. 'SINGING FOOL' HELD RECORD UP TO DATE. Word of mouth advertising putting it over. Lots of people said best show ever in city.

Sidney Meyer, Capital Theatre, Miami—" 'Show Boat' is doing business I thought unbelievable. With majority of tourists gone and most inclement, rainy season, picture has ACTUALLY DOUBLED HOUSE RECORD. Theatre has been playing to holdout business from 9:30 A. M. until 11:30 P. M."

John Hamrick, Music Box Theatre, Seattle—"Actual sale 'Show Boat' premier 559 seats at $2.50. Only five passes to newspaper critics. TREMENDOUS SUCCESS. Big applause and overflowing enthusiasm. 'Show Boat' in front rank of entertainment. Please accept my sincere praise."



Presented by CARL LAEMMLE

BOAT

A HARRY POLLARD PRODUCTION OF EDNA FERBER'S

tremendous novel. With a brilliant Universal cast . . . in action and dialogue . . . headed by Laura La Plante, Joseph Schildkraut, Otis Harlan, Alma Rubens, Emily Fitzroy, Jane La Verne and hundreds of others. Directed, Silent and Movietone, by Harry Pollard.

A DOUBLE BROADWAY RUN—

Opens May 7
at the George M.
Cohan Theatre
New York at
$2.00



PATHÉ

Now—Booked at
Broadway's
Palatial Showhouse
the Paramount
on Completion
of its run at
the Cohan



PATHÉ

MOTHER'S BOY

with

MORTON DOWNEY

Broadway's Golden Voiced Tenor

Helen Chandler, Barbara Bennett, Beryl Mercer, Osgood Perkins. Story by Gene Markey. Original songs by Bud Green and Sam H. Stept. Directed by Bradly Barker. Supervised by Robert T. Kane.

You're Right, Mr. Zukor!

¶ To you is credited the statement that the advent of the talking picture has placed all producers-distributors back at the starting line. And since we are all starting from scratch, the organization *now* producing the *best* all-talking productions will be on top of the heap tomorrow.

¶ The truth of your statement is now being demonstrated by our experience with "THE DONOVAN AFFAIR" our first all-talking picture. Owning no theatres and possessing no theatre affiliations, we have always had to depend upon the sheer quality and box-office merit of our pictures for first-runs and big circuit bookings.

¶ The fact that "THE DONOVAN AFFAIR" is now being shown in the foremost theatres of the United States, is proof *Columbia* possesses the *brains* and the *ability* to produce great and outstanding pictures.

¶ Admittedly the best all-talking picture the industry has seen to date, "THE DONOVAN AFFAIR" is *Columbia's* notice to the world that it has assumed its *rightful* place in the *front rank* of the producer-distributor organizations.

¶ The great Cathedrals of Motion Pictures built today need great attractions. *Columbia* is supplying this need. Even now its talking and synchronized productions such as *"Submarine"*, *"The Lone Wolf's Daughter"*, *"The Younger Generation"*, *"Trial Marriage"*, etc., are being shown in virtually every one of these theatres.

¶ Watch *Columbia*, Mr. Zukor! Our ability to provide the industry with some of its greatest box-office successes in the past, is assurance of our ability to deliver similar outstanding All-Talking Successes in the future!

Motion Picture News

Volume XXXIX NEW YORK CITY, MAY 4, 1929 No. 18

Service Partnership

Selling Bookings To The Exhibitor Is Not The Whole Job

By William A. Johnston

AN exhibitor gives a terse answer to a post card questionnaire now going out of this office each week asking the exhibitor which of the current film advertisements is the most useful.

"No use to me," says he, "any of them! They say nothing about silent films."

Which brings up some important questions.

Several thousand theatres are running on silent film.

Millions of production money is still invested in silent films.

Several hundred film salesmen are railroading the country selling silent films.

Yet the advertising pages have thrown silent films into the discard.

Why?

The answer undoubtedly is that the film selling departments still do not know the true reason for trade paper advertising.

A crude idea still persists, in all probability, that a trade paper advertisement should definitely sell so many bookings. Then it, obviously and simply, pays its freight. Its usefulness thereafter ceases.

The thought that it is designed, also, for the pocketbook of the man who buys the booking does not enter the advertiser's mind.

So we have the spectacle of the selling department silent on silent films and the exhibitor chafing because he gets no week to week advertising service. He is expected to run silent films; the salesmen is on his heels to get him to run them; he has to run them to pull his house along in this serious gap in thousands of theatres between sound and silent entertainment. But, in the face of this situation, the selling department is telling him all about pictures he cannot book and how they are cleaning up the public money.

Which doesn't seem at all like good business.

There is offered, of course, an opportunity in this connection to the trade paper; and *Motion Picture News*, it would seem, has taken it and is doing yeoman service.

Page after page of our Box-Office Weekly Check-Up lists the silent picture along with the talkers; gives also the ad-tips from the showmen who are battling along in the silent film trenches.

This *is* a service, these days, and we do not begrudge it. But that does not release the seller of silent films from the evident responsibility he bears to the buyer.

That responsibilty is, or ought to be, perfectly plain: it consists in acknowledgement of the fact that the exhibitor is not the ultimate consumer. He's the medium by which producer and distributor reach the actual ultimate consumer—namely, the public.

Selling bookings to the exhibitor is not the distributor's whole job. Bookings—pictures, sound or silent—must be sold to the public. So distributor and exhibitor are, or ought to be, partners in moving the picture to the ultimate consumer.

Service is what the exhibitor looks for in his trade paper. We have definite proof of that—plenty of it. Service from distributor headquarters, no less than service originated by the trade paper itself.

Babson Attack Denounced At Banner Convention Of Tri-State Exhibitor Body

Near Riot Ensues When Attention Is Called To Article; Woodhull Is Guest Of Honor

(Special Dispatch to Motion Picture News)

Little Rock, Ark., April 30.—With a record attendance of exhibitors from Arkansas, Tennessee and Mississippi, the Tri-States Exhibitor Association closed its first semi-annual convention here today. R. F. Woodhull, president of the national organization, was the principal guest of honor.

The meetings, planned originally to last only two days, were extended to a third as a result of the great interest and large attendance.

Sound pictures were the principal topic of discussion. Talks on the subject were made by Sidney Nutt, Hot Springs; Cecil Cupp, Arkadelphia, and M. A. Lightman, El Dorado, president of the tri-states body. On the program also were C. W. Weyer, efficiency expert of the Hancock Insurance Co., New York, who spoke on group insurance, and Virgil Pettie, secretary-manager of the Arkansas State Chamber of Commerce.

A banquet-dance was held Monday night at the Hotel Lafayette. Eli W. Collins, Jonesboro, past president of the M. P. T. O. A., was toastmaster.

A resolution was adopted condemning Roger W. Babson, internationally known financial critic, for an article he published relative to the crime situation in the United States.

The article branded motion picture exhibitors as "irresponsible men who each night exhibit crime breeding pictures within the shadow of schools just to make a few dollars."

When attention was directed to the article, a near riot ensued. Mr. Woodhull denounced Babson and suggested the adoption of a resolution condemning his article. Mr. Collins prepared the resolution, which was adopted. It declared Babson's statement "false and unfounded," and called upon Babson "in justice to a great industry which is doing its full part to improve the thought of a great nation, to broadcast to his followers a refutataion of this damning article."

Another resolution adopted put the tri-state organization on record as opposing any of its members serving on boards of arbitration in cases involving non-members of tri-state or the national organization.

Leases Lyric, Indianapolis

Fred J. Dolle, president of the Fourth Avenue Amusement Co., leased last week the Lyric, Indianapolis, for a period of 25 years and an aggregate rental of $1,925,000. Vaudeville will continue but sound equipment will be installed at the house.

Special Sound Meeting Called By Texas T. O.

A SPECIAL "sound" convention, to be held at Dallas May 6-7, has been arranged by the M. P. T. O. of Texas, according to a recent announcement made by H. A. Cole, president of the organization.

Alleged exorbitant rentals for sound pictures and other matters relating to sound installations will be the chief subjects of discussion at the meeting.

Legit Managers Deny Any Deal Closed With RCA

Have Been Listening To Proposals But Want To See Money Instead of Stock-Promises

The reports of a tie-up between a group of legitimate stage producers and the Radio Corporation of America, whereby the latter was to finance the productions of the ten stage producers, were denied by two of those named as of the group. The managers admit that they have heard proposals from several sources in the picture field but state that they prefer the color of some real money from the picture people and not a lot of stock participation promises.

The group of managers that were named included Arthur Hammerstein, George White, Arthur Hopkins, William A. Brady, Winthrop Ames, Sam H. Harris, L. Lawrence Weber, John Golden, Archie Selwyn and Crosby Gaige. It will noted that Lee Shubert is missing from the group, as also are the Erlanger interests. Just where those two would stand in the advent of any deal by the independent stage producers would be a question.

Naturally, if the independents make the productions they have to have theatres to play them in. With Lee Shubert possibly at the head of a group there would be a chance to make a deal with the picture interests.

British Quota Producer For FPL Here For Sound Survey

Captain George Banfield, head of British Filmcraft, Ltd., official producers in Great Britain for Paramount, is at the Hotel Vanderbilt, New York, with his wife, Gabrielle Morton, British stage and screen star, for an extended survey of the sound systems in use here with a view to entering talking picture production on a large scale upon his return to England.

Talkies Premieres Bring Out Record Crowd In Ottawa

"Iron Mask", "Syncopation" And "Broadway Melody" Excite; New Policies Adopted

The whole city of Ottawa was in a whirl of excitement on April 27, because of the simultaneous introduction of audible pictures at two of the downtown theatres, B. F. Keith's and the Centre, the former using the first RCA installation in the Dominion. On top of this was the opening of "Broadway Melody" at the Regent. The attraction at Keith's was "Syncopation," while that at the Centre was Douglas Fairbanks in "The Iron Mask."

Apart from the regular openings, there were practically three midnight performances late Friday evening to usher in the new regime. The Regent was packed for a midnight presentation of "Broadway Melody" for which regular admissions were charged. Invitation performances were conducted at Keith's and the Centre, with many guests in attendance. Crowds were turned away all day Saturday and the four other wired houses also registered sensational business, particular interest being shown in "The Lone Wolf's Daughter" at the Imperial and "Lilac Time" at the Avalon, this being the first presentation of "Lilac Time" in Ottawa with synchronized effects.

Very interesting are the new policies adopted by the respective managers. At Keith's, Manager J. M. Franklin drew up a schedule of continuous shows daily with the five vaudeville acts holding the boards three times daily. The previous rule was two prformances daily. No advance in prices has been made for the sound films. At the Centre, Manager Don Stapleton raised prices 10 cents and arranged for the daily opening at 12 noon instead of 1:30 P. M.

W. K. Jenkins Goes To New Publix Post In Southeast

In the business since 1919 and having at various times since been affiliated with the S. A. Lynch Enterprises, the Enterprise Distributing Corporation, the Arthur Lucas circuit and others, William K. Jenkins last week became associated with Publix as district manager with headquarters in Atlanta. Following the Publix convention in New York, a slight change in the territorial alignment of the Publix managers was effected. Columbia has been switched from the supervision of Mr. Jenkins to that of District Manager Harry Hardy in Charlotte, and Anniston, Ala., has been shifted to Mr. Jenkins's district. The district assigned Mr. Jenkins is comprised of 17 theatres.



May 4, 1929

The

SHOWMAN
Section

Featuring

Pictorial Review of Theatres.

Business Building Theatre Map.

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Sound Equipment and Operation Reference Pages.

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The Toledo Theatre, Toledo, Ohio

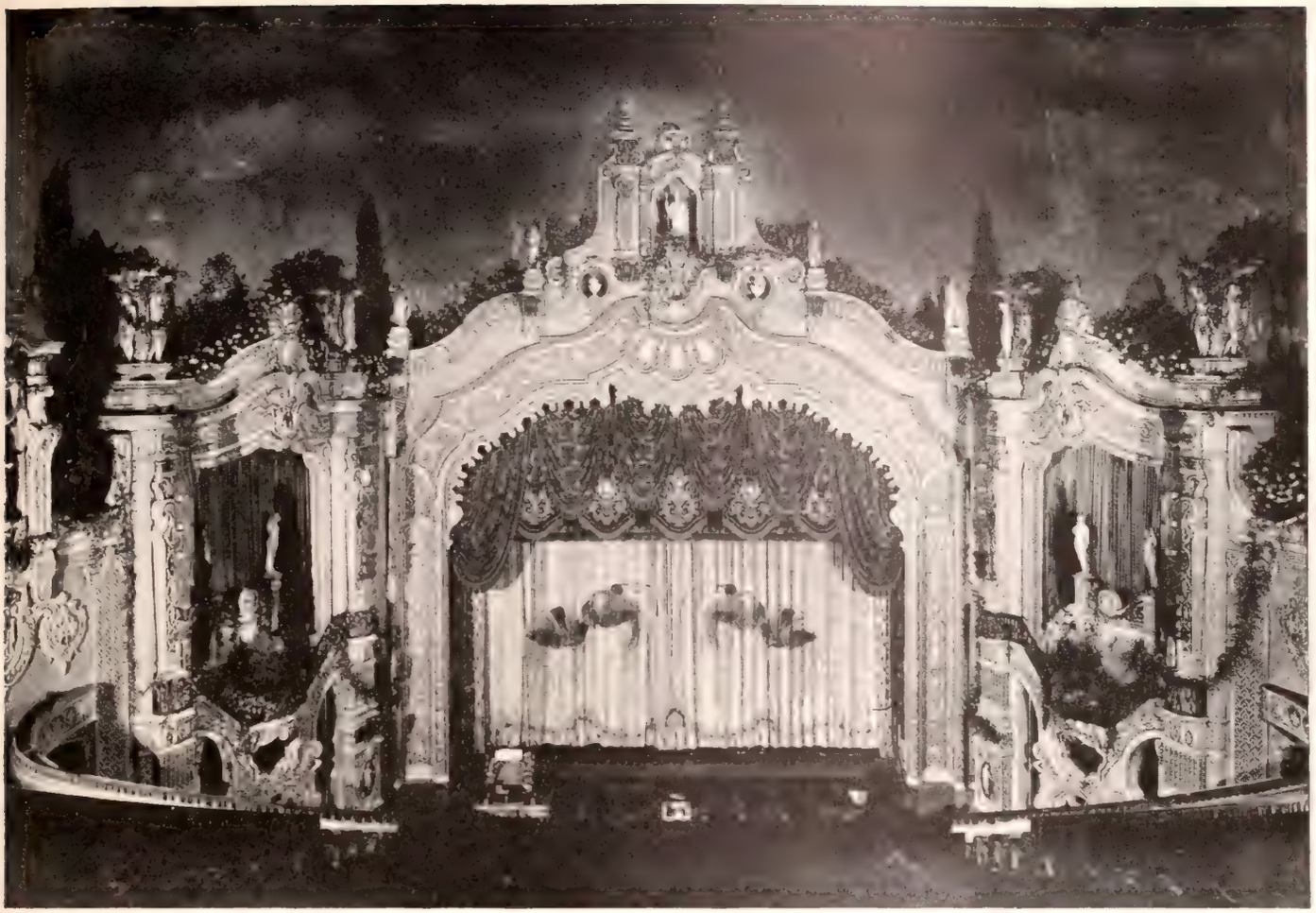
An important addition to the Publix circuit and likewise to the architectural works of the city of Toledo, is the new building located in the downtown section combining stores, offices and a theatre of more than three thousand seating capacity in a strictly modern structure. The theatre provides in addition to a large auditorium, spacious lobbies, foyers and other public rooms. Above is a view of the oval lobby. Other photographs and description on the three pages following.

C. W. & GEO. L. RAPP, ARCHITECTS



Above, Main Lobby
C. W. & GEO. L. RAPP, ARCHITECTS
Below, General Lounge





C. W. & GEO. L. RAPP, ARCHITECTS

Stage and Proscenium Treatment

PUBLIX THEATRES recently opened in Toledo, Ohio, a new de luxe theatre which from the standpoint of architecture is distinctly representative of the most advanced ideas in motion picture theatre design. This is the Toledo Theatre, located on the corner of Huron and Adams Streets, in the downtown district of the city, and having a seating capacity of 3,427. C. W. and Geo. L. Rapp, of Chicago and New York, were the architects.

The building is a combination of stores, offices, display rooms and theatre, with large lobbies, foyers and an especially large stage.

Particular attention has been given to the unique arrangement of sight lines. the seats are pitched to give a full view of the stage and the entire orchestra pit as well.

The interior architecture of the auditorium is in a style which has been called "Rappmospheric," a development of the atmospheric style, depicting famous architectural motifs from famous gardens of Italy. The entire treatment of the auditorium is of a sky effect, mechanical appliances being used for cloud effects.

The architects have incorporated in this particular type of house a large and high proscenium arch. Height of this arch is greater than is usually used in the atmospheric type. It is the intention of the architects to give the effect of a large gate to scenic productions which in time will incorporate scenes along the Riviera, scenes of well-known locations as in Spain, Italy and in the Oriental countries.



Detail Left Sidewall

Design of the architecture of this particular unit has been treated very bold on a large scale and of the baroque character. The whole effect being that of the interior of a huge Italian garden.

Ornamentation in the way of trees, shrubberies, etc., play an important part together with brilliant colors well handled to give the antique effect which plays such a prominent part in the beautification of the old Italian court yards and garden and ancient Italian gardens.

Entrance to the new Toledo Theatre is on Adams Street. One is received into the entrance lobby with its walls of marble, bronze work and decorative ceilings. From thence one is received into the Grand Lobby, to the Inner and Oval Lobby and from thence to the Grand

Foyers, finding their way to the Auditorium. The approaches to the Auditorium are of extraordinary size and every care has been taken in the designing of these halls or lobbies to give them the effect of bigness and one of repose and also colorful decorations. These lobbies have been designed in such a way as to afford every possible means for painted decorations all in the style of the Italian Renaissance architecture.

THE Grand Lobby and Oval Lobby combined more or less in manner are flanked along the sides with marble pilasters and separating the two rooms with four mamoth marble columns all supporting a domed ceiling.

The use of mirrors along the sides of these lobbies has been very well handled and gives a very pleasing note in the decorating and handling of the side walls of these lobbies.

An unusual arrangement of stairs and approaches to the upper levels have been incorporated.

Situated on the lower level from the main level is a large general lounge; its architecture being of unique handling of decorative tiles and adorned with fountains and beautifully furnished. From this lounge one is received into the women's rest room and cosmetic room and the men likewise find their smoking room leading from this large and spacious lounge.

On the balcony foyer is likewise found interesting rooms, such as retiring rooms, alcoves with interesting sculpture and furniture, all of which has been designed in order to give the utmost points of interest to patrons.

Every theatre problem confronting the architects brings forth new ideas. The locations, shape of property and the handling of crowds must be met separately with each individual problem and great care must be manifested in adopting a scheme whereby all problems must be met in order to insure every degree of safety to the public and for the quick and safe way of handling huge crowds which patronize large theatres of this type. The opening up of spaces, easy access to units, large and spacious stairways and an easy access must be afforded to patrons who entering a new building find themselves more or less etrange to the new surroundings.

The opening of the new theatre in mid-February marked an occasion of civic pride and the realization of a long-felt wish of the downtown business people of the city of Toledo, who for years have held the opinion that the city would be improved greatly by the building of another large theatre constructed and operated along the lines of the leading motion picture palaces in cities throughout the country.

THE formal dedication, therefore, took on the atmosphere of a civic event and was celebrated a good deal in the spirit of a holiday, the result of an extensive publicity campaign conducted by representatives of Publix in co-operation with local business organizations.

The new Toledo, therefore, was advertised throughout the surrounding territory, and was the means of bringing into the city great numbers of people who made the "celebration week" the reason for visits to the theatre and the business centers of Toledo.

The size and unusual architecture of the auditorium and other parts of the theatre proved attractions equalling in drawing power the entertainment.

The opening performance, inaugurating a special program prepared for the celebration week, was attended by prominent men and women of Toledo, and a group of officials of Publix, including Sam Dembow, vice-president; Jack Partington, production director; Milton Feld, divisional theatre manager.



C. W. & GEO. L. RAPP, ARCHITECTS

Auditorium, Toledo Theatre, Toledo, Ohio



Fragments of Upper Walls and Ceiling, Cort Theatre, Chicago

ORIGINS OF THE OPEN-SKY STYLE OF AUDITORIUM

Ancient Greek Playhouses Inspiration for First Example in America

An Interview with

J. E. O. Pridmore, Architect

IN 1908 when Mr. John Cort with his associates, U. J. Herrimann and Harry Frazee, decided to build a theatre in Chicago, it was desired to get away from the conventional and overdone French Renaissance type and to construct an interior, which at least might be different.

J. E. O. Pridmore, architect, of Chicago, had for several years been making studies of the ancient Greek theatres, which for unaccountable reasons, although open to the sky and of great size, were renowned for unique acoustical properties. Mr. Pridmore was seeking a reason for the phenomena, which in some theatres made speech audible to as many as thirty thousand.

Especially the theatres at Syracuse and Taormina in Sicily on account of their superb setting under the shadow of Mount Aetna, offered problems which intrigued the architect each time he visited the Island of Sicily. This spot has proven to be even more fertile in valuable Hellenic relics, than Greece itself. So that when Mr. Pridmore was asked to present a scheme for the Cort, which should be different and apart from the commonplace, he at once conceived the idea that those intriguing playhouses of the old Greeks should form the inspiration for a new departure in Chicago. Here was opportunity to give the theatre auditorium an atmosphere entirely apart from the stuffy, confined and oppressive feeling which accompanies Rococo and Louis 15th design. The sky would give an impression of height and airiness much to be desired. And this prophecy seems to have been fulfilled.

So the architect turned to Taormina especially in view of its majestic site with the great Volcano towering as a background for the stage, the blue Mediterranean to the left and the Sicilian lemon groves and the Monte Vinere to the right, this celebrated theatre of old he decided should be reproduced as far as practicable to conform with modern practise and Twentieth Century convenience.

To reproduce the marvelous view over stage it was necessary to cover the steel curtain with a mammoth mural of the scene which also was to be continued to right and left of the proscenium, and then to complete the illusion the open air effect must be



Right, Detail of Proscenium Arch, Cort Theatre, Built in



General View, Auditorium

CORT THEATRE

Chicago, Illinois

J. E. O. Pridmore, Architect

realized by a clear blue ceiling simulating sky, star studded and with a moon. The stars by electrical devices became realistic and were made to twinkle, and thus came into being the first atmospheric sky and star theatre in America, and as far as is known the first since Classic days in the entire world.

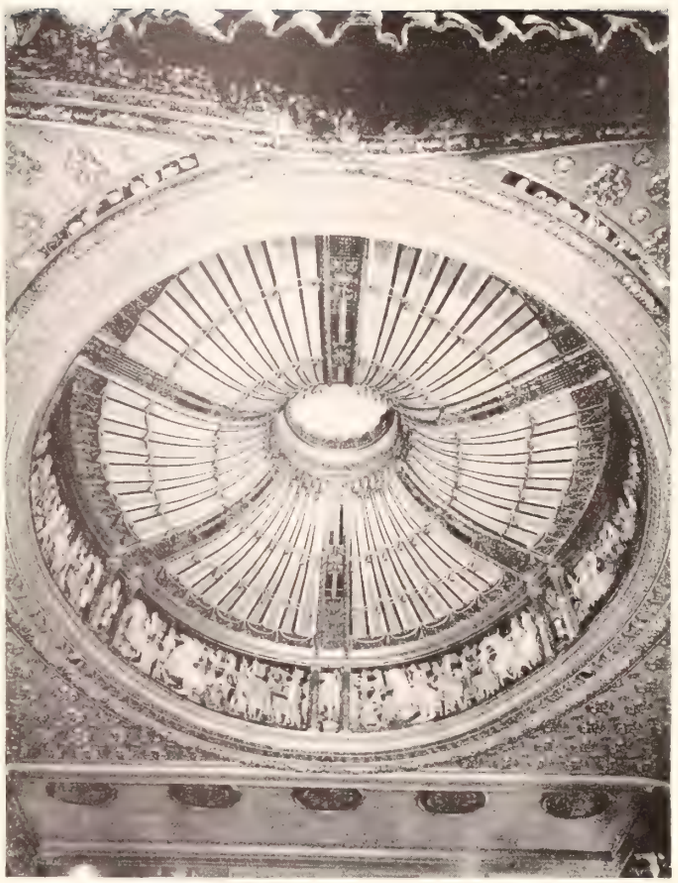
To give greater realism a pergola effect of columns, beams, and vines was installed across the sky at both sides of theatre and over stage.

THIS new departure in theatre design was so different from the well-worn Renaissance types that it found instant favor, which has steadily grown until atmospheric theatres now may be found in almost every city of importance over the whole United States. Even to Canada, England and Australia the vogue has spread.

To install a further note of realism into these "atmospheric" playhouses, Architect Pridmore has lately designed and installed over the new Sheridan Theatre in Chicago a frieze of figures in Herculean proportions symbolizing a procession of Greek scholars, warriors, dancers, etc., which circling around the top of auditorium gives support to a huge canvas awning—the sun awning of the ancients. This one is done, of course, in ornamental plaster, but is an exact counterpart of a gracefully hung awning, and through and around which the sky and stars and moon may be viewed with added attraction of perspective—and now "awning theatres" are becoming popular.

Since, the atmospheric theatre has gained a permanent place among American show houses. We are now studying the best means to adapt atmospheric to sound conditions.

The cinema of today, especially the super theatre of 3,500 to 6,000 seats, will be studied to make possible perfect acoustic properties in its entire area. A new era is approaching in which the propagation of sound will be developed along entirely original lines. This unique method was certainly understood by the Greek architects 2,000 years ago. Recent scientific discoveries will demonstrate its effectiveness. The theatres of the near future will be constructed to carry sound as never before.



Detail of the sun awning over the auditorium of the Sheridan Theatre, Chicago, a circular canopy executed in ornamental plaster featuring a frieze of figures symbolizing a procession of Greek scholars, warriors, dancers, etc.

PLAN 4,000 SEAT THEATRE FOR JAPAN'S CAPITAL

A NEW motion picture theatre, of the large capacity and luxurious appointment familiar to cities in the United States, is to be erected in Tokio, Japan, according to plans announced some time ago.

This project will be the first operation of the Japan Motion Picture Theatres Co., Ltd., an organization established in February of this year.

According to published plans the new building will be eight stories in height and house stores and offices in addition to an audittrium with a seating capacity of 4,000. A drawing of the exterior of the projected theatre is reproduced on this page.

Announcement in connection with the plans which have been published by the officials of the new company declare that the cost of the project will be $700,000. The announcement created widespread interest in Tokio, according to reports reaching this country from those interested in the proposed venture.

A site in the heart of the city of Tokio has been selected for the elaborate building. This is a corner plot with large frontage on two streets, and located near the Sukiya Bridge, a short distance from the Yurakuchu railway station. Directly opposite is the large building of the "Ashi" newspaper, and two blocks away is the Paramount Theatre the "Hogakuza."

It will be the plan to incorporate in the theatre proper all the modern conveniences for patron comfort and the apparatus for the presentation of pictures and stage and musical performances. Standards of the leading American theatres will set the mark to be observed in the equipment of the theatre's service features such as lobbies, lounges, etc., and in the matter of technical equipment for projection, the stage, heating and ventilation. It will be the second de luxe motion picture theatre in Tokio.

The de luxe cinema was introduced to Tokio with the renovation of a former legitimate theatre now operated by Famous-Lasky-Paramount Films, Ltd., under the name of the Hogakuza. This theatre operates on the same plan of the presentation houses in this country, motion pictures and musical presentations from the stage comprising the programs.



Sketch showing exterior view of proposed new theatre to be built in Tokio, Japan, by Japan Motion Picture Theatres Co., Ltd.



The New Theatre for Broadway Will Favor Modernism in Architectural Design

Warner Bros. Announce Plan for Playhouse to be Devoted to Sound Picture Presentation—Thos. W. Lamb, Architect

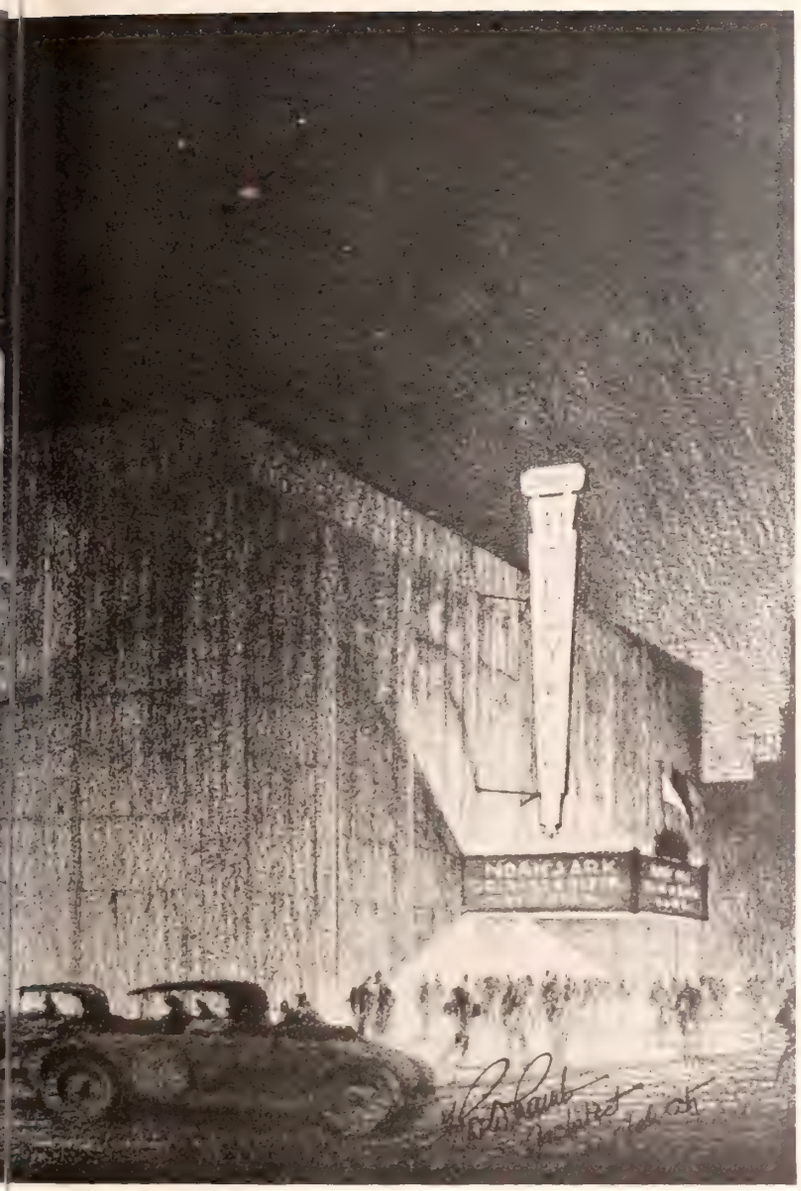
MORE than the usual interest created by publication of plans for a new motion picture theatre attaches to the announcement during April that Warner Bros. had completed arrangements to build a new house in New York City, the site selected being the north side of 51st Street, on Broadway.

The announcement by Major Albert Warner, vice-president of the company, revealed that with completion of plans for this theatre there would open on Broadway the first picture house to be erected for the express purpose of presenting talking pictures to New York. While all of the picture theatres along Broadway have sound apparatus installed, and, indeed, one of them, the Roxy, included provision for this equipment in the original plans, nevertheless, the new Warner Theatre will be the first to be planned and built on Broadway for the express purpose of featuring sound picture presentations.

The plans drawn for the new theatre, which as yet has not been given the name under which it will be dedicated and operated by Warners, are by Thomas W. Lamb, architect, of New York. According to the plans, filed on April 8th, the building will be a two-story structure, to occupy an irregular plot 175 x 200, at Nos. 217-233 W. 51st St., No. 234 W. 52 St., the building to cost approximately $300,000. The main entrance will be on Broadway through the center portion of the existing building between 51st and 52nd St.

As shown in the perspective illustrated above, the exterior architecture will be of Nouveau Arte with spacious arrangement for electrical display featuring Warner Bros. Vitaphone trade-mark.

The lobby also will be treated in Nouveau Arte design and the oval-shape grand foyer will be in French Baroque with an impressive stairway leading to the mezzanine



Exterior of the New Theatre to Be Built by Warner Bros., as Revealed in an Architect's Sketch, Published for the First Time Here. The Theatre Will Be the First on Broadway to Be Built Especially for the Exhibition of Talking Pictures

lounge under the grand foyer will be done in Jacobean design, the ladies' cosmetic rooms in Nouveau Arte, the ladies' retiring room in Spanish Renaissance and the men's smoking room in Indo-Chinese.

THE auditorium will have a seating capacity of 1,500 persons, and will consist of an orchestra floor and one balcony. The decorative scheme to be carried out in the auditorium will follow the French Baroque style of architecture.

Special attention will be given the acoustical properties with particular stress on the peculiar requirements of amplified sound. Experience is producing evidence indicating that there is a difference between the acoustical effects of amplified sound and the sound from a natural source. In the main this difference is due to the fact that there is a stationary source of sound in the case of reproduced music and speech while the speakers or musicians on the stage either move about the set or alter from time to time the direction in which they throw their voices. With amplified sound, therefore, there is a constant which emphasizes acoustical faults having definite locations in the room or auditorium.

The appointment of Thomas W. Lamb as the architect for the new theatre confers a unique distinction upon this well known specialist in the theatre field. The present "Broadway district," in which is located the most important regular picture theatres of New York City, reaches from Times Square to 53rd Street. Within these boundaries there are the Rialto, Paramount, Loew's State, Embassy, Strand, Rivoli, Roxy, Capitol, Warner and the Colony, all of which were built for motion picture presentations. Of these ten theatres six were designed by Thomas W. Lamb. These are the Strand, the first large capacity de luxe picture theatre to be built in this country, the Rialto, the Rivoli, Capitol, Loew's State and the Embassy. Now another, the eleventh picture theatre on Broadway to be built after plans by this architect, is announced.

THOUGH the new Warner playhouse is to be built primarily for the exhibition of sound pictures, the plans call for a stage equipped with an extensive lighting plant and stage apparatus equal to the requirements of elaborate productions.

The decision of Warners to build a moderate sized house as the company's new representative among the Broadway theatres in all probabilities was influenced by other factors than considerations regarding the size of the auditorium for the present type of sound picture Nevertheless current speculation regarding the effect of the new type of entertainment on theatre design was heightened when the announcement of the new theatre was made.

Opinion has been divided, among theatre men at least, regarding the adaptability of the sound picture to the large capacity theatre. Frequent demonstrations at the large picture theatres has proved that the sound systems can be made to provide sufficient volume to fill the largest theatres thus far built. However, the opinion has been expressed that the intimate house is better suited to the new style of entertainment now in development under the name of the "sound picture."

THE instance of the new Warner theatre hardly can be accepted as proof that there is to be a trend toward the smaller house due entirely to the sound films. Other considerations enter into this particular case. The location, the fact that the site for a large type theatre, which rumor repeatedly has associated with the present site of the Strand, which is one of the Warner circuit theatres, and many other equally important factors may explain the decision to build the new house on the scale of the 2,000 seat auditorium.

It is quite likely, however, that the new theatre will be the focal point of much interest by theatre men throughout the country, and size as well as other features of the house will be under consideration by those who will study the new Warner for indications as to the future trend in the motion picture theatre.

SEATTLE'S NEW THEATRE

Architectural Style of Auditorium and Lobby of Recently Completed Fox Theatre



On the right, view through the main lobby, showing general scheme of the architectural detail.

Below, the auditorium as viewed from the balcony rear. Decoration and equipment by National Theatre Supply Co.

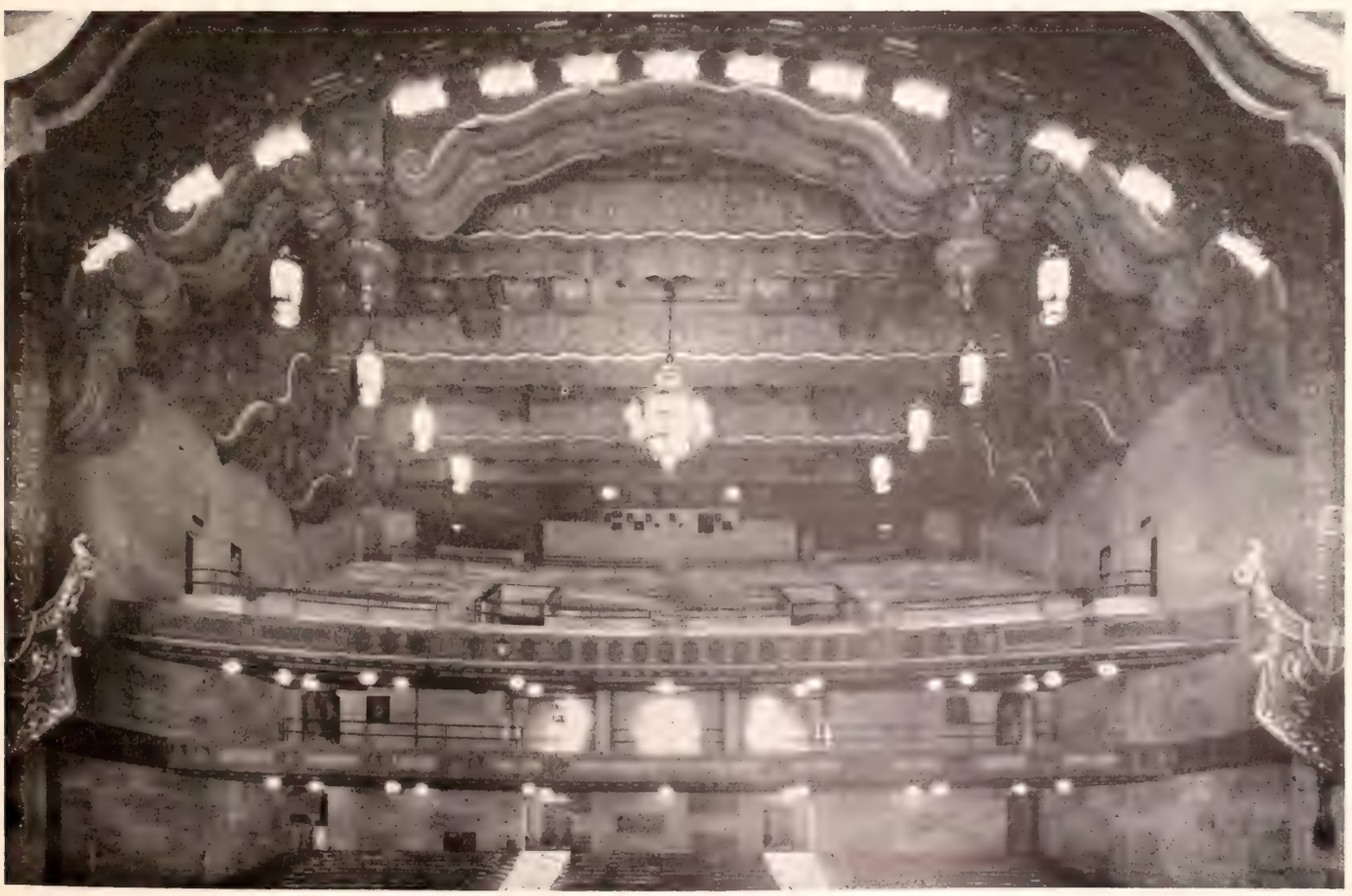
SHERWOOD H. FORD
ARCHITECT





Right — Detail of organ grille decorative plaster featuring Mayflower symbol. The theatre originally was named the Mayflower.

Below — General view of the auditorium looking rear from the stage, showing detail of ceiling and lighting arrangement.





Neon Sign Installation, Fox Broadway Theatre, Portland, Ore.

NEW DEVELOPMENTS IN ELECTRICAL DISPLAYS

Elaborate Effects Feature Theatre Name and Special Attractions in Three Noteworthy Signs of Recent Installation

THE trend in electrical displays advertising theatre names and particular attractions is decidedly in harmony with every other phase of motion picture development—it becomes more elaborate, more intricate in plan and more ingenious in design.

Three of the most recent examples of elaborate electric signs are illustrated on this and the adjoining page. All three emphasize the value which is placed upon this form of theatre advertising by showmen and as well illustrate newer ideas being worked out by manufacturers and designers of the electrical display form of advertising.

Above is shown the huge Neon installation recently erected at the Fox Broadway Theatre in Portland, Ore. This unusual installation employs more than 700 feet of Neon tubing. The letters "F" and "B" in the large sign over the entrance are about 20 feet in height. The same material is used to outline architectural features of the building, an arrangement which suggests an idea which may be expected to find increasing favor in theatres of the future.

One of the most unusual as well as one of the most elaborate signs which have been erected on Broadway is illustrated on the adjoining page in the photograph of the installation at the Astor theatre for the run of "The Broadway Melody." The coloring is particularly noteworthy, the various letters in the main title being colored in pastel shades. These letters are controlled by a device which combines a flasher and a dimmer. The lights brighten from a very dim illumination to a very bright lighting, then flashing off completely.

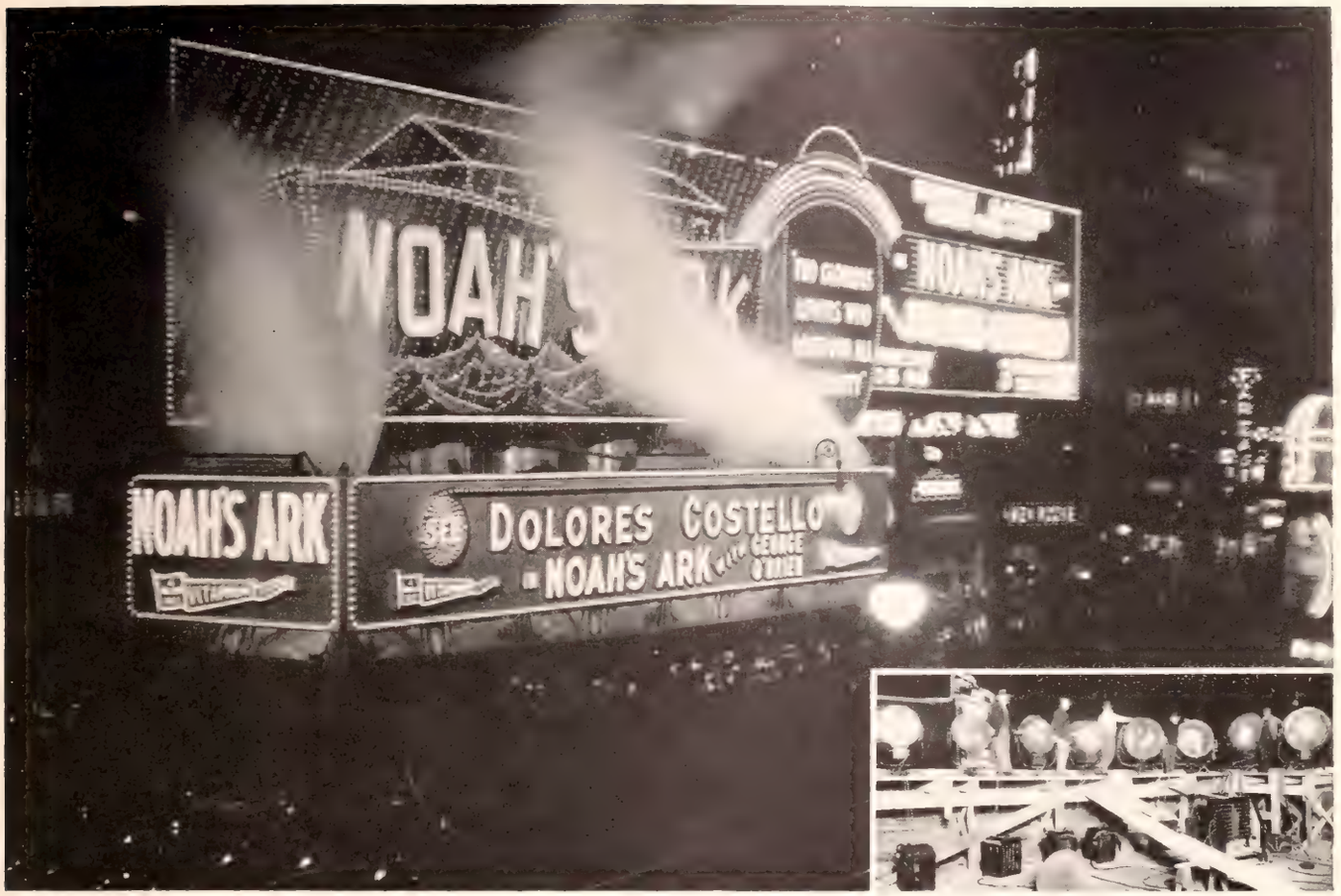
ANOTHER of the great achievements in display lighting is shown in the photograph of the "Noah's Ark" built across the entire front of the Winter Garden on Broadway.

Langdon McCormick, electrical engineer and scenic artist, is responsible for the dazzling effects produced by a sign which has set all Broadway talking.

This, the largest electric sign on any Broadway theatre is almost a full city block in length. A pictorial reproduction of the Ark dominates the display. Other lights superimposed on it covey the illusion of a driving rain storm.

What is probably the outstanding effect, are the illuminated clouds of steam rising from the marquee and the top of the sign, giving the impression of leaping flames.

The electric sign is 210 feet in length and contains 28,000 bulbs.



SIGNS ON BROADWAY

Above is a view of the huge sign exploiting the engagement of "Noah's Ark," at Warner's Theatre, New York City. Inset shows the battery of floodlights on the roof of a building across the street. The sign presents a vivid spectacle at night. A rain effect is accomplished by incandescent lighting. Below—The spectacular display at the Astor Theatre, New York, featuring "The Broadway Melody." The large letters spelling the title are in a variety of pastel shades and brighten from a very dim incandescence to blazing brightness—an effect accomplished by a device combining a dimmer and a flasher.





Right—Study of detail of decoration for proscenium arch of the new Netoco Seville Theatre, East Boston.

Above—Left and right, views of sidewall treatment in this atmospheric theatre, showing the dissymetrical design.

KROKYN, BROWNE & ROSENSTEIN ARCHITECTS

ATMOSPHERIC THEATRE IS INTRODUCED TO BOSTON BY NETOCO SEVILLE

ERECTED at an approximate cost of $1,000,000, by the New England Theatres Operating Corporation, the Seville Theatre is Greater Boston's first atmospheric house, and the initial completed work in a group of six playhouses in this style included in the present building program of this company.

The theatre was opened to the public on Sunday, February 17th, and is proving a popular resort of residents of Boston proper and many of the nearby suburban towns. It has a seating capacity of 1725, and was designed by Krokyn, Browne and Rosenstein, architects, of Boston. The construction is of the stadium type, and features the dissymmetrical wall treatment which characterizes many of the atmospheric theatres built in accordance with the original conception embodied in this type of theatre.

While the atmospheric theatre has become fairly familiar, especially in the larger cities, Boston up to the present time has lacked one of these highly popular amusement places.

It remained for the New England Theatre Operating Corp., to take the initial step in this direction. The New Netoco Seville Theatre at Central Square, East Boston, which opened its doors to the public Sunday, Feb. 17th, is the first atmospheric theatre in Greater Boston. As its name denotes, the New Seville is Spanish in architecture and appointments. It bids fair to be a revelation to East Boston people who for the past few months have seen workmen periodically going in and out of the gap in the line of buildings in the street, and have watched with awakened interest this gap gradually being filled under skilled hands with the outlines of a unique theatre.

An exhaustive search of books on Spanish architecture was conducted by Samuel Pinanski, Netoco's president, aided by his staff of technical experts, before the plans for the Seville were drawn up. Every line, and every detail of decoration is therefore authentic. Personal visitations to atmospheric theatres all over the country were also conducted to note all modern improvements that could be incorporated int othe Seville plans.

The floor of tiles and the walls of stucco, carry out the predominating Spanish note. Wall lights spaced so as to give soft clear illumination, have as their bases, copies of Spanish family shields. Three loggias equipped with antique Spanish benches open off which adds much to the the foyer. One of these loggias contain a fireplace which adds much to the coziness of the atmosphere. Three large vomitories lead from the foyer to the stadium, as well as an emergency exit to Border Street.

A thirty-four foot marquee overhanging the sidewalk announces in electric lights, the current attractions. The outside lobby is spacious, with a large ticket booth, and advance ticket sales parlor. A small vestibule stands between the lobby and the Grand Foyer which itself is 88 feet long and 24 feet wide. The foyer of almost severe simplicity is relieved by tastefully characteristic touches.

ENTERING the auditorium, which is 134 feet long and 88 feet wide, one is immediately struck with the rare beauty of the theatre. Boxes, loges, and balcony were designedly omitted, for the Seville is of the Stadium type. 1725 seats, upholstered in red Jacquard velour, occupy the floor, which gradually elevates toward the back of the house into the stadium. The walls represent various types of Spanish homes, tastefully juxtaposed so that they blend one into another to form a continuous panorama. In this respect, the architect made judicious use of pillars and wrought iron balconies, and various types of Spanish lanterns. On the walls are painted coats of arms of the Spanish nobility. This interior is a pleasing harmony of architecture, color, luxurious hangings and furnishings, intended not to impress the patron with its gorgeousness, but to rest the tired eye, and prepare it for the forthcoming pleasure of the show. The lighting effects enhance the quiet beauty of the whole architectural and decorative scheme, defying words for description. The lighting in the main

auditorium is indirect, being thrown out from flaming cornices. Any of the primary colors can be thrown on at will, flooding up over the ceiling from behind these intricately designed decorations. The artificial sky created against the ceiling has an effect all its own with stars that twinkle and a moon that shines electrically. With the aid of an ingenious mechanical contrivance, fluffy clouds can be made to float across the heavens.

The stage, thirty feet deep, with the latest type switchboard, and the latest type chromium reflector border lights, is large enough to accommodate the most lavish presentation. Full Vitaphone and Movietone sound equipment have been installed. Two double unit amplifiers assure sufficient volume. The asbestos curtain carries a typically Spanish scene. The screen is framed in black velvet hangings. Spacious parking areas are located near the theatre.

Three shows daily with two changes a week have been adopted as the policy. The theatre is under the supervision of Samuel Soule, district manager of Netoco. George W. Kinnally has been appointed house manager.

OFFICIALS of New England Theatres Operating Corporation announced this month completion of plans for the projected new Netoco atmospheric theatre soon to be started in construction at Mattapan, a populous suburb of Boston.

THE Mattapan project, a large office and store building represents a real estate development of $2,000,000, according to the announcement. The seating capacity of the auditorium will be 2,500. Krokyn, Browne and Rosenstein are the architects.

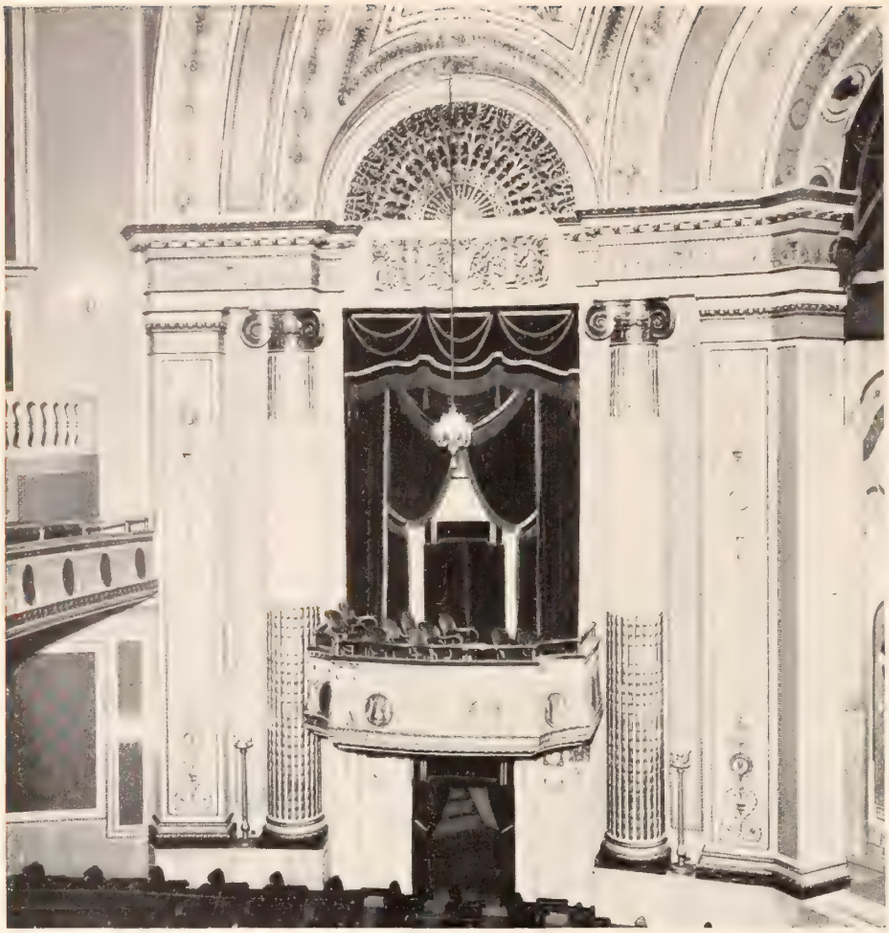
The main entrance of the theatre will be marked by a huge pagoda rising high above the doorway. Many innovations in point of service are planned among which will be a sunken pit in the mezzanine where there will be a dance floor and refreshment booths. Here dancing will be in order at the convenience of the patrons till midnight. Organ and orchestra pit will be on separate platforms which may be raised or lowered at will. All the latest mechanical inventions including Vitaphone and Movietone will be used for presentation of the best picture programs. Spacious parking area with free auto parking are included in the plans. The auditorium will be of the stadium type.

In contrast to the architectural styles of the company's Seville and the Chinese atmospheric theatre for Mattapan, Netoco now has under construction at Natick, Mass., a formal type of playhouse in the Colonial style. This will be called the Colonial Theatre.

The Colonial will have a seating capacity of 1,500 persons and will be housed in a building providing ten store fronts. Provision has been made for large parking areas adjoining the theatre. John Edmund Kelley, of Boston, is the architect.



View of the foyer of the Seville Theatre, at Central Square, East Boston, Mass.



THE LEROY THEATRE PROVIDENCE

CAMERA VIEWS SHOW DIGNIFIED DESIGN AND DECORATION OF THIS THEATRE BUILT AS A MEMORIAL BY RELATIVES OF LEROY PAYNE.

On the left, proscenium arch of the Leroy Theatre, one of the largest picture playhouses in Rhode Island—prior to the building of the New Loew's State in Providence, the largest in the state.

Below, a view of the mezzanine promenade, built around a large well opening into the main lobby. The furnishings include many unusual period pieces selected for their suitability to the general decorative scheme of the theatre.



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CONSOLIDATED FILM INDUSTRIES, INC.

NEW YORK HOLLYWOOD



75% of the Nation's Largest Theatres Are Equipped With *"American" Chairs*

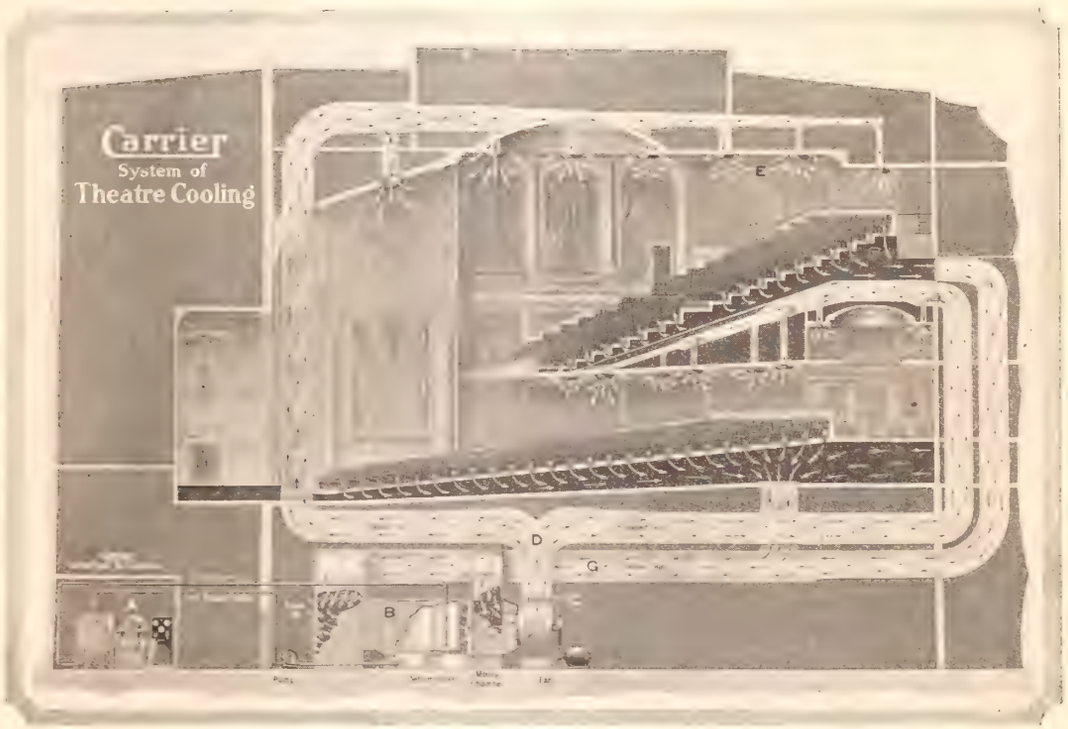
THE country over . . . in 20 of America's largest cities . . . an official census discloses that 75% of *all* theatres are "American" equipped. And a roll call of the acknowledged large-scale exhibitors would show an even higher percentage. For it never has been disputed that the preeminent operators . . . those at the very top in the field are *exclusive* users of "American" chairs. These figures speak for themselves. They tell a story of built-in quality, beauty and comfort that theatre owners and managers are daily turning into a profit.

Illustrated above is Chair No. 6146, of which 2610 were installed in the Universal Theatre, Brooklyn, John Eberson, Architect. A beautiful chair with dark walnut finish wood parts, red upholstered Moroccoline seat and two-tone Jacquard Velour upholstered back. Two-tone metal finish on standards with aisle lights built in. Easy and silent seat movement is made certain by the use of noiseless ball bearing hinge.

Theatre Chair Builders to the American Public for Over 50 Years

American Seating Company

Talking Pictures Demand QUIET COMFORT



This drawing of a typical Carrier System shows the Carrier method by which conditioned air is diffused gently downward over the audience at low velocity, as contrasted with the noisy, drafty ventilation produced by buzzing fans or the blowing of air through a few grilles above or below the stage or in the side walls.

WITH the nation-wide acceptance of talking pictures and the installation of sound equipment in large and small theatres alike, the neighborhood house now can provide entertainment nearly on a par with that of the de luxe metropolitan theatre. The bid for patronage, then, is once more based upon comfort conditions and beauty of surroundings equally as much as upon the quality of the entertainment.

And now the element of noise enters into the problem of providing adequate comfort for patrons. Noisy heating, cooling and ventilating equipment, formerly merely a source of annoyance to patrons, no longer can be tolerated by houses featuring talking pictures for which, of course, absolute quiet is a vital necessity. Patrons will hesitate to return to a theatre where the dialogue is accompanied by the objectionable rush of air and the rumble of a noisy fan.

The Carrier System for Air Conditioning, well-known for its remarkable quietness of operation, meets this demand for absolutely quiet equipment and provides, in addition, *a scientifically healthful, properly and thoroughly conditioned atmosphere.* Carrier conditioned theatres, therefore, are best equipped to meet the public demand for healthful comfort as well as high quality entertainment.

There is still time to install a Carrier System in your theatre before summer. Or, if you are contemplating the construction of a new house, by all means acquaint yourself with this accepted system, which is providing healthful comfort in an ever widening list of progressive theatres in this country and abroad. Ask for a visit from one of our engineers, also the Book, "*Theatre Cooling and Conditioning.*"

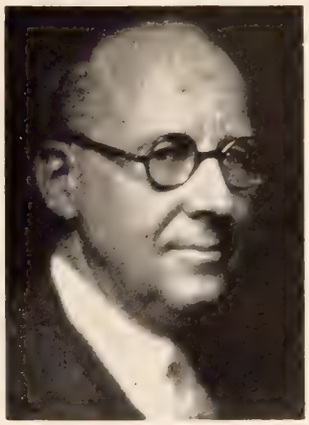
Carrier Engineering Corporation

Offices and Laboratories
NEWARK, NEW JERSEY

New York Philadelphia Boston Chicago Cleveland Washington Kansas City Los Angeles

What The True Basis Of Building Promotion Should Be*

By *William A. Starrett*



THERE is a legitimate and alluring field of endeavor for those interested in architecture and building in connection with the financing of building projects. One such idea is that of financing buildings by the issue of so-called "leasehold bonds." In the State of New York, and I believe in two other states in the Union, securities that are founded on leaseholds are not accepted by fiduciary institutions as investments for trust funds, thus limiting the use of this method of financing, which is, when soundly planned, about the best and most advanced form of real estate security.

Now the true basis of promotion is really the putting together of two valuable components of a creative enterprise. We have on the one hand a piece of land, either vacant or encumbered by obsolete buildings that must be destroyed in order that the land may realize its economic value; and we have on the other hand a brilliant conception of a great improvement which might be made,—the land to be worth so much and the building to be erected to be worth so much. The sum of those two will be so much; and no matter what its costs, within those reasonable limits that we here discuss, there has been an increment the minute the key turns in the doorway it is opening. Therein lies the lure to the promoter and the legitimate profit in the thing we are here considering.

Here is a thing builders and architects are tremendously concerned in, because we help to create that happy combination by bringing together an unproductive or absolutely unimproved piece of land and the highest possible improvement for that piece of land. It would be an impertinence in the presence of real estate experts to suggest a short cut in the matter of appraisals, for we have all used land appraisals of other generations and running down even to very modern times;—that method of calculation which compares what another piece of land cost with that of land under consideration, without reference to the earning power of the newer project. Out of such a circumlocution of appraisal, we finally come to the solemn moment when the apraiser grudgingly says that our project is worth only about so much. However, I dare to pronounce a bit of dictum as a short cut for the whole thing, by saying that land is worth what it can be made to produce. If you want to be very meticulous in your definition, you may go on to say: "What it can be made to pay over a period of years"; but it is all said in those few words;—land is worth what it can be made to produce,—its earnings.

The difference that must be recognized is the difference between *cost* and *value*. Cost is the sum of those actual outlays of cash necessary to produce and complete the whole; that is cost of the operation. The value of the operation is the complete thing,—the cost increased by creative effort that has been put into the operation by the work of the builder and the architect.

Promoters are of so many different kinds that one must almost define it every time he uses the word. Considering that type of promoter whom I should describe as reckless, but who calls himself a conservative, we think of him as reaching down into the very bowels of the building business, and with prospective values and deferments in payment, he ponders on that as a possible ground upon which to build his slender project. He thinks of engaging the efforts of the architect and builder, and then reaches over the shoulders of both and proposes to engage the profit and the support of all the subcontractors involved.

Here is the way that thing works, speaking for my own part of the country. Take items like structural steel, elevators and perhaps one or two other major items, and you find concerns vending those materials are able to take any part of the financing they say they will take. It is also to be observed that they carefully scrutinize the terms, and prices generally run correspondingly high. Beyond that, there is in the whole industry running down the line, a tendency to lean on the architect and the general contractor for advice, or rather for assumption of advice, concerning the taking of securities. There are 50 or 60 or sometimes as many as 75 subcontractors that enter into the making of a large, complicated, metropolitan structure. You have a great army of those people, ready to take any kind of paper offered, as a portion of their profit. Now what happens? If I could show you into the treasury departments of a dozen of the leading builders of this country, you would find a very sinister state of affairs. You would find there men who promised to take anything in the way of paper and deferments, who are suddenly confronted with the fact that, after all, arithmetic on their books will not produce dollars,—and this is one of the fruitful sources of bankruptcy.

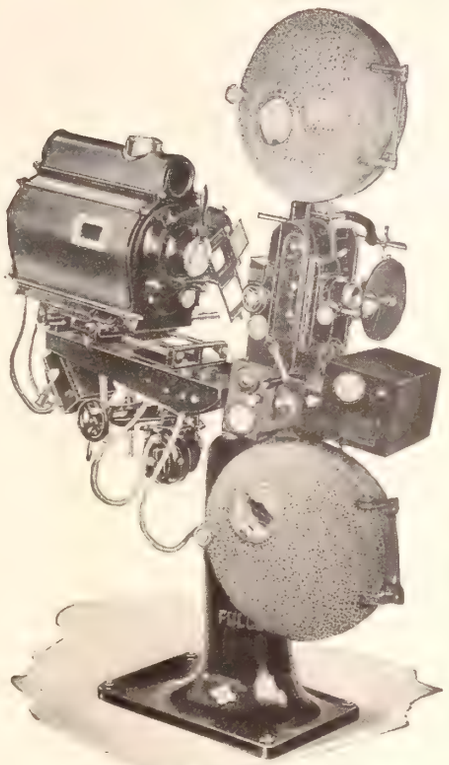
WE all know, in this swift transition that has passed through the business, that borrowing is necessary for metropolitan development, and indeed it has become one of the fundamentals sources of our strongest outlets for capital. Insurance companies for years made loans when skyscrapers were early being introduced; they did it with a considerable amount of what they then thought was risk. It has turned out, to course, as we know now, that there was no risk to it. Nevertheless, there is every credit due to those early institutions for the courage and forward-looking point of view that made possible the financing of these earlier constructions.

I want to say that there is a responsiblity there that I think has never been squarely met by the so-called orthodox lending institutions, and that is this responsibility: When an owner (and let's call him also a promoter, because we are also speaking of that) has found a project meritorious, creative, needed and necessitous, if you please, and goes to an orthodox lending institution, and is told that his estimates are too high and that the architects' fees ought to be cut, and that his allowances for this and that and the other thing should all be pared down to arrive at a figure which is not only the cost but something below the cost; then when the loan is made on that basis, with no creative vision, and the owner is forced to the very edge of his financial scheme (and it is not without historical record that often an enterprise entered into hopefully by people intending to avail themselves of loans, has actually been wrecked

(*Continued on page* ???)

* From an article by the vice-president of Starrett Brothers, New York, and a noted authority on building, reprinted in part with permission from The Architectural Forum.

THE STRONGEST ENDORSEMENTS OF THE FULCO PROJECTOR COME FROM MEN BEST QUALIFIED BY EXPERIENCE TO PASS JUDGMENT

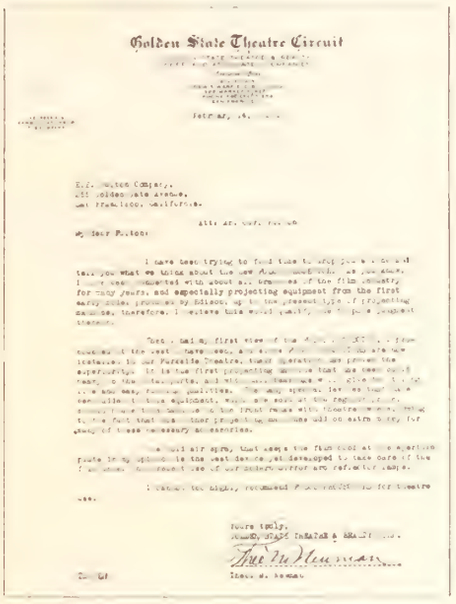


THEY KNOW THE ART FROM A - Z

FULCO PROJECTOR (Ernemann Design)
FITTED WITH SOUND UNIT



MR. THEO. M. NEWMAN
Vice-President Golden State Circuit



Golden State Theatre Circuit

February, 14, [illegible]

E.E. Fulton Company,
111 Golden Gate Avenue,
San Francisco, California.

Attn. Mr. Carl Fulton

My Dear Fulton:

I have been trying to find time to write you a letter telling you what we think about the new Ernemann machine, as you know, I have been concerned with about all the makes of the film industry for many years, and especially projecting equipment from the first early motion pictures by Edison, up to the present type of projecting machine, therefore, I believe this would qualify me to pass judgment thereon.

[illegible] mail my first view of the [illegible] from [illegible] the west [illegible] and [illegible] installed in our Parkside Theatre, their operation has proven the superiority of [illegible] first projecting machine that we have ever had, in the [illegible] and the [illegible] we give the [illegible] we now [illegible] qualities. The only special [illegible] is a re-winder [illegible] equipment, which we have at the [illegible] and [illegible] have been [illegible] to the front rooms with [illegible] to the fact that our [illegible] machine will do extra duty, for [illegible] of these necessary [illegible].

[illegible] and air spot, that keeps the film cool at the aperture [illegible] to my opinion is the best device yet developed to take care of the [illegible] and [illegible] use of carbons without [illegible] ready.

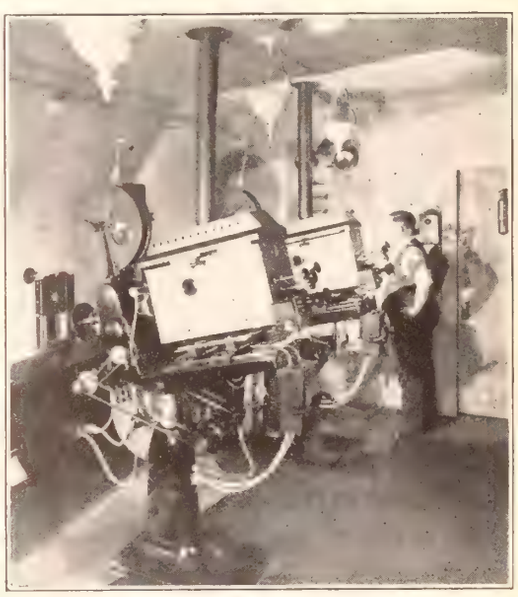
[illegible] too high, recommend [illegible] for theatre use.

Yours truly,
GOLDEN STATE THEATRE & REALTY [illegible]

Theo. M. Newman

Theo. M. Newman

MR. NEWMAN'S LETTER



PROJECTION ROOM
Parkside Theatre, San Francisco

E. E. FULTON CO.

C. H. FULTON, *President*
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Light is a great magnet. It attracts patron-attention to your theatre. It creates patron-concentration on what you have to offer them by way of entertainment. It makes the path to your box office an easy one to find.

Good lighting is dependent upon good lamps. When you use Edison MAZDA* Lamps, you get lamps that are of a known standard of quality.

Examine your lighting. Write today for your copy of the new free bulletin, "The Lighting of Theatres and Auditoriums". You will find in it many valuable ideas for the proper lighting of your particular type and size of theatre. Just drop a line to the Edison Lighting Institute, Edison Lamp Works of General Electric Company, Harrison, N. J.

Edison MAZDA Lamps represent the latest achievements of MAZDA Service through which the benefits of world-wide research, experiment and development in the Laboratories of General Electric Company are given exclusively to lamp manufacturers entitled to use the name MAZDA.

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EDISON MAZDA LAMPS

GENERAL ELECTRIC

in the Summer *battle for* Profits *you need* Quiet *Cooling* Quiet *Ventilation*

HOT weather months are just around the corner. Will they spell "Profits" or "Loss" to you? The new quiet 1929 Arctic Nu-Air Cooling and Ventilating System is definite insurance against the proverbial "summer slump."

Here is a system that transforms your theater into a cool retreat on the hottest days, an attraction more appealing than entertainment itself.

"Quiet Cooling"—"Quiet Ventilation," your customers sense the effect without being conscious of its source. Customers made comfortable means patronage, and patronage means profits. The Arctic Nu-Air System is a profit builder, a dividend producer and what's more you pay for it as it earns for you.

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1929 FEATURES

1. Tremendous Capacity.
2. Extreme Slow Speed Without Affecting the Capacity.
3. Remote Hydraulic Air Volume Control.
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5. Positive Directional Control of Air Delivery.
6. Multi-Belts on V-Grooved Pulleys.
7. Warm Air Ventilator and Fuel Saver.

Insuring year-round cooling, ventilating and heating service at lower power and fuel costs.

The speed of the blower can be increased to full capacity or retarded to one R. P. M. by the touch of your finger.

THE "Talkies" have revolutionized theater equipment. The new "slow speed" Arctic Nu-Air Cooling and Ventilating Systems (operating at but 182 to 236 R.P.M.) conform to every requirement made necessary because of "sound" pictures. No slapping noises, no sounds of rushing air, no disturbing air currents to distract attention from the picture or annoy your patrons.

Built on honor and sold through performance the 1929 Arctic Nu-Air System has received the endorsement of theater men and ventilating engineers throughout the country. Hundreds of orders have been received for early installation. Tried, tested and proven, it has no equal in efficiency, low initial cost or operating expense.

Our Guaranty Protects You

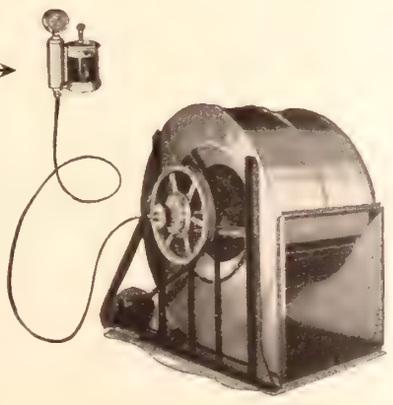
Before You Do Anything on Ventilation or Cooling Get the Facts on ARCTIC NU-AIR

ARCTIC NU-AIR CORPORATION, NORTHWESTERN TERMINAL, MINNEAPOLIS, MINN.

Sales Offices in Principal Cities

REMOTE HYDRAULIC AIR VOLUME CONTROL ➡

Because of the patented, remote hydraulic air volume control you can obtain degrees of air volume, and degrees of coolness never possible before. You can positively adjust inside conditions to outside temperatures. It also guarantees power savings that mean new net profits.



ARCTIC NU-AIR CORPORATION
2101 Kennedy St. N. E.
Minneapolis, Minnesota.

Gentlemen:
Without obligation on my part, please give me detailed information covering the new features of the 1929 ARCTIC NU-AIR COOLING and VENTILATING SYSTEM.

*Name*_____

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*City*_____ *State*_____

*Name of Theater*_____ *Seating Capacity*_____

The S. M. P. E. Meeting

THIS coming week, May 6th to 9th, will witness the first meeting in New York City of the Society of Motion Picture Engineers.

Heretofore the annual meetings of this increasingly important body have been held in Washington, Hollywood, Lake Placid and other points away from the swivel chair centre, and yet they have always been generously attended. Now that the technical men are to come to the industry's business headquarters many an executive will find an opportunity to sit in at these instructive sessions, and we predict that the New York meeting will go down in the Society's history as its most memorable and useful.

We note that fully two thirds of the program is devoted to the problems of sound pictures; so there are few picture folk of consequence who will not find time to listen to those important technical papers and discussions.

There has never been an organization within the industry which we can regard with more pride and respect than this Society of Engineers. Starting in 1916—at a Motion Picture Exposition if we recall correctly—the Society has steadily forged ahead with spirit, intelligence and dignity, and to its practical labor the American industry owes vastly more than is commonly realized.

W. A. J.

Introducing Two New Features

WITH the current issue of the monthly The Showman Section, this publication inaugurates two new and highly important service features, and in order that these rather revolutionary departments in motion picture trade publications may be used to their full advantage by the exhibitors, the editors take occasion here to urge upon readers the value to be derived from a continued study of the new features, which with this issue become a regular monthly service of The Showman Section.

Sound Data In New Form

On the second page following this there appears the first issue of the Sound Equipment and Operation Pages. As will become immediately manifest these pages fill a want that has arisen in the wake of the revolutionary development called "sound pictures." The purpose of the Sound Equipment and Operation Reference Pages is to supply technical data concerning every element included in the make-up of sound reproducting apparatus and present such data in a form convenient and usable for reference purposes. Investigation and a survey, in the conduct of which hundreds of exhibitors were directly queried, which has been carried on by the editors during the past several months revealed that throughout the field there exists an urgent demand for technical information prepared in a manner to keep theatre men advised on the progressive ideas which develop and the fundamentals involved in the reproduction of synchronized pictures. In answer to this demand, this publication has arranged to present in the form of Sound Equipment and operation Reference pages complete studies of the many subjects involved.

Construction Problems

Another department for which a real need has existed for many years is the Theatre Construction Problems service feature which is inaugurated with this issue. In order to make possible the proper carrying out of the idea involved here it was necessary to engage the services of a specialist in theatre architecture. That has been done. And the efforts to provide a reliable, competent and readily available source of information on such important questions as remodeling or rebuilding, new building or renovation, it is firmly believed are more than compensated for in the added service this publication is enabled now to perform for the exhibitors through the "Solving Your Theatre Construction Department" conducted by Mr. Victor A. Rigaumont, theatre architect.



A Vallen Product



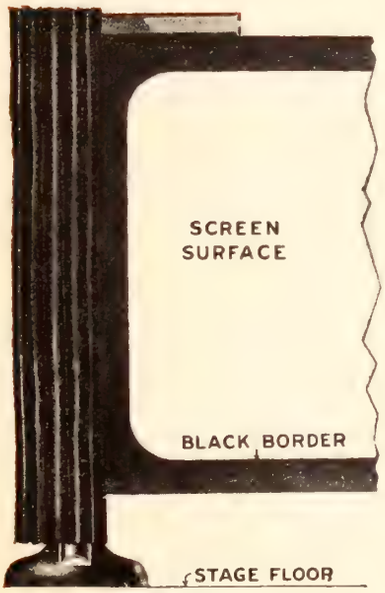
Trade Mark

The Vallen Automatic Mask

Providing Screen Surface Reduction for Sound!

PAT. APPLD. FOR

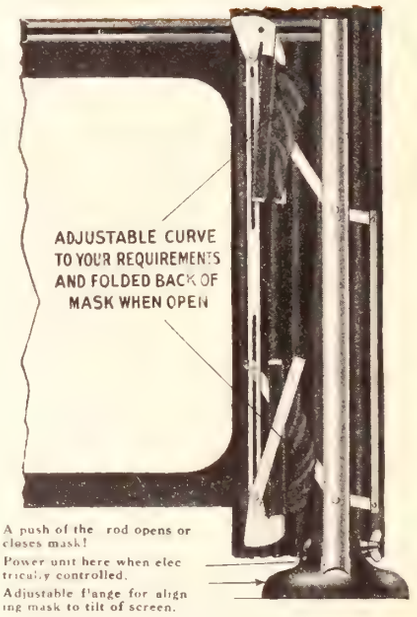
ATTACHES TO SCREEN FRAME



Folds Back—Out of Sight When Not in Use



MASK IN USE



Reverse Side of Mask When Closed—Showing Mechanism and Disposition of Curves

There are of course, many make-shift ways of reducing your screen surface. The thinking **Exhibitor, however,** will not spend thousands to install better sound devices and hamper their Effectiveness by neglect of proper auxiliary equipment.

The Vallen Automatic Mask accomplishes any reduction your sound system requires,—from left side only, or, any other desired directions. It is Simple, Positive, Hand-operated, or Remote Controlled Electrically. Vallen Guaranteed, of course!

For Price, Delivery, Further Details—Write

VALLEN ELECTRICAL COMPANY, INC.

AKRON, OHIO, U. S. A.

SOUND EQUIPMENT AND OPERATION REFERENCE PAGES

by JOHN F. RIDER

MOTION PICTURE NEWS

REPRODUCTION OF SOUND AND SCENE

THAT the development of equipment whereby sound and scene may be synchronized in motion picture form has heralded a new era in the motion picture industry, cannot be denied. . . . Many do not like the present-day "talkie," not because the sound is wearing upon the mind of the observer, but because the character of reproduction is not what is expected. If this be the case, the solution is development—greater perfection.

Now, in connection with the interpretation of greater perfection, we must consider a certain phase of the industry, the capabilities of the personnel, and not the capabilities of the equipment. True that the present state of apparatus development is not the ultimate—that whatever is required for the ultimate cannot be attained,—but practical exposition in the form of reproduction under the correct conditions has shown that very excellent results may be obtained.

In general, the equipment required for the reproduction work is not new to the men who have been associated with the telephone and radio fields, but to the men of the motion picture industry invested with the right to operate the "talkie" equipment, the required appurtenances are of enigmatical nature. This is not strange because the subjects involved expand over quite an area and cover various scientific fields. The conversion of light into electricity and electricity into sound are of widely different nature, yet both are involved in the "talkies." The process of sound magnification in electric form plays a tremendously important role and is a study in itself, entirely different from the aforementioned, but an inherent part of all systems.

Say what you will, radio is an allied subject not so much because some of the equipment used in the "talkies" is found in radio, but because the radio receiver of today has created a standard of reproduction, classed as a criterion where the "talkies" are involved.

The reproduction of the scene is beyond these data sheets, since we at the receiving end have no control of the size of the picture. That the proportion is altered is order to accommodate the sound track is beyond our control. What we are interested in is the dissemination of data pertaining to the equipment employed for the reproduction of sound. No matter who the man, he can secure better performance from any device if he comprehends the performance of that device, if he understands the function of every part of the device.

We need say very little about servicing, other than that it is necessary with all systems and the man who does not understand his equipment, cannot effect repairs. The effect of an interrupted program because of sound equipment failure and inability to service, speaks for itself. . . . Hence these Reference Pages. . . .

MOTION PICTURE NEWS

SUBJECT MATTER

THE subjects to be discussed in these reference pages will cover the items employed in the reproduction of talking and sound pictures. In addition to technical details of these devices, information pertaining to the underlying principles of operation, will be discussed at length.

The subject matter is divided into main classifications with subhead. Each classification bears a designating number and the subheads are identified by the presence of the lead figures in its designation. An idea of what is meant by these designating numbers can be gleaned by an analysis of the contents of these reference pages, which follow:

100. ACOUSTICS and INSTALLATION
- 100.1 Reverberation and structures
- 100.2 Seating arrangements
- 100.3 Volume of house
- 100.4 Absorption and material
- 100.5 Wiring

200. AMPLIFIERS and PRINCIPLES
- 200.1 Transformer coupling
- 200.2 Resistance coupling
- 200.3 Impedance coupling
- 200.4 Voltage amplification
- 200.5 Power amplification
- 200.6 Output circuits
- 200.7 Impedance relation

300. LOUD SPEAKERS and DESIGN
- 300.1 Dynamic (Moving Coil)
- 300.2 Cone (Electro-magnetic)
- 300.3 Expotential
- 300.4 Response
- 300.5 Utility

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800. MISCELLANEOUS

SOUND EQUIPMENT AND OPERATION REFERENCE PAGES

by JOHN F. RIDER

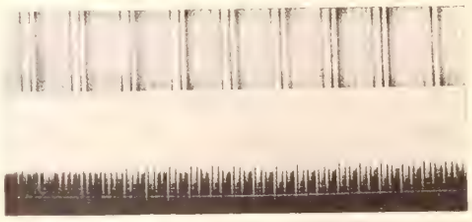
MOTION PICTURE NEWS

GENERAL SYSTEMS

No. 800.

THE systems developed for talking movies are numerous but the arrangements employed at the reproducing end differ very little insofar as types of equipment are concerned, other than the distinction between the synchronized and the non-synchronized arrangements, and the use of disc and film.

In the former classification we find the latter two arrangements, whereas in the second classification, non-synchronized we deal with the disc record as thesource of sound. With respect to the film as a source we find three popular systems, although one of these has as yet found limited application and is closely allied with the other two because it utilizes either systems. Photographic records of sound may be of two types, constant density and varying width or constant width and varying density, depending upon the arrangement employed when the original record is made. These two constitute two of the systems where the record is a part of the film carrying the scene. The third arrangement is a separate film for the sound track, employing either one of the two methods mentioned. The method of producing the sound record is to modulate a light beam by means of a shutter of special type actuated by electric impulses secured by amplifying the sound present when the original negative is made.



Courtesy Bell Telephone Laboratories

Photographic records of sound. Constant width, variable density at top. Below, constant density, variable width

The disc system involves the recording of the sound vibrations in the form of groove, the vibration of the cutting tool being governed by the electrical impulses passed to it from the amplifying equipment connected to the pickup microphone.

The photo-electric cell converts the light passed through the film to the cell into electricity by virtue of the electronic emission of certain chemicals in these cells, which become active when light is impinged upon them. The cell contains a collector ring and when correctly connected electrically, an electric current flows between the source of electrons and the collector ring and through whatever other external equipment may be connected into this circuit. This current causes a voltage drop across a certain part of the external circuit and these voltage variations are applied to the amplifying tube.

In the disc systems, an armature is caused to vibrate in an electro-magnetic field, the vibrations corresponding with the recording. The movement of the armature causes the generation of a voltage in certain bobbins of wire contained within the pick-up unit.

MOTION PICTURE NEWS

SPEECH AND MUSIC FREQUENCIES

No. 800.1

IN order to comprehend data pertaining to the sound equipment employed in talking movie installations, it is necessary to comprehend the term "frequency" as applied to the operation of these devices. Granting satisfactory synchronization, the paramount item is perfect reproduction of the original record. Reproduction, however, is governed by the faithful retainment of the relation between the fundamental tone and the overtones produced by the voice or the instruments at the original recording and secured at the reproducing end from the source of sound, be it the film or a record.

Generally speaking, the tones produced by a human voice or a musical instrument or a number of musical instruments, are complex and consist of a number of frequencies, the fundamental and a number of overtones or harmonics. Now, while such waves are known to be complex, all sounds produced do not consist of the same number of overtones. Neither is the amplitude or the strength of the fundamental and the overtone frequencies the same for all sounds. This difference makes possible recognition of instruments and voices. In other words, the difference between the relative amplitude of the fundamental and the overtone frequencies produced by a piano and a harp, makes possible the distinction between these two instruments, or that produced by two different men or women makes possible distinction between them.

However, recognition of the sound produced originally and recorded upon the film or disc is governed by how well the equipment utilized at the reproducing end will retain the relation between the amplitudes of these frequencies during the process of amplification and loud speaker operation. This phenomenon is the important item mentioned as the frequency characteristic of the amplifying system and the speaker system. For the men who are not aware of the fact, every part of the amplifier equipment is associated with the reproduction. Magnification is not the sole function of the amplifying equipment. It must magnify or amplify without distorting, that is, altering the amplitudes of the various frequencies in the sound, by overamplifying some and underamplifying others. In other words, accentuating certain frequencies and attenuating other frequencies.

Design of "talkie" equipment is in certain respects better than that of equipment employed in radio receiver installations and the average range in the talkies" is from 40 to approximately 8,000 cycles per second or, expressed in different terms, from 40 vibrations per second to approximately 8,000 vibrations per second. This range of vibrations covers the range of sound vibrations produced by the voice and the musical instruments used. Not that the voice can produce this range when speaking or that any one instrument will produce this range of frequencies, but this range is necessary because the minimum fundamental frequency and the maximum overtone frequency extends over this range.



ANNOUNCING

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Talkafilm is the latest product of the Platter Phototone Laboratories—a complete synchronous device reproducing sound from disc and film. In line with our policy of releasing only proved devices, Talkafilm was announced only after we were sure that in it we were offering the best at a lower cost than is asked for any device of equal merit. Shipments start in May. Already scores of orders are on our books. Get your reservation in at once. Mail the coupon for details and name of our nearest distributor. (We maintain offices in all principal cities.)

THE PHOTOTONE CO., NORTH VERNON, IND.

THE PHOTOTONE CO.
North Vernon, Indiana

Give me full particulars concerning your new Talkafilm device, including disc and sound-on-film attachments.

NAME OF THEATER.....

STREET AND ADDRESS.....

CITY AND STATE.....

SIGNED BY.....

Indicating Meters Needed to Expedite Repair When Things Go Wrong

Proper Metering Takes Guess Work Out of Operation of the Complicated Wiring Systems Required for Theatre Sound Apparatus

By John F. Rider

ABOUT three weeks ago, we had occasion to view a very popular talkie. The run was perfect and the intermission appeared years long to the enthusiastic audience. The stipulated period passed and everyone settled comfortably for the remaining half of the picture. . . . but no picture! Another ten minutes elapsed and the buzz of conversation grew louder. . . . Still no picture. . . . A very weak announcement issues from the screen that due to a slight difficulty, the pictuer will be delayed for another few minutes. . . . Another ten minutes elapses. . . . and still no picture. . . . A few people applaud and some stamp their feet, a sacrilege in the big Broadway house. . . . To make a long story short, the picture was out for 52 minutes, rather, the talkie equipment was out for 52 minutes. In that time, many people left the house, totally disgusted with the talkie equipment.

Now, we believe that the units employed in this house were of the highest calibre, yet a similar interruption occurred a week later, this time for 19 minutes. We have viewed many talkies and experienced the above on more than one occasion. We hold no brief against an interruption, since such things will occru, but we cannot imagine the reason for a 52 minute break, even a 19 minute break.

The service problem does not present itself when everything is operating and functioning in a normal manner. It becomes important when something goes wrong, and it is at this time, that the design of the equipment displays its influence. We have had occasion to analyze some of the apparatus designed for use in talking movie installations and one significant fact is ever present, namely, that the design engineer overlooks the fact, that service will be necessary at some future date, and that the man who will be called upon to effect the repair is less familiar with the apparatus.

The simplest of equipment sold to a movie house involves the expenditure of several thousand dollars, yet, a few simple, inexepnsive meters, which would guide the operator during periods of trouble are invariably omitted. After all is said and done, the best of service men, repair men or operators, particularly the latter classification, are not listed among the ranks of clairvoyants. At the moment of break, they must hunt within the innards of the equipment . . . and keep, perhaps two thousand people waiting. A man who is familiar with the apparatus at hand will operate much faster than he who finds the units foreign. A service bulletin will advise probable faults, but while the actual trouble is singular with respect to numbers, it is necessary to hunt through various systems.

After years of experience with equipment of this type, we believe we are safe in saying when a device fails, it more frequently opens some circuit, rather than cause a break in operation by virtue of a short within the faulty device. The only exception to this is the condenser in the system. The usual defect is a rupture, which action shorts the circuit. Under the circumstances, meters should be included at stragetic points to indicate an open or a short. The design of talkie equipment is such that the same meter, properly located will indicate both conditions, that is, if the meter indication is properly interpreted. By this we do not mean that only one meter is required. Several may be used to excellent advantage. As a matter of fact such indicating devices find extensive application when the unit is functioning properly, since the indications may be interpreted to show correct or incorrect operating voltages.

THE performance of a complete amplifying equipment is to a large extent governed by the operating voltages. The satisfactory design of the circuit elements is taken for granted. Hence it is important to know the correct operating voltages. Now, we recognize fully, that units sold to picture houses are fully assembled and it is difficult to make internal changes. We should not say internal changes, since the addition of a meter does not require a change; a break in a circuit which is again completed when the meter is inserted. However, most of the equipment is paneled and if it is impossible to locate the meters on the face of the panel, they should be located in the rear.

We recognize that in many cases, the insertion of these meters will help little, assuming that the complete system is performing satisfactorily and that the break when it does occur, takes place in a different part of the system. But even so isolation of the trouble in the obscure part of the system is expedited because certain parts of the arrangement are immediately eliminated as possible sources. This is possible because the meters where used indicate normal operation, hence the mind is free to tackle the remaining sections. We also realize that meters are furnished with complete systems, but examination of the locations of these instruments shows that their function is to facilitate than to indicate current continuity. They do indicate circuit continuity, since they are in the circuit, but the number used is insufficient.

IN what is to transpire, we do not wish to imply that the equipment shown is unsatisfactory, because just the reverse is actually the case. We have had occasion to use and handle these amplifiers and know them to be very satisfactory, but we cannot help but stress the fact, that if something went wrong it would take quite some time to locate the fault. This is equally true with all other amplifiers, hence all are in the same class. Let us take a typical amplifier and power supply system, such as that shown in figure 1. (Wiring diagram appears on page 1482.) If we divide the installation as shown, the upper half comprises the amplifying equipment and the lower half the power supply equipment. Although none is shown, let us assume a meter is in each plate circuit of the output tubes. This meter indicates the plate current drawn by each tube and for best operation of the output coupling unit, the choke coil which feeds the speekers, the D.C. plate current fed to each tube, should be equal. As is evident in the wiring diagram the 227 tube has its own filament circuit and this is true of the 227s and 250s. Assuming satisfactory input line voltage and proper filament transformer design, filament voltmeters are unnecessary. Furthermore, if one tube of a group of two connected to the same circuit, does not light, it is simple to locate the fault, being in the tube, the wiring to the socket or the socket contacts. The same is true of the single 227.

With respect to the two meters in the plate circuits of the 250s (these meters are not in the circuit, but we assume that they are, since plate current meters are usually employed in the output circuit) they indicate several conditions. First, the value of plate current consumed by each tube. Second, that the potential is being applied to the plates of the tubes.

(*Continued on page* 1482)



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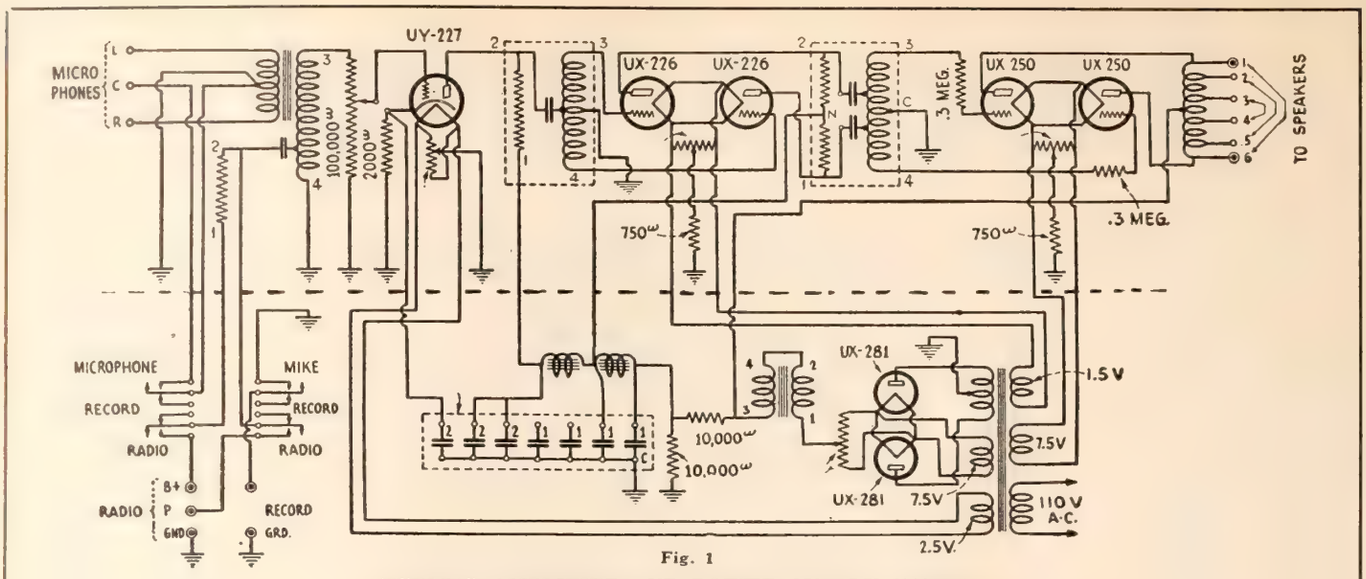


Fig. 1

TYPICAL AMPLIFIER AND POWER SUPPLY SYSTEM

Third, that potential is being secured from the power supply. Fourth, overloading of the output tubes, if this phenomenon takes place. Fifth, an idea of circuit conditions in the grid and filament circuits of the output tubes. However, these exist only when everything is operating normally. Suppose that these meters show zero plate current instead of the required value. Only one fact is evident, namely that plate potential is not to be applied to the plates of the tubes. The reason for the lack of plate potential, as evidenced by the meters is enigmatical. The possible sources of trouble are numerous. . . . Let us see.

FIRST, is the possibility of damaged meters, which condition is very unlikely unless the meters are subjected to an overload. Second is an open in the lead between the power supply device and the lead supplying the plate potential to these tubes. Third is an open in the plate choke, that is each half of the plat choke. This, too, is very unlikely. Not that an open is unlikely, but, rather, that it would not take place simultaneously in both halves of the choke winding. Fourth, is an open in the power supply, at least in the part supplying potential to the output tubes. Fifth, is a damaged rectifying tube or a burned-out filament in the rectifying tube. Sixth, is damaged output tubes, but this is very unlikely, since a deactivated filament will not cause zero plate current. Seventh, is a ruptured filter condenser in the power supply filter system. This will short the rectifying tubes and plate voltage will not be available. A glance at the plates of the rectifying tubes will show this short. Eighth, is an open between the B minus of the power supply device and the B minus of the output stage. Ninth, is a possible break in the B minus lead in the power supply.

As is evident the possible points of trouble are numerous. Also, that the power supply device or system plays a prominent role as the possible source of trouble. Why not incorporate one meter in the power supply system to indicate normal operation regardless of conditions external of the power supply device. Such a meter would greatly expedite isolation of the trouble by removing a part of the system or the entire system from the realm of doubt. For example a D C current meter between the first filter choke and the output tube plate potential lead would indicate normal or abnormal current flow and once adjusted for normal operation would show the condition of the rectifying system and operation of the complete power device. The range of the meter would be such as to provide for proper operation in the event that the rectifying tube should be shorted by a ruptured filter condenser.

Assuming lack of plate current indication with the output stage meters and satisfactory indication on the power supply current meter, showing normal operation of the power supply device, the length of time required to locate the trouble will be reduced appreciably. By a simple application of the process of elimination, the trouble must be external of the power supply device. In this instance it is limited to three points. One, the lead between the supply device and the amplifier. Two, the connection between the B minus of the amplifier and the B minus of the power unit and, three, the connections between the plate choke and the tube plates or the meters.

Suppose that the first filter choke is "open." The power supply meter will read zero, and the output tube plate current meters' deflection can be discounted until the power supply system is checked. The example, or rather the type of power supply device we have selected is somewhat more complicated than the usual, in that the D. C. plate potential leads are peculiarly located. If at some point in the external amplifier system, the load is withdrawn, the power supply meter reading will increase, showing that the drain upon the system has been reduced. In the conventional arrangement a filter condenser shunts the rectifying system output. This condenser is the first to "blow," in which case the plate current meter in the power supply system will read zero in conjunction with a similar reading, in the plate circuit of the output tubes. Under these circumstances, the reading on the output tube plate meter will have little significance until the trouble in the power supply system, as evidenced by the meter reading, is rectified.

IN the power system shown in figure 1, it might be well to place another meter between the two chokes feeding plate voltage to the 227 and the 226s. By so doing, it is possible to rapidly check the location of a fault in the power supply. If an open takes place at some point beyond the first meter, i.e., the meter nearest the rectifying system, meter number 1 will indicate, whereas meter number 2 will show zero. If an open takes place between the first meter and the power supply input, both meters will show zero. If one of the filter condensers should "blow" or puncture due to excessive potential, the reading of the meters will show the approximate position. So much for that.

Now, in many cases, the amplifiers used on the installation are of different types, the "gain" in each unit amplifier being a variable. If all the amplifiers are actuated by one power supply device, each plate voltage lead should be metered to show the flow of current from the power supply to the individual units, and two current meters in the power supply unit are satisfactory. Under certain conditions, one meter is satisfactory in the power supply device. If on the other hand, the individual amplifier units are operated from individual power supply units, each power supply device should be metered. We place much stress upon the power supply device, because we have

(*Continued on page* 1500)



The foundation of success in modern theatre management lies in the realistic reproduction of music and dialogue. SOUND-ON-RECORD . . . it doesn't mean a thing to your audiences . . . but the QUALITY of the sound you give them means EVERYTHING! Your pick-up, the heart of your reproduction system must be the very best, else your entire sound system is a flat failure that will be reflected in your box-office receipts. AUDAK, with an international reputation in the acoustical field, offers to theatres the most powerful and the most life-like Pick-up available to-day; a perfectly balanced instrument which transmits every chromatic shade of meaning in voice or music. The AUDAK Chromatic Pick-up is in such wide use among your own confreres because it reproduces NATURALLY! Investigate.

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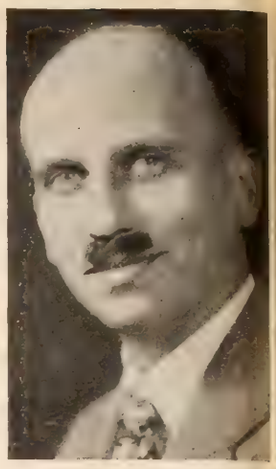
Solving Your Theatre Construction Problems

Conducted by

Victor A. Rigaumont

Theatre Architect

Specialist in Theatre Architecture Edits New Department



VICTOR A. RIGAUMONT, one of our most prominent theatre architects, takes the attitude of practically "adopting" each undertaking and "fathering" it through from preliminary survey to dedication. The fact that he is one of the three theatre architect members of the American Institute and has twenty--one years' experience behind him, attests to his rank as a designer of edifices in general and motion picture theatres in particular.

He has designed several millions of dollars worth of buildings for such well known picture interests as Rowland & Clark, James B. Clark, Schine Enterprises, M. A. Shea, Harry Bernstein, John Stahl, Robert Coyle and other operators. Rigaumont maintains offices in New York and Pittsburgh residing with his wife and daughter in the latter city.

He was born in New York City, June 8, 1889, where he received his elementary education, which was followed by attendance at Saham College of England, Carnegie Institute of Technology in Pittsburgh and the Atelier Umbdenstock, Ecole des Beaux-Arts in Paris. He has traveled extensively in this country and abroad.

Modernizing Old Time Theatre

Dear Mr. Rigaumont:

What do you think can be done with an old-time theatre which has a great big stage? The old fashioned top gallery is useless because it is difficult to get people to go up there.

How would it be possible to improve this house at a reasonable cost?

Enclosed sketch will give you an idea of the conditions. M. A. H.

Answering M. A. H.:

Here are my suggestions for improving your theatre.

You can keep the proscenium arch where it is and go into the stage about twelve feet. There is nothing else you need to do to the stage or the dressing rooms, because they seem to be adequate.

Now for the auditorium. Without any doubt, the two balconies should be removed and the old main floor resloped, less steeply.

By constructing one new balcony with a clear span, you will get rid of the first floor columns. I believe that your lobby could be shortened by moving the wall twenty-five feet and thus adding this space to the auditorium.

These plans would give you, practically, a new theatre with a little less than 1,000 seats on the first floor and 550 seats in the balcony. You would have just about the same number of seats that you now have, but these new seats will be all good seats, whereas the majority of your present seats are not of much use due to the steepness of the gallery and the horseshoe shape of the balcony.

Effectiveness of Ornament

Dear Mr. Rigaumont:

Is it necessary to have a great deal of plaster ornament in a theatre to make it attractive? Does this form of decoration add much to the cost of the building? T. J. McC.

Answering T. J. McC.:

There seems to be an impression among many theatre operators that a lot of ornament makes a house all it should be in the way of attractiveness and perhaps beauty. Of course, ornamentation is a question of good taste. It may be overdone very easily and a great many of these so-called ornate theatres remind me of a buxom cook all dolled up in her employer's clothes and wearing her jewels.

The use of ornamentation in a theatre, or anywhere else, is not a question of quantity, of profusion or of copying some ornament that did artistic duty in some Italian Palace or in some Spaniard's Alcazar. It is a question of allocating this ornament with simplicity and good taste. The majority of people really appreciate good taste and they can not be forced into liking over-ornamentation and shoddiness. Where certain owners have striven to imitate and outdo one another in the way of "flash" decorations, they have accomplished effects which remind one of an outdoor amusement park like Coney Island.

While decoration is important it is far more vital that a theatre have good circulation, fine sight lines, ample seating capacity and restful atmosphere which reflects culture. And by the way this is by far the most economical kind of theatre to build—and incidentally, the hardest to design.

Importance of Emergency Light and Power Plant

Dear Mr. Rigaumont:

Do you recommend the installation of an emergency light and power plant? S. W.

Answering S. W.:

Certain State Regulations make it mandatory to install an emergency light plant so that, in case of failure of current, the exitways, stairs, and auditorium will be lighted and thus avoid the creation of any panics with their consequent danger of injury to patrons. A house plunged into indefinite darkness is uncontrollable and a menace to safety.

It is generally advisable to install an emergency light plant, whether or not it is required by law. Every conscientious theatre owner has the safety of his patrons at heart. This precaution may save a lot of grievance caused by possible lawsuits in case of injuries.

In addition to safety reasons, it is oftentimes advisable to have an emergency light plant because, in some localities, the source of power is somewhat erratic. It is not uncommon for the power to fail altogether and the picture "go dark" for a certain length of time. This often means that you have to refund considerable money to naturally impatient patrons. And that money can never be obtained again.

When installing an emergency light plant, it is therefore quite advisable to put in a large enough unit that can take care of your projection machines as well as certain of your house lights. With this emergency light and power you will be protected from stoppage of your show on account of outside power and light failure.

The cost of these plants vary with the type of machine purchased. There are several good ones on the market which have the approval of the State Authorities and which are highly thought of contrivances. They are really an investment.

2 Cents— 2 Minutes—and

YOU have invested all the time and money necessary for expert advice regarding your theatre construction problems—whether that means the estimated cost of a new theatre of a certain size or to be erected on a certain plot—anything, barring questions regarding projection room design and equipment, you may wish to know about rebuilding or new building.

Just write out your question, stating briefly the information you desire, and read your next issue of The Showman section. The answer, given in straightforward style, by an expert and a specialist in theatre architecture, will be printed in this department, identified by the initials of the name you sign to the request for information. It is a confidential, 20th century service offered you by Motion Picture News.

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RECENT figures show that, in the first two years of operation, it has cost Roxy less than one cent each to seat his patrons in the finest and most luxurious theatre chairs ever built. Each chair in the Roxy (a 6,200 seat house) has brought in close to $1800 apiece since this magnificent theatre opened—a convincing tribute to the box office appeal of Heywood-Wakefield theatre seating . . . . . During the past two years Heywood-Wakefield chairs have been ordered in thousands and thousands by Publix, Balaban and Katz, Pantages, Palace-Orpheum, Schine, and others. Their costs to seat each patron in de luxe style have been astoundingly low, too . . . . . If it costs Roxy, Publix, and others so little to seat their customers in these super-de-luxe chairs, then practically every exhibitor, who needs to, can afford to reseat with a comfortable, money-making theatre chair. Ask your nearest Heywood-Wakefield sales office to tell you the advantages of RESEATING.

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HEYWOOD-WAKEFIELD
Theatre Seating Division

Construction Problems—*Continued*

Possibilities of Plot 54 by 132

Gentlemen:

I am writing you to inquire regarding a new theatre which there is a possibility that may be built here in . . . A lot that is 54 feet wide by 132 feet deep, we want to know how many seats would be possible to be put in a theatre on a site of this size, which would be modern, yet not cost too much money. If it is in your power to give any data regarding this proposition, that is, to cost and seating capacity, we the undersigned, will certainly appreciate same. The theatre would have one balcony.

You may have in mind some theatre to refer to, and as I feel there is nothing lost by finding out all possible angles to any proposition like this, we certainly will be pleased to hear from you at an early date.

Certainly enjoy reading the News, and always look forward to receiving same. R. J. M.

Answering R. J. M.:

At this writing we do not happen to have a copy of the Building Regulations of your State, but assuming that these are the same as the usual Safety Code of the majority of States, your proposition would work out as follows.

The exits would be at the extremities of the lot. The lobby, rest rooms, stairs to balcony would be at the front and a 20 foot stage at the rear. There would be about 725 seats on the main floor and about 360 seats in the balcony, giving you a total of 1,085 seats. There would be a mezzanine lounge with rest rooms for the balcony. The projection booth would be large enough to permit the installation of sound equipment.

Due to the small size of the lot, it will not be possible to provide for any stores, unless you want to cut down the seating capacity. Of course, the seating capacity can be enlarged if you make the balcony bigger but this would mean more cost due to a larger building and may not be desirable in your case.

As to the cost of this structure, it is believed that in your locality it may be constructed for about $85,000.00, ready for your equipment. You can economize in the neighborhood of $10,000.00 should the stage loft not be run up now and the finishing of the dressing rooms underneath the stage be postponed to another time.

Of course, you realize that construction costs vary in certain localities and it may be possible to further economize if your labor costs are lower than in the average town.

The above seating capacity is calculated on the basis of a center aisle and two wall aisles. If only two aisles are utilized, you will be able to increase the seating capacity by about 47 seats or obtain a total of 1,132 seats.

Stage in Picture Theatre

Dear Mr. Rigaumont:

Do you advise building a stage in connection with a new theatre, even though we only intend to show pictures at present? If so, how deep would you make it? A. P. K.

Answering A. P. K.:

Yes, indeed. The operating policies of the theatre today are so uncertain that it is too much of a gamble to construct a theatre without a stage. No one can tell what tomorrow will bring forth, although we know that sound pictures are now the keystone of the amusement business. Nevertheless, the human element of vaudeville and other attractions may never be eliminated entirely. Besides, it is most advantageous to the owner to be in a position to put something else on the stage besides pictures.

In theatre seating not over 1,500, a 25 foot stage back from the asbestos curtain is desirable and practical. Theatres of larger seating capacities will require larger stages because of the ever changing policies concerning revues, ballets and novelties in addition to their vaudeville.

An efficient arrangement is to construct a Class "B" Platform Stage, without building the high loft and gridiron, but providing foundations for these now, as a precautionary measure in case at any time you may decide to put in a full working Class "A" stage which permits the use of scenery.

Theatre on Lot 82 by 180 Ft.

Dear Mr. Rigaumont:

We contemplate a new theatre in the town of . . . and are considering a lot on the main street with an alley in the rear and one at the side of this property.

We would like to have an attractive but inexpensive theatre. Can you tell how many seats can be obtained, with a balcony and a twenty-five foot stage. We thought it might be possible to introduce some stores in the depth of the lobby and, perhaps, above these we could have one floor of offices.

The lot has a dimension of 82 feet wide and 180 feet long. J. E. L.

Answering J. E. L.:

The state in which you are located is very strict in the matter of exits and entrances. However, you are happily situated with a street on one side and alleys on the side and rear.

With a twenty-five foot stage, you will be able to obtain 1,000 seats on the main floor and almost 600 seats in the balcony, giving you a total of 1,600 seats which in your locality would be just about right.

You will be able to obtain a nice lobby and on each side thereof you will have room for a store. On the second floor you could have about eight offices.

The layout I have in mind would consist of a nice stairway leading to the mezzanine underneath the balcony, in which the rest rooms for the balcony would be located. The rest rooms for the main floor would be in direct connection with the main floor. The dressing rooms for the actors would be underneath the stage, which would, of course, be fireproof.

Should Architect Supervise

Dear Mr. Rigaumont:

Is there any advantage in having an Architect make a set of plans without supervising the construction? N. B. N.

Answering N. B. N.:

There is no advantage to this method of procedure. In fact, there is a distinct disadvantage. If it is the question of saving money, then the policy is penny-wise and pound foolish. That is, unless by some extraordinary stroke of good fortune, you are able to obtain a contractor who has been through the mill in theatre construction many times before.

The majority of Theatre Architects would really not consider merely the creating of plans, because they know from experience, regardless of the quality of their drawings and specifications, that their knowledge is essential in assisting the Contractor in the execution of the work so that the Owner will be satisfied 100 per cent, always.

The True Basis Of Sound Promotion

By William A. Starrett

(*Continued from page 20*)

through the very paucity of the loan, where a proper forward-looking, optimistic view of the merit of the project would have given a better loan, without one particle of disparagement of the value of that loan or its security), then, I say, the lender has much to answer for.

Of course we know that out of that situation we have evolved the "investment banker." He has been the subject of all kinds of speculation. We have even had one or two go to the wall, but it is no more an indication of unsoundness of investment banking than the failure of a single bank is an indication of the unsoundness of our banking system. What really happened was this:—that out of this lethargic situation of old time lending there was created an institution that would come in with vision and foresight and see the potential value of putting together the vacant land and the completed structure. That situation produced, our investment banker has rendered an inestimable service to architecture and the building industry. Cities everywhere have been benefited by the splendid vision and foresight of those investment bankers; and if we can point to an occasional failure, we can also point to a great number of successes.

Building Promotion A New Business

This business of promotion is also new; just think of it! We can all hark back to those days, here in Chicago, when a 15-story building was really a city wonder. The evolution and metamorphosis of the whole industry have precluded the possibility of getting down to a code of standard practices, but I think the time has come, and in fact enough has been developed out of the many great metropolitan structures that have already been built, for us all to find out what the standards,—at least the major standards,—of practice should be. It starts with questions of credit, questions in which bankers can help, questions in which realtors and bankers can take a sympathetic interest. Their attitude toward the high ethics of these two professions will in the end tend to stabilize the business. We want promoters. A promoter is a most valuable factor in the economic forward-progress of this country. The wrong kind of promoter is just as wrong as you want to make him, and the good legitimate producer, who sees the values to be created by putting together the unimproved land and sound, well-thought-out building projects, is an asset and an institution of great value to us.

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Uniform Distribution of Sound In The Motion Picture Playhouse

An Interview With
Harry D. Wier
Chief Sound Engineer,
Metro-Goldwyn-Mayer Eastern Studio

WHEN "The Broadway Melody" opened at the Astor Theatre, in New York, there was much critical comment regarding the vastly improved quality of the sound which came from the screen, many of the reviewers and trade observers drawing comparisons between results at the current presentation and those of "Alias Jimmy Valentine," which preceded "Broadway Melody" at the Astor.

Since it was not generally known that an engineer of the Metro-Goldwyn-Mayer company had overhauled the theatre for the purpose of improving acoustical conditions, in the interim between the closing of "Jimmy Valentine" and the opening of "Broadway Melody," it was quite natural that the majority opinion concerning improvements in the quality of the sound gave consideration only to recording.

Only about three weeks ago a similar change for the better both in the volume, quality and distribution of the amplified sound was noted by patrons of the Capitol Theatre—located just a few blocks north of the Astor on Broadway and treated for acoustical faults by the same engineer who had wrought the improvement in results at the Astor.

Here then were two practical demonstrations of the advances which have been made in producing better results without great structural changes in architecture or decoration of the auditorium; for to the casual observer there were no alterations apparent in the make-up of those auditoriums.

Just how much work was involved in this program so successfully carried out to improve the acoustics of the Astor and Capitol? And how was the improvement accomplished?

The answers to these questions were sought of the man responsible for the work. We found him at the Metro-Goldwyn-Mayer studios in New York, busy with the many details and responsibilities of his job as Chief Sound Engineer of the company's eastern production, but quite willing to make time for a full explanation of the theory and practice he applied to the solution of acoustical difficulties overcome at the Astor, the Capitol and the Embassy Theatres in New York.

Mr. Wier first stressed the importance of good reproduction in the theatres to the continued popularity of sound pictures. "Unless in our theatres we satisfy a demand for good quality of sound, a demand which will become more exacting as time goes on and the public becomes more critical, the people will go back to their radio sets and their interest in sound pictures will diminish," he said. "What the exhibitor must guard against," he continued, "is the fault of poor distribution of sound. He must protect his theatre investment by eliminating conditions which result in poor distribution. For those patrons who occupy seats in a section of the house where the quality of the sound is not good will judge the whole theatre by their experience on that one occasion and the theatre will suffer lost patronage as these people form preferences for some other theatre where they consider the hearing conditions and the quality of the shows are superior."

There are only a small percentage of the motion picture theatres now in existence, he said, which will not lend themselves to acoustical treatment capable of producing entirely satisfactory results in sound amplification. Each theatre is an individual problem to be studied as an individual case and the faults corrected in accordance with the particular conditions existing therein.

Reverberation, the reflection of sound waves striking a reflective surface and thus recurring in those sections of the auditorium to which they are directed, is, of course, the most common source of acoustical troubles connected with the reproduction of sound. Much of this trouble can be overcome by changes in the tilt or position of the speaker horns, as will be evident from the following account of what Mr. Wier did to improve the sound conditions at the Astor, the Capitol and the Embassy Theatres.

A study of conditions, which included checking the distribution in all parts of the house, at the Astor Theatre showed that sound was being reflected from certain points in the wall surfaces and also was traveling up over the stage behind the proscenium arch and then reflecting downward. Here was a combination of conditions which resulted in blurred effects, particularly at times when the reverbration from above the stage was greatest.

THE stage treatment included the construction of a sort of huge cone, built around the horns at the rear of the screen. This was faced with a velour and the back was covered with Ozite. Soft materials were used to construct the stage setting for the presentation of "The Broadway Melody." The horns were set at a different tilt to avoid direction toward reflective surfaces in the auditorium. The wall at the rear of the house continued to give trouble despite efforts to adjust the horns at angles which would not throw the sound beams toward it. The trouble here, finally, was corrected by hanging drape—and old velour drape was used—to cover the offending spot.

Now the location or readjustment of speakers with a view to reducing reverberation, is a job for a patient person. There is no established technic which can be employed to simplify the job. One must use the "cut and try" method, moving the speakers ever so slightly—the slightest tilt or change in position will greatly affect the results—and then check, by hearing, conditions in all parts of the house. It is possible to locate the surfaces causing the greatest amount of sound reflection by moving the horns about, directing them to different portions of the auditorium. With the points of greatest offense thus located the fine adjustment then may be made.

The Capitol Theatre offered greater difficulties because at the Capitol the stage must be cleared for the presentations.

Here, too, was a case which demonstrates that special conditions obtain with regard to acoustics for the sound pictures

nd the average stage performances. The difference, of ourse, is found in the fact that the full stage is used 1 the average presentation, with speakers or singers aking different positions. The sound installation re- tricts the sound source to one spot and any "dead spots" r reverberation points in the auditorium, therefore, are mphasized because the condition is constant.

BY directing one of the horns to several parts of the Capitol, Mr. Wier found that there was a great mount of sound reflection from a wood paneling at the ear of the orchestra pit. The elevator pit was installed at he Capitol long after the theatre was built, and therefore id not figure in the original acoustical calculations of ne architect. The hanging of sound absorbent mate- ials over the paneling and the readjustment of two orns to avoid direct beam projection at reflective sur- aces at the top of the proscenium arch, constituted ractically all the work done at the Capitol.

The Embassy Theatre is a house of the small intimate rpe. There is a comparatively low ceiling—about 50 eet. When the sound apparatus was installed it was ne opinion of many that the ceiling would require re- ecoration and treatment with special sound-absorbent naterials. In order to satisfy others as well as himself iat the greatest trouble with reverberation was not to e solved in this manner only, Mr. Wier erected a rough caffolding and covered the ceiling with heavy aterials, insulating the sound from direct contact ith the ceiling. The sound apparatus was started id the effect of reverberation continued.

The real sources of trouble then were located at the rear all and the direction of the horns. There is a very shallow age at the Embassy and the horns, therefore, are suspended ose to this surface. Padding generously applied to the rear all surface and the readjustment of the horns sufficed to rrect the conditions interfering with good sound reproduc- on at the Embassy.

Readjustment of horn position and the use of sound ab- rbent materials on the stage and over wall surfaces of high flective character may be all that will be required to correct verberation in many theatres. However, Mr. Wier was care- l to make emphatic the point that engineers have as yet veloped no general law applicable to all cases, and that a eat many theatres where trouble exists cannot be treated suc- ssfully by such methods.

"The makers of the sound equipment," he said, "have been shed to the limit of their capacity to supply the demand for stallations. Under these conditions and in view of the com- paratively new development offering many new problems the manufacturers of the equipment have done remarkably well. Their organizations had to be expanded greatly and the time required to develop a large organization of men specially trained in this particular work has been a handicap to them. But now they are catching up with their work and with their bigger organizations functioning smoothly it is certain that much will be accomplished in the improvement of installations both new and old.



Auditorium of the Capitol Theatre, New York City. Though one of the largest of the motion picture houses, built years before the present development of talking pictures, the quality of reproduction and distribution of sound measures up to high standards

THE exhibitor who has installed sound should make a careful check of his house, making it his business to listen to the reproduction from all sections of the theatre and make a note of any deficiencies he discovers. He then should call the condition to the attention of the maker of the equipment and request that a technical man be sent to check the condition and correct it or suggest the remedy."

Some added difficulties are presented in cases where reflection is found in wall or ceiling surfaces which do not lend themselves to the addition of drapes, because of the decorative scheme. The long stretches of unbroken wall or ceiling space are difficult to handle. The long narrow type of auditorium usually gives a great deal of trouble, because it is almost impossible to set the horns or speakers in such position as to avoid direct projection at the sidewall or ceiling. The auditorium having ceilings and walls with surfaces broken by decorative motifs, such as coffered ceilings, offer many opportunities to add sound absorbent material. This material lends itself to decorative treatment—reference here, of course, is to fabrics, not to acoustically treated plastering—only when it is painted. The soft material is covered with scrim, which acts as the support for the decoration. Frequently this painted scrim will give almost as much reflection as the original wall.

Mr. Wier told of the experience he had at the recording studio when painted drops were used for sky effects. The surface was so reflective that it was impossible to obtain good results recording from the sets where this material was used. He experimented with dying the porous material which is used for projection screens in the theatres and found he could obtain a good sky blue effect. He therefore introduced this material for settings, hanging heavy sound absorbent material behind the sound porous fabric.

It is not difficult to conceive of this same procedure proving very effective in treating theatre wall surfaces.



Te Embassy Theatre in New York. The low ceiling and depth of the auditorium presented problems for the sound engineer

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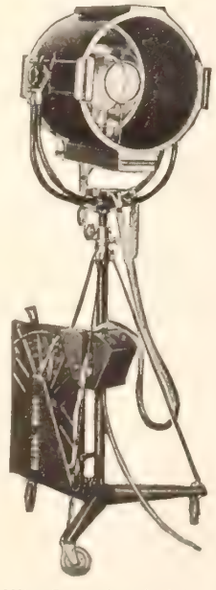
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Write for Bulletin No. 101 which fully describes and illustrates these new Kliegl studio lights—and explains how they are used in motion picture and sound photography.

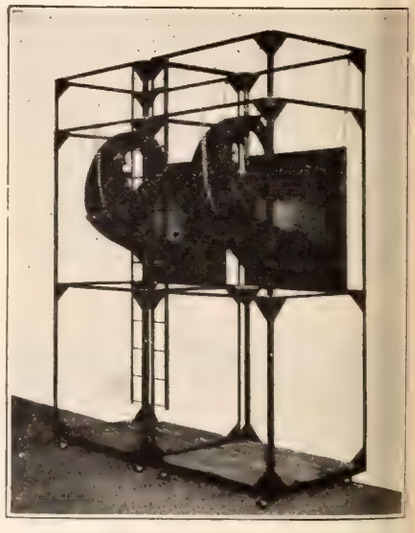
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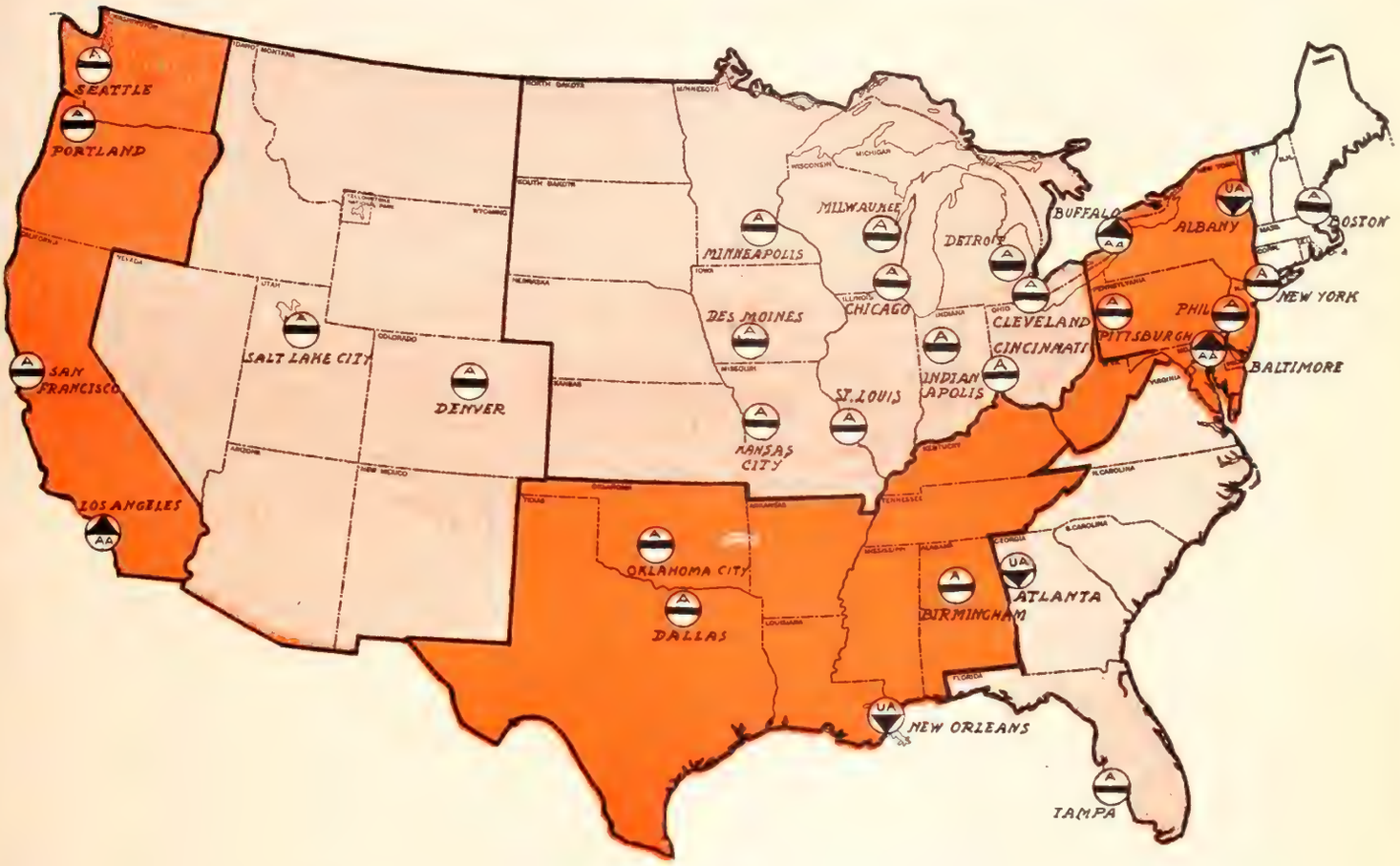
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Theatre Building Business Map

Including Analysis of Key City Attendance Averages



Above Average Business

Average Business

Under Average Business

Very light new construction

Light new construction

Moderately heavy construction

Heavy new construction

The map of the United States shown here is divided into seven territories, with colored shading indicating the division of new proposed theatre building as represented for the period from March 15th to April 15th. This new construction is represented in valuation of dollars and cents rather than number of projects.

The shading is in four densities: solid, which represents the greatest value of proposed theatres; heavy stipple, which is second in valuation of new construction; medium, which areas represent conservative building; and the very light areas, where the investment in new theatre projects is very light. The information used in compiling the statistics visualized by the map was obtained through several reliable sources, and the map is to be considered as very nearly accurate in representing comparative theatre building activities in various sections of the country.

The circles shown on the map are located in key cities and illustrate averages of theatre attendance during tthe period from March 15th to April 15th, 1929. The diagrams indicate the relative attendance at the first-run theatres in these cities during the period covered. These are given by "averages," with symbols to indicate "Above Average" and "Under Average" box office returns. The term "average" as applied in this survey indicates satisfactory box office returns, based upon theatre expectancies, which, in turn, are governed by past earnings under similar or nearly similar conditions.

These attendance statistics were compiled from an analysis of the Key City Reports, published weekly in Motion Picture News, and other sources of information gathered by this publication.

IT IS very encouraging to note that the schedule for new theatre projects continues to run at a relatively heavy figure. This thirty-day report, which includes the period of March 15th to April 15th, makes the third month that approximately fifteen million dollars' worth of new building is announced. When it is recalled that our January report showed an even heavier schedule for new building, it can be seen that openings of new theatres will be on a heavy scale this Fall and Winter and that the sale of new equipment for this building will begin to be felt within the next few months.

The actual figures for this thirty-day report are as follows:

$13,945,000 will be invested in 45 new projects which together will have a seating capacity of 68,070. Seven of these projects will cost between $500,000 and a million and four will cost over one million dollars. The average cost per theatre figures out to be approximately $310,000 with a seating capacity of 1513 and cost per seat of $205. These averages indicate that fine theatres are to be built though the seating capacity indicates that the theatres in general will be of moderate size. Possibly the second situation has some bearing on the size of theatres as it has been found that moderate sized houses lend themselves more readily to talking pictures than the enormous theatres which were practical with silent pictures.

The territorial reports for new building in this report show the following figures:

North Atlantic leads all other territories with a building appropriation of $3,660,000 to be invested in eight new theatres, five of which will cost between $500,000 and a million dollars. These theatres will in the aggregate have a seating capacity

of 17,220. The average cost per theatre in this territory is to be $457,500 with a seating capacity of 2153 and an average cost per seat of $212. This is the second time that the North Atlantic States have taken first rank among all territories in the four Showman reports for this year.

FOR the first time in the two years' compilation of building reports published in "The Showman," the South Western Territory takes rank as a leader. For here $3,590,000 is to be invested in 13 new theatres which will have a total seating capacity of 16,300. Two of these theatres will cost over a million dollars. $276,150 is the average cost per theatre which will seat 1254 with an average cost per seat of $220.

Confirming the general reports that the West Coast is showing renewed activities in theatre building, is this month's Showman figures of $2,900,000 to be invested in 13,000 seats for six theatres, one of these theatres to cost over a million dollars. The average cost per theatre for this territory is $483,300, which is the highest figure for all territories included in this report. The seating capacity per theatre is 2170 with a cost per seat of $223.

The Western States show $1,900,000 to be invested in four theatres which together will seat 6,700. One of these theatres will cost between $500,000 and a million and one will cost over a million dollars. The average for this group are $475,000 per theatre, seating 1675 and costing $283.50 per seat.

The Middle States, which, in the past, have generally ranked first or second in our building reports, show only a medium amount of new building with the report of $1,660,000 to cover cost of 11,450 seats to be included in nine theatres. One theatre will cost between $500,000 and a million dollars. The averages for this group are $184,450 per theatre, seating 1273, with an average cost per seat of $145.

The Southeastern territory reports only five new theatres, which, together, will cost $235,000 and seat 3,400. The average cost per theatre will be $47,000 and seat 680 with a cost per seat of $69.

Neither New England nor Canada report any new building for this period, though it will be recalled that in our past reports both of these territories have shown some substantial programs.

The individual states which are the leaders for building honors for this thirty-day report are:

California in first place with the six projects which in the aggregate will cost $2,900,000 and seat 13,000.

New York ranks second with five projects to cost $2,710,000 and seat 12,420.

Arizona shows remarkable activities in theatre building with four theatres to cost $1,900,000 and seat 6,700.

Alabama will have one large theatre to cost $1,500,000 and seat 3,000, while Texas is scheduled for three new theatres, which, together, will cost $1,475,000 and seat in the aggregate 5,350.

Theatre equipment business has been setting new sales records according to reports obtained from key centers with the exception of Omaha, Buffalo, Cincinnati and San Francisco. This equipment business is exclusive of the sale of sound equipment, which, of course, is gaining momentum each month as manufacturing facilities of various sound equipment manufacturers are being increased.

THE most recent reports covering general business conditions over the country combine to indicate spotty business prevailing, conflict and contrast between the high level of trade in some lines and in others sub-normal returns, as figured on a comparative basis with last year, being a striking feature of the news from all sections. A very prominent part, however, is played by weather conditions, which figures importantly as a business influence in the reports.

A very similar situation existed in the motion picture theatre business during the period of this report. Unseasonal weather, including a heat wave that set new records for early April, and a cold spell covering several days of rain, were factors which asserted themselves in the gross returns for theatres in many cities during the March 15 to April 15 period.

The mid-summer days which occurred on April 5 and 6 crippled theatre business in New York, Philadelphia, Baltimore, Boston and other cities. Within the period there also fell that week of low ebb in theatre business, Holy Week. Many of the towns did far better than average business for the week, but a high average for Holy Week is still considerably below the mark necessary to give high rating to a period of only four weeks duration. The Easter week business was highly satisfactory in most cities. Here, again, unfavorable weather set itself against the full realization of potential returns at theatres in several cities. Kansas City, Des Moines, Minneapolis, and other key towns were hit by bad weather during Easter week.

Taken as a whole, the map shows fundamentally sound and prosperous conditions existing in theatre business in the picture field. The current map shows seventeen cities at Average, two at Above Average, and four at Under Average. In view of the handicaps which affected business in all lines of business, the attendance averages at the picture theatres for the period were most satisfactory.

The most favorable factor was the quality of the attractions which were current releases for the key city theatres during the period March 15 to April 15. A very high general average distinguished the releases for those weeks, and at least one, "The Broadway Melody," has earned its place among the most sensational box office attractions of all time.

THE records which were turned in by this picture, the pioneer musical comedy offered in the new sychronized scene and sound form, include such striking accomplishments as the record of being the first attraction to play a hold-over engagement at the Midland Theatre in Kansas City; a new record in gross returns at popular prices for the Aldine Theatre, Pittsburgh; a new high mark for week's gross at the Stanley Theatre, Baltimore, followed by the feat of setting a new record for a week's run at the Valencia, where the picture played as a second run.

Other pictures which set up local records during the four weeks are "Weary River," "The Wild Party," "The Iron Mask," "The Duke Steps Out" (the latter was released late in the period and had too few bookings to its credit to achieve a higher place in the list below), "Syncopation," "Close Harmony." Among the sensational performers was "The Cohens and Kelleys in Atlantic City." However, this is a type of picture which usually experiences a very checkered career as a key city, first-run attraction. "Cohens and Kelleys" ran true to type. It did a smashing business in several towns, but was unable to climb above the average class in others—the reason, of course, being that several of the theatres it played are constantly selling a type of attraction differing greatly from the broad comedy in which "Cohens and Kelleys" specializes.

The Clara Bow vehicle, "The Wild Party," has won wide favor with the many fans of this star, and it made several excellent showings—the Mastbaum, in Philadelphia, for example, had its biggest week since the inaugural week of the house, with "Wild Party" as the attraction. "Close Harmony" also earned laurels and handsome profits for several theatres. The film was especially well spotted at the Newman, in Kansas City, the home town of Buddy Rogers, star of the play, and the scene of a finely executed campaign featuring this angle. Chicago also held "Close Harmony" in high favor, the result being that for the first time an attraction at the Chicago Theatre was moved over to the Oriental as the feature of the bill at that house.

The list of pictures as compiled on the records at key city first-run theatres, in which classification special or long run showings are not included, for the period March 15 to April 15 is as follows:

1. "The Broadway Melody"
2. "Weary River"
3. "The Iron Mask"
4. "The Wild Party"
5. "Close Harmony"
6. "Why Be Good?"
7. "The Duke Steps Out"
8. "Syncopation"
9. "Speakeasy"
10. "Cohens and Kelleys"

ALL-WELDED

SOUND REELS

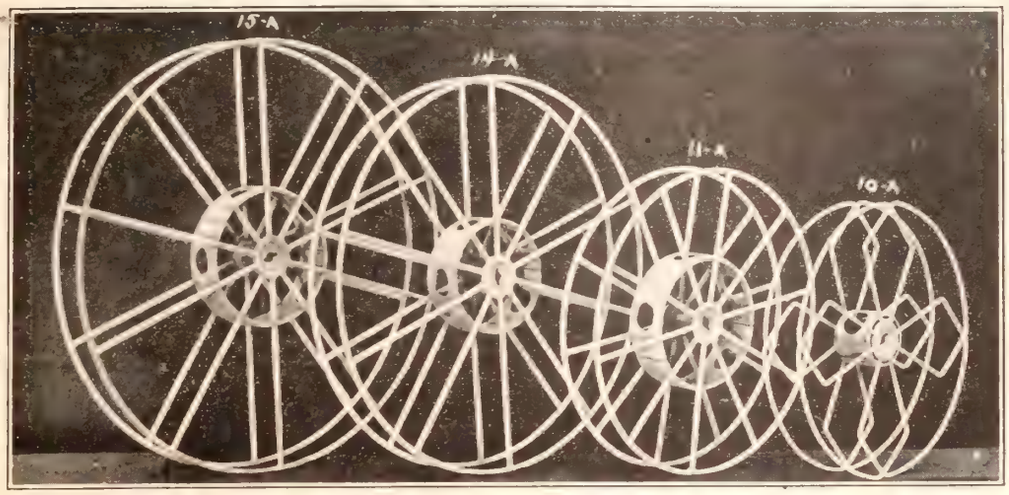
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No. 11A—11 in. Reel—Special ..... 5 in. Drum—For 1,000 feet of film
No. 14A—14 in. Reel—Powers ..... 4 in. Drum—For 2,000 feet of film
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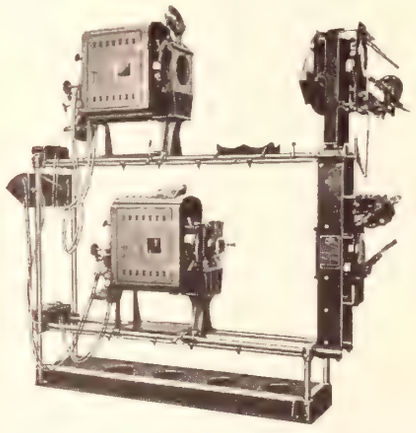
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On the Pacific Coast—C. Dent Slaughter

Your Cuing Problems

Solved!

A year's service of cue sheets and all the records you need!

Our proposition would be sensational if it contained no more than the service outlined above. But it goes much farther than that. It is the first intelligent answer ever made to the query of the small exhibitor—"How can I cue my pictures to make them as gripping as the big productions of the houses having synchronizing equipment?"

Three in One

One reason why the answer is so emphatic and complete is because United Cue Service was created by three great institutions interested in the sight-sound problems of the small exhibitor. No one such organization could have achieved so perfect a result.

Briefly, here's the whole story of the service: A special cue sheet will be sent you for every picture you will show. Records listed on these cue sheets will already be in your hands, many of them especially written and especially recorded for the sole purpose of accompanying moving pictures. These special themes cover every possible situation. They fit the moving picture tempo better than any stock records you can buy—because they were especially written for the purpose by composers who are skilled in the art of motion picture synchronization.



Several accompaniment records are supplied for each situation that can arise in any picture—making it possible to play different music each time a certain type of situation is shown on the screen

Still other records available at slight extra cost give you the incidental sounds you need—bells, whistles, sirens, trains, motors, gun-fire, bugle calls, crashes, etc.

You know in advance that the service is exactly what you need because it was created and is vouched for by Cameo Music Service Corporation; makers of Thematic Music Cue Sheets; the Phototone, and the Gennett Record Division of the Starr Piano Company.

A whole year's cuing—complete with thematic records—only $228. Less than year service, if desired. Write for details. Simply address United Cue Service, North Vernon, Indiana. A postal card will do.

UNITED CUE SERVICE

For Non-Synchronous Machines **and Non-Synchronized Pictures**

New and Improved Equipment

A Review of the Latest Developments in Theatre Engineering

New Type Lamp Hoods For Theatre Color Lighting



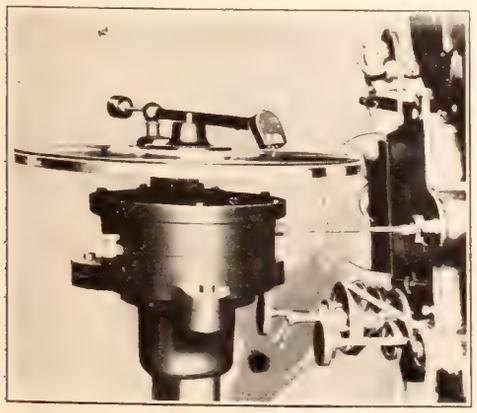
One of the most simple as well as the cheapest ways to get color effects and make the ordinary white lamps colored, is through the use of color hoods, which snap over the plain white bulbs in the footlights, proscenium lights, clusters, border lights, outside signs, etc., transmitting the desired color through natural glass, which has a higher light transmission value than anything else.

One of the most popular uses of the color hoods is for Cove Lighting. Theatres like the theatres of Chicago have after concluding a series of investigations and tests, decided to use Reco Color Hoods for Cove Lighting.

The illustration shows a new type of hood. This is the Reco Full Hood which can be had in a variety of colors to meet every need, and manufactured by the Reynolds Electric Company of Chicago.

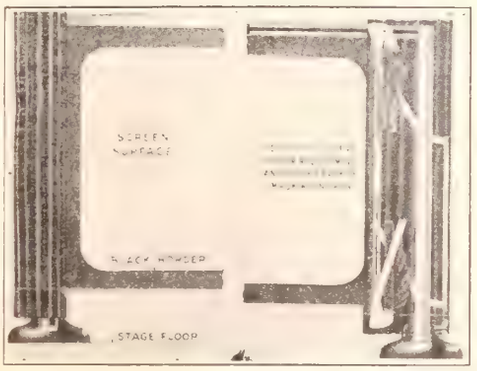
Market Turntable Units For Synchronized Reproducers

Disc record turntables with synchronizing attachments for all types of projectors are offered on the market by the Mellaphone Corporation, of Rochester, N. Y. The turntables are geared directly to the projector by means of a shaft, and can be installed within two hours according to an announcement by the company. The turntables are built to play the standard 16-inch disc records with an electrical pickup. The units are sold in pairs including pick-ups and attachments to gear them in synchronization with the projectors. They may be installed to employ the amplifiers and speakers of non-synchronous installations, thus converting such systems to the synchronous type.



Mellaphone synchronous disc turntable attached to Simplex projector.

Automatically Controlled Mask Reduces Screen to Sizes Required for Talkies



EXHIBITORS employing sound pictures have found, in most cases, that the picture surface of the screen they have regularly used for silent drama must be reduced in order to properly accommodate "talkies." The extent of this reduction, and the direction in which it is required, depends largely upon the sound system in use. More often, however, we have found this reduction necessary on the left side, facing screen.

There are, of course, many make-shift ways of reducing screen surface. However, the thinking exhibitor will not spend the thousands of dollars required to install sound devices of better manufacture and then hamper their effectiveness by neglect of proper auxiliary equipment—for it would be no better policy than offering the best in silent films via a hand-driven projector.

The Vallen Automatic Mask accomplishes any reduction the particular sound system employed requires; that is, reduction from left side only, or, reduction from top to bottom.

The mask is attached to the screen frame. Its operation is simple and positive and may be accomplished by hand line or remote control electrically. When employing the Vallen Mask the radius, or curves, painted at corner of screen, may be preserved in any dimension from twelve to five inches, the radius on mask being easily adjusted to requirements. The device itself folds back out of sight when not in use.

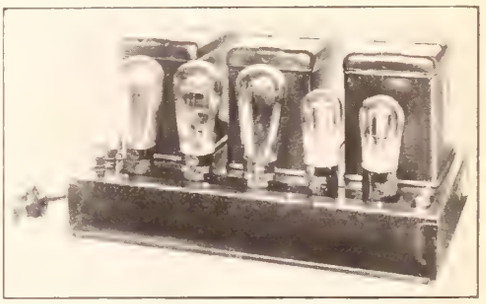
Introduce Amplifier Especially Designed for Talkie Voice Reproduction

A RECENT addition to the line of amplifiers manufactured by the Radio Receptor Co., N. Y., makers of Powerizer Amplifiers, is a unit especially designed for voice reproduction. This is one of the first amplifiers to be offered using the new UX-245 power tube, and was designed for use with talking motion pictures.

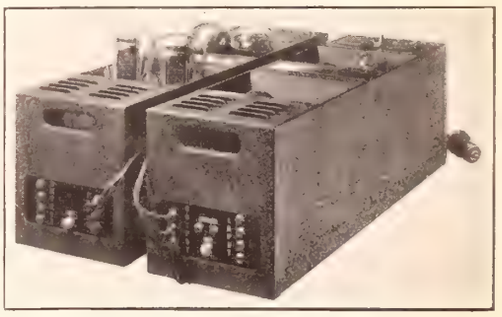
The new tube requires a plate potential of only 250 volts, as against 425 volts for the UX-210 so that more efficient and cheaper design may be accomplished. The plate impedance of the UX-245 is much lower making it easier to design an efficient output transformer, this is especially noticeable on the low frequencies.

The Powerizer line of amplifiers incorporates the UX-171, 210, 245 and 250 power tubes in both straight and push-pull arrangement. All of these amplifiers use nickel-iron alloy cores in the audio transformers, employed with an advanced technique for the most modern application of the latest developments in this field of engineering.

The model PXP-171-250 is built in two sections so that if two UX-250 tubes in push-pull arrangement do not give sufficient power output, more PXP boxes may be added, each one carrying its own bank of speakers. Five PXP-250 boxes may be driven by one PXP-171.



3-stage amplifier



Model PXP-250 amplifier

Announce Development of New Process to Increase Life of Prints

Durable Protective Coating for Emulsion Claimed for "Consolidizing"

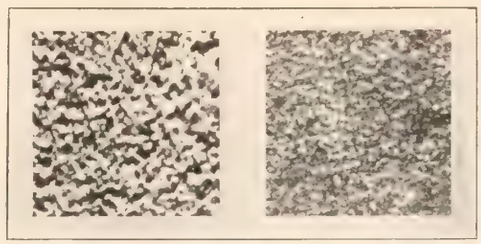
A NEW film process employing a secret formula and a method for coating the emulsion side of film which the sponsors guarantee will increase the life of an average print by at least fifty per cent, has been announced by the Consolidated Film Industries, Inc. This new method, to be known as Consolidizing, engineers of the company say is based on a formula which differs radically from those which hitherto have been utilized to protect the emulsion side of motion picture film.

The Consolidizing process will be applied to new prints only and will be exclusive with the company's laboratories. The guarantee that the new treatment will prolong the life of prints at least fifty per cent, officials said, is based on proved results obtained in a series of exhaustive tests made at the Consolidated laboratories over a period of several months.

Explaining the process in general terms, experts of the company said that the treatment consists of applying a chemical compound to the emulsion side of the film as soon as new prints have been made. The coating formed over the emulsion assures durable protection which preserves the moisture contained in the emulsion of a print in new condition and protects the emulsion from oil, dust and scratching. The processing eliminates the buckling which is the result of drying out of the emulsion from repeated subjection to the intense heat of the light beam in the projector, and dry, heated atmospheres of projection booth and other places in which it is deposited in the course of shipping and handling between exchanges and the theatres.

EVER since investigation definitely established the causes mainly responsible for deterioration of motion picture prints, engineers and chemists have carried on extensive experimentation to develop an efficient protective agent or process to preserve the necessary moisture in the emulsion, and protect it from oil, which penetrates and stains the emulsion, and dust particles which cause abrasions. The tremendous saving to the industry resulting from such an accomplishment has long been a challenge to the technician and the laboratory worker.

With the introduction of sound film using the film track method, the necessity for such a process has become more pressing. Because to the sensitivity of sound reproduction by the light process the slightest damage to the film is translated immediately to the reproducer, causing extraneous noises and distortions destructive to the natural quality of the reproduction. So important has become the necessity of keeping sound track film absolutely free from dust and oil spots that extra precaution is urged on all projectionists and those who handle film. One technician suggested the adoption of the slogan, borrowed from another field and made nationally famous by advertising, that "a clean film never Squawks."



Actual photographs of film magnified 600 diameters, emulsion side, before (left) and after (right) application of new process which applies a protective coating over emulsion

The protective coating formed by the Consolidizing method is absolutely transparent, adding nothing to the density of the film. As a matter of fact due to the preservation of moisture and protection of the emulsion against oil stains, engineers of the company said experiments proved that added brilliance is imparted to the projected image from a film treated by the process.

AFTER completion of the treatment the coating over the emulsion partakes of the nature of the celluloid support insofar as its durability, transparency, flexibility and elasticity is concerned. Thus the emulsion is encased in a protective shell formed by the celluloid support on one side and the coating on the other. Since oil will not penetrate the coating, the engineers of the company say that no cleansing fluids are necessary to clean prints that have been treated by the process. They recommend the use of a piece of velvet or chamois to wipe the film clean of dust or oil, but add that no dissolving agents for oil or dust are required. The materials used in the process are not inflammable and therefore film processed by this method is not more inflammable than any film not so treated.

It is estimated that if this process will prolong the life of average prints fifty per cent, the minimum claimed for it by Consolidated, the annual saving to the industry on the item of positive prints may amount to $10,000,000 or even more.

Needed Replacements Point To Europe As Possible Heavy Buyer of Equipment

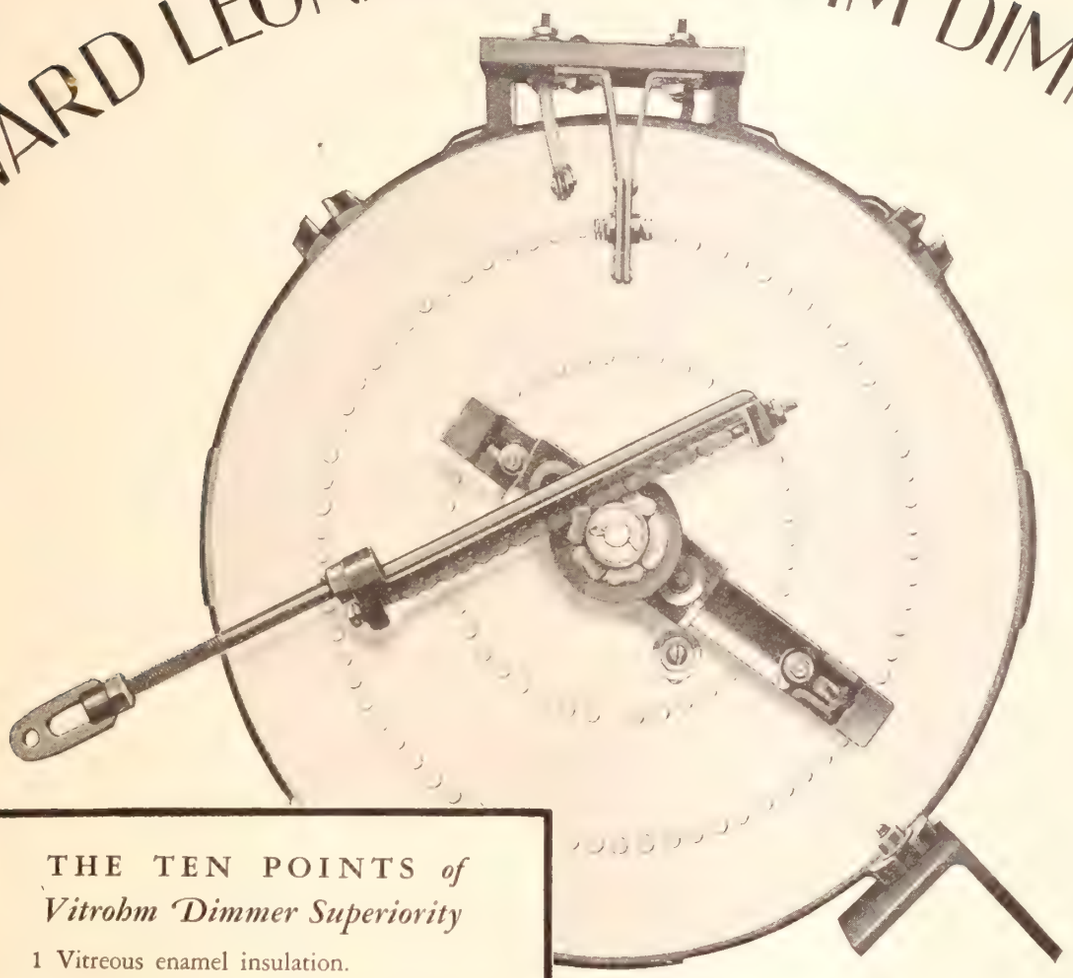
THE possibility of replacing the old and worn-out equipment of European motion picture houses by American projectors, generators, etc., is worth the serious consideration of American exporters of these items, in the opinion of N. D. Golden, Asst. Chief of the Commerce Department's motion picture section. In a bulletin which has just been issued, Mr. Golden points out that many obstacles have to be met in introducing this type of equipment into Europe. It is claimed, for example, that American projectors are too complicated for easy operation, and that they will not take old films as well as foreign machines. The real difficulty, however, he states, arises from the fact that parts and repairs can not be obtained as readily as for foreign makes.

Notwithstanding these difficulties, the superiority of American projectors, not only in construction but in the results obtained, makes it possible to sell them if sufficient sales effort is employed. In 1928 more than 2,000 American projecting machines of the 35 and 16 m.m. type were sold in European markets, a figure which was double that of 1927. England is by far our largest market, taking 952 machines last year as compared with 267 for France, 184 for Spain, 180 for Belgium and 131 for Germany. The last-named country is the chief European producer of motion-picture equipment.

American exporters have obtained the greater part of their European business with little effort on their part. It is probable that the growing popularity of sound pictures in Europe will greatly enhance the possibilities of the market from the standpoint of American exporters of motion-picture machinery.

Besides the standard projectors for use in theatres, European countries offer a rapidly growing market for the sale of amateur portable projectors, the bulletin points out.

WARD LEONARD VITROHM DIMMERS

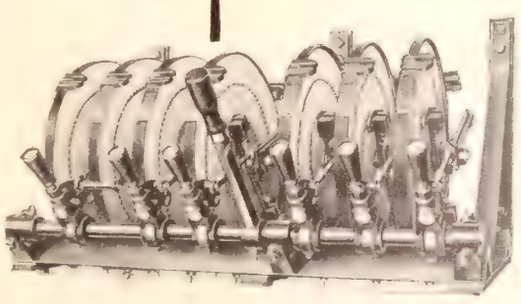


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1 Vitreous enamel insulation.
2 110-step control; all steps equally effective in even, flickerless light reduction.
3 Greater lamp load capacity for space occupied.
4 Unit space engineering; each plate in the dimmer bank is replaceable immediately by one of a different capacity to compensate for lamp load change.
5 Continuous duty operation at full rated load on any step without excessive heating.
6 Dimmer units enable banking to any desired capacity.
7 All moving parts, including contact buttons, ground or machined, thus insuring smooth and easy action.
8 Resistive elements of plates permanently and completely protected from disintegration.
9 Cost of systems employing Vitrohm Dimmers the same or less than that of other equivalent lamp load systems.
10 37 years of experience and knowing "how."

Ward Leonard Vitrohm Theatre Dimmers are most frequently specified for installations where the lighting control must be dependable and accurate.

Listed here are 10 reasons for Ward Leonard supremacy. Only with Vitrohm Dimmers do you get all of these essential features. Send your dimmer specifications to us for estimate. 37 years of experience is fully at your disposal.



A small bank of dimmers, with color master control, arranged for wall mounting.

WARD LEONARD ELECTRIC CO.
MOUNT VERNON, N.Y.

Largest Mobile Color Equipment Will Light Half Square Mile at World's Fair

WHAT is probably the largest and most elaborate mobile color lighting equipment ever built has been installed at Barcelona, Spain, for use in lighting the World's Fair, which will run from May to December. The equipment was built in the United States and cost $250,000. Those who visit the Barcelona Exhibition will see a spectacle of outdoor color lighting never before approached, according to lighting engineers who inspected the apparatus prior to crating.

The main avenue of the Exposition, leading up a gently sloping hillside, will be made the center of attraction and interest. The effect will be that of a mammoth staircase a half mile long illuminated with slowly moving waves of color. Blue wlll start first in the color cycle from the National Palace, on top of the hill, and move slowly down. When the blue has gone 100 metres it will slowly blend with red, the next color in the cycle. Green follows, blending part way down with white light, the last color in the moving color pattern which requires twelve minutes to produce. Each wave of color travels down the hillside from the National Palace to the entrance to the Exhibition, a distance of 600 metres.

The color panorama also takes in five cascades and three fountains, which are illuminated in a fascinating, ever changing cloak of color, the effects running through the entire spectrum. Three other outdoor exhibitors, designated as elements E, J, and G will be included in the motion color effect.

120 specially built lighting standards are employed on the Avenue de America, the main avenue of the exhibit. Numerous color screens, or "Blenders," also come into play to complete the moving light effects.

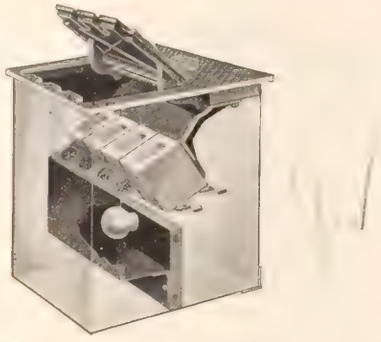
The color in motion lighting spectacle, running through an automatic cycle of 12 minutes, is secured by means of a huge motor driven iVtrohm dimmer bank, designed and built by Ward Leonard Electric Co., Mount Vernon, N. Y., for the World's Fair. This equipment, the largest of its kind ever made, is the heart of the Mobile color lighting installation. All the color in motion effects are automatically produced, controlled, and repeated.

In addition to this automatic equipment there is a Westinghouse 20 scene, pre-set, manually operated board, the largest of its type ever constructed. It uses 118 Vitrohm dimmer plates and Westinghouse reactors. The hand-operated equipment will be used to produce additional color effects. When the color in motion cycle has run its course down the hill and avenue, entirely new effects can be had by means of the manually operated equipment.

The color lighting apparatus handles a lamp load of 5,232,000 watts.

In the automatic, motr driven equipment 76 motors are employed to drive 84 Vitrohm dimmer plates through their cycles. Controlling the starting and stipping of the motors is a Flasher which controls 28 separate lighting circuits.

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Install Hub-o-lite Stage Floor Pockets

HUB-O-LITE is a step ahead of all other floor pockets because it is equipped with a pilot light which automatically illuminates when the cover is opened, and it remains burning until it is closed.

Hub-o-lite also has another advantage over all others. In addition to the regular designation discs, each receptacle is provided with a colored jewel which glows whenever the door is opened—thus giving a positive light indication to the operator placing the plugs.

Besides these refinements and improvements, Hub-o-lite Pockets are well built. They are sturdy, durable, and automatically foolproof with the wiring entirely concealed by a partition. They are provided with 50 and 100 ampere plugs and receptacles. Write for specifications and prices.

We design and build everything required for the finest theatre lighting systems. Write us about your lighting problems or requirements. We will gladly help you.

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Spot Lights
Service Boards
Panel Boards
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Directional Signs
Flood Lights

Synchronous Supertone Unit Announced By Adswin Co.

Synchronous attachments to convert non-synchronous installations of the Supertone system now installed to the synchronous type of reproducer and also available as original unit equipment from the company distributing this reproducer have been placed on the market by the Adswin Corporation, New York City.

The Supertone non-synchronous machine has been on the market some time and is represented in installations of this type at many theatres throughout the country. Now available to the owners of such equipment is the apparatus to convert these machines to reproduce synchronized sound with pictures recorded by the disc system. The company also will market a Supertone synchronous system complete as original equipment for theatres not now equipped with sound apparatus.



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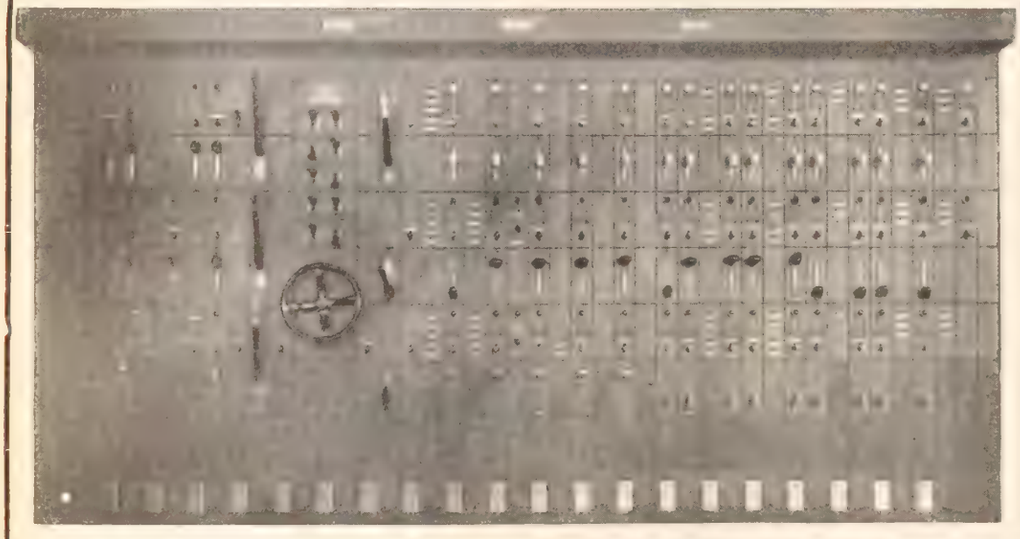
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Offices in Thirty-One Cities



Indicating Meters Needed To Expedite Repairs

(*Continued from page* 1482)

found this unit to be the most prolific source of trouble. The magnitude of alternating potential involved in the entire system is greatest in the power supply device, particularly so when high powered tubes are employed. Alternating potentials of 1000 and 1500 volts are quite common. Furthermore, failure of the power supply disrupts the entire service.

At this stage many will say that a rapid test with a continuity tester or a voltmeter enables satisfactory determination. In this connection, however, few men fancy messing around comparatively high potential live wires. 500 volts of A.C. provides a nasty shock. Supplementing this, we have the necessity of checking the many individual circuits, many of which are in satisfactory condition and are eliminated when metered, since the meters show the condition of the circuit

All long circuits between the control room and the speakers should be metered. This is somewhat difficult, since the signal voltage fed to the speakers is alternating of small magnitude. In this case, some sort of an indicating system is necessary for testing when a constant frequency signal is fed into the speaker.

Metering Speakers

What has been said about the amplifier power supply, is true of the speaker power supply, particularly the types of speakers which employ the conventional rectifying systems. These units are inherrent to the complete speaker and a long cable feeds the input. This cable should be metered to indicate continuity. We advocate the abundant use of meters or indicating decives because we have found them to be invaluable when trouble of some sort enters the picture, and we do not mean the film. The public is peculiar. The more you give them, the more they want. When everything is running well, they are satisfied, although not necessarily appreciative . . . but when something is wrong . . . ! x c z d . . ! Provide for that emergency. The cost is small.

The purpose of this article is not to tell the individual operator what he must do. Rather to impress upon him that he should take every step necessary to expedite repair when it is necessary. Some of the readers of these pages may feel that indicating devices belong in other parts of the installation. . . . We nod assent and say "go ahead, place them where you choose, but be certain that they are of aid." . . . We are not selling electrical meters, but we feel certain that they should be more plentiful than they are at present.

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Exhibitor Meetings Planned as Feature of Equipment Exposition at Chicago

TO bring together all the elements of the vast motion picture industry in an exposition typifying the tremendous advance of the business is the aim and ideal of the men behind the first annual American Theatre Equipment Exposition to be held in The Coliseum, Chicago, June 1 to 9, 1929.

Theatre men will be enabled—for the first time since the advent of sound—hear and compare various devices in the field of sound reproduction. Regularly scheduled demonstrations of the various makes of equipment and methods of reproduction will be held under actual theatre conditions in one of the large halls of the Coliseum which will be reserved solely for that purpose.

Manufacturers of sound reproducing equipment will maintain exhibition booths in the main hall of the Coliseum. There the theatre executives can examine in detail and at leisure the equipment in which they are most interested. Sales representatives will be in attendance—ready to give complete information regarding prices, specifications, terms and the like.

The movement to call meetings of the various state organizations which are affiliated with the Allied States Association at Chicago during the exposition dates is being sponsored by Abram F. Meyers, president and general counsel of the Allied States Association of Motion Picture Exhibitors, according to officials of the organization sponsoring the exposition.

W. G. Newbould, general manager of the American Theatre Exposition Corporation, says that his organization will be more than glad to co-operate in every possible way with any associations which will hold their meetings in Chicago at the same time as the exposition is being held.

In discussing his plans for bringing these meetings to Chicago, Mr. Newbould said:

"The American Theatre Equipment Exposition is being held solely for the benefit of motion picture theatre owners and managers from all sections of the country. It is truly national in its character. The principal objective of my associates and myself is to make the exposition the Mecca of every individual and every group interested in the progress and prosperity of this billion dollar industry."

The general public also will be invited to view the forthcoming exhibition. According to the present plans of several of the producers of sound reproduction equipment, the general public will be welcome at all of these demonstrations—although they will be held primarily for the benefit of the theatre owners and managers.

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PERFECTION
RHEOSTATS RHEOSTATS

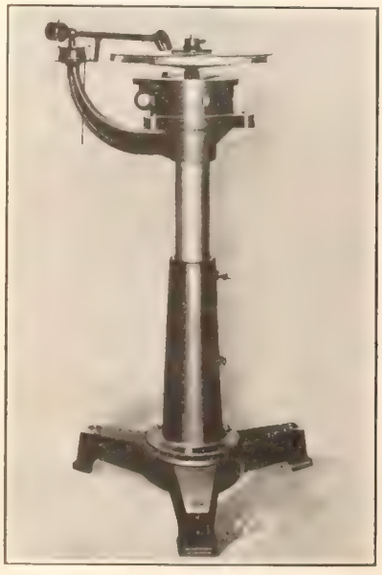
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HOFFMANN & SOONS
387 First Avenue New York City
Mfg. Division
Contracting Electrical Engineers—Moving Picture Theatre Electrical Specialists

TWO SYNCHRONIZED TURN TABLES for $500.00



Includes two high grade Pick Ups and one Fader. Uses Standard Disk System.

Is now being served by Warner Bros. and First National, as well as other producers. Furnished complete, ready to install with your projectors, amplifier and speakers.

Built to last a life time. Bronze and steel gears submerged in oil. Absolute synchronization and quiet operation guaranteed Weight, 150 lbs. each unit.

Amplifiers and Speakers at additional cost.

Mellaphone Corporation
Box 485 Rochester, N. Y.
Factory: 33 South Water Street

THE Greystone HOTEL
B'WAY at 91st ST.
NEW YORK

Stop at a new high-class hotel, amid refined residential surroundings removed from the noise and congestion, yet only seven minutes to Times Square, the heart of the shopping and theatrical districts.

The rooms are large many within view of the Hudson River and Palisades. Each room has circulating ice water, private tub and shower.

RATES
Single Room with Bath, $4.00-$6.00 day. Double Room with Bath, $5.00-$8.00 day. Larger suites if desired. Reductions for protracted visits.

DA-LITE

Da-Lite Da-Tone X Sound Screens are universally used in all Vitaphone and Movietone installations.

They produce a beautiful picture.

They permit perfect sound reproduction.

They can be washed without removal from the frame.

These three virtues make it supreme over all other types. For your sound installation insist on a Da-Tone X—the original PERFORATED SCREEN—and be secure in your projection and in your possession as well.

For full particulars write direct or to the ELECTRICAL RESEARCH PRODUCTS, INC., 250 WEST 57TH STREET, NEW YORK, N. Y.

The Da-Lite Screen Company

922 West Monroe Street
Chicago, Ill.

SENTRY SAFETY CONTROL PREVENTS FILM FIRES

SENTRY SAFETY CONTROL Aids Good Projection

One of the biggest assets SENTRY SAFETY CONTROL brings to good projection is the utter freedom it gives the projectionist.

The man in charge of projection in a booth equipped with SENTRY SAFETY CONTROL knows he is free from the menace of film-fires.

A marvelous advantage at a nominal cost!

SENTRY SAFETY CONTROL

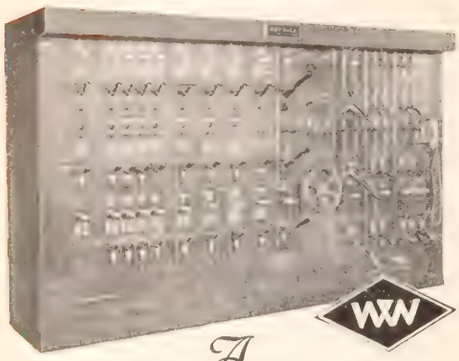
The positive fire preventer. Can be attached to any projector. Costs only a few cents a day.

Sntry Safety Control Corporation. 13th and Cherry Sts., Philadelphia. 1560 Broadway, New York
And All Branches of National Theatre Supply Company

For the new

COLFAX THEATRE

South Bend, Ind.



A

WURDACK

STAGE SWITCHBOARD

The selection of your stage switchboard is an important matter. In it you are investing a fairly large sum of money. You are buying a piece of equipment from which you have a right to expect years of satisfactory trouble-free service. Just as a prudent investor carefully looks into the security behind the bonds and stocks offered to him, so should the exhibitor carefully examine the construction details and performance records of stage switchboards before he buys.

In building stage switchboards, Wurdack engineers are guided by 33 years of experience in the manufacture of current control equipment. From years of development work, innumerable laboratory tests and countless practical observations, they have evolved a stage switchboard that is unsurpassed for completeness, sturdiness, compactness, flexibility, ease of operation and efficiency.

We invite you to get the facts about the Wurdack Stage Switchboard. We want you to compare it, feature by feature, with any other. If you do this, you will understand why so many Wurdack Stage Switchboards are now being specified for new theatres. Our bulletin, now on the press, will be sent you for the asking.

WM. WURDACK ELECTRIC MFG. CO.

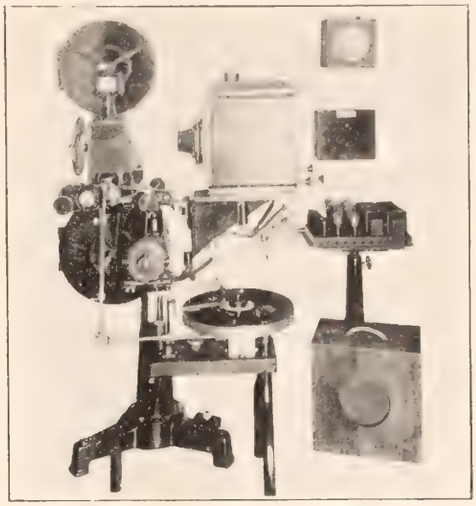
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Corrections to Sound Catalogue

In the Sound Equipment Catalogue published in The Showman section, issue of April 6, errors occurred in the matter pertaining to the two equipments listed below. In order to furnish the correct data in the same form as that followed in the Catalogue, the full data is reprinted below with the necessary corrections.



Movie-Phone Disc Reproducer

MOVIE-PHONE
(Disc Reproducer)

Price: $1,000 (1,000 seats or less) $1,200 (up to 2,000 seats capacity).
Terms: Sold on terms.
Delivery: Immediate.
Service available from company when required, extra charge.

MOVIE-PHONE CORPORATION
724 S. Wabash Ave., Chicago, Ill.

COLUMBIA THEATRE-PHONE
(Non-synchronous Disc Reproducer)

Price: $850 f. o. b. Bridgeport, Conn., for reproducer. Company furnishes cueing service at cost of $1.00 per cue sheet or on yearly basis of $123.50. Record library of 180 records, 360 selections, sold at cost of $204.25 f. o. b. Bridgeport.

COLUMBIA PHONOGRAPH CO., INC.
1819 Broadway, New York City

Use Reco Color Hoods for Cove Lighting

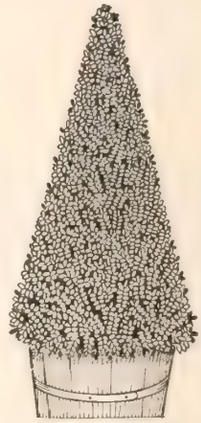


Furnished in six beautiful colors, Ruby, Green, Blue, Amber, Daylight Blue, and Cove Blue.

Write for "Profits from Color"

REYNOLDS ELECTRIC COMPANY

2628 W. Congress St. Chicago, Ill.



No. 7214 Pyramid Ruscus Tree, natural prepared, green 4½ feet high, for indoor or outdoor use, including pot, each $12.50.

Write today for copy of our *Spring Catalogue No. 7* with illustrations in colors of Artificial Flowers, Plants, Vines, also Natural Prepared Trees, Plants, etc.

Mailed Free

FRANK NETSCHERT, INC.

61 Barclay Street New York, N. Y.

2 New Important Features in this Issue

Sound Operation Reference Pages

Solving Theatre Construction Problems

WORLD TICKETS

AND

SIMPLEX TICKET REGISTERS

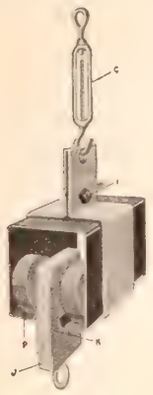
ARE A PERMANENT GUARANTEE OF

Service—Accuracy—Quality

SATISFIED USERS ARE OUR BEST ADVERTISEMENT

WORLD TICKET & SUPPLY CO., *Inc.*

1600 Broadway New York



SAMUELS

SILENT STEEL

CURTAIN TRACK
EXCLUSIVELY NEW

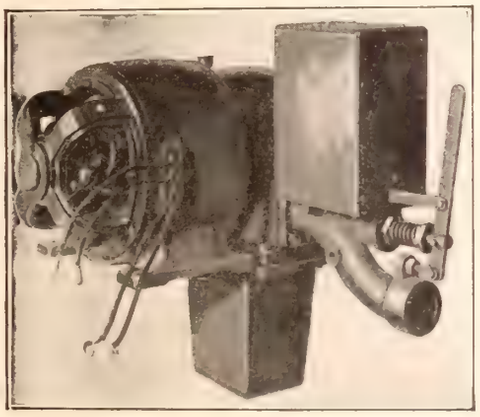
The Curtain is supported at intervals of ten inches by TWO Rubber Wheels rolling on TWO Parallel Treads. TWICE the Strength with HALF the Drag at the Same Price.

AUTOMATIC DEVICES COMPANY
739 HAMILTON ST. ALLENTOWN, PA.

Also Manufacturers of A. D. C. Automatic Curtain Control and Stabilarc Generator.

TAKE NO CHANCES—

WITH ELECTRIC POWER FAILURE
ENSLEN HYDRO-ELECTRIC EMERGENCY LIGHTING UNITS
Guarantee Sufficient Power to Operate Projection Machines and Lights
IN AN EMERGENCY—



Approved by the Department of Labor and industry at Harrisburg, Penna., on January 10th 1922. Approval No. 276.

Send for descriptive Booklet.

Enslen Hydro-Electric Co., Inc.
1600 Broadway, New York, N. Y.

NO BATTERIES—NO REPLACEMENTS

Your Theatre
needs the attraction of
individually designed
UNIFORMS

. . . . and it costs no more to buy from America's largest uniform makers: the house with the largest experience, creators of uniforms for the finest theatres in the country, famed for originality of ideas as well as speed of service. Let us submit estimates and original designs for uniforming the entire staff of *your* theatre!

Browning King & Co.

UNIFORM DEPT:
260 Fourth Avenue, New York or any of our stores in 26 principal cities from coast to coast.

Hennegan
PROGRAM Covers
BUILD BOX OFFICE RECEIPTS
Write for Samples, The Hennegan Co, Cincinnati, O.

Good Lighting
Is The Life of your business



Certainly every effect on stage or auditorium would be lost without light. Profitable effectiveness comes only with the use of better lighting equipment. Specify Major for your theater.

MAJOR
Major Equipment Company
4603 Fullerton Avenue
Chicago, Illinois

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San Francisco, Calif.
Seattle, Wash.
St. Louis, Mo.
Tulsa, Okla.
Toronto, Ont.
Vancouver, B. C.
Winnipeg, Man.

Westinghouse Establishes Lighting Institute

Depicting the application of electric light to all phases of life, commerce and industry, the Westinghouse Lighting Institute will be opened in Grand Central Palace, New York City, the latter part of May. This permanent institute for the advancement of the art of modern lighting will be conducted under the auspices of the Westinghouse Lamp Company.

The opening of the institute will be coincident with the opening of the convention of the National Electric Light Association in Atlantic City and the inauguration of Light's Golden Jubilee.

The mark of differentiation of this institute of applied lighting from that of an ordinary exhibit is that it is a permanent institution that will be an ever-changing demonstration of modern practices of artificial illumination.

In this institute, the industrial engineer may present his plans for the erection of a manufacturing plant, receive advice, and check his own lighting specifications, verifying his calculations by actual measurement and observation. Here the architect may study and visualize through scaled models the floodlighting of prospective buildings and monuments. It will be a meeting place for students of technical schools and colleges, lighting engineers from the public utilities, designers of lighting fixtures, editors of technical and business magazines, merchandising managers of central stations, and dealers in lamps and equipment.

Seek Theatre-Type Cooling For Public Buildings

During recent times ventilation and cooling of buildings have attracted the greatest attention through their application to motion picture theatres, where greater opportunities to attract popular attention have been afforded the engineer than in any other type of building. It is also notable that advances in the systems and apparatus for ventilation and cooling have had their greatest test in the motion picture theatres, so that at the present time it might be said that the cinemas have led the way in the matter of refrigeration particularly.

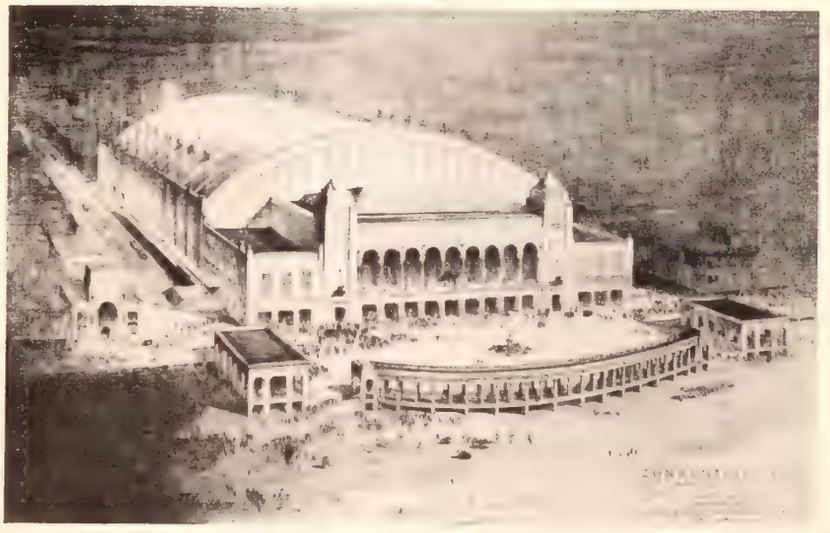
It is interesting to note in recent announcements that an engineering company which for the past fifteen years has specialized in theatre ventilation and cooling is being called on to give the same type of installation to prominent buildings outside of the theatre field. Reference here is to the Typhoon Fan Company which has been engaged to install systems in the new Tammany Hall Building in New York City, the Grand Central Palace, New York City and the House of Representatives building in Havana, Cuba. The latter is to be a replica of the United States Capitol in Washington.

Advertisers Index for the May 4 Showman Section

The following list of advertisers in the Showman Section has been prepared for the convenience of readers and while care has been taken to make it correct it cannot be guaranteed against possible errors or omissions.

Adam Electric Co., Frank 1500
Adswin Corp. 1493
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Markus Agency, The 1500
Mellaphone Corp. 1502
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National Screen Service 1500
National Theatre Supply Co. 1480
Netschert, Inc., Frank 1504
Novelty Scenic Studios 1502
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York Safe & Lock Co. 1509

Gold Seal, of course!



. . . . this time—eleven 5-unit ticket registers for handling admissions at

the world's largest convention hall, Atlantic City, N. J.

Gold Seal Registers are standard equipment in the houses of the biggest exhibitors all over the country—Fox, Stanley, Roxy, Keith-Proctor, Saenger and many others. Now for this gigantic new enterprise in Atlantic City, with a capacity of 41,000—Gold Seal Registers have been chosen as the fastest, safest and best!

GOLD SEAL Registers and Tickets

AUTOMATIC TICKET REGISTER CORPORATION
Subsidiary of Consolidated Automatic Merchandising Corporation
Manufacturers of GOLD SEAL Registers
723 Seventh Ave.
Used Wherever Tickets Are Sold
NEW YORK CITY

Selected List of Important Trade Publications

Prepared for the Service of Theatre Owners, Managers and Theatre Architects

Important publications issued by manufacturers in connection with the subjects listed in these columns will be sent free to readers upon request to this magazine. For your convenience a number is used to indicate each subject and a request blank provided. To obtain copies of publications on subjects in which you are interested simply insert on line provided in blank the number opposite that subject, fill in name and address and mail to Motion Picture News.

AIR CONDITIONING
(1) General outline of systems with illustrated descriptions of apparatus for atmospheric conditioning in theatres.

CLEANING SYSTEMS
(2) Apparatus used in central cleaning system for theatres.

DECORATION
(3) Furnishings for auditoriums, lobbies, lounges—decorative furniture and fixtures, fountains, shrubbery, draperies, etc.
(4) Finishing materials for wall and ceiling treatments.

FILM PROCESSING AND CLEANING
(5) Descriptions of materials and apparatus used in processes for film renovation, preservation and cleaning.

HEATING AND VENTILATION
(6) Types of ventilating and heating systems with diagrams, illustrations and descriptions of apparatus.

LIGHTING, DECORATIVE
(7) Spotlight, effect projectors, automatic and remote control color and effect machines for atmospheric theatres, cove lighting, lobby and rest room illumination, with specifications for uses and operation.

LIGHTING FIXTURES
(8) Decorative chandeliers, wall fixtures, directional signs, illuminated mirrors and fountains for theatres described and illustrated.

LIGHTING, PROJECTION
(9) Arc and incandescent lighting equipment, specifications for use and operation.

LIGHTING, SIGN AND MARQUEE
(10) Flasher equipment, color devices, etc., for front effects and advertising.

LIGHTING, STAGE
(11) Spotlights, effect machines, borders, foot lights, etc., and their uses in stage effects.

LIGHTING CONTROL
(12) Dimmer control, switchboards, panel boards, switches of various types for stage and auditorium lighting control.

MOTOR-GENERATORS
(13) Various designs of motor-generators specially designed for motion picture projection.
(14) Power control, transformers, etc., for projection, specifications and illustration of apparatus.

ORGANS AND ORGAN EQUIPMENT
(15) Theatre organ of various types for large and small auditoriums.
(16) Organ blowers, heaters, seats and accessories.

PIT AND STAGE ORCHESTRA EQUIPMENT
(17) Music stands, special designs for pit orchestras and stage band acts.

PLUMBING FIXTURES
(18) Radiators, equipment for wash room furnishing, etc., illustrated.

PROJECTION
(19) Operating instructions, parts for machines (specify make and model).

RIGGING, STAGE
(20) Drapes, curtains, curtain control apparatus, automatic stage platforms, elevators, etc.

SAFES
(21) Descriptive literature illustrating types of safes especially designed for theatre use.

SEATING
(22) Auditorium chairs, special designs illustrated, re-seating arrangements, etc.

SCREENS, MOTION PICTURE
(23) Various types described, diagrams, illustrations of surfaces, etc.

SIGNS AND MARQUISE
(24) Theatre advertising signs, marquise designs illustrated.

TICKET VENDORS
(25) Automatic ticket machines for motion picture theatres, change makers, canceling devices and registers.

Sound Equipment

(26) AMPLIFIER UNITS
(27) HORNS AND AMPLIFIERS
(28) HORN TOWERS
(29) PICK-UPS
(30) RECORD LIBRARIES FOR NON-SYNCHRONOUS DISC REPRODUCERS
(31) RECORD CUEING SERVICES
(32) SYNCHRONOUS DISC REPRODUCING UNITS
(33) SYNCHRONOUS DISC AND FILM-TRACK REPRODUCERS
(34) TRANSFORMERS AND VOLTAGE REGULATORS

Request Blank

Motion Picture News
729 Seventh Ave.
New York City

Please obtain for me free copies of trade publications dealing with the following subjects:

_____
(Insert above numbers indicating subjects)

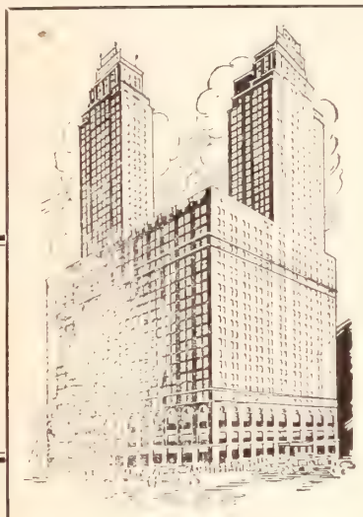
Name .....

Theatre .....

Street .....

Chicago's
MORRISON HOTEL
Corner Madison and Clark Streets

Closest to Stores and Offices



The new Morrison, when completed, will be the world's largest and tallest hotel—46 stories high, with 3,400 rooms.

Closest to Theatres and Railroad Stations

Tallest in the World

Forty-six Stories High

1944 Rooms, $2.50 Up

—all outside, with bath, running ice water, telephone, bed-head lamp and Servidor. A housekeeper is stationed on each floor. All guests enjoy the privileges of the hotel's garage.

Wire or Write for Reservation

Clearer projection... fewer empty seats

"CLEARER pictures" . . . "no eye-strain" . . . these are reasons often given by movie patrons for attending the same theatre night after night. Their own words prove that even the feature film can't build sustained attendance unless projection is of the finest type.

For definition, flatness of fields, illumination, and maximum contrast between black and white, Cinephors have proved their superiority in comparative tests before experienced operators and trained critics. Every Cinephor is highly corrected . . . can be brought to a clear, sharp focus with greatest ease.

A note from you will bring full information about Cinephor lenses. Bausch & Lomb experts will be glad to cooperate on your specific projection problem. Bausch & Lomb Optical Co., 653 St. Paul St., Rochester, N. Y.

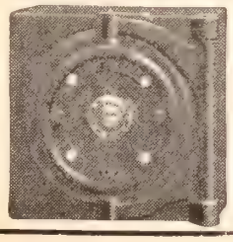
Bausch & Lomb
CINEPHOR
Projection Lenses for Motion Pictures



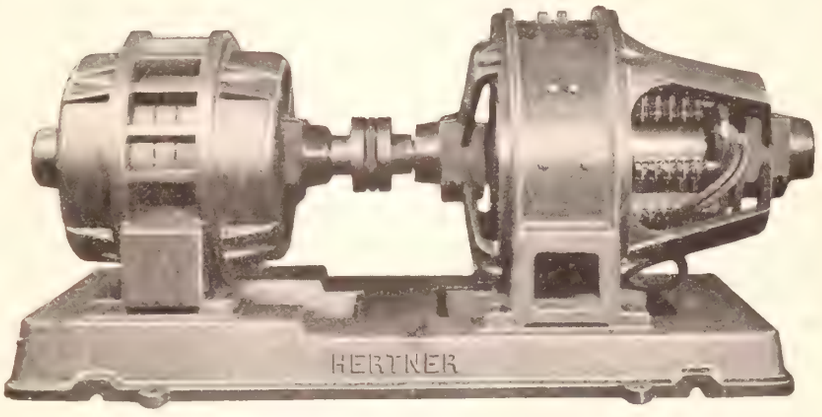
Is this burglar spending your money?

He has made another successful raid upon a moving picture theatre. The money he is spending upon Wine, Women and Automobiles belongs to the owner of a theatre in a town a hundred miles away.

Will he be spending your money next week? Not if you install a York Burglary Chest.



YORK SAFE *and* LOCK COMPANY
York, Pa.



EXCLUSIVE **TransVerteR** FEATURES

Type "C. P." Transverter delivers within 3% of the rated voltage under all conditions and loads within the rating of the generator.

It is four oil bearing in type and is built with especial provision for ventilation.

The motors, operating at 1200 r.p.m. are noted for their high efficiency and excellent power factor. Built close coupled, thereby requiring a minimum of floor space.

"If you show pictures you need the TRANSVERTER"

Sold in the U. S. A. by The National Theater Supply Co.

Canadian Distributor Perkins Electric, Ltd.

THE HERTNER ELECTRIC COMPANY

12694 ELMWOOD AVENUE TransVerteR CLEVELAND, OHIO, U. S. A.

Exclusive Manufacturers of the Transverter

WE ARE PLEASED TO ANNOUNCE

THE SPRING MEETING

OF THE

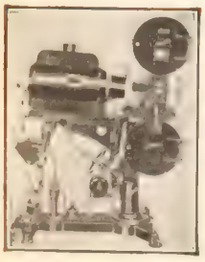
SOCIETY OF

MOTION PICTURE ENGINEERS

NEW YORK CITY

MAY 6-9,1929

"Through the Society of Motion Picture Engineers knowledge has been increased, interest created and pride developed which have been a tremendous force for the advancement of the industry in its technical departments."



INTERNATIONAL PROJECTOR CORPORATION

MANUFACTURERS OF

SIMPLEX PROJECTORS

NEW YORK, N. Y.

Two Towns Drop From Publix Unit Mid-West Route

Omaha and Des Moines Houses Revert To Sound Policy Discontinuing Shows

The Rivoli Theatre, Omaha, and the Des Moines Theatre, Des Moines, are not to continue on the route of the Publix Unit shows. Each of the houses, heretofore classed as de luxe Publix theatres, will within the next two weeks install new "all sound" policies. Musicians and stage hands in both theatres have been given their two weeks' notices.

In Omaha the house is to close for the purpose of remodeling the lobby and reopen on May 10, being renamed the Paramount. The stage band policy will be abandoned, and only the musicians retained in the pit, and that only if the Union can enforce its demand under a contract with the house that has to run until September 1.

Through the dropping of these two towns the Publix Units will jump from Denver to Dallas, Tex.

Several weeks ago the Publix houses in San Francisco and the North Pacific discontinued the stage shows for sound. The report that the shows were to be dropped from the Los Angeles Paramount were denied.

Pathe Is Applying Color Process To Its Talkie Pictures

The Pathe laboratories in France have completed experiments that are said to prove the availability of the Pathe-chrome process to sound and dialogue films. The first shipment of sound films in the color process has left Havre for New York and the first subject to reach the screen will be "Mr. Pathe," the firm's crowing rooster trademark.

O'Reilly Again Heads T. O. C. C.; Slate Is Selected

Charles L. O'Reilly comes back to his former job of president of the Theatre Owners Chamber of Commerce of New York with his selection this week. Other officers were also selected for the new year to be elected with opposition at the May 29th meeting. Louis Geller is to be vice-president; Sam Sonin, secretary and Human Rachmil, treasurer.

Briefs Expected To Be Filed This Week On The U. S. Cases

Defendant's briefs have been prepared by chief counsel Edwin P. Grosvenor in the arbitration and credit committee test cases brought by the government against ten distributors, the Hays Organization and Film Boards of Trade. Delay in printing has held up the government briefs but they are expected to be filed in the New York Federal Court the latter part of this week.

Radiotelegraph Network Plan By Warners And Associates May Be Television Forerunner

Application Made For Thirty City Network To Cover Nation; Radio Firms Are Interested

THE Federal Radio Commission has had a plan laid before it for the creation of a radiotelegraph network which will connect about thirty cities throughout the country, which would mean that there would be available a new nation-wide hook-up. The fact that there are two motion picture producing organizations—the Warner Bros. and First National—named as interested parties to the plan, with the association of several radio firms and banking interests, leads to the general belief that this may be the forerunner to the broadcasting of motion pictures by television.

One of the Warner executives, when questioned regarding the proposed link-up of radio short wave stations, stated that the project at present was one purely of a commercial nature. But, "that if we happen to have the vision to foresee the coming of television and are prepared with the radio wavelengths to broadcast it when it comes, it isn't a crime is it?"

He refused to commit himself any further than that in regard to the purposes of the tieing up of the wave lengths as requested from the Federal Radio Commission.

A. C. Thomas, general counsel and secretary of the Warner Bros., appeared before the commission, and declared that his clients are definitely committed to spend $1,500,000 on the enterprise, contingent upon the granting of the applications by the commission. He explained that in addition to the Warner Bros. and First National, Joseph Freed, president of the Freed-Eiseman Radio Co., and a number of members of the New York Stock Exchange, had agreed to contribute the money necessary for the development of the project.

The cities proposed to be covered by the network were enumerated as follows: Chicago, St. Louis, Detroit, New York, Philadelphia, Washington, Baltimore, Memphis, Atlanta, Tampa, New Orleans, Dallas, Salt Lake, San Francisco, Los Angeles, Portland, Ore., Seattle, Cleveland, Buffalo, Columbus, O., Cincinnati, Des Moines, Kansas City, Milwaukee, Minneapolis, Omaha, Indianapolis and Denver.

This would give the organization a complete coverage of the entire country. Whether a granting of the application for rights to use the short wavelengths would permit the company to utilize the network for regular broadcasting of programs which would enable them to advertise their picture product until such time that television became an actuality is a question.

T. C. Assoc. Of N. C. Is Meeting June 17-18

THE summer convention of the Theatre Owners Asso. of N. C. will be held on June 17 and 18 at Wrightsville Beach, N. C., officers of the organization decided on April 22 at the Charlotte office of Mrs. Walter Griffith, the secretary.

New Phonofilm On Market For Smaller Houses

Film And Disc Equipment Will Lease For Ten Years At $4975

Junior DeForest Phonofilm and Phonodisc equipment for theatres of 750 seating capacity, or under, is announced by General Talking Pictures Corporation. It will lease for ten years for $4,975 complete for both sound-on-film and sound-on-disc projection.

Either the Junior Phonofilm or Junior Phonodisc will be leased separately, with the price on the former set at $3,995 and the sound-on-disc device at $2745.

The Junior model as far as the disc turn table and synchronizing device and sound boxes is concerned, is identical with those supplied with the standard model of DeForest Phonofilm and Phonodisc, thus insuring that the Junior model gives the same reproduction of sound. The difference in the price has been accomplished through a modification of the volume capacity of the amplification system and loud speakers. Both the amplification system and speaker system, however, remain identical in design with the standard model.

West Coast Action Awaits Return of Prosecutors

Further development in the government's alleged conspiracy case against West Coast Theatres and nine other defendants in Los Angeles are not expected to take place until the return of John H. Amen and Joseph MacHugh, special assistants to the Attorney General. They both left the Coast last week for a two weeks' visit to Washington, D. C.

Fast Mail Saves Day

The new and improved airmail service to the West Coast saves a whole business day. With the completion of the new service the planes will make two through trips between the two Coasts every 24 hours.

Warner-U. A. Deal Near Close; Await Harry Warner's Arrival; Chaplin Reported Not Interested

No U. A. Directors Meeting Called; Schenck, Doug and Mary Here; Warner To Buy 51 Percent Is Report

THE long awaited deal between the Warner Brothers and the United Artists is drawing to a point where the final conferences are to be held next week on the arrival of Harry Warner from Europe. Joseph M. Schenck, Mary Pickford and Douglas Fairbanks arrived from the Coast via special car on Tuesday morning. Samuel Goldwyn had preceded them East by a few days. Schenck on his arrival refused to issue a statement or to talk about the deal. Reports from authoritative sources as regards Charles Chaplin's attitude on the merger are that he's "not interested in any way." Up to Thursday none of the board of directors of United Artists were called for any sort of a meeting.

The latter would indicate that the matters pertaining to the deal have not as yet reached a point where there is anything formal that the directors can be asked to pass on.

From the Coast this week came the report that the attorney for Doug and Mary has asked the California courts to dissolve the Pickford-Fairbanks Studio Company. This is taken as a certain indication that the United Artists Consolidated Company is an assured fact.

The latest report is that the Warners have insisted on obtaining 51 per cent of the new United Artists Company by purchase. This may cause a hitch in the deal for a time. The original plan that Schenck had called for the disposing of but 50 per cent of the stock of the organization, which would leave the control divided. The Warner demand for control may or may not throw a monkey wrench into the works.

Those close to Chaplin in the East say that if a deal goes through he will not be a party to it, and will offer his pictures when completed in the open market to the distributor that bids the highest.

Mary Pickford and Douglas Fairbanks, since their arrival in New York, have been exceedingly quiet, and there hasn't been a single bit of pictorial publicity in any of the daily papers regarding their arrival for two days following it.

Harry Warner is reported as due in New York on Monday of next week from abroad, and with his arrival a series of conferences are expected at which the final details of the proposed merger will be thrashed out.

A.M.P.A. Approve Curry

The ascent of John F. Curry to the leadership of Tammany Hall was approved this week by the A. M. P. A., a unanimous pledge of esteem being tendered him at the M. P. Club, N. Y.

W. E. Installations Reach Total of 1,738

WESTERN ELECTRIC sound systems installed in theatres of the United States have reached a total of 1838, according to the latest figures issued by the company. Fifty-eight new installations have been made since the publication of the last list which totaled 1,680.

Practically all of the installations are film and disc, except for a very few. In the new list the bulk of the newly wired houses are in the East and Middle West. Seating capacities of the houses range from 600 to 4,000.

First National Will Continue To Produce Silents

Foreign Market And Smaller Theatres Among Reasons Stated By Rockett

First National will continue to make a silent version of every picture on its program, according to an announcement made this week by Al Rockett, associate-executive of the company.

"While all our pictures are to be made as Vitaphone productions, with 100 per cent dialogue, we will continue to make silent versions of these with the same casts and directors," Rockett stated. "There are several reasons: one is the foreign field; another is the fact that there are many of the smaller theatres in this and other English speaking countries still unwired, and still another is that people who are deaf or hard of hearing must have consideration."

Rockett also announced that singing and dancing pictures are to be increased in number on the present program.

Imperial Talkie Shorts In Work For State Right Mart

A schedule of short-length shorts in talkie form is now well under way by Imperial Pictures, Inc., which aims to distribute its product through the state rights market. One- and two-reel comedies, tabloid dramas, concert numbers and others are promised in the series.

Reformers Rejoice

Final obsequies over the killing of a measure which would have provided Baltimoreans with Sunday amusements were recently celebrated at a dinner by the group which opposed it.

Warner-Publix Deal Is Denied By Sam Katz

Publix Gets Fifty Percent Of Fitzpatrick-McElroy Houses B. & K.-Cooney Deal

Sam Katz has issued a denial of the report that negotiations were on that contemplated the placing of the operation of the theatres controlled by Warner Brothers into the hands of Publix. Spyros Skouras, head of the Warner Theatres, it was said, was looking to consummate a deal of that nature. This was also denied. The Warners are said to have extensive plans for the reorganization of the operation of the circuit, which includes all of the Stanley Circuit houses as well as their own theatre holdings.

During the week Publix, however, did obtain a 50 per cent interest in the chain of mid-west houses controlled by Fitzpatrick and McElroy. This involves six theatres. A newly-formed Delaware corporation, known as Publix-Fitzpatrick-McElroy, Inc., with Sam Katz as president, will handle the operation.

Balaban and Katz, which is a Publix subsidiary, is reported to have closed a deal whereby they will acquire the National Playhouses chain in Chicago through a deal with the Chicago Title & Trust Company, receivers for the Cooney chain. A deal with the Schoenstadts for their Piccadilly Theatre is also reported to have been closed. These transactions will give B. & K. the absolute control of the South Side situation in Chicago and add a total of four major houses to their Chicago city chain.

RKO's Quarterly Report Shows Profit Of $608,209

RKO reports for the quarter ended March 31, 1929, $608,209 net income, after charges and taxes. This amounts to 34 cents per share on the 1,778,627 no par class A shares outstanding. The report is RKO's first quarterly statement.

The figures are as follows: profit from operations, $181,373; profit from other sources, $486,836; total profit, $668,209; provisions for Federal taxes, $60,000; net income, $608,209.

Powell A Star Now; Talk-Films Set For Him Are 4

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—William Powell will be sold as an individual star on next season's Paramount program, and is scheduled to appear in a series of four talkers during the year, his first being "The Greene Murder Case."

Paramount's Record Quarter

The first quarter of 1929 showed a record net profit for Paramount-Famous-Lasky Corp., the amount being $2,565,000, after all charges and taxes. These figures amount to $1.16 per share on 2,206,505 shares of common stock outstanding.

The Voice of the Screen

News and Comment on All Phases of Sound Pictures

SOLVING YOUR SOUND PROBLEMS

PRACTICAL methods of overcoming sound reproduction difficulties in theatres are given this week by M. W. Korach, manager, Brighton Theatre, Syracuse, N. Y., and Lionel Wasson, of the Des Moines, Des Moines, Iowa.

Both relate to "chasing echoes" and the even distribution of sound in the house.

"There are no two theatres in the country with the same acoustics, because no two theatres have been built exactly to fine measurements identical," says Mr. Korach." "Consequently, the equipment manufacturers try to remove the echo and the rebound in the theatre by means outside of their mechanical device in the booth and by velour drapes, etc. In other words, material that absorbs the sound and does not cause rebound, just as when every seat is occupied in this theatre, the sound is almost perfect. Then, there are no hollow spots causing an echo to go back to the screen, interfering with the spoken lines.

Conflict In Lines

"For example, let's take these lines—'I love you (Pause)—and I want you.' 'I love you' is spoken. If you have an echo in your theatre it will come right back almost at the time that the artist says: 'I want you'—causing a conflict in sound, and it carries right on through the talking sequence.

"As I said before, drapes will absorb the sound and so will the clothes of human beings if you have enough in your theatre.

"The greatest test as to the acoustic value of a theatre that has not had sound equipment installed, is getting into your theatre when it is empty. Stand down on the center of your stage and call out the same as you would out in the open woods and wait for the echo to come back. If it comes back, you have hollow pockets in your theatre. Perhaps the worst detriment to a theatre that is going to install sound is a dome.

"Now, the cheapest way to overcome these troubles that mechanical sound equipment will never overcome is just stringing piano wires across the dome or hollow places. My own personal theory on this is as follows:

"Lightning will not strike a place where there is a lightning rod. If it hits the rod, it is grounded into the earth. A sound wave is no different. It comes out of the horns and if it hits the drapes, it will be absorbed and if it hits piano wires the wires will ground the sound into the building and you will have no rebound or echo.

"Not being an engineer or an acoustic specialist, I am just trying to give you a practical theory. Don't you think it sounds logical? Open your grand piano and have someone play it. Observe the wires. You can almost see the sound waves go across the strings and ground themselves individually so that one note of music will not interfere with the other. Thus conflict in sound is eliminated.

"This holds true with sound equipment in the theatres of today. True, the easiest thing to do is to condemn the mechanical device, but as I said before with the inferior making of sound productions and the acoustic value of theatres at a low ebb, we must help ourselves in our own theatre in trying to make same one hundred per cent perfect as to sound."

Lionel Wasson, who had one of the hardest houses in the state of Iowa to handle in regard to one of the big problems with sound pictures, the right reception of the sound, has worked out several schemes which solve these difficulties and will make his house one of the best sound houses in the group. His theatre, the Des Moines, is a box-like type of theatre, with very little balcony and little else to break the sound waves. Hence, the problem of echoes was a serious one at this theatre. The floor at the Des Moines also had a decided pitch which makes the sound go over the heads of the patrons in front while it hits the back of the theatre and the sides more strongly. This made a problem for the center of the theatre, the best seating section. With the back wall catching the sound, throwing it back, bouncing it to the top and back to the front of the theatre there was added the fact that an arched cove over the stage also caught the sound. This cove, built to help turn the sounds from the stage and orchestra toward the audience, is not a help with sound.

Exhibitors Tell How To "Chase Echoes" And Distribute Sound

Stringing piano wires across hollow spots as an echo-killer in the theatre is the novel suggestion made by an exhibitor in this article. Another theatre manager, from practical experience, advises "listening with the other fellow's ears" as an important aid to proper sound reproduction.

Ruffles are the solution which Mr. Wasson brings for echoes. The yards of velour which he has hung from the back of the theatre, is draped so as to add much to the scenic effect of the theatre, while it is found that the fact that the velour is draped and folded helps also to break the sound. In measuring the velour for the walls one third was added in each case to allow for the overlay. The more ruffles you can put on, the more it will take in the sound.

Listening With Other Fellow's Ears

In covering the dome of the theatre, the velour was shaped on the ground to size before it was drawn up. Holes were drilled in the attic floor and ropes—pulled up the velour up in place. Eleven men working at one time pulled up the covering so that it was kept straight. The new velour adds much to the warmth of the theatre colors, while the minute you step in the theatre you can feel the greater quietness and restfulness from the softening of the sound. The cove over the stage will also be filled with velour to catch any possible echoes that the back and dome might pass on.

An important thought which Mr. Wasson passes on to theatre men is, don't depend upon your own ears. He finds that he becomes trained to catch the sound after listening for a short time. The patrons may complain of not being able to hear when you are having no difficulty.

Ask your friends to watch, watch the reaction as you sit in different parts of the theatre, yourself, and you will find that you can turn the horns so that different sections may get better sound reception. Are the horns turned so that they are too much to the sides so that the sound can strike there? On the other hand they can usually be turned so that the sound waves hit it indirectly and away from the straight back of the theatre where it is catching too much sound.

There are places in every theatre where one can hear best. Every theatre may vary from another in this. In the Des Moines the best place to sit is about eight rows from the back of the theatre. There are those who have difficulty in hearing at any place which may be directed to these seats. The film fans, however, expect to hear well all over the theatre more than they do when they are in a house where there are actors speaking on the stage.

And it is up to the theatre manager to give them the best reception possible, chasing echoes, puttting on ruffles and listening with the other fellow's ears.

Three Leaders On Broadway "Coquette," "Duke Steps Out" And "Nothing But The Truth"

Respective Figures $31,800, $78,118 And $79,300; Roxy Biz Bad At $89,796; Eleven $2 Films

THE three outstanding leaders of Broadway grind house business last week, figured on a percentage based on the average receipts in the houses that they played, were "Coquette," at the Rivoli, with $31,800 for a percentage of 112 4/5; "The Duke Steps Out," at the Capitol, having $78,118.35 giving the house 114 7/10 per cent for the second week of the feature and "Nothing But The Truth," at the Paramount, with $79,300 for a percentage of 109 1/2. The Roxy business went way off last week with "Girls Gone Wild" as the attraction getting $89,796, which gave the percentage rating of 87 3/5.

The remainder of the octette of grind houses were all under 100 per cent average. "Weary River," which was in its second week at the Strand, got $33,000 for a rating of 95 per cent, which is not bad on the fortnight, the total business being $79,700, and the average percentage on the two weeks being 115. In its fourth and final week at the Rialto, "The Wild Party" played to $24,600 for a little better than 85 per cent.

At the Colony, the final week of the weekly change policy, had "Scandal" as the attraction, and did $11,348, which was around 96 per cent. "The Leatherneck" was at the little Cameo to fair returns.

A Record For $2 Offerings

There are eleven pictures being offered in legitimate theatres on Broadway at a $2 top scale. This is a record for the street. Nine of them are talking pictures. The two exceptions are "Christina," at the Gaiety which is about to leave, and "The Divine Lady," which finished a run at Warner's on Sunday night. Last week the former played to $7,850, while on the final eight days of its run the latter got $12,583.50.

There were two new arrivals last week. They were "Madame X," at the Harris, in which M-G-M appears to have a solid hit, and "Innocents of Paris," by means of which Paramount introduced Maurice Chevalier to Broadway at the Criterion. In nine performances "Madame X" played to $10,300, while the Chevalier film in three performances got $2,865.

Of the run pictures, the leader still remains "The Broadway Melody," at the Astor, which played to $23,989.50, while "The Trial of Mary Dugan," with $9,779.50 at the Embassy is second, and "Alibi," at the 44th Street with $18,320, comes along in third place. Their respective percentages are 162 9/10, 125 2/5, and 105 2/5.

At the Selwyn "The Rainbow Man" showed nicely with $12,286, while "Noah's

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Rembusch Out To Show Up Town's Blue Law

IF Frank J. Rembusch, theatre operator of Indiana, is successful, the business men of Columbus, Ind., will be brought to realize the hindrance they face in the town's blue law which was recently invoked against Rembusch, his son Truman, projectionist at the Crump, Columbia, Ind., and Donald Wagner, employee of the theatre. The charge against Rembusch was operating a theatre on a Sunday and in a campaign of defense, the theatre operator has filed charges against Columbus merchants in an effort to have the Sunday laws enforced to the letter.

2 New Films Are Up To Normal In L-A-Premieres

"Coquette", "Syncopation" "And Broadway Melody" Again Do Big Business

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—Extended run pictures continued to set the pace in Hollywood for the week ending May 2. Two new pictures were in, "Saturday's Children," at the Paramount, which turned in a $28,000 gross, or a rating of 94 per cent, and "Voice of the City," at Loew's State, which got $28,700, or 108 per cent.

"Coquette" again led the percenters parade at United Artists, with another high mark of 200 per cent, or a $20,000 gross. At the Criterion "Syncopation" was a strong second with 147 per cent, or in cash terms, $14,500. The fourth week of "Desert Song" brought Warners Hollywood slightly below average returns—$20,000, or 90 per cent.

At the higher priced houses Grauman's Chinese led, with "Broadway Melody" in its twelfth week, for $26,500, or a rating of 160 per cent; "Iron Mask," in its seventh week at the Carthay Circle, got a 98 per cent rating with a return of $12,000.

Roach Talkie Shorts Will Have No Silent Versions

There will be no silent versions of the all-talkie series of 12 Hal Roach comedies that M-G-M will release. "Unaccustomed As We Are," the first, is released on May 4. Each week for twelve weeks thereafter a new Roach talkie will come along. Roach has finished the 40 silent comedies set for this year, four of them being held in reserve for September release.

Pictures Do Not Breed Crime, Says Columbia Teacher

500 Children Tested With Picture Classed As "Sensational"

Charges made by reformers that motion pictures should be included among factors in juvenile crime and delinquency are refuted in an extensive survey recently announced by the Psychology Department of Columbia University.

Dr. Joseph Holmes, head of the department, reports:

"I am convinced that people who say the movies are demoralizing this generation cannot back up their vague generalizations with facts. I believe my studies in this field have proved the actual unimportance of the films as producers of young delinquents."

500 children in public and other schools, ranging in age from seven to fourteen years, were subjects of the Holmes experimentation. Tests were conducted in various school auditoriums—not theatres. The medium picture used was of the "action" type which included a variety of sensational stuff vividly portrayed. Interrogation showed that the children reacted strongly against the evil characters. Others didn't even remember what it was all about except the fact that "he was sent to prison" or "ended up in jail."

Juvenile delinquency experts, a Supreme Court Justice and a District Attorney and police officers, were among those who upheld Dr. Holmes' opinion.

"The Duke" Steps To A Record At Atlanta's Capitol

William Haines and Joan Crawford stepped out and grabbed a house record in Atlanta, Ga., where the Capitol's box-office grosses leaped to a new high mark with its showing of "The Duke Steps Out." The film was outstanding of all the other Atlanta runs and proved itself real box office in comparison with the response the others met with. Just a bit above average week was reported by the Keith's Georgia which had "Sonny Boy," while a tumble was taken by the Howard with "The Letter."

8 New Firms Get Charters From N. Y. Secretary State

Newly incorporated motion picture companies, receiving charters from the department of state, Albany, New York, include the following:

Hardel Productions, Inc., capitalization not stated, Harry Delf, William Stephens, Louis P. Randell, New York City; N. S. R. Productions, Inc., capitalization not stated, Gerson H. Werner, Theresa F. Brown, Jennie Cohen, New York City; Bollman-Grant, Inc., $10,000, James Wilson Young, Bayport; Marian McAuliff, Brooklyn; Chester McLaughlin, Bronxville; Proxima Productions, Inc., $50,000, Philip Schatz, Selma Pfaster, Beatrice Weis, New York City; Strathmore Pictures, Inc., $5,000, Harriet E. Wagner, E. C. Winegar, C. H. Jordan, New York City; Sound Film Distributing Corp., capitalization not stated, David Brill, Milton B. Klob, Morris Buchter, New York City.

Motion Picture News Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Abie's Irish Rose (Par.)

SCHENECTADY, N. Y.Proctor's Theatre (3,000), 4 days, 25c-35c-50c, 5 Acts Vaude., Pathe News. Weather, rain and cold.

Rating—110%

AD TIPS—Widespread publicity and popularity of the stage play has laid the way for this fine screen interpretation, if taken advantage of. Charles Rogers has a good following and Carroll, Hersholt, MacDonald are worth lots of space as supporting players. Exploit the talk and especially the song angle. General appeal.Proctor's Theatre, Schenectady, N. Y.

Alias Jimmy Valentine (M-G-M)

OTTAWA, ONT.—Avalon Theatre (990), 3 days, 10c-35c, Fox M'tone News, "The Diplomats." Weather, fine.

Rating—100%

Alibi (U. A.)

NEW YORK CITY, N. Y.—44th Street Theatre (1,323), 7 days, two-shows-a-day, three Sunday, $1-$2. Weather, rain and cold.

Rating—105 2/5% (Third Week)

Air Circus The (Fox)

ALBANY, N. Y.—Leland Theatre (1,400), 6 days, 35c, Movietone Act, Comedy, Fox Movietone News. Weather, rainy fore part; fair, last.

Rating—90%

Bellamy Trial, The (M-G-M)

TROY, N. Y.—Lincoln Theatre (1,000), 6 days, 25c-35c, 1 Vitaphone Act, Metro Comedy, Kinograms. Weather, variable.

Rating—125%

GRAND RAPIDS, MICH.—Regent Theatre (1,850), 7 days, 35c-50c, Fox M'tone News, Vita. Shorts. Weather, fair.

Rating—90%

AD TIPS—Distributed thousands of tabloids exploiting the baffling mystery angle. Asked audience not to divulge the secret to others who had not yet seen the picture. Audience appeal: all classes.—Lincoln Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Betrayal, The (Par.)

SEATTLE, WASH.—Publix Seattle Theatre (3,150), 7 days, 25c-35c-50c-60c, Publix "Singers Midgets" Stage Unit,, Par. News. Weather, fair.

Rating—85%

SAN FRANCISCO, CAL.—Granada Theatre (2,900), 7 days, 35c-50c-60c, "Monte Carlo" (Publix Presentation), Comedy, "Sidewalks of New York" (Par.), Fox News. Weather, mild and unsettled.

Rating—115%

Betrayal, The—Cont.

AD TIPS—Played up star and that the picture was "human, dramatic, sympathetic." Adv. should show that there was both betrayal and love, as well as hatred. Audience appeal: all classes and especially the adults. Children were not especially catered to.—Granada Theatre, L. Levy, Mgr., San Francisco.

Beware of Bachelors (W. B.)

SPOKANE, WASH.—Granada Theatre (600), 25c-35c, Comedy, News. Weather, fair.

Rating—78%

Blockade, The (RKO)

DALLAS, TEXAS.—Majestic Theatre (2,680), 7 days, 25c-35c-60c, Vaud., Movietone News, Fables. Weather, fair.

Rating—90%

Bridge of San Luis Rey (M-G-M)

COLUMBUS, OHIO.—Ohio Theatre (4,000), 7 days, 25c-50c, Loew's-Publix Stage Unit, Orchestra, Organ, Fox News.

Rating—100%

MINNEAPOLIS, MINN. —Hennepin-Orpheum Theatre (2,900), 7 days, 3 shows daily, 25c-50c-75c, 6 Acts Vaude. Weather, fair.

Rating—66%

OMAHA, NEB.—Orpheum Theatre (3,000), 7 days, 35c-60c, Pathe News, 5 Acts RKO Vaude. Weather, rainy.

Rating—90%

PORTLAND, ORE.—Broadway Theatre (1,912), 7 days, 25c-60c, Fox News, Fanchon & Marco's "Fantasma" Idea, Georgie Stoll m.c. and Broadway Syncopators.

Rating—105%

AD TIPS—Stressing the fact that the Pulitzer prize novel had been so deftly transferred to the screen that it retained all the features that made it a best seller, caused many of the skeptics to investigate with resultant benefit to the box office. For those who had not read the novel the point that film was of type in which passionate romance was given every opportunity to give the onlooker a thrill. Four stars given prominent billing. This being a sound and short dialogue film, the fact was mentioned, but as the talking was not enough to emphasize, that angle was not played up.—Audience appeal: from high school age up.—Hennepin-Orpheum Theatre, Frank Burke, Mgr., Minneapolis, Minn.

Broadway Melody, The (M-G-M)

MILWAUKEE, WIS.—Strand Theatre (1,297), 7 days, 25c-60c, Comedy, Fox News. Weather, fair.

Rating—110% (fourth week)

Broadway Melody—Cont.

BOSTON, MASS.—Loew's Orpheum Theatre (3,100), 25c-50c, 5 Acts Vaud., Fox Movietone News, M-G-M News. Weather, cold.

Rating—115%

CHATTANOOGA, TENN.—State Theatre (925), 50c, Vitaphone Short, Fox Movietone News. Weather, mostly fair.

Rating—133%

OKLAHOMA CITY, OKLA.—Capitol Theatre, 7 days, 25c-50c75c, Fox Movietone News, Phil Baker. Weather, rainy and cold.

Rating—150%

BIRMINGHAM, ALA.—Empire Theatre (1,000), 6 days, 25c50c, M-G-M News. Weather, variable.

Rating—115% (second week)

NEW YORK CITY, N. Y.—Astor Theatre (1,120), 7 days, two-shows-a-day, three Sat. and Sun., $1-$2, M-G-M Talking Shorts. Weather, rain and cold.

Rating—162 9/10% (Eleventh Week)

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 35c-50c, M-G-M News, "Nearly Divorced" (M-G-M Talkie Comedy), Oswald Cartoon, Fox M'tone News. Weather, clear, mild with some cold rain.

Rating—164% (Third Week)

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 35c-75c. Weather, rainy.

Rating—300%

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,023), 75c-$1.00-$1.50, Vaude. Revue.

Rating—160% (Twelfth Week)

PORTLAND, ORE.—United Artists Theatre (957), 7 days, 25c-60c, Fox News. Weather, rain.

Rating—150% (Fourth Week)

ROCHESTER, N. Y.—Piccadilly Theatre (2,259), 7 days, 25c-35c-60c, Krazy Kat Cartoon, Selected News. Weather, cold and rainy.

Rating—165% (Fourth Week)

BUFFALO, N. Y.—Century Theatre (3,000), 60c, Fox M'tone and Vita., Fox Silent News, Comedy. Weather, warmer and rain.

Rating—210% (Fourth Week)

CHICAGO, ILL.—McVickers Theatre (2,300), third week, 25c-50c-75c, Short Comedy, "The False Fire Alarm Co.," and M-G-M News. Weather, good.

Rating—95%

SPRINGFIELD, O.—State Theatre (1,000), 10c-50c, Fox M'tone. Weather, cool.

Rating—100%

AD TIPS—Go heavy on the advertising—it pays. Play up musical show and story. Elite trade. Songs, stars, musical comedy all drawing power.—State Theatre, Springfield, O.

Broadway Melody—Cont.

We advertised extensively by one sheets, window cards, extra newspaper space and first all-talking, all-singing, all dancing sound picture. Exploit Love and King and Anita Page was lovely beyond compare. Audience Appeal: all classes.—Capitol Theatre, Oklahoma City, Okla.

Advertise as first "all-talking, all-singing and all-dancing picture. Play up musical comedy on the screen. Romance and pathos of life back stage. Song hits emphasized and featured in local music stores. Appeal to all classes and ages.—State Theatre, Chattanooga, Tenn.

Continued extensive campaign with many tie-ups and novel exploitation stunts. On opening days of second week gave away 750 sachets of B'Love perfume to women patrons. Perfume was gone by 1 p. m. Holding picture for third week. Getting free space daily from Hearst's Bee News. Audience appeal: general.—Rialto Theatre, John Howard, Mgr., Omaha, Neb.

Film exploited without outside hookups as real life back stage with all its humor and pathos. Stress laid on all-singing, all-dancing character. Audience appeal: high school age and up, all classes.—Piccadilly Theatre, Herbert Chatkin, Mgr., Rochester, N. Y.

Canary Murder Case, The (Par.)

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 35c-50c, 2 Vitaphone Acts, Comedy, Fox Movietone News. Weather, variable.

Rating—140%

AD TIPS—Got out tabloid and distributed thousands of these stressing that the picture was a mystery drama and in newspaper advertisement asked all to be present at the beginning of the show in order to better appreciate the situations as they develop. Audience appeal: mature.—Mark Strand Theatre, Thomas Clark, Mgr., Albany, N. Y.

Charlatan, The (U.)

MILWAUKEE, WIS.—Alhambra Theatre (2,000), 7 days, 25c-50c, Laemmle Novelty, Snookum Comedy, Oswald Cartoon, Int'l News. Weather, fair.

Rating—80%

Case of Lena Smith, The (Par.)

SCHENECTADY, N. Y.—Proctor's Theatre (3,000), 3 days, 25c-35c-50c, 5 Acts Vaude., Pathe News. Weather, rainy and cold.

Rating—96%

Caught in the Fog (W. B.)

OTTAWA, ONT.—Rex Theatre (900), 3 days, 15c-20c, Pathe Weekly, "Tiger's Shadow," "Fox Tales.' Weather, fine.

Rating—98%

Cheyenne (F. N.)

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 25c-50c, Presentation, Par. News, On the Stage, "Melody Kiddies," I. F. W. Ackery in step dance novelty. Weather, fine and warm.

Rating—60% (Double Feature)

Children of the Ritz (F. N.)

VANCOUVER, B. C.—Strand Theatre (1,800), 6 days, 25c-50c, Presentation, Fanchon & Marco Innovation, News, Jackie Souders and Band. Weather, fine and warm.

Rating—100%

FORT WORTH, TEX.—Worth Theatre (2,500), 3 days, 20c-60c, "That's My Wife," Laurel-Hardy Comedy, Par. News. Weather, clear and cool.

Rating—85%



Ronald Colman is the protecting hero as well as the dangerous sleuth in U. A.'s "Bulldog Drummond," which has its N. Y. premiere this week

Chinatown Nights (Par.)

TACOMA, WASH.—Fox Rialto Theatre (1,350), 7 days, 10c-35c-50c-75c, "Sound Your A" (Comedy), Fox News, Par. News. Weather, fine.

Rating—75%

OKLAHOMA CITY, OKLA.—Empress Theatre (1,250), 7 days, 10c-25c-50c, Pathe News, Talking Comedy. Weather, rainy and cold.

Rating—100%

WICHITA, KAN.—Palace Theatre (1,487), 7 days, 25c-50c, Gus Edwards Revue, Paul Tremaine and Orchestra, John Charles Thomas, and Fox M'tone News. Weather, unsettled.

Rating—100%

Christina (Fox)

NEW YORK CITY, N. Y.—Gaiety Theatre (808), 7 days, two-shows-a-day, three Sunday, $1-$2, Fox M'tone Shorts and News. Weather, rain and cold.

Rating—84 1/5% (Fourth Week)

Circus Kid, The (RKO)

OMAHA, NEB.—Empress Theatre (1,000), 7 days, 25c-50c, Musical Stock Co. Weather, rainy.

Rating—90%

Clear the Decks (U.)

BOSTON, MASS.—Keith Memorial Theatre (3,000), 7 days, 50c-$1.50, 6 Acts Vaud., Pathe News. Weather, cold.

Rating—100%

SYRACUSE, N. Y.—Strand Theatre (1,700), 7 days, 20c-30c-40c, Presentation, Strand Debutante Orch., Comedy, 2 Vita. Acts. Weather, rain.

Rating—100%

AKRON, O.—Allen Theatre (50)5, 7 days, 25c-50c, Int'l News, "Their Purple Moment." Weather, four days clear, three, rain.

Rating—80%

MACON, GA.—Ritz Theatre (1,000), 1 day, 25c-35c-50c, Sportlight, Krazy Kat Cartoon, Vita. Unit. Weather, fair.

Rating—115%

Close Harmony (Par.)

TROY, N. Y.—Proctor's Theatre (2,000), 4 days, 25c50c, Vaud. Weather, rainy.

Rating—100%

TAMPA, FLA.—Tampa Theatre (1,600), 4 days, 25c-50c-60c, Cartoon, Review Talkie Act, Par. News, Organ. Weather, fair and warm.

Rating—110%

Close Harmany—Cont.

BOSTON, MASS.—Scollay Square Theatre (3,000), 7 days, 25c-75c, 5 Acts Vaud., Par. News. Weather, cold.

Rating—110%

LITTLE ROCK, ARK.—Royal Theatre (1,000), 6 days, 4 shows a day. Weather, 2 days rain, 4 fair.

Rating—90%

BALTIMORE, MD.—Loew's Century Theatre (3,221), 6 days, 25c-60c, Fox and M-G-M M'tone News, Loew-Publix Unit "Laces and Graces," headed by Richy Craig, Jr., Orchestra, Organ, "Why Is a Plumber" (M-G-M Comedy), "Strange Hospitality," "Foundations of Gold" (M-G-M). Weather, clear, mild with some cold rain.

Rating—113%

CANTON, O.—Loew's Theatre (2,125), 3 days, 30c-50c, 5 Acts, Loew's Vaude., Organ, Int'l News, Topics of the Day. Weather, cold and rain.

Rating—165%

SALT LAKE CITY, UTAH—Capitol Theatre (2,000), 7 days, 15c-60c, Fanchon and Marco Stage Show. Weather, fair but cool.

Rating—115%

AD TIPS—Exploit as a talking hit with Buddy Rogers and Nancy Carroll. A Paramount Picture. The romance of a jazz band leader and his sweetie. Hear him play those hot tunes. Audience appeal: general appeal for all classes and ages, but particularly strong for the flappers and their sheiks.—Loew's Century Theatre, Charles Raymond, Gen. Mgr., Baltimore, Md.

"Close Harmony" gives opportunity to play up another all-talking feature of life behind the scenes on Broadway. The cast also offers opportunities with such names as Buddy Rogers and Nancy Carroll. Call attention to work of vaudeville stars and other well-known entertainers throughout development of back-stage story. Audience appeal: for the entire family.—Loew's Theatre, Russell Bovim, Mgr., Canton, O.

Exploited by use of kite attached to airplane flying at 1,000 feet over city, also the fact that it is an all dialogue and all singing feature. Audience appeal: all classes and ages.—Capitol Theatre, Geo. E. Carpenter, Mgr., Salt Lake City, Utah.

Exploited the stars, cast, musical comedy, girls with beauty, charm and grace. Love and gaiety. Want ads for apartments allowing music until 2 a. m. and signed "Close Harmony," care Tampa Theatre, attracted attention. All classes.—Tampa Theatre, A. N. Roy, Tampa, Fla.

Conquest (W. B.)

PROVIDENCE, R. I.—Majestic Theatre (2,400), 6 days, 15c-50c, Fox Movietone News.

Rating—90%

Coquette (U. A.)

SEATTLE, WASH.—Blue Mouse Theatre (950), 7 days, 25c-35c-50c, Vitaphone Acts, Fox Movietone News. Weather, fair.

Rating—175%

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7 days, 25c-65c, M-G-M Sound Act, Berbard & Henrie and The Revellers, Selected News. Weather, fair.

Rating—90%

LOUISVILLE, KY.—Loew's and United Artists State Theatre (3,400), 7 days, 35c-50c, Two Sound Acts, Organlogue by Haden Read, M-G-M News, Fox M'tone News. Weather, rainy and cool.

Rating—100%

BOSTON, MASS.—Loew's State Theatre (3,700), 7 days, 40c-75c, Stage Features, Metro Movietone Act, Fox Movietone News. Weather, cold.

Rating—125%

Coquette—Cont.

PROVIDENCE, R. I.—Loew's State Theatre (3,800), 6 days, 15c-50c, "Our Gang," Fox Movietone News. Weather, rain.

Rating—125%

BIRMINGHAM, ALA.—Alabama Theatre (2,200), 6 days, 25c-35c-60c, "Bluer Than Blue," Spot Show, Par. News. Weather, variable.

Rating—90%

CLEVELAND, OHIO.—Stillman Theatre (1,800), 40c-75c, 7 days, "That's My Wife" (M-G-M), M-G-M News. Weather, cold, rain.

Rating—86% (third week)

CEDAR RAPIDS, IOWA.—Capitol Theatre (1,957), 4 days, 10c-50c, Publix Stage Show, Fox Movietone News. Weather, rainy.

Rating—100%

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-65c-75c-85c-$1, Par. News, Par. Talking Shorts. Weather, rain and cold.

Rating—112 4/5% (Third Week)

SALT LAKE CITY, UTAH—Granada Theatre (2,600), 11 days, 15c-50c. Weather, fair and cool.

Rating—125%

FORT WORTH, TEX.—Palace Theatre (2,500), 7 days, 20c-50c, "The Collegians," Vita. Act, Fox M'tone and M-G-M News. Weather, clear, cool.

Rating—150%

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, M-G-M Revue "Climbing Golden Stairs."

Rating—200% (Fourth Week)

MACON, GA.—Rialto Theatre (900), 3 days, 30c-45c, "Meet the Missus," Fox M'tone News. Weather, fair.

Rating—112½%

CHICAGO, ILL.—United Artists' Theatre (2,750), Second Week, 35c-50c-75c, Talking Shorts, M'tone News, Inkwell Imp Comedy. Weather, good.

Rating—100%

AD TIPS—Just tell them it's the new Mary Pickford, grown up, minus curls, in a talkie, adapted from a wonderful stage play. Critics reviews and word-of-mouth advertising will keep the house jammed. Audience appeal: all classes of adults.—Blue Mouse Theatre, John Damrick, Mgr., Seattle, Wash.

The picture was played up in newspaper advertising as representing a new era in talking pictures, as well as a new Mary Pickford. The fact that the picture was 100 per cent talkie also was featured. Audience appeal: all classes and ages.—Loew's Midland Theatre, Walter Mahey, Mgr., Kansas City, Mo.

The best way to sell this picture is to advertise coming of the "new Mary" in an all-talking picture. Good line for ad is "Romance of Southern Belle who defies family and convention for the man she loves." The fact that it is Mary's first talkie will bring all her fans out. Audience appeal: general.—Loew's and United Artists' State Theatre, Col. Harry H. Long, Mgr., Louisville, Ky.

Bill boards, window cards—display photos taken by Cleveland girl who, as winner of the popularity contest, was Mary Pickford's guest. Audience appeal: for all most especially for adults.—Stillman Theatre, Cleveland, Charles Ritz, Mgr.

Mary Pickford in a new role of the grown-up sweetheart of the world. Her first talking picture. "Carries a Message Straight to the Heart." "Owing to the intense dramatic ending of this picture no one will be seated during the last 20 minutes of the performance.—Audience appeal: all ages and classes.—Granada Theatre, Dave Schayer, Mgr., Salt Lake City, Utah

Cohens and Kellys in Atlantic City (U.)

CANTON, O.—Palace Theatre (1,906), 3 days, 30c-50c, 5 Acts of K-A Vaude. Master of Ceremonies, Pathe Sound News. Weather, cool and rainy.

Rating—140%

AD TIPS—Exploit this one as another of the ever-popular Cohen's and Kelley's series. "Ravishing beauties in bathing suits, etc., make good catchy lines and plenty of bathing beauty art in the ads. Feature fact that picture actually was filmed at Atlantic City and that Bathing Beauty Parade is shown. Also fact that it is first of these series to have dialogue. Audience appeal: not bad for the whole family.—Palace Theatre, Marc Wolf, Mgr., Canton, O.

Dancing Vienna (F. N.)

FORT WORTH, TEX.—Hippodrome Theatre (700), 4 days, 15c-30c, "Tight Places" (Par.) Comedy, Pathe News.

Rating—70%

Desert Nights (M-G-M)

MILWAUKEE, WIS.—Majestic Theatre (1,500), 7 days, 25c-50c, Our Gang Comedy, M-G-M News. Weather, fair.

Rating—65%

ATLANTIC CITY, N. J.—Strand Theatre (1,188), 5 days, 40c-50c, "Ruby Lips" (M-G-M), M-G-M- News. Weather, variable.

Rating—100%

Desert Song (W. B.)

LOS ANGELES, CAL.—Warner's Hollywood Theatre (3,000), 35c-50c-65c, Phil Baker in "Spain."

Rating—90% (Fourth Week)

Divine Lady, The (F. N.)

SPOKANE, WASH.—Audian Theatre (1,100), 35c-50c, Vitaphone Shorts, Movietone News. Weather, fair.

Rating—135%

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 40c-60c, Fox Movietone Short "The Interview," Par. News. Weather, rain one day.

Rating—99%

CEDAR RAPIDS, IOWA.—Strand Theatre (1,400), 7 days, 10c-35c, "Nearly Divorced," Pathe Sound News. Weather, rainy, later fair.

Rating—100%

NEW YORK CITY, N. Y.—Warner's Theatre (1,360), 7 days, two-shows-a-day, three Sat. and Sun., $1-$2, Vita. Shorts. Weather, rain and cold. Percentage based on final eight days of business.

Rating—78 3/5% (Fifth Week)

SALT LAKE CITY, UTAH—Paramount-Empress (1,400), 7 days, 15c-50c, Fox M'tone News and Par. Sound Comedy. Weather, fair and cool.

Rating—115%

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 7 days, 35c-65c, 6 Acts, Overture, Pathe News. Weather, cold and rainy.

Rating—100%

"Show Boat" Big Hit In Omaha House

ON the first three days of its two week run of "Show Boat," the World theatre, Omaha, Neb., smashed all previous records with 31,000 admissions. The house seats 2,500 and is showing the picture at regular prices, 25c-60c.

Divine Lady, The—Cont.

MACON, GA.—Ritz Theatre (1,000), 3 days, 25c-35c-50c, Par. News, Vita. Units Cat Cartoon. Weather, fair.

Rating—100%

AD TIPS—Advertise this as the picture version of the book success. Also emphasize it as a historical novel of the love of Lord Nelson and Lady Hamilton. And don't forget Corinne Griffith's popularity as a star; exploit her singing. Audience appeal: all classes, all ages.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Iowa.

The play was stressed as $2 run feature in New York showing here at popular prices. Bigger share of space in vaudeville and film ads in daily papers given to film throughout week. Historical angle of plot stressed as strongly as stars. Romance given plenty of play in ads. No outside hookups used. Audience appeal: all ages and classes.—Keith Palace Theatre, E. A. Lake, Mgr., Rochester, N.Y.

Doctor's Secret The (Par.)

TROY, N. Y.—Troy Theatre (2,000), 25c-40c, 4 days, 1 Vitaphone Act, Fox Movietone News. Weather, rainy.

Rating—90%

VANCOUVER, B. C.—Capitol Theatre (2,400), 6 days, 25c-65c, Presentation, Borrah Minevitch, "Just One Word," Fox News and Fox Movietone News, Calvin Winter and Capitolians. Weather, fine and warm.

Rating—125%

Donovan Affair, The (Col.)

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c-75c, 5 Acts Vaud., Pathe News. Weather, fair.

Rating—95%

CLEVELAND, OHIO.—Palace Theatre (3,600), 7 days, 35c-75c,6 Acts Vaud., Pathe Sound News, Pathe, Fox, Par. News. Weather, cold, rain.

Rating—90%

SPRINGFIELD, MASS.—Bijou Theatre (1,000), 7 days, 25c-50c, Int'l News, "Tropic Madness," second feature; Oswald Cartoon. Weather, rain.

Rating—100%

UTICA, N. Y.—Olympic Theatre (1,300), 7 days, 25c-35c, Our Gang Comedy, Fox News. Weather, rain and clear.

Rating—80%

AD TIPS—The fact that the picture is a mystery drama and a 100 per cent talkie was played up in newspaper advertising. Jack Holt also was featured as the star, along with 12 other noted artists in the cast. Audience appeal: all ages and classes.—Pantages Theatre, Louie Charninsky, Mgr., Kansas City, Mo.

Billed as 100 per cent talking picture with Jack Holt heard for first time on screen. Interest was piqued by line reading: "Because of startling nature of this play and its amazing climax, no one will be admitted during last five minutes of picture." Donovans living in city and vicinity were sent passes. Audience appeal: general, especially to mystery lovers.—Bijou Theatre, Al Anders, Mgr., Springfield, Mass.

Drifter, The (RKO)

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c35c, Comedy, News. Weather, fair and clear.

Rating—90%

AD TIPS—Exploit Tom Mix as a rider of the clouds. Also feature this picture as regular Mix specialty with horses, flaming six-shooters and all. Audience appeal: to children.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Duke Steps Out, The (M-G-M)

NEW YORK CITY, N. Y.—Capitol Theatre (4,620), 7 days, 35c-50c-75c-$1-$1.50, M-G-M and Fox M'tone News, Dave Schooler and Capitolians Stage Band, Arthur Knorr Unit "Crystals.' Weather, rain and cold.

Rating—114 7/10% (Second Week)

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-35c, Fox M'tone News, Van and Schenck (M-G-M M'tone Short), "Meet the Wife" (Laurel and Hardy M-G-M Talkie Comedy). Weather, clear, mild with some cold rain.

Rating—122%

SAN FRANCISCO, CAL.—Loew's Warfield Theatre (2,671), 7 days, 35c-50c-65c, Fanchon-Marco Act, Fox News, Comedy (Talking), "Furnace Trouble." Weather, pleasant.

Rating—100%

SYRACUSE, N. Y.—Loew's Theatre (3,000), 7 days, 25c-35c-50c, 5 Acts Loew Vaud., M-G-M News, Fox Movietone.

Rating—150%

SPRINGFIELD, MASS.—Broadway Theatre (1,800), 7 days, 25c to 50c, Pathe News, Hal Roach Comedy, 3 Vitaphone Shorts. Weather, rain.

Rating—90%

AD TIPS—Pleasing cuts of all stars drawn in adv. in triangle and circles. This attracted attention. Feature called "Romance of Laffs." Audience appeal: all ages and classes.—Loew's Warfield Theatre, Dick Spier, Mgr., San Francisco, Cal.

William Haines played up in "ads" as well as fact film was adapted from one of best-selling serials of time. Sunday "ad" read: "Based on life of Gene Tunney. He quit the prize ring bcause of a girl." Management sent smart touring car through principal streets of city with young man dressed in "duke-like attire, attended by small Negro page wearing "sandwich flaps" of title of picture and theatre at which it was playing. Audience appeal: went over well with all kinds of audience.—Broadway Theatre, Charles H. Preston, Mgr., Springefild, Mass.

Dummy, The (Par.)

BIRMINGHAM, ALA.—Strand Theatre (850), 6 days, 25c-50c, "Collegians," Fox Movietone News, Vitaphone Shorts. Weather, variable.

Rating—90%

OTTAWA, ONT.—Regent Theatre (1,225), 6 days, 25c-50c, "Climbing the Golden Stairs," "Waltzing Around" and Fox M'tone News. Weather, fine.

Rating—90%

VANCOUVER, B. C.—Capitol Theatre (2,400), 6 days, 25c-65c, Presentation, Short Talkies, 'Sidewalks of New York," "Waltzing Around," Fox M'tone News, Calvin Winter and His Capitolians. Weather, fine and warm.

Rating—100%

Fancy Baggage (W. B.)

SPRINGFIELD, MASS.—Palace Theatre (2,484), 3 days, 30c-60c, Fox News, Vitaphone Short, Topics of the Day, Silent Short Comedy. Weather, rain.

Rating—75%

AD TIPS—Exploited as Vitaphone talkie about society "deb" who had to decide whether five years in jail were worth one million dollars. Cast stressed. Audience appeal: general.—Palace Theatre, Samuel Torgan, Mgr., Springfield, Mass.

First Kiss, The (Par.)

TACOMA, WASH.—Fox Colonial Theatre (965), 7 days, 25c-35c, Run in conjunction with "The Great White Way," Silent News and Topics. Weather, fine.

Rating—50%



Teddie Walters of the Three Demons who appeared at the AMPA Hollywood Masque Ball. Her act is touring the Publix circuit

Frozen River (W. B.)

BALTIMORE, MD.—Warner's Metropolitan Theatre (1,500), 6 days, 15c-50c, Kinograms, Sanderson and Crummit in "Words of Love," Pat West in "Ship Ahoy," Tal Henry's Orchestra (Vita.), The Tonquin Valley (Scenic), "Delicious and Refreshing" (Educ.). Weather, clear, mild with some cold rain.

Rating—85%

CHICAGO, ILL.—Orpheum Theatre (750), 7 days, 20c-35c-25c50c-50c-75c, Vita. Shorts and Pathe Silent Newsreel. Weather, good.

Rating—90%

AD TIPS—Exploit as two big stars in one picture. Davey Lee in "Frozen River" with Rin-Tin-Tin. Love, romance and adventure. Warner Brothers' Vitaphone Production. Music by Vitaphone Symphony orchestra. Brought together—the wonder child of the talking screen, little Davey Lee of "The Singing Fool" fame and your old favorite of many thrilling screen adventures, Rin-Tin-Tin. Audience appeal: a superb attraction for the kiddies. Also a fine adventure romance for all classes and young as well as old.—Warners' Metropolitan Theatre, C. S. Langue, Mgr., Baltimore, Md.

Fugitives (Fox)

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c-35c, Comedy and News. Weather, fair and clear.

Rating—100%

Girls Gone Wild (Fox)

BIRMINGHAM, ALA.—Trianon Theatre (650), 6 days, 15c-35c, Aesop's Fables, Fox News. Weather, variable.

Rating—90%

NEW YORK CITY, N. Y.—Roxy Theatre (6,205), 7 days, 50c-75c-$1-$1.50, Fox M'tone News, "The Music Box," "Woodland Sketches," "Black and Gold," "Voices of Spring" Four Unit Stage Presentation. Weather, rain and cold.

Rating—87 3/5%

Glorious Betsy (W.B.)

ANN ARBOR, MICH.—Wuerth Theatre (777), 3 days, 10c-50c, Will Mahoney in M'tone Act "Why Be Serious?" Fox M'tone News and Kinograms. Weather, fair.

Rating—85%

Godless Girl (Pathe)

LITTLE ROCK, ARK.—Capitol Theatre (1,400), 15c-50c, 3 days, 4 shows a day, Comedy, News.

Rating—85%

CANTON, O.—Palace Theatre (1,906), 4 days, 30c-50c 5 Acts of Keith Albee Vaude, Master of Ceremonies, Pathe Sound News. Weather, clear and cool.

Rating—100%

AD TIPS—All the advertising emphasis emphasis should be laid on the title. Forget about the names of the cast, although the name of Director Cecil DeMille should be mentioned prominently. But go strong on the title and the fact that the film has both synchronized score and dialogue. Give some suggestion of story in ads, but not too much. Audience appeal: adult only.—Palace Theatre, Marc Wolf, Mgr., Canton, O.

Good Time Charley (W. B.)

WICHITA, KAN.—Kansas Theatre (800), 3 days, 20c, Comedy, News, Motio-tone feature. Weather, unsettled.

Rating—94%

Greyhound Limited, The (W. B.)

SPRINGFIELD, MASS.—Palace Theatre (2,484), 4 days, 30c60c, Fox News, Palm Beach Nights, 4 Vitaphone Shorts. Weather, rain.

Rating—70%

AD TIPS—Billed as fast-talking, fast-action picture with Monte Blue as engineer who comes through at last moment to save his rival from paying for crime he did not commit. Audience appeal: all ages, particularly to men and boys.—Palace Theatre, Samuel Torgan, Mgr., Springfield, Mass.

Hearts In Dixie (Fox)

COLUMBUS, OHIO.—Grand Theatre (1,200), 7 days, 25c-35c-50c, Vitaphone Shorts, Fox News.

Rating—115% (Second week)

FORT WORTH, TEX.—Majestic Theatre (1,400), 7 days, 15c-60c, Aesops Fables, Fox M'tone News, 5 Acts Keith-Orpheum Vaude. Weather, clear, cool.

Rating—150%

His Captive Woman (F. N.)

COLUMBUS, OHIO.—R-K-O Palace Theatre (3,200), 7 days, 25c-50c, 5 Acts Vaud. N. V. A. Week Specialties.

Rating—110%

SYRACUSE, N. Y.—Eckel Theatre (1,400), 7 days, 25c-35c, "The Old Barn" (Educ.), Organ, Par. News. Weather, rain.

Rating—100%

SCHENECTADY, N. Y.—State Theatre (1,700), 7 days, 25c-35c-50c, Vita. Vaude., Fox M'tone News, Walt Disney Sound Cartoon Weather, rainy and cold.

Rating—140%

NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, two-shows-a-day; three Sat and Sun., $1-$2-$2.50, Vita. Shorts. Weather, rain and cold.

Rating—66 2/5% (Fourth Week)

BUFFALO, N. Y.—Hippodrome Theatre (2,700), 65c, Vaudeville, M-G-M, Par. and Fox M'tone News. Weather, warmer and rain.

Rating—120%

SPRINGFIELD, O.—Majestic Theatre (950), 5 days, 10c-35c, Two Movietone Acts, Par. News.

Rating—60%

Hit of the Show, The (RKO)

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows daily, 25c-50c-75c, Pathe Sound News, 5 Acts Vaude. Weather, fair.

Rating—60%

Hit Of The Show, The—Cont.

AD TIPS—Played up fact that this was story behind the laughing mask of Broadway. That it was synchronized with music and talking sequences. Gertrude Olmstead and Joe Brown not play in ads. Newspaper advertising was of "come on" type and hit readers in the eye. Flash of dancer in abbreviated costume snapped right out of the page. Audience appeal: high school to adult.—Pantages Theatre, E. C. Bosick, Mgr., Minneapolis, Minn.

Hole in the Wall, The (Par.)

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 25c-50c65c, 4 Acts Vaude., "Thin Twins" (M-G-M), M-G-M News. Weather, unsettled.

Rating—75%

BUFFALO, N. Y.—Buffalo Theatre (3,000), 65c, Publix Revue, Fox M'tone News, Par., M-G-M News, Comedy, Orchestra. Weather, warmer and rain.

Rating—170%

Hometowners (W. B.)

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 25c-50c, Presentation, Par. News, "Melody Kiddies," I. F. W. Ackery in Step Dance Novelty. Weather, fine and warm.

Rating—50% (Double Feature)

Honeymoon (M-G-M)

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 25c-50c, Presentation, Par. News, On the Stage, "Melody Kiddies," I. F. W. Ackery in Step Dance Novelty. Weather, fine and warm.

Rating—60% (Double Feature)

Hot Stuff (F. N.)

TOLEDO, OHIO.—Pantheon Theatre (922), 7 days, 25c-35c-65c, "Bees Buzz" (Educ.), Sound and Talking Shorts, Pathe News. Weather, variable, warm.

Rating—140%

KANSAS CITY, MO.—Mainstreet Theatre (3,067), 7 days, 35c-60c, Master of Ceremonies, Pathe News. Weather, fair.

Rating—95%

LOUISVILLE, KY.—Rialto Theatre (3,000), 4 days, 30c-50c, Five Acts RKO Vaude., Pathe News, Pathe Review. Weather, hail, rain and cold.

Rating—92%

AD TIPS—It was Alice White's first talking picture and that fact was featured in newspaper advertising, along with the line "It's White Hot." Audience appeal: all ages and classes.—Mainstreet Theatre, Lawrence Lehman, Mgr., Kansas City, Mo.

Innocents of Paris (Par.)

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, two-shows-a-day, three Sat. and Sun. $1-$2, Par. Talking Shorts, Percentage based on three performances. Weather, rain and cold.

Rating—99½%

Iron Mask, The (U. A.)

SPOKANE, WASH.—Liberty Theatre (1,000), 35c-50c, Vitaphone Shorts, Comedy, Movietone News. Weather, rainy.

Rating—117%

SAN ANTONIO, TEX.—Empire Theatre (1,550), 7 days, 25c-35c-50c, Vitaphone Specialties and Fox Movietone. Weather, fair and warm.

Rating—100%

LOS ANGELES, CAL.—Carthay Circle Theatre (1,652), 75c-$1-$1.50. Elinor's Orchestra, M'tone Shorts, M'tone News.

Rating—98% (Seventh Week)

Iron Mask, The—Cont.

BALTIMORE, MD.—Loew's Stanley Theatre (3,614), 6 days, 25c-65c(Fox M'tone and Par. News, Orchestra, Organ., Jan Garber's Band (M-G-M Talkie Short), William O'Neal (M-G-M Talkie Short). Weather, clear, mild with some cold rain.

Rating—111%

COLUMBUS, OHIO.—Loew's Broad Theatre (3,000), 7 days, 25c-50c, Vitaphone Shorts, Fox Movietone News.

Rating—115%

EVANSVILLE, IND.—New Grand Theatre (1,125), 7 days, 15c-25c-40c-50c, a Talkie Acts, Fox Movietone News. Weather, moderate and fair.

Rating—125%

AD TIPS—Exploited Douglas Fairbanks. His return in the role of D'Artagnan of "Three Musketeer" fame. The "Three Musketeers" again fighting their way to fame. Old world romance. Audience appeal: all ages.—Liberty Theatre, Duncan Inverarity, Mgr., Spokane, Wash.

Be sure to emphasize that they will hear Douglas Fairbanks talk in this United Artists' Picture. Tell them: Youth will thrill, age will gasp at the romance of valor of the dauntless daredevil who found no risk too great for love and country. Audience appeal: this combination of Fairbanks in the sequel to "The Three Musketeers" makes it have an appeal that is world wide and for every age.—Loew's Stanley Theatre, Charles Raymond, Gen. Mgr., Baltimore, Md.

It Can Be Done (U.)

ALBANY, N. Y.—Proctor's Grand Theatre (1,800), 3 days, 25c-75c, Vaud. Acts. Weather, changeable.

Rating—80%

Jazz Singer, The (W. B.)

WICHITA, KAN.—Nomar Theatre (800), 4 days, 25c, Hodge-Podge, News. Weather, unsettled.

Rating—100%

Kid Gloves (W. B.)

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 40c-60c, Tivoli Orchestra, 4 Acts Keith Vaude. Weather, fair.

Rating—94%

SAN DIEGO, CAL.—Plaza Theatre (600), 14 days, 40c-60c, Vita. Acts and News. Weather, good.

Rating—110%

MACON, GA.—Rialto Theatre (900), 3 days, 30c45c, Oswald Cartoon, Talkie Comedy, "Jed's Vacation," and Colored Talkie "Melodie." Weather, fair.

Rating—115%

Ladies of the Night Club (T.-S.)

SALT LAKE CITY, UTAH—Gem Theatre (1,200), 10c-35c, 7 days, Mack Sennett Comedy, Pathe News, Scenic and Novelty. Weather, fair and cool.

Rating—90%

Capacity Biz Attracted By "Melody" In Pa.

"BROADWAY MELODY" drew capacity audiences to Loew's Regent theatre, Harrisburg, the first week of April, and the demand was so great for seats that Manager Don W. Ross cancelled another booking in order to retain the play for a second week. The attendance the second week was almost as great as the first.

Lady of the Pavement (U. A.)

TACOMA, WASH.—Pantages Theatre (1,500), 7 days, 25c-75c, 5 Acts Vaude., Talking and Silent News. Weather, fine.

Rating—80%

ATLANTIC CITY, N. J.—Virginia Theatre (1,222), 7 days, 40c-50c, Eleanor Painter (Vita.), Tojado's Tipica, Mexican Orchestra, Fox M'tone News. Weather, variable.

Rating—110%

SAN DIEGO, CAL.—Plaza Theatre (600), 14 days, 40c-60c, News, Vita. Acts. Weather, good.

Rating—110%

TULSA, OKLA.—Rialto Theatre (1,600), 7 days, 35c-50c, Two Vita. Acts, News, Fables. Weather, fair.

Rating—100%

ROCHESTER, N. Y.—Rochester Theatre (4,000), 7 days, 25c-35c-60c, 6 Acts, Stella Mayhew in songs and Nina Grey with girls' jazz band (Vita.), Int'l News. Weather, cold and rainy.

Rating—85%

AD TIPS—Exploitation of film was left entirely to ads, with stress laid on Lupe Velez as up and coming Mexican girl star. Romance, songs and adventure of plot stressed in ads and advance stories.—Rochester Theatre, H. M. Addison, Mgr., Rochester, N. Y.

Last Warning, The (U.)

GRAND RAPIDS, MICH.—Majestic Theatre (1,150), 7 days, 35c-50c, Vita. Shorts, Par. News, Orchestra. Weather, fair.

Rating—85%

Leatherneck The (Pathe)

SAN FRANCISCO, CAL.—Golden Gate Theatre (2,800), 7 days, 35c-50c-65c, Pathe News and Review and Six Acts Vaud. Weather, both mild and unsettled.

Rating—100%

BUFFALO, N. Y.—Lafayette Theatre (2,900), 65c, M-G-M-, Int'l and Fox M'tone News. Audience appeal: for all ages.

Rating—135%

LOUISVILLE, KY.—Mary Anderson Theatre (1,376), 7 days, 35c-50c, 2 Sound Acts, Par. News and Pathe Sound News. Weather, rainy and cool.

Rating—92%

AD TIPS—The cast, composed of four virile he-men actors is the big drawing card and the name is a good one suggesting as it does the marine element. Put name and cast on equal footing for big masculine results at box office. Audience appeal: especially great for men and boys.—Mary Anderson, A. B. McCoy, Mgr., Louisville, Ky.

Letter, The (Par.)

SAN FRANCISCO, CAL.—California Theatre (2,358), 7 days, 35c-50c-60c, Comedy, "Music Hath Harms," "Yankee Doodle Dandee" (Screen Song), Int'l News, Review, Outdoors and Colors (Special). Weather, mild and unsettled.

Rating—115%

SAN ANTONIO, TEXAS.—Texas Theatre (3,000), 7 days, 25c-35c-60c, Publix Presentation "Step On It," Vitaphone Specialties, Par. News. Weather, fair and warm.

Rating—80%

TULSA, OKLA.—Ritz Theatre (2,000), 7 days, 35c-50c, News, Three Talking Units. Weather, fair.

Rating—120%

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 25c-60c, Selected News. Weather, fair.

Rating—120%

Letter, The—Cont.

PROVIDENCE, R. I.—Victory Theatre (1,600), 6 days, 15c-50c, Fox News.

Rating—110%

BOSTON, MASS.—Metropolitan Theatre (4,350), 7 days, 35c-75c, Publix Unit, Anita Stewart in person, Musical Comedy Act "Bright Lights" with Ted Claire, Par. News. Weather, cold.

Rating—105%

SAN FRANCISCO, CAL.—California Theatre (2,358), 6 days, 35c-50c-60c, Roy Octavus Cohen Comedy, Special Colored Cast. Weather, pleasant.

Rating—100% (second week)

DALLAS, TEX.—The Melba Theatre (1,800), 7 days, 25c-35c-50c, Vita. Act, Eddie Peabody, "The Banjo Maniac" in "Collegiate Jazz," Giersdorf Sisters in "Crooning Melodies," Phil Baker in "Spain," Our Gang Sound Comedy, "Wiggle Your Ears." Weather, fair.

Rating—100%

CLEVELAND, O.—Allen Theatre (3,300), 30c-60c, 7 days, "Unkissed Man" (M-G-M), M-G-M News, M-G-M M'tone Acts. Weather, cold, rain.

Rating—83%

NORFOLK, VA.—Norva Theatre (1,800), 6 days, 35c-50c, "Loud Soup," Comedy, Gus Edwards Revue, in Technicolor, Singing and Talking Acts, Pathe News. Weather, fair.

Rating—75%

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 25c-50c, 3 Vita. Acts, Fox M'tone News. Weather, fair.

Rating—75%

HOUSTON, TEX.—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix Unit, Par. News. Weather, fair.

Rating—115%

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 5 Shows Daily, 25c-35c-60c, M'tone News, Shorts, Organ, Stage Band, Stage Show. Weather, fair.

Rating—57½%

AD TIPS—Fact emphasized that it was a talkie and with Jeanne Eagels as star, it was "the greatest dramatic all-talking picture yet produced." Also that it is "By the author and with the star of 'Rain.'" Audience appeal: all classes and all ages.—California Theatre, Nat Holt, Mgr., San Francisco, Cal.

Best exploitation angle of "The Letter" is to play it up as a stage play in picture form. If Jeanne Eagels is known in your city, exploit her name too. Also plays up the excellent talking angle. Audience appeal: to the higher classes.—Texas Theatre, Al Fourmet, Mgr., San Antonio, Texas.

The following note was used in newspaper advertising: "While inoffensive to adult taste, 'The Letter' will neither interest nor entertain the children." The fact that the picture should be seen from the start also was emphasized and Jeanne Eagels was played up as the star. Audience appeal: strictly adult, all classes.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

Advertising stressed the fact that the picture was a picturization of the stage success with the star of the stage hit Rain. Headlined Jeanne Eagels. The feature was billed as a daring presentation of a Startling Drama that will vitally interest every husband, wife and sweetheart in Dallas. Heavy placards with the letter upon which the picture was based, printed in script and bearing only the theatre name were placed throughout the city. The following notice appearing in the newspaper ads served to bring in a lot of business—notice—While There Is Nothing In "The Letter" to Offend the Most Refined Tastes, It Will Neither Interest Nor Entertain the Children. Audience appeal: all classes of adults.—Melba Theatre, Harl A. Wolever, Mgr., Dallas, Tex.



Sirenic Estelle Taylor as she appears in her role in M-G-M's "Where East Is East," with Lon Chaney

Letter, The—Cont.

Held an 8 o'clock breakfast matinee for girl stenographers who previously had presented letters from their employees granting them permission to see the show which was screened following a free breakfast of coffee and some cakes. About 300 attended. This aroused city wide interest in the picture. Audience appeal: adult.—Allen Theatre, W. E. Burton, Mgr., Cleveland, O.

Business done on this picture is gratifying when it is remembered Miss Eagels has little following here, and Show Boat was the opposition. We stressed the Maugham adult drama, talking, and stage players in advertising. Audience appeal: to adults and drama lovers.—Metropolitan Theatre, Houston, Tex.

Play this film up heavily as a daring, story of a woman who killed her lover and destroyed her husband's faith. Billboard the actual letter which is feature of the film in advance of the showing of the picture. In Minneapolis the billboards aroused curiosity by simply displaying the letter in black and white without any announcement that this was a coming picture. When the theatre made the offering its current attraction the billboard advertising carried an insertion to show where the picture was playing. This proved quite effective. Another angle which aroused curiosity was the following insertion in newspaper ads and lobby displays "Notice—this play will neither interest nor entertain children." State played up the fact that this was one hundred per cent cast of stage celebrities given a great deal of advertising. Audience appeal: adult.—State Theatre, G. E. Greene, Mgr., Minneapolis, Minn.

Lion and the Mouse, The (W.B)

ANN ARBOR, MICH.—Wuerth Theatre (777), 4 days, 10c-50c, "The Family Picnic" (Fox), M'tone Act, "Sing Songs" with Winnie Lightner, Fox M'tone News, Kinograms. Weather, fair.

Rating—80%

AD TIPS—Exploit Lionel Barrymore as doing a remarkable bit of acting in this play, already made famous on the legitimate. Should mention the highly dramatic scenes between him and William Collier as father and son. It's real. Audience appeal: is general.—Wuerth Theatre, Ann Arbor, Mich.

Love (M-G-M)

JOLIET, ILL.—Princess Theatre (960), 2 days, 15c-35c, Comedy, News. Weather, clear.

Rating—110%

Love And The Devil (F. N.)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c 50c, 6 Acts RKO Vaud., Pathe News, Weather, rain.

Rating—100%

Lucky Boy (T.-S.)

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 3 days, 40c-50c, Max Schmeling (Vita.), Par. News. Weather, variable.

Rating—75%

Madame X (M-G-M)

NEW YORK CITY, N. Y.—Harris Theatre (1,101), 7 days, two-shows-a-day, three Sunday, $1-$2, M-G-M Talking Shorts. Weather, rain and cold. Percentage based on nine performances.

Rating—92½% (First Week)

Making The Grade (Fox)

TULSA, OKLA.—Orpheum Theatre (2,500), 7 days, 35c-50c 75c, 5 Orpheum Vaud. Acts, Screen Digest. Weather, fair.

Rating—89%

Man Made Woman (Pathe)

SALT LAKE CITY, UTAH.—Gem Theatre (1,200), 10c-35c, 7 days, Pathe News, Review, Lupino Lane Comedy, Oregon Scenic. Weather, fair.

Rating—90%

Man Who Laughs, The (U.)

BALTIMORE, MD.—Keith's Theatre (3,016), 6 days, 25c-65c, Int'l and Fox M'tone News, 5 Acts RKO Vaude. Weather, clear, mild with some cold rain.

Rating—85%

AD TIPS—Exploit this as the great picture of Victor Hugo's "The Man Who Laughs" with Conrad Veidt, Mary Philbin and cast of artists, including 2,500 others. A masterpiece of film direction by Paul Leni. As played in Shubert's Central Theatre, N. Y., at $2. One of the biggest pictures in history. Love, Drama, Passion, Intrigue. No Raise in Prices. With sound accompaniment. See it, hear it! Audience appeal: a marvellous production for all who like their history presented in an attractive manner. Especially appealing to students of English history.—Keith's Theatre, J. Lawrence Schanberger, Mgr., Baltimore, Md.

Marquis Preferred (Par.)

OTTAWA, ONT.—B. F. Keith's Theatre (2,596), 6 days, 15c-60c, Five Vaude. Acts, "The Rodeo," Pathe News Weekly, Aesop's Fables. Weather, fine.

Rating—75%

ANN ARBOR, MICH.—Michigan Theatre (2,596), 3 days, 10c-50c, Stage Presentation, Organ, Int'l News. Weather, fair.

Rating—65%

AD TIPS—Advertise Adolph Menjou as being at his gayest in this one. Depending on your patronage class, you can hit either the comedy angle, or the flawless presentation of a monied title looking for adventure—and getting it. The appeal is general, however.—Michigan Theatre, Ann Arbor, Mich.

Michigan Kid, The (U.)

WICHITA, KAN.—Nomar Theatre (800), 2 days, 25c, Vita. Acts, News, Revue. Weather, unsettled.

Rating—97%

Mother Machree (Fox)

UTICA, N. Y.—Avon Theatre (1,600), 7 days, 40c, 2 Vita. Acts, Fox M'tone News. Weather, rain and clear.

Rating—100%

My Man (W. B.)

OKLAHOMA CITY, OKLA.—Rialto Theatre, 3 days, 15c-20c25c, Vitaphone Talking Units. Weather, cold and rainy.

Rating—100%

My Man—Cont.

CHICAGO, ILL.—Roosevelt Theatre (1,500), 35c-50c-75c and 25c-30c, Two Reel M-G- M Comedy "Nearly Divorced," Fox M'tone News. Weather, good.

Rating—90% (Second Week)

New Year's Eve (Fox)

ANN ARBOR, MICH.—Majestic Theatre (1,050), 3 days, 10c-50c, "Prowling Around France" (Will Rogers), Mack Sennett Comedy, "Foolish Husbands," Topics, Par. News. Weather, fair.

Rating—30%

Nightclub (Par.)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, Presentation, 6 Acts RKO Vaud., Pathe News. Weather, rain.

Rating—100%

ROCHESTER, N. Y.—Regent Theatre (1,510), 7 days, 25c-50c, "Pusher-in-the-Face," "Bishop's Candlesticks" (Par.), Selected News. Weather, cold and rainy.

Rating—80%

AD TIPS—Lobby of theatre was transformed into a miniature night club, with lights subdued and streamers and Japanese lanterns much in evidence. Revolving circle set with mirrors flashed lights on names of stars set in colorful background as lobby setpiece. Large lamped sign: "Night Club" stood in marquee. All-star cast stressed in ads and advance stories. Ads also stresed fact film was Paramount's first all-talking unit, with three separate plays run in same unit.—Regent Theatre, Martin Dryer, Mgr., Rochester, N. Y.

Noah's Ark (W. B.)

BOSTON, MASS.—Majestic Theatre (3,000), 7 days, 50c-$2.00. Weather, cold.

Rating—135%

NEW YORK CITY, N. Y.—Winter Garden (1,492), 7 days; two-shows-a-day, three Sat. and Sun., $1-$2, Vita. Shorts. Weather, rain and cold.

Rating—62 1/10% (Seventh Week)

Nothing But The Truth (Par.)

MILWAUKEE, WIS.—Wisconsin Theatre (2,905), 7 days, 25c-75c, 5 Acts Vaud, Fox News. Weather, fair.

Rating—95%

PROVIDENCE, R. I.—Strand Theatre (2,200), 6 days, 15c-50c, Pictorial News.

Rating—90%

CLEVELAND, OHIO.—State Theatre (3,400), 7 days, 30c-60c, "Footlight Fanny" (Par.), Publix Revue "Cooling Off," Par. News. Weather, cold, rain.

Rating—90%

LITTLE ROCK, ARK.—Capitol Theatre (1,400), 3 days, 4 shows a day, 15c-50c, 2 Reel Par. Sound Short. Weather, fair.

Rating—130%

DALLAS, TEXAS.—Greater Palace Theatre (2,350), 7 days, 25c-35c-60c, Vita. act, Par. News, Publix Presentation, Blue Review. Weather: fair.

Rating—100%

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-75c-85c-$1, Par. News, Ben Black and Stage Band, Jesse Crawford Organist, "Say It With Music," Publix Unit. Weather, rain and cold.

Rating—109½%

AKRON, O.—Colonial Theatre, (1,147), 7 days, 25c-50c, Par. News, "Framing of the Shrew." Weather, four days clear, three rain.

Rating—110%

TULSA, OKLA.—Majestic Theatre (1,200), 7 days, 35c-50c, Vita. Act, News. Weather, fair.

Rating—102%

Nothing But The Truth—Cont.

FORT WORTH, TEX.—Worth Theatre (2,500), 4 days, 20c-60c, Eddie Peabody, "His College Chum," Par. Comedy, Krazy Kat Cartoon, Par. News. Weather, clear, cool.

Rating—135%

OMAHA, NEB.—Riviera Theatre (2,900), 7 days, 25c-60c, Publix Unit, Par. News. Weather, rainy.

Rating—115%

MEMPHIS, TENN.—Loew's State Theatre (2,600), 6 days, 25c-50c, Fox M'tone News, 5 Acts. Weather, fair and warm.

Rating—115%

AD TIPS—Exploited Richard Dix big as appearing in his first all-talking picture. Headed the billing of the picture with the following in heavy caps—Could You Tell Nothing But the Truth for 24 Hours? If the Love of "The Only Girl" and a Little Side Bet of $10,000 Depended Upon It? Also exploited the fact that Dix made his first stage appearance at the old Dallas Casino. Audience appeal: the younger set.—Greater Palace Theatre, Ernest W. Morrison, Mgr., Dallas, Texas.

Hammer in the fact that this is Richard Dix's first talkie. We gave Helen Kane, famous for her records, a lot of billing, and played her best records in a booth in the lobby. —Marsline Moore, Mgr., Forth Worth, Tex.

Conducted "Nothing But the Truth" golf contest at three local municipal courses on Sunday prior to opening in which contestants played 18 holes and handed in a truthful score. Lowest cards were given passes for prizes. Also passed out several thousand hand cards with a peanut inserted in the corner with copy: "You'll be a nut if you miss Richard Dix in etc." Audience: big with everyone.—Riviera Theatre, Ray Jones, Mgr., Omaha, Neb.

Office Scandal The (Pathe)

JOLIET, ILL.—Rialto Theatre (2,300), 1 days, 35c-60c, 3 Acts Vaude., Fox M'tone News, Educ. Comedy. Weather, fair and clear.

Rating—100%

TAMPA, FLA.—Strand Theatre (800), 4 days, 15c-35c-40c, Talkie Act, Comedy, Int'l News. Weather, fair and warm.

Rating—75%

SAN DIEGO, CAL.—Superba Theatre (735), 7 days, 40c-50c, Vita. Acts and Fox M'tone News. Weather, fair.

Rating—90%

AD TIPS—In this picture exploitation was made in the fact that Phyllis Haver was appearing in a Pathe talkie. Advertising also featured it being a newspaper yarn. Letters recommending it as a fascinating drama of newspaper life, were sent out to a picked list. —Superba Theatre, Jack Rosenberg, Mgr., San Diego, Cal.

4 Current Releases Score In Canada

NOTEWORTHY recent runs in Canada included four weeks of "Broadway Melody" at the Tivoli Theatre, Toronto, this attraction breaking all house records; three weeks of "Broadway Melody" at the Palace Theatre, Montreal, also smashing all records; a hold-over of "Close Harmony" at the Toronto Uptown, where only one other feature has ever been continued a second week; a hold-over of "The Trail of '98" at the Metropolitan, Winnipeg; a special first Canadian run of "Tommy Atkins," initial World-Wide feature to be presented in the Dominion, at the Pantages, Toronto, and the Centre Theatre, Ottawa, simultaneously.

Office Scandal, The—Cont.

Play up the fact it is a newspaper story with plenty of mystery and romance. Feature the star, the dialogue and sound. Promise an absorbing story with plenty of action.—Strand Theatre, A. B. Heston, Mgr., Tampa, Fla.

Outlawed (RKO)

CANTON, OHIO.—Valentine Theatre (850), 5 days, 10c-25c, Novelty screen program including Hal Roach Comedy, Int'l News, Aesop's Fables and Grantland Rice "Sportlight." Weather, clear and cool.

Rating—105%

Pagan, The (M-G-M)

CHICAGO, ILL.—Chicago Theatre (4,800), 7 days, 35c-50c-75c and 25c-30c, Tom Mix and horse Tony in person, Publix Presentation. Par. News. Weather, good.

Rating—100%

AD TIPS—"Come On! He's Here! Tom Mix in Person and his horse Tony. Yippee!" Hear Novarro sing the haunting "Pagan Love Song" in this romance. Drama of Love and Passion under the Blue Tahitian Skies, "The Pagan." Audience appeal: all classes.—Chicago Theatre, Miles Concannon, Mgr., Chicago, Ill.

Perfect Crime, The (RKO)

MEMPHIS, TENN.—Pantages Theatre (1,900), 6 days, 25c50c, Pathe Sound News, 5 Acts. Weather, fair and warm.

Rating—100%

Queen of the Night Club (W. B.)

DES MOINES, IOWA.—Strand Theatre (1,096), 4 days, 20c-30c, Collegians (U.), Par. News. Weather, varied.

Rating—100%

MINNEAPOLIS, MINN.—Lyric Theatre (1,238), 7 days, 7 shows daily, 15c-25c-35c, Movietone News, Vitaphone Shorts. Weather, fair.

Rating—125%

ROCHESTER, N. Y.—Fay's Theatre (1,250), 7 days, 25c-50c, "Blue Skies" (second feature), "A Music Shop" (Vitaphone), Fox Silent and Movietone News. Weather, cold and rainy.

Rating—92%

AD TIPS—Tex Guinan's recent trial and newspaper accounts made our showing "a natural." Our press agent, Donald Alexander, fashioned newsreel from trailer, and had it shown in three of the local theatres a week before the picture opened at our house. This was a clever exploitation stunt and one that will do much for the box office. The front of the theatre was decorated in night club style. With balloons, pennants, and streamers used. A miniature night club was fashioned and displayed outside of the theatre. This miniature had a group of animated musicians playing, a pair of dancers in action, and tables and chairs in the front of it at which dolls dressed in tuxedos and evening gowns "were served." A "floor show" comprised of a bevy of dolls dresses in attractive costumes gave considerable "atmosphere" to the set. This miniature was wired and all the music from the film was run out of it and broadcast through a large speaker to the passing crowds. Another feature of our exploitation was a six by four foot board which was placed in the lobby.—Lyric Theatre, E. C. Prinson, Mgr., Minneapolis, Minn.

No outside hookup used. Stress laid on personality and appearance of Texas Guinan in her own locale. Her name alone was chief attraction, although plot was emphasized in advance stories. Audience appeal: high school age and up, all classes.—Fay's Theatre, Arch McCallum, Mgr., Rochester, N. Y.

Quitter, The (Col.)

BALTIMORE, MD.—Hippjodrome Theatre (2,500), 6 days, 20c-55c, Pathe News, Bert Smith Players in "Dolly of the Follies," Vaud., Chorus, Comedy. Weather, clear, mild, with some cold rain.

Rating—105%

Racket, The (Par.)

EVANSVILLE, IND.—Alhambra Theatre (650), 2 days, 20c-30c, Pathe News, Comedy. Weather, moderate and fair.

Rating—100%

Rainbow, The (T.-S.)

FORT WORTH, TEXAS—Hippodrome Theatre (700), 3 days, 15c-30c, "Pink Pajamas," Pathe Comedy, Pathe News. Weather, clear, cool.

Rating—60%

Rainbow Man, The (Sono-Art)

NEW YORK CITY, N. Y.—Selwyn Theatre (1,167), 7 days, two-shows-a-day, three Sundays, $1-$2-$2.50. Selected old time program. Weather, rain and cold.

Rating—93 2/5% (Second Week)

Redeeming Sin, The (W. B.)

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 4 days, 40c-50c, "Now and Then" (Par. Sound Act), "Oprey House" (Disney Cartoon), Par. News. Weather, variable.

Rating—90%

Red Hot Speed (U.)

VANCOUVER, B. C.—Pantages Theatre (1,700), 6 days, 30c-50c, Presentation, 5 Vaud. Acts, News. Weather, fine and warm.

Rating—95%

Redskin (Par.)

ALBANY, N. Y.—Mark Ritz Theatre (1,146), 6 days, 25c-35c, Vitaphone Act, Comedy, Pathe Sound News. Weather, changeable.

Rating—130%

OKLAHOMA CITY, OKLA.—Criterion Theatre, 7 days, 10c25c-50c75c, Dorothy and Rosetta in a Vitaphone Talking and Singing Unit, National Players in "Cradle Snatchers." Weather, rainy and cold.

Rating—100%

AD TIPS—Secured tie-up with Pontiac car representative in Albany in connection with full page advertisements in rotogravure section of Sunday papers and distributed 15,000 of latter Used Indian in car through city and in newspaper advertisment featured that it was an all-color and all-sound production. Audience appeal: all classes.—Mark Ritz Theatre, Charles Smakowitz, Mgr., Albany, N. Y.

Red Sword (RKO)

OKLAHOMA CITY, OKLA.—Orpheum Theatre (2,100), 7 days, 25c-50c, 4 Acts Vaud., Fox News, Aesop's Fables, Topics of the Day. Weather, rainy and cold.

Rating—75%

Red Wine (Fox)

PORTLAND, ORE.—Blue Mouse Theatre (657), 25c-35c, 7 days, Fox News, Vitaphone Acts. Weather, rain.

Rating—85%

Rescue, The (U. A.)

SEATTLE, WASH.—Music Box Theatre (950), 14 days, 25c-35c-50c, Vitaphone Acts, Fox Movietone News. Weather, fair.

Rating—80% (second week)



Scene from "Old Man Trouble," tab musical comedy from the Columbia-Victor Gems series. Jules Bldesoe stars and sings "Wadin' de Water" and "Old Man Trouble." Basil Smith directed

Rescue, The—Cont.

ANN ARBOR, MICH.—Michigan Theatre (2,200), 4 days, 10c-50c, Two Acts, Presentation, "Big Business" (M-G-M), Fox News. Weather, fair.

Rating—60%

AD TIPS—Strong story. Play up Conrad as the inimitable writer of adventurous sea tales. Colman should be exploited, as this is one of his first star pictures, but in so doing the delicate beauty of Lily Damita should not go unmentioned. Excellent night photography lends atmosphere to this production. General audience appeal.—Michigan Theatre, Ann Arbor, Mich.

Riders of the Dark (M-G-M)

WICHITA, KAN.—Kansas Theatre (800), 3 days, 20c, News, Lupino Lane Comedy (Educ.), and Motio-tone Features. Weather, unsettled.

Rating—96%

Sal of Singapore (Pathe)

PORTLAND, ORE.—Tebbetts Oriental Theatre (1,600), 7 days, 5 shows, 25c-35c, Frazier Stock Co., Dancing Fantasy "Royal Hawaiians." Weather, rain.

Rating—100%

Saturday's Children (F. N.)

BOSTON, MASS.—Keith-Albee Theatre (1,800), 7 days, 25c-75c, 5 Acts Vaud., Pathe News. Weather, cold.

Rating—95%

UTICA, N. Y.—Stanley Theatre (3,500), 3 days, 25c-35c 50c, 3 Vaud. Acts, M-G-M and Fox Movietone News. Weather, rain and clear.

Rating—103%

LOS ANGELES, CAL.—Paramount Theatre (3,549), 35c-50c-65c, Publix Revue "Vanity Fair," Paramount Orchestra, Organ, Par. News.

Rating—94%

"Coquette" Comes Thru Fine In Providence

AFTER grossing close to $28,000 in its first week at Loew's State, Providence, R. I., "Coquette," will be held over by Mgr. E. J. McCarthy.

Scandal (U.)

NEW YORK CITY, N. Y.—Colony Theatre (1,980), 7 days, 50c-75c-$1, Pathe Sound and Int'l News Weeklies, Sam Kahn and Stage Band, Specialty Acts. Weather, fair and cold.

Rating—96 4/5%

Seven Footprints To Satan (F.N.)

TAMPA, FLA.—Strand Theatre (800), 3 days, 15c-35c-40c, Talkie Act, Comedy, Int'l News. Weather, fair and warm.

Rating—40%

Shadows of the Night (M-G-M)

COLUMBUS, OHIO.—Majestic Theatre (800), 7 days, 15c25c, Organ, Int'l News.

Rating—95%

Shady Lady, The (Pathe)

HOUSTON, TEXAS.—Majestic Theatre (2,250), 7 days, 25c-60c, 5 Acts Vaud., Fox Movietone News. Weather, fair.

Rating—100%

Shakedown, The (U.)

VANCOUVER, B. C.—Pantages Theatre (1,700), 6 days, 30c-50c. Presentation, Vaudeville Acts, Organ, News. Weather, fine and warm.

Rating—110%

Shopworn Angel, The (Par.)

SPOKANE, WASH.—Audian Theatre (1,100), 35c-50c, Vitaphone Shorts, Movietone News. Weather, rainy.

Rating—138%

AD TIPS—Exploited Nancy Carroll and Gary Cooper. Love interest and war interest. Lonesome doughboy and gay lady of Broadway. A woman turning from offers from wealthy men to follow the dictates of her heart. Audience appeal: all ages.—Audian Theatre, Harry Culbert, Mgr., Spokane, Wash.

Show Boat (U.)

TACOMA, WASH.—Blue Mouse Theatre (601), 7 days, 25c75c, Nothing under it by way of added attraction as the show runs 2½ hours. Weather, fine.

Rating—115%

SAN ANTONIO, TEXAS.—Aztec Theatre (2,500), 7 days, 35c-60c-75c, Mel Ruick stage band, Fox News. Weather, fair and warm.

Rating—100% (second week)

KANSAS CITY, MO.—Royal Theatre (900), 25c-50c (Saturday and Sunday, 75c for this picture only), Selected News. Weather, fair.

Rating—160%

OKLAHOMA CITY, OKLA.—Liberty Theatre (1,100), 7 days, 10c-25c-50c-75c, Movietone News, Int'l News. Weather, rainy and cold.

Rating—150%

HOUSTON, TEXAS.—Kirby Theatre (1,451), 7 days, 25c-50c, 4 Vitaphone Acts, Fox Movietone. Weather, fair.

Rating—150%

DALLAS, TEXAS.—Capitol Theatre (1,044)), 7 days, 25c-50c75c. Weather, fair.

Rating—170%

NEW YORK, N. Y.—Globe Theatre (1,418), 7 days, two shows a day, three Sunday, $1-$2-$2.50, Ziegfeld Prologue in Sound. Weather, rain and cold.

Rating—85 1/5% (Second Week)

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, Lee Morse and Stage Band of 20 Pieces. Weather, rainy.

Rating—200%

PORTLAND, ORE.—Music Box Theatre (1,837), 25c-75c, Fox News. Weather, rain.

Rating—110%

Show Boat—Cont.

AD TIPS—"The Greatest Show Ever Put On!" That was the line in large type used in newspaper advertising. The fact that it was the Mid-West premiere of the picture also was played up big. The Ziegfeld stars, singing, dancing and talking, was another line of large type used. Audience appeal: all ages and classes.—Royal Theatre, E. S. C. Coppock, Mgr., Kansas City, Mo.

Edna Ferber story of the real South, singing and talking, Laura La Plante, popular song, and Ziegfeld singers are the selling points in order of importance in this locality. Appeal is to old and young, and every class.—Kirby Theatre, Houston, Tex.

Used Showboat replica float with electric calliope palying theme songs on downtown streets. Increased newspaper advertising. Never have seen such large grosses and such enthusiasm in 20 years I have been in show business.—World Theatre, Ralph D. Goldberg, Mgr., Omaha, Neb.

Ziegfeld stars—the book played up, ads local paper—heavy window displays, including book stores. Laura LaPlant gained many new friends. General appeal.—Music Box Theatre, Andrew Saso, Mgr., Portland, Ore.

Sideshow, The (Col.)

SAN ANTONIO, TEXAS.—Princess Theatre (1,300), 4 days, 25c-35c, Comedy and Int'l News. Weather, fair and warm.

Rating—90%

Sonny Boy (W. B.)

TULSA, OKLA.—Rialto Theatre (1,600), 7 days, 35c-50c, Movietone News, Fables, 2 Vitaphone Acts. Weather fair.

Rating—100%

TAMPA, FLA.—Victory Theatre (1,600), 7 days, 25c-50c-60c, 4 Vitaphone Acts, Fox Movietone News. Weather, fair and warm.

Rating—100%

DES MOINES, IOWA.—Des Moines Theatre (1,600), 7 days, 25c-50c, Vitaphone Act, "Whirls and Girls" (Educ.), Fox Movietone News. Weather, varied.

Rating—120%

CLEVELAND, OHIO.—Hippodrome Theatre (4,500), 25c-50c, 7 days, "Napoleon's Barber," Pathe Sound News, Fox Movietone Acts. Weather, cold, rain.

Rating—80%

CANTON, OHIO—Strand Theatre (711), 10 days, 25c-40c. No stage presentation, Pathe comedy, "Her New Chauffeur"; Tiffany-Stahl color symphony, "Hawaiian Love Call," Pathe Sound News. Weather, clear and cool first half, but turning to cool and rainy.

Rating—140%

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 7 days, 4 shows daily, 35c-40c-75c, Publix unit, "Just Kids," Stage Band, Orchestra, Organ. Movietone News, Shorts. Weather, fair.

Rating—66%

UTICA, N. Y.—Stanley Theatre (3,500), 4 days, 25c-35c-50c, 3 Vaude. Acts, M-G-M and Fox Movietone News. Weather, clear and rain.

Rating—125%

MEMPHIS, TENN.—New Orpheum Theatre (2,600), fair and warm weather, 6 days, 25c-50c, Pathe Sound News, Five Acts.

Rating—140%

CHICAGO, ILL.—Oriental Theatre (3,500), 7 days, 35c-50c-75c, "Paris Nights," Jack Osterman Stage Show, News Reel. Weather, fair.

Rating—100%

LOUISVILLE, KY.—Strand Theatre (1,785), 7 days, 35c-50c, Three Sound Acts, Fox Movietone News. Weather, rainy and cool.

Rating—75%

Sonny Boy—Cont.

AD TIPS—Advertising Al Jolson's protege is the best tip for this picture which has reasons for appeal for every type of audience. The Sonny Boy should take anywhere. The comedy on the bill also took well.—Des Moines Theatre, Lionel Wasson, Mgr., Des Moines, Iowa.

Davey Lee's presence in picture is big point to play up where "The Singing Fool" has been shown. Betty Bronson and Edward Everett Horton can be mentioned as grown up leads in farce comedy. Audience appeal: mostly women and children.—Strand, C. C. Atkinson, Mgr., Louisville, Ky.

Tie-up with "Sonny Boy" Nut Butter manufacturers with full-page ad participated in by independent retail grocers, tie-up with Marmon roadster carrying child dressed as "Sonny Boy" through loop district during week, and "Sonny Boy" airplane, all helped to run up big week.—L. R. Pierce, Mgr., Orpheum, Memphis, Tenn.

The most advantageous angle here is the name of Davey Lee. Also mention Betty Bronson, Gertrude Olmstead and Edward Everett Horton. Don't forget to make plain in ads, without revealing too much of plot, that the story is a bright and smart comedy, and not another "sad one," as the $1,000,000 kid's first appearance. Audience appeal: excellent for everyone in the family.—Strand Theatre, Joe Calla, Mgr., Canton, Ohio.

Ballyhoo that it would make you "cry a little, laugh plenty." By combining pictures of Davey Lee and Jolson in the newspaper advertisements the public were easily able to remember the work of the juvenile star in the Jolson film and were thus enticed into the house to see what he could do without the support of the celebrated "mammy singer." Audience appeal: all ages and classes.—Minnesota Theatre, Minneapolis, Minn.—Murray Pennock, Mgr.

Speakeasy (Fox)

SALT LAKE CITY, UTAH.—Capitol Theatre (2,000), 7 days, 15c-60c, Fanchon & Marco's "Hotter Than Hot" idea. Weather, fair.

Rating—90%

SPRINGFIELD, MASS.—Fox Theatre (1,444), 7 days, 20c-50c, Fox News, "The Belle of Samoa" and "Broadway Blues" (Educ.), Movietone, Colored Classic. Weather, rain.

Rating—110% (second week)

SCHENECTADY, N. Y.—Strand Theatre (1,000), 7 days, 25c-35c-50c, Vitaphone Vaude., Fox Movietone News. Weather, rainy and cold.

Rating—100%

Tampa Exhibitor Shows Cooperative Spirit

AN exhibitor of Tampa, Fla., recently displayed a fine spirit of cooperation with public school officials when he more than half way offered to come to the aid of a low finance situation.

The schools of Tampa, being short of funds, may have to curtail the regular term. To assist in financing a full term, the Tampa theatre, who are giving morning matinees each Saturday for the school children, offered to turn over to the board one half of the gross receipts each week, asking in return that announcements of the shows would be made in the schools. The sentiment of the board, at their meeting recently, was against the plan, but they failed to take definite action either for or against it.

Speakeasy—Cont.

BALTIMORE, MD.—New Theatre (1,600) 6 days, 25c-50c, Fox Movietone and Fox Silent News, Clark and McCullough in "In Holland" (Fox Movietone Short), Royal Hawaiian Singers (Fox Movietone Short). Weather, clear, mild, with some cold rain.

Rating—150%

AD TIPS—Exploited the fact that this Fox Movietone all-talking picture reproduces the "voice of a great city." Audience appeal, possibly particularly male, but enjoyable by all classes.—Capitol Theatre, George E. Carpenter, Mgr., Salt Lake City, Utah.

The line, "New York City Talks," is a good one and can be backed up with the statement that the sounds are actually those of the metropolis and that the fight flashes were taken in the Madison Square Garden. There is no one in the picture worth starring but the three principals can be featured.—Strand Theatre, Schenectady, N. Y.

See and hear Broadway, Belmont Race Track, Madison Square Garden and describe what they will hear and see. Greatest spectacle of stage entertainment ever witnessed. It is mighty and gripping with Lola Lane, Paul Page and Henry B. Walthall. See and hear the city tell its most stirring drama of the breathless adventures of the pluckiest girl braving pitfalls to save her man. Audience appeal. to all who enjoy strong melodrama of under city life.—New Theatre, Morris A. Mechanic, Mgr., Baltimore, Md.

Spieler, The (Pathe)

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 4 days, 25c-50c, 5 Acts Vaude., Orchestra, Pathe Sound News. Weather, variable.

Rating—95%

Spite Marriage (M-G-M)

SPOKANE, WASH.—Pantages Theatre (1,500), 50c-75c, 5 Acts Vaud. Weather, fair.

Rating—82%

EVANSVILLE, IND.—Loew's Victory Theatre (2,300), 3 days, 15c-25c-40c, M-G-M News, Comedy, Oddities, 5 Acts Vaudeville. Weather, moderate and fair.

Rating—105%

DES MOINES, IOWA.—Strand Theatre (1,096), 3 days, 20c-30c, "The Eligible Mr. Bangs" (Educ.), "Alpine Antics" (Sound Cartoon), Par. News. Weather, varied.

Rating—100%

Stark Mad (W. B.)

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, Vaud., Orchestra, Combined Show, Talking Short "A Modern Priscilla," Bobby Folsom, Movietone News. Weather, variable.

Rating—90%

Stolen Kisses (W. B.)

SALT LAKE CITY, UTAH—Victory Theatre (1,287), 7 days, 15c-50c, Hal Roach Comedy and Fox Movietone News. Weather, fair and cool.

Rating—100%

Streets of Sorrow (State Rights)

BALTIMORE, MD.—Little Theatre (267), 6 days, 35c-50c, Par. News, Harry Langdon in "Saturday Afternoon," "The Butterfly." Weather, clear, mild, with some cold rain.

Rating—110%

Strong Boy (Fox)

TULSA, OKLA.—Orpheum Theatre (2,500), 7 days, 35c-50c-75c, 5 Orpheum Acts, Comedy. Weather, fair.

Rating—90%

Submarine (Col.)

SPOKANE, WASH.—Pantages Theatre (1,500), 50c-75c, 5 Acts Vaud. Weather, rainy.

Rating—122%

AD TIPS—Exploit drama of the sea. Two close friends separated by a woman. Dramatic scenes in sunken submarine. Jack Holt letting his friend remain at the bottom of the sea because of jealousy. Spectacular rescue.—Pantages Theatre, Nick Pierong, Mgr., Spokane, Wash.

Sunset Pass (Par.)

SPOKANE, WASH.—Egyptian Theatre (300), 25c, Comedy, News. Weather, rainy.

Rating—97%

Syncopation (RKO)

LOS ANGELES, CALIF.—Criterion Theatre (1,652), 35c-50c-65c, Fox Movietone "Friendship," Movietone News, Synchronized-cartoon.

Rating—147% (Second Week)

TOLEDO, OHIO.—Vita Temple Theatre (1,200), 7 days, 25c-35c-65c, Comedy, "Dancing Around," Movietone News, Sound Acts. Weather, variable, warm.

Rating—60% (second week)

SAN FRANCISCO, CAL.—Loew's Warfield Theatre (2,671), 7 days, 35c-50c-60c, Fanchon & Marco presentation, "Ideas of Beauty" with Sunkist Beauties, Waring's Pennsylvanians, Fox Movietone and M-G-M News, Special banjo concert. Weather, mild and unsettled.

Rating—100%

MILWAUKEE, WIS.—Garden Theatre (1,200), 7 days, 25c-50c, Hillbillies, Joe Wolf, Fox News. Weather, fair.

Rating—80%

SAN ANTONIO, TEXAS.—Majestic Theatre (1,700), 7 days, 25c-35c-60c, 4 Acts Vaud., Fables, Fox Movietone. Weather, fair and warm.

Rating—100%

AD TIPS—Public told this picture was "Radio's first great melody show!" And that it was an all-talkie. Both its comic and melodramatic scenes played up. Audience appeal, all classes and all ages.—Loew's Warfield Theatre, Dick Spier, Mgr., San Francisco, Cal.

Feature Waring's Pennsylvanians. They are good box office feature because of their records and radio. Had great success in contest for a local "Miss Syncopation" in tieup with local newspaper, week before film showed. Also played records of musical numbers in film in lobby of theatre before film went on. Picture has so many angles it adapts self to all kinds of exploitation. Audience appeal: general.—Majestic Theatre, Raymond M. Willie, Mgr., San Antonio, Texas.

Synthetic Sin (F. N.)

SPOKANE, WASH.—Granada Theatre, (600), 25c-35c, Comedy, News. Weather, rainy.

Rating—104%

"Taxi 13" (RKO)

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 3 days, 25c-50c, 5 Vaud. Acts, Orchestra, Par. News. Weather, variable.

Rating—95%

SPRINGFIELD, OHIO.—Majestic Theatre (950), 10c-35c, 2 Movietone Acts, Par. News. Weather, fair.

Rating—40%

Thru Different Eyes (Fox)

NORFOLK, VA.—Granby Theatre (900), 6 days, 25c-35c-50c, "The Lion's Roar" (Educ.), Vitaphone Acts, "World's Playground," News. Weather, fair.

Rating—100%



Most charming and winning is Ethlyn Claire, rising young leading lady who plays in "Queen of the North Woods," new Pathe serial

Thru Different Eyes—Cont.

BUFFALO, N. Y.—Great Lakes Theatre (3,000), 65c-85c, Vitaphone Two-reeler, Fox Movietone News and Par. and M-G-M News. Weather, warmer and rain.

Rating—135%

AD TIPS—Featured the murder mystery, and the all-talking picture. Emphasized the court scenes, which have proven specially popular. The mystery angle was the big thing.—Granby Theatre, Norfolk, Va.

Tommy Atkins (World Wide)

VANCOUVER, B. C.—Strand Theatre (1,800), 6 days, 25c-50c, Presentation, Fanchon & Marco "Gobs of Joy" idea, News, Jackie Souders and Band. Weather, fair and warm.

Rating—125%

OTTAWA, ONTARIO.—Centre Theatre (1,200), 6 days, 15c-40c, Orchestra Overture, "Confessions of a Chorus Girl," "Thoughts While Fishing," Fox News. Weather, fine.

Rating—80%

AD TIPS—Featured premier showing first great British super-picture, made where the story's cast. British regiments and real desert tribes; picture made with co-operation of British war office. Also featured Ray Lewis, Canadian critic remarks. Audience appeal: young and old, with appeal to all Britishers, but strong American interest.—Strand Theatre, D. P. Dewees, Mgr., Vancouver, B. C.

This feature will attract attention as a better type of British film production and special military nights proved popular. Audience appeal: all classes and all ages.—Center Theatre, Don Stapleton, Mgr., Ottawa, Ontario.

Trail of '98 (M-G-M)

SPOKANE, WASH.—Liberty Theatre (1,000), 35c-50c, Vitaphone Shorts, Comedy, Movietone News. Weather, fair.

Rating—129%

OTTAWA, ONTARIO.—Imperial Theatre (1,200), 6 days, 10c-50c, "The Spellbinder," Vincent Lopez. Weather, fine.

Rating—95%

Trent's Last Case (Fox)

LOUISVILLE, KY.—Alamo Theatre (900), 7 days, 15c-25c-40c, 3 Sound Acts, Fox Movietone News. Weather, cool and rainy.

Rating—90%

Trial of Mary Dugan, (M-G-M)

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, two-shows-a-day; three Sat. and Sun., M-G-M Talking Shorts. Weather, rain and cold.

Rating—125% (Fifth Week)

SALT LAKE CITY, UTAH.—Pantages Theatre (2,500), 15c-75c, 7 days, Vaud. Weather, fair and cool.

Rating—115%

AKRON, OHIO.—Loew's Akron Theatre (3,500), 7 days, 35c-50c-65c, Fox Movietone News, 5 Vaud. Acts. Weather, four days clear; three, rain.

Rating—200%

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c-75c-$1, Fanchon-Marco "Oddities," Rube Wolf, Fox Movietone News.

Rating—108%

MACON, GA.—Ritz Theatre (1,000), 2 days, 25c-35c-50c, Par. News, Vitaphone Units. Weather, fair.

Rating—85%

AD TIPS—Stressed fact Mack is Salt Lake's favorite dramatic actor of the legitimate stage, and who made the beginning of his big success and popularity here; that he requested that the picture be premiered here, and that it is a picture which holds audiences spell-bound from start to finish. Audience appeal: all classes.—Pantages Theatre, Grant Pemberton, Mgr., Salt Lake, Utah.

True Heaven (Fox)

JOLIET, ILL.—Princess Theatre (960), 3 days, 15c-35c, Comedy, News. Weather, variable.

Rating—100%

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c-35c, Collegians, "Bookworm Hero," Comedy "Love Spats," M-G-M News.

Rating—96%

AD TIPS—Exploit this as great love story. Featured George O'Brien and Lois Moran. Billed it not as a war story but as a story that grew out of the great conflict. Audience appeal: general.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

United States Smith (Gotham)

EVANSVILLE, IND.—Majestic Theatre (1,200), 2 days, 10c-15c-25c, Pathe News, Comedy, Serial, Stock Co. Weather, moderate and fair.

Rating—116%

Voice of the City (M-G-M)

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,750), 7 days, 25c-35c-50c-60c, Fanchon-Marco "Grotesque" stage unit, Fox M'tone News. Weather, clear.

Rating—100%

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 25c-60c, 5 acts Vaud., Fox Movietone News. Weather, fair.

Rating—85%

AD TIPS—Play up all-talkie angle, big city element, dramatic punches, good work of stage players in cast, underworld angles. Audience appeal: adults who like melodrama and youthful element.—Fox Fifth Avenue, James Q. Clemmer, Manager, Seattle, Wash.

Ware Case, The (F. N.)

SPRINGFIELD, OHIO.—Regent Theatre (1,500), 5 days, 10c-50c, "Smith's Restaurant" Short, M-G-M News Reel, Bert Smith Revue.

Rating—60%

Warming Up (Par.)

SPOKANE, WASH.—Egyptian Theatre (300), 25c, Comedy, News. Weather, fair.

Rating—89%

AD TIPS—Exploiting baseball angle, with special appeal to sportsmen. Excitement of the diamond, thrills of the game and playing up Richard Dix as the hero. Audience appeal: all ages, particularly to lovers of baseball.—Egyptian Theatre, Spokane, Wash., Duncan Innersoiter, Manager.

Waterhole (Par.)

SPRINGFIELD, OHIO.—Regent Theatre (1,500), 5 days, 10c-50c, "Bicycle Flirt," M-G-M News, Bert Smith Revue.

Rating—50%

Weary River (F. N.)

SAN DIEGO, CAL.—Superba Theatre (735), 21 days, 40c-50c, Vitaphone Acts, Movietone News. Weather, good.

Rating—140%

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 35c-50c-75c, Pathe Sound and Fox Movietone News, Vitaphone Shorts. Weather, rain and cold.

Rating—95% (Second Week)

TULSA, OKLA.—Ritz Theatre (2,000), 7 days, 35c-50c, 2 Talking Acts, News. Weather, fair.

Rating—110%

DALLAS, TEXAS.—Old Mill Theatre (1,400), 7 days, 20c-25c-35c, Vitaphone Acts, Whiting & Burt in "Story Songs," Hughes in Pan in "The Fall Guy," News. Weather, fair.

Rating—110%

AKRON, OHIO.—Strand Theatre (1,200), 7 days, 25c-50c, Par. News, "Zip, Boom, Bang" (Educ.). Weather, four days clear, three rain.

Rating—95%

AD TIPS—Two points were exploited. First the fact that it was a Richard Barthelmess and, secondly, that he talks and sings. The advertising got over the fact it was his first talkie, and that as a convict he "came back," working out his own salvation. Appeal: general.—Superba Theatre, Jack Rosenberg, Mgr., San Diego, Cal.

What A Night (Par.)

SEATTLE, WASH.—Coliseum Theatre (1,650), 7 days, 25c-35c, Clark & McCullough Movietone Act, Fox Movietone News. Weather, clear.

Rating—65%

Why Be Good (F. N.)

TROY, N. Y.—Troy Theatre (2,000), 3 days, 25c-40c, one Vitaphone Act, Fox Movietone News. Weather, fair.

Rating—90%

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, 2 Acts Vaud., including Mae Murray, color novelty "Toy Shop," Movietone News, Comedy. Weather, clear.

Rating—125%

TAMPA, FLA.—Tampa Theatre (1,600), 3 days, 25c-50c-60c, Fable, Talkie Act, Par. News, Organ. Weather, fair and warm.

Rating—75%

DES MOINES, IA.—Capitol Theatre (1,700), 7 days, 25c-500c, Publix unit "Volcano," "She's Funny That Way," organ, "I'm Crazy About Horns on Automobiles" (orchestra special), Par. News. Weather, varied.

Rating—130%



Al Boasberg, screen wit and writer, who has been engaged by Radio Picture to write dialogue for and direct Radiant Picture series

Why Be Good—Cont.

AD TIPS—Exploited Colleen Moore as good. bad girl. Exploited story of girl who thought she was bad until her reputation almost lost the man she won through her youth, pep and gayety. Billed it as picture of youth. Appeal: general.—Rialto Theatre, Roy Rogan, Manager, Joliet, Ill.

Stress the star as the one big draw of the picture, as appearing in Her Greatest Whoopee Picture since "Flaming Youth." The story was billed as a story Right from the Shoulder, Right at Your Heart. The Real Low Down on Flaming Youth. The dancing angle of the picture is also played up and all billing made to appeal directly to the younger set.—Old Mill Theatre, A. R. Lever, Mgr., Dallas, Texas.

Wild Party, The (Par.)

MILWAUKEE, WIS.—Merrill Theatre (1,167)), 7 days, 25c-50c, Metro Movietone Review, Charlie Chase Comedy, Fox News. Weather, fair.

Rating—100%

BOSTON, MASS.—Olympia and Fenway Theatres (2,500 and 1,500), 7 days, 25c-75c, Vitaphone, Fox Movietone News. Weather, cold.

Rating—120%

SAN FRANCISCO, CAL.—Granada Theatre (2,900), 7 days, 35c-60c, Publix presentation of all talkie and singing and dancing, Comedy, "Humorous Flights" (Par.) Giersdorf Sisters, "Knights in Venice," all talkie on stage, Severi Orchestra, M-G-M News.

Rating—125%

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 7 days, 35c-65c-75c-85c-$1, Paramount News, Paramount Talking Shorts. Weather, cold and rain.

Rating—85 7/10% (Fourth Week)

CANTON, OHIO.—Loew's Theatre (2,125), 4 days, 30c-50c, 5 Acts of Loew Vaud., Organ, Topics of Day and Fox Movietone News. Weather, clear and cool.

Rating—150%

MEMPHIS, TENN.—Loew's Palace Theatre (2,200), 6 days, 25c-50c, Fox Movietone News, Vitaphone Short No Presentation. Weather, fair and warm.

Rating—110%

This one is told by a booker at the Kansas City Fox branch: The other day an exhibitor expressed a desire to book "that one-reeler, 'De Tail in Dogs'." Of course he meant "Detail in Dogs."

Wild Party, The—Cont.

PORTLAND, ORE.—Portland Theatre (3,068), 7 days, 25c-60c, Para. News, Harry Linden, Orchestra Director; Eddie Magill, Vocalist; Par. Talking Acts, Smith & Dale "Knights in Venice," Donald Stewart, "Humorous Flights;" "Yankee Doodle Boy," Musical Film Novelty. Weather, rain.

Rating—100%

WICHITA, KANS.—Miller Theatre (1,981). 7 days, 25c-50c, "Belle of Samoa" (Fox Sound), Miller Orchestra, Clark and McCullough. First week of new sound installation. Weather, fair.

Rating—140%

AD TIPS—Emphasized in each ad that "Our stage moves on the screen," and that everything was a talkie. Clara Bow played up as star. Audience appeal: all classes and ages, especially the idea of all talkie.—Granada Theatre, Leon Levey, Manager, San Francisco, Cal.

It's just about an equal chance for exploitation here, between the name of the star, Clara Bow, and the title of the picture. Both can and should be used advantageously, along with the fact that it is Clara's first dialogue picture and that she has an exceptionally pleasing voice. Feature all-talking and collegiate angles, not forgetting the theme song "Wild Party Girl." Audience appeal: not for the real young members of the family.—Loew's Theatre, Russell Bovin, Mgr., Canton, Ohio.

Exploit that Clara Bow invites you to "The Wild Party." Emphasize that it is her first talking picture. Say you've had an eye full of "it." Come on down Monday and get an earful. The wildest party ever screened—wait until you hear Clara and her bunch of handpicked Hollywood beauties! "It's" a wow! Paramount's all talking picture by the author of "Flaming Youth." You don't know half of "It" until you hear Clara talk! IT will burn you up. IT's a knockout. Audience appeal: all classes and all ages will enjoy hearing Clara Bow talk for the first time on the screen.—Loew's Stanley Theatre, Charles Raymond, General Manager, Baltimore, Md.

Quite an intensive campaign was put forth on this picture, stressing the talking angle plus the "whoopee" idea. Visiting cards were distributed over the city. On the front of the card was the name "Clara Bow," while on the reverse side was written "Sorry I missed you. Just called to invite you to "The Wild Party" at the Howard next week.—Howard Theatre, Atlanta, Ga.

Exploited the fact that it is Clara Bow's first talking picture in which she also whistles very effectively. Audience appeal: youthful class especially.—Capitol Theatre, George E. Carpenter, Manager, Salt Lake City, Utah.

Just say it is Clara Bow herself, and talking from the screen for the first time. Appeal to old as well as the college and younger sets.—Rialto Theatre, Monty Salmon, Manager, Macon, Ga.

Wolf of Wall Street, The (Par.)

EVANSVILLE, IND.—Loew's Victory Theatre (2,300), 4 days, 15c-25c-40c-50c, M-G-M News, Comedy, 5 Acts Vaud. Weather, moderate and fair.

Rating—120%

Wolf Song, The (Par.)

SALT LAKE CITY, UTAH—Victory Theatre (1,287), 7 days, 15c-50c, Fox Movietone News, Par. Talking Act. Weather, fair.

Rating—95%

NORFOLK, VA.—Loew's State Theatre (2,000), 6 days, 35c-50c, 5 Acts Loew's Vaud., Milton Berle, with Montgomery, ventriloquist, special extra feature, M-G-M News. Weather, fair.

Rating—90%



Merna Kennedy (centre) with Evelyn Brent and Glenn Tryon in a scene from "Broadway," the Universal special feature release in which they enact principal roles

Wolf Song, The—Cont.

TULSA, OKLA.—Majestic Theatre (1,200), 7 days, 35c-50c, News. Fox Talking Unit. Weather, fair.

Rating—98%

CEDAR RAPIDS, IA.—Capitol Theatre (1,957), 3 days, 10c-50c, Publix stage show, Par. News. Weather, fair.

Rating—100%

ROCHESTER, N. Y.—Eastman Theatre (3,400), 7 days, 25c-35c-60c, Publix Unit, Eastman Ballett, Overture, Donald Ogden Stewart Comedy (Par.), Selected News. Weather, cold and rainy.

Rating—75%

AD TIPS—Exploited Western romance angle also the "sound and dialogue" feature. Lupe Velez featured in costume, with romance of the old days on the frontiers. Gary Cooper also given a play in view of local success of recent pictures in which he appeared.—Loew's State Theatre, Norfolk, Va.

Show was tied up with radio stations and broadcasting stunts to ballyhoo "Yo Te Amo," the film's theme song. Little stress was placed on Lupe Valez, although ads stressed fact she and Gary Cooper were appearing together for first time. Romance angle stressed strongly throughout week in ads and stories. Audience appeal: all ages and classes.—Eastman Theatre, S. S. Solmon, Mgr., Rochester, N. Y.

Exploit as film in which Gary Cooper and Lupe Velez first met and fell in love. Play up vocal angles and plug theme song. Use theme song as concert previous week. Audience appeal: general.—Publix Seattle Theatre, Bob Blair, Manager, Seattle, Wash.

It was played up that this picture was the "World's first musical film romance," and that certain love songs were sung in it. This appealed to the people. The presentation and glee club programs brought forward in advs. Audience appeal: all classes, especially the youths.—Granada Theatre, Leon Levy, Manager, San Francisco, Cal.

Exploit Gary Cooper and Lupe Velez, especially fact that Lupe Velez sings.—Matt Rielly, Manager, Victory Theatre, Providence, R. I.

The rollicking, romantic Southwest of 1840 brought to the screen with sound accompaniment that should be exploited as out of the ordinary. With Lupe Velez to sing, and Gary Cooper and Louis Wolheim added to the cast, the chance for some flashy advertising is at hand. The title of the picture likewise offers some chance of exploitation, but don't forget the fact that Lupe Velez sings the theme song. Audience appeal: high school age and above.—Loew's Theatre, Russell Bovim, Manager, Canton, Ohio.

Wolf Song, The—Cont.

Exploited picture as a picturization of Harvey Ferguson's tale of New Mexico and Taos. As Paramount's sensational musical love drama. Played up Gary Cooper and Lupe Velex strong, and the fact that Lupe Velex sings. Had local talent compete for a prize in singing the theme song. Audience appeal: all classes.—Greater Palace Theatre, Ernest W. Morrison, Manager, Dallas, Tex.

Exploit Gary Cooper and Lupe Velez in first "singing romance." Play up theme song "Yo Te Amo" in music store windows stressing song by Miss Velez. Say new screen lovers in new kind of romance. Appeal to all classes.—Tivoli Theatre, Chattanooga, Tenn.

Exploited Gary Cooper and Lupe Velez as the screens new lovers, supported by Louis Wolheim. Also a Victor Fleming production. Audience appeal: general.—Miller Theatre, H. E. Jameyson, Pub. Director, Wichita, Kans.

Yellow-Back, The (RKO)

SAN ANTONIO, TEX.—Princess Theatre (1,300), 3 days, 25c-35c, Comedy and Int'l. News. Weather, fair and warm.

Rating—90%

AD TIPS—Great Royal Northwest Mounted picture. Feature this also that story is by James Oliver Curwood. Tom Moore and Tom Santschi worth giving good play. Fight climax one of best yet filmed. Audience appeal: all classes.—Princess Theatre, J. S. McSween, Manager, San Antonio, Tex.

Younger Generation, The (Col.)

BOSTON, MASS.—Modern and Beacon Theatres (1,800), 7 days, 25c-75c, Co-feature, "It Can Be Done" (Univ.), Pathe News. Weather, cold.

Rating—105%

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, 25c-50c, Fox Movietone and Pathe Sound News, Paul Cunningham and Florence Bennett, Dave Bernie and Orchestra (Vitaphone Talkie Shorts), "Highlowbrow" (Par. Talkie Comedy). Weather, clear, mild, with some cold rain.

Rating—75%

PORTLAND, ORE.—Pantages Theatre (1,800), 7 days, 25c-50c, 5 Vaud. Acts headed by Johnny Barry, Pathe Sound News, 'Collegians" (U), M'tone Act Brox Sisters. Weather, cold, snow and rain.

Rating—100%

OKLAHOMA CITY, OKLA.—Liberty Theatre (1,100), 7 days, 10c-35c-50c, M'tone Units, M'tone News, Int'l News. Weather, warm.

Rating—75%

Younger Generation, The—Cont.

MILWAUKEE, WIS.—Merrill Theatre (1,167), 7 days, 25c-50c, no presentation, "Ringling Barnum Co.," Fox News. Weather, rainy.

Rating—85%

MEMPHIS, TENN.—Pantages Theatre (1,900), 6 days, 25c-50c, Pathe Sound News, five stage acts. Weather, rainy.

Rating—95%

AD TIPS—Emphasize the modern angle; "hear modern youth talk and tell." Jean Hersholt is a popular actor, use his name, he has his own following. Audience appeal: all classes.—Merrill Theatre, Milwaukee, Wis

Jean Hersholt and Lina Basquette proved popular account recent public appearance.—Pantages Theatre, J. J. Johnson, Manager, Portland, Ore.

Advise exploiting this as a Columbia talking picture from the famous stage play "It Is to Laugh" by Fannie Hurst. Directed by Frank R. Capra with a wonderful cast including Jean Hersholt, Lina Basquette and Ricardo Cortez. Audience appeal: just the picture for a Jewish religious holiday. This has a great moral, showing that money is not everything in life. It has a wide general appeal.—Rivoli Theatre, Frank Price, Jr., Mgr., Baltimore, Md.

Wind The (M-G-M)

SALT LAKE CITY, UTAH—Pantages Theatre (2,500), 7 days, 15c-75c, Vaud. Weather, fair.

Rating—90%

AD TIPS—Exploited fact that it is synchronized with sound, stating that the star, Lillian Gish, is seen in an entirely different role. The story is adapted from the sensational novel by that name. Audience appeal: practically all classes.—Pantages, Grant Pemberton, Manager, Salt Lake City, Utah.

A Woman Of Affairs (Metro)

ANN ARBOR, MICH.—Majestic Theatre (1,050), 4 days, 1c-50c, Aesop's Fables (Pathe), Review (Pathe), Par. News. Weather, fair.

Rating—75%

AD TIPS—Of course Michael Arlen as the author of the "Green Hat," the story from which picture is made, should be given publicity. But there are many who do not give a hang for Arlen's conception of the way human beings react to a given situation. To them, one might say that the picture, in the opinion of many, is better done than the book, clearer in motive than the play, and at the same time achieves the drama of both. Garbo's acting is tremulous but certain, and Gilbert's is the best since "The Snob;" mention them both as doing such. The audience appeal is adult.—Majestic Theatre, Ann Arbor, Mich.



Sophie Tucker. Step right up and meet her. She is soon to make her Vitaphone debut in "Honky Tonk"

Broadway Show Reviews

By Fred Schader

Neat All Talk Program Shown At The Strand

Corinne Griffith Through With Flying Colors In "Saturday's Children"

Corinne Griffith is another of the screen stars that the producers won't have to worry about in front of the microphone. In "Saturday's Children" current at the Strand this week this star shows that she can handle dialogue advantageously. In addition to the feature the Strand is showing three Vitaphone short subjects and a combination of Pathe Sound and Fox Movietone news weeklies. The show is running about two hours and ten minutes. Of this time the feature consumes an hour and twenty-eight minutes.

The combined sound news reels opened the program running eight minutes, with the Pathe having slightly the best of it in subject matter on this occasion. It is followed by a trailer for "The Singing Fool" that is one of the best that has been shown to date. It is entertainment as well as advertisement. Cutouts from aged Vitagraph productions are utilized and in talk the stars and the old pictures are announced, and then a few shots of "The Singing Fool" are shown as a matter of contrast. It was a comedy wow with the audience.

McKay and Ardine offer their comedy crossfire talk "Back From Abroad" for six minutes, getting some laughs, and the team Dave Burnie and his Band offer "Here Comes The Showboat" with a showboat worked into it and play four numbers. Shaw and Lee, the comedians, were on for nine minutes just ahead of the feature.

Fellow Americans Honor H. M. Warner In Berlin

H. M. Warner, president of Warner Bros., was the guest of honor recently at a luncheon tendered in his honor in Berlin by the American Chamber of Commerce. George E. Quigley, Vitaphone vice-president who followed Mr. Warner, gave a short talk on the disc device.

L. A. Blank Opens Office

Leo A. Blank, nephew of A. H. Blank, has opened an Omaha office to handle the Goodall Reproducer in 12 states in the Middle West. He has also opened several branches and has a staff of 20 salesmen beneath him. The firm is known as the Leo A. Blank Co., Inc.

Rudy Vallee Debuts At Paramount With "Bright Light" And "The Letter"

THE long-heralded Rudy Vallee and his Conneticut Yankees made their debut at the Paramount this week. With the advent of Rudy the Paramount stage band has been relegated to the pit with the other musicians and the eight-piece combination including Rudy seems actually puny on the Paramount stage. Rudy is "hot" right now as far as the flaps are concerned, but he won't hold at the big house with his little band. The Publix Unit for the week is the A. C. Niggemeyer production "Bright Lights," which has a cabaret scene into which Vallee fits nicely. It is the atmosphere that he is at home in. On the screen "The Letter" is being offered for the first time at popular prices, and there is also a Pathe talking comedy "At The Dentist," in which George LeMaire and Louis Simon are featured, that proved to be a convulsion producer as far as the audience was concerned.

The show, exclusive of the feature, runs an hour and ten minutes. The feature runs an hour and ten minutes. Because of this the usual overture was eliminated from the program, so one did not have to witness the contorting and goo-gooeyeing of the audience by David Rubinoff, which was something to be thankful for.

The Paramount News opened the show running seven minutes, with several good shots of Pres. Hoover at the Associated Press luncheon, and of the race from Albany to New York by outboard motor-boats. The next twelve minutes were given over to the talking comedy, with Jesse Crawford following that for eight minutes during which time he offered "Louise" the Maurice Chevalier number, "In The Bye and Bye Sweetheart" and "Down Among The Sugar Cane" revealing in the final number that he cannot play jazz.

"Bright Lights," the stage offering, runs thirty-nine minutes. It is a heavy unit carrying thirty-three people, although eight of these may be local additions to save railroading; this could readily be the case, as they have nothing to do except dress the scene in the cabaret.

The presentation opens in one, showing the exterior of a night club, with the usual 12 Gamby-Hale Girls and the Dave Gould sextette of dancing boys, all in evening clothes, for the opening number. Then into full stage for the cabaret interior with the seven boys of the Rudy Vallee band furnishing the music. This little combination actually looked lost on the sliding platform where they were placed. The first number offered was a little sister act in close harmony singing and dancing. Then the Three Demons an adagio trio that stopped the show completely. James Clemons, a comedian, who does a very good souse has a number that seems a little aged. It is "Goodbye Broadway, Hello Montreal," which has long outlived its popularity.

"Broadway Melody" Man At Capitol With Great Talking Feature And Show

CHARLIE KING, Broadway musical comedy favorite for years who stepped into screen stardom on the strength of his performance in "The Broadway Melody" is at the Capitol this week making a personal appearance in "Shades of Blue," the Chester Hale stage production. The screen entertainment for the week has the Willard Mack story "The Voice of the City," which Mack also directed as well as appeared in, and a Stan Laurel-Oliver Hardy comedy entitled "Unaccustomed As We Are" that had the audience howling with laughter. In all this week's show is as nicely balanced a program as the Capitol has had in months. And the business that the house is doing shows that it doesn't take the Broadway public long to learn where a good show is playing.

The program runs about two hours and a half. The opening by the orchestra runs fourteen minutes and comprises "Capriccio Espagnol" and "Wedding of the Painted Doll." Both numbers were applauded.

The Capitol Magazine had several shots from the M-G-M News and two from Fox Movietone . It only ran three minutes.

"Shades of Blue" is one of the most colorful productions that the house has had. In addition to Charlie King there are two other individual hits scored. Estella Fretus with her tap dancing had the audience clamoring for more and Bert Nagel with his cat impersonations proved to be a howl. Dave Schooler and the Capitolians handled several hot numbers and Schooler acted as accompanist to King, who was the closing specialty offering of the presentation. He sang four numbers.

The stage show ran thirty-eight minutes with hit following hit all through it.

"The Voice of the City" looks strong enough to hold over for a second week. It runs for an hour and nineteen minutes, which is unusual for a talking feature.

"Unaccustomed As We Are" the Hal Roach comedy held the final fifteen minutes of the show and it was just one continual howl of laughter from the start to the finish.

In And Out Of Town

"TRADER HORN" (Alfred Aloysius Smith), arrived in New York last Wednesday after a journey from Australia to England during which he visited Los Angeles and Honolulu. He is here to consult with M-G-M officials concerning the picturization of his story. While in California he made a one-reel talking film.

GLENDON ALLVINE, advertising and publicity director for Fox, has returned to New York from the West Coast.

HENRY KING, United Artists director of "She Goes to War," is expected in New York next week to arrange for the premiere of his picture.

SAMUEL ZIERLER, formerly associated with Excellent and Universal and who has produced "The Talk of Hollywood" at the Gramercy Studios of RCA, is now in New York in the interests of Prudence Pictures.

SHAYLE GARDNER, actor in "Three Passions," has arrived in New York from Europe to star in talking pictures in Hollywood.

DEPARTING from New York this week was M. K. Jerome, song writer, who is joining the group of composers at the Warner Bros. studios on the Coast.

ABE MONTAGUE, of Independent Films, franchise holder for Columbia in New England, is in New York for a brief stay to confer with Jack Cohn, Columbia treasurer.

ARRIVING from the Coast this week was Gerald King, who is in New York on a visit. He is principal radio announcer at the Warner station, KFWB.

MEYER FISCHER, of the Fischer Film Exchange, state rights distributor in Cleveland, was in New York from April 29 to May 3 for the purpose of lining up product for the coming season. His headquarters were at Castle Films.

SIGMUND ROMBERG, composer, returned last Friday, April 26, on the Mauretania and was present at the "Desert Song" premiere at the Warner Theatre Wednesday night.

Lubitsch Returns To Coast To Prepare For Operetta

Ernst Lubitsch, his work in New York finished, departed this week for the West Coast, where he will begin preparations for the filming of the original musical operetta he is going to make for Paramount with Maurice Chevalier starring.

Laemmle Jr. To Supervise Paul Whiteman's Jazz Film

Carl Laemmle, Jr., will assist in a supervisory capacity in the filming at Universal early in June of Paul Whiteman's "The King of Jazz." Laemmle, Jr., has just finished supervising "Broadway."

W.B.-F.-N.-Stanley Dance

The first annual spring dance and general meeting of the Warner-First National-Stanley Club was held on the Roof Garden of the Pennsylvania Hotel in New York, May 2 at 7:30 P. M.

Kennedy To Head Pathe Directors; Officers Re-elected

Joseph P. Kennedy who, during the last year has acted in an advisory capacity to the Board of Directors of Pathe Exchange, Inc., accepted the chairmanship of the Board at the annual meeting of the Directors Tuesday, April 30th.

The following Directors were elected: Elisha Walker, Joseph P. Kennedy, George Armsby, C. A. Reynolds, R. C. Hunt, Jeremiah Milbank, Frank Callahan, Paul Fuller, Jr., J. J. Murdock, Lester D. Burton, Colvin W. Brown, Stuart Webb, E. B. Derr, C. J. Scollard and Lewis Innerarity.

At the annual meeting of the Directors, the following officers were elected: Chairman, Joseph P. Kennedy; President, J. J. Murdock; Executive Vice-President, Colvin B. Brown; Vice-President, John C. Flinn; Secretary Lewis Innerarity and Treasurer John Humm.

Chet Smith, Well Known In Trade, With Banking Firm

Chester J. Smith, for a number of years connected with MOTION PICTURE NEWS and in the publicity field of the picture industry, has become affiliated with Gotham Loan Company, industrial bankers of 208 Broadway, N. Y., in capacity of Director of Public Relations. The company is at present preparing a plan to assist motion picture exhibitors with the financing of their down payments on sound reproducing equipment.

Three Leading Pictures In New York City Last Week

(*Continued from page* 1514)

Ark," at the Winter Garden, got $23,133.75 in its seventh week, and "His Captive Woman," nearing the end of its run at the Central, showed $12,108.50.

"The Show Boat," at the Globe, is proving a bit of a disappointment. The house is scaled so that it can play to $26,784 on fifteen performances, but the first week of the big flash attraction got $17,212 at the house. The general belief is that with the withdrawal of the Ziegfeld stage show of the same title at the end of this week the picture's business will improve.

Brenon Signs With Radio To Direct Special Feature

A contract with Radio Pictures has been signed by Herbert Brenon, director, who with this new affiliation resumes an association with William LeBaron, RKO vice-president in charge of production under whom he worked when both were with Paramount. Brenon will direct an outstanding production on the Radio program, title unannounced.

The Goldwyns Celebrate Their 4th Anniversary

Their fourth wedding anniversary was celebrated this week at the Hotel Ambassador, in New York, by Mr. and Mrs. Samuel Goldwyn. Samuel, Jr., the other member of the family, aged 2, is in Hollywood and was not present at the affair.

Eastern Studio Notes

McDonald Begins Shooting 2nd Topics Of Day Series

The second series of the Topics of the Day in talk was shot by Director Charles McDonald at the RCA studio in New York on Thursday and Friday of this week.

Vitaphone Activities

Warner Bros. continues to turn out Vitaphone shorts at a fast rate at their Brooklyn studios. Bryan Foy is now at work on "Sympathy," a one-reeler by Murray Roth and Edmund Joseph. Cast includes Hobart Cavanaugh, Rella Winn, Harry T. Shannon, Regina Wallace, Leona Woodworth, Alan Goode, Fred Sumner, Wynne Gibson and Hugh Carel.

Rayart Remaking Feature

At the suggestion of numerous Rayart franchise holders Rayart is re-photographing and re-synchronizing "Should A Girl Marry?" at the Biophone Eastern Studios in Fort Lee, N. J. Ben Pollack's orchestra is furnishing the synchronized score, while the talking sequences to be made by Phil Goldstone, will utilize a Broadway cast. Disc recording is being used.

In "My Lady's Man"

Supporting Morton Downey in his second Pathe all-talking vehicle, now being made in the East, is Colin Keith-Johnston, who has the role of Captain Brian Fitzroy, the heavy. He is the leading man also in "The Journey's End." Eddie O'Connor is also in the cast; he is credited with having appeared in the first talkie made at the Edison studio in 1913.

Constance Bennett

Constance Bennett, who has just arrived from France, will make her starring pictures for Pathe in the East, the plan to have her work on the West Coast having been abandoned. Negotiations are now pending for a stage play in which she will have the stellar role.

RLA's Darktown Comedies

Three all-colored talking comedies, "Darktown Court," with Sonny Lee, "Billy Fowler's Southern Serenaders," with Maude Mills, and "Cafe for Whites," have been completed by RLA Talking Pictures Corp. for the Lou Goldberg Productions under the direction of Jess Smith.

Radio Stars With Paramount

Billy Hillpot and Harold (Scrappy) Lambert, radio pair, are making a one-reel talking picture at the Paramount Astoria studio. Their act contains music and patter. Director is Joseph Santley.

Palm Beach Four

The Palm Beach Four, guitar ensemble, have just completed their first Vitaphone Short under the direction of Bryan Foy.

Changes of Title

Fox has changed the title of "King of the Kyber Rifles," all-talker, to "The Black Watch."

Paramount has changed release title of "The Woman Who Needed Killing" to "A Dangerous Woman."

HOLLYWOOD

LAWRENCE A. URBACH
Western Representative

WALTER R. GREENE
Western News Editor

Hollywood Office: Mezzanine Floor, Hotel Roosevelt Phone Granite 2145

What Future For The Waning Star?

Answer Is Seen In Actor's Recent Directorial Triumph

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, May 2.—What's to become of the stars whose popularity is waning? Or those who can't fit into the talkie scheme of things as actors?

Hollywood started buzzing with these questions weeks ago. But only recently has an answer begun to appear on the horizon. The sensation created by "Madame X" has set a lot of wiseacres to figuring that direction may be the way out for waning stars.

The director of "Madame X" was, of course, Lionel Barrymore. Nobody would claim for a moment that Barrymore is "through" as an actor. As a matter of fact, his polished diction and remarkable stage presence have shone in several talking pictures and put in the shade the faltering speech efforts of some others in the pictures with him.

But Barrymore has now taken up direction and turned out a great picture in "Madame X." All the wealth of his stage experience, plus his natural and inherited ability, are revealed in every foot of the film. Great as he was on the screen, he is perhaps even greater as a director. His screen experience is invaluable in the new talkie medium.

Maybe Barrymore is an exceptional case. But it is a fact that more than one star in Hollywood, who, unlike Barrymore, is slipping, has taken a new slant on the industry since "Madame X" crashed through to success at the New York premiere. They are now figuring that they can turn to direction, if the public turns thumbs down on their acting.

One keen Hollywood observer pointed out that the talkies offer a chance both to actors and directors, which the stage never could. In this way: speech recorded on the screen is there for all time. There are no "off days" in the talkies. This is not true on the stage. Sometimes casts, or individuals, given excellent performances one night, and then perform very unevenly the next —for any of a number of reasons. But, get their lines properly recorded mechanically, and there is evenness of performance unmatched in the run of a stage play.

Stars who are slipping see new hope. They believe they can become directors—and with great success.

This Screen Newcomer Had Confidence Plus

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, May 2.—Those on the inside are still laughing at the reported experience of a musical comedy star who recently produced his own feature talkie in Hollywood.

News that it was a "natural" started the rounds after its first showing and shortly afterwards a prominent producer sent for the star, who finally visited him after a fourth invitation. "I understand you have a pretty good picture—if that is so perhaps we can distribute it for you," remarked the producer. The musical comedy star refused the proposition and when the producer told him "you cannot show your picture in the theatres today without a big company" the star got all "het up."

"Is that so," he shot back, "I've bought a Broadway house for an eight-week guarantee and after it finishes the run there I'll play the picture in the big Times Square house of your company for a week or two."

Then he walked out.

W. Beery Quits Paramount, Becomes A M-G-M Player

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—Immediately upon expiration of his contract with Paramount, Wallace Beery, with Paramount for the past four years, signed a long term optional agreement with Metro-Goldwyn-Mayer to become a featured player.

W. B. Place Carlotta King Under Five-Year Contract

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—Carlotta King, one of the leads in Warners musical operetta, "The Desert Song," has been placed under five-year optional contract by M-G-M for featured roles in musical productions.

Edwards Preparing A New Technicolor Talkie Short

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—Gus Edwards is preparing a two reel all-technicolor talker short for M-G-M, which will include several popular opera numbers. Operatic stars are reported signed to appear in the picture.

Grauman Likely To Swing Along With U. A. In Picture Plans

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—As reported exclusively in last week's MOTION PICTURE NEWS, Sid Grauman, motion picture theatre showman, will enter the ranks of picture producers upon the completion of the deal for sale of his Chinese Theatre, Hollywood, to Publix.

It is expected that he will produce at the United Artists studios, releasing through that organization, although announcement was made that he intends building a studio on a 150-acre tract between Culver City and Santa Monica.

California loses one of its best showmen in Grauman, who started in the theatre business in San Francisco 28 years ago with his father. That he forged ahead most successfully is indicated by the fact he sold his Million Dollar and Metropolitan Theatres a few years ago to Paramount after building them ten and five years ago, respectively, and that he is now disposing of his Egyptian Theatre, built seven years ago, to West Coast at a profitable figure.

Baker, Coldeway And Gates Transferred To New Posts

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—C. Graham Baker has been transferred from Warners to First National to assume duties of scenario editor of the latter studios. Anthony Coldewey, First National scenario head for the past several months, returns to resume charge of Warners writing department. Harvey Gates, scenario writer, has also been transferred from the Warner plant to First National.

Academy Sound Projection Rooms Officially Dedicated

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—Official inauguration of the new sound projection rooms of the Academy of Motion Picture Arts and Sciences in the Roosevelt Hotel took place Wednesday evening.

Exhibits and demonstrations of the equipment, and a series of sound and dialogue reels were shown. J. E. Otterson, President of Electrical Research Products, Inc., gave a short address.

Hollywood

Sound Shows Don't Permit Speeding Up As Did The Silents

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—The day of rushing film through a theatre projection machine at the rate of about six minutes a reel is past with the general introduction of talkers in the theatres of the country.

With the sound or dialogue synchronization hooked up with a picture, the film must necessarily be run at the required speed of 90 in the theatres. Deviation from this speed to any appreciable degree would swing the sound through the machines so fast that the talk would be unintelligible to theatre patrons.

Texas History Tempts D. W. Griffith

SAN ANTONIO, Tex., May 2.—D. W. Griffith, the veteran movie director, spending a few days here recently on his way to Los Angeles, declared that Texas history furnishes two dramas which enacted into films have as great possibilities as "The Birth of a Nation." The Life of Sam Houston, one time Governor of the Lone Star state, is one and The Alamo is another.

Griffith added his conviction that eventually they will be made into films, declaring that he may consider them himself.

EMBARRASSING MOMENTS

When you think you have heard

a burglar, and you find you have . . .

be nonchalant . . . LIGHT A MURAD.



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2 Bill Boyds In Pictures Creates A Novel Situation

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—Two prominent actors now in Hollywood both answer to the name of William Boyd. One is the William Boyd of numerous Broadway stage productions and the other is the William Boyd, star of numerous screen vehicles. Both Boyds claim sole right to the name and United Artists, who have the stage Boyd, and Pathe, who geared the other Boyd to stardom, are up a tree. The pending battle will likely be fought out in the Assoc. of M. P. Producers or the Hays office.

Rumbles of the battle were heard last week when U. A. announced the signing of the stage Boyd for a role in "The Locked Door" and immediately incurred the ire of Pathe. The latter took the matter up with U. A. executives without success and then lodged a complaint with their N. Y. office claiming that the new Boyd would encroach upon the screen popularity of the Pathe Boyd. The stage Boyd, however, argues that he was prominent in pictures himself about ten years ago. Both names, though alike, are their real names and the two are against changing them.

It looks as if all the battling will be done by Pathe with U. A. moving in the matter only for protection of its interests.

Al Santell, Leaving F. N., Aligns Himself With Fox

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—Al Santell has definitely left First National, and has signed to direct one talker production for Fox. Santell's contract with First National called for direction of four pictures yearly; with a lump salary and bonus for each production. It was reported that Santell did not receive the bonus due on his last picture, and did not care to continue until finances were adjusted.

"Tin Pan Alley" Is Norma Talmadge's Next For U. A.

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—The latest story announced for Norma Talmadge is "Tin Pan Alley," with Lewis Milestone scheduled to direct. United Artists have had several stories under consideration for Miss Talmadge's next starring vehicle, but each in turn was discarded. Nothing can be learned as to what happened to the N. J. Locke opus, scheduled as her next.

"U" After Rooney Family For New Series, Is Report

(Hollywood Bureau, Motion Picture News)

Hollywood, May 2.—Universal is negotiating with the Pat Rooney family to return to the coast for another series of two reel musical talker sketches. The Rooneys made a series of six for Universal early this year, and, upon completion, the company did not take up option on contract.

(*Continued on page* 1550)

Opinions on Pictures

New Year's Eve

No Box Office Holiday

(Reviewed by Don Ashbaugh)

(Silent Version)

HAVE no illusions about this being one of the current "whoopee" pictures because of the title. It is a dank, cold drama, with tears aplenty, lots of worry over the poor heroine, with everything hotsy-totsy at the final fadeout.

The plot is dragged forth for the thousandth time and turned into a picture for Fox under Kenneth Hawk's supervision. It is just one of those so-so pictures, not so good, not so bad. Your audiences won't condemn, neither will they display any ecstatic enthusiasm. It will fill out in a program with plenty of other support.

Mary, unable to find a job, is in despair while her brother lies home. By chance Mary encounters the town's leading gambler and is told to come to him. She refuses, and later finds a wallet containing ten $100 bills. The girl returns the money to the owner, Edward Warren, played by Charles Morton, who gives her one of the bills as a souvenir.

She rushes to the toy store where, unknown to her, crooks pick her pocket. The toys are sent home and the landlady pays for them. When it is discovered the money is gone, the landlady orders Mary out. In desperation Mary calls the gambling king. In the meantime Morton has gone to the house of chance. The pickpocket who acquired the $100 bill has also gone there. An altercation results and the pickpocket shoots the gambler and takes his wallet.

Morton discovers Mary in the apartment with the dead man but before they can escape the butler appears. He calls the police. In a whirlwind finish the pickpocket slips from a rope from the roof in an effort to escape, the gamblers attempt to take Morton "for a ride" and Mary, discovering the pickpocket's body, prevents this latter catastrophe.

Drawing Power: Mary Astor may mean something to your public. Otherwise you'll have to depend on the title to draw them in on the supposition that it is a wild picture.

Produced and **distributed** by Fox. From Cosmopolitan magazine story "One Hundred Dollars" by Richard Connell. **Adapted** by Dwight Cummings. **Directed** by Henry Lehrman. **Cameraman** Conrad Wells. **Length** approximately 5,958 feet. **Release date**, Feb. 24, 1929.

THE CAST

Marjorie Ware	Mary Astor
Edward Warren, Jr.	Charles Morton
Larry Harmon	Earle Foxe
Pearl	Florence Lake
Steve	Arthur Stone
Landlady	Helen Ware
Little Brother	Freddie Frederick
Little Girl	Jane La Verne
Edward Warren's Friend	Sumner Getchel
Landlady's Son	Stuart Erwin
Little Girl's Mother	Virginia Vance

Saturday's Children

Corinne Griffith Scores In Talker

(Reviewed by Freddie Schader)

CORINNE GRIFFITH is showing Broadway at the Strand this week through the medium of "Saturday's Children" that she is one of the screen stars that doesn't have to worry about the talkies. Corinne talks and how! She handles her role in "Saturday's Children" with all the ease of an old stage trouper, getting over her lines in manner that is most convincing. Incidentally, she has a splendid supporting cast and in all the Pulitzer Prize Play of 1927 is presented most entertainingly.

It isn't going to be an out and out box office wallop, but it is going to please the greater part of your audiences, and the fact that in this picture they have another of their screen favorites that is coming through in the talkies should be a lot for them.

At that the story of the courtship, marriage, parting and reconciliation of this youthful pair of characters should attract audiences anywhere. The story of their troubles is so deftly told with so certain a quality of suspense that it holds the audiences. With it there is enough comedy to satisfy almost anyone.

Grant Withers, who plays opposite the star, comes through with flying colors and he should be pretty well set for the future on the strength of his performance here. Alma Tell and Lucien Littlefield both contribute neat pieces of work, while Charles Lane and Marcia Harris lend considerable force to the playing of the story.

Drawing Power: This could be worked up as the answer to the troubles of the average young married couple. It is a domestic comedy with a lot of laughs and a lot of truths. Nothing in it to offend any type of audience, but the story is better fitted to the smarter type of theatre goers than to the average run in the small neighborhood houses.

Produced by First National and **distributed** by Warner Bros. **Length:** silent, 6,742 feet. **Released:** March 10, 1929. **Sound,** 7,950 feet. **Released:** April 14, 1929. **Running time:** an hour and twenty-eight minutes. **Directed** by Gregory La Cava.

THE CAST

Bobby Halvey	Corinne Griffith
Jim O'Neill	Grant Withers
Mr. Mengle	Albert Conti
Florrie	Alma Tell
Willie	Lucien Littlefield
Mr. Halvey	Chas. Lane
Mrs. Halvey	Ann Schaeffer
Mrs. Gorlick	Marcia Harris

"Stage Stunts"

(Sound Cartoon—One Reel)

SOUND is Oswald's forte and in his latest cartoon vehicle synchronized with effective noises and tunes he makes progress with his laugh endeavors. The rabbit, a snake charmer, is in great calamity when his wooden horse swallows a bomb and with this gag the cartoonists have stretched out their reel, achieving for the most part genuine fun.—RAYMOND GANLY.

Studio Murder Mystery

Well Above Average

(Reviewed by Walter R. Greene)

(All Dialogue Version)

ALTHOUGH the plot carries the regulation formula for a murder mystery, the picture has been nicely handled to get every possible bit of entertainment out of the story, and there is no question that it will do acceptable business for theatres generally.

Murder mysteries seem to be riding on the crest of a wave of popularity right now, and this one will rate considerable draw on account of its studio background.

The picture starts out in the usual manner for a murder mystery. A leading man is spotted to be killed, and naturally the greatest possible number of prospective murderers are developed in an attempt to deceive the audience. The leading man has a passion for making love to nearly every woman he meets, the building up results in his mysterious murder. The police round up four prospects, with Doris Hill, daughter of the studio watchman, finally convicted of the crime.

But Neil Hamilton, the ace gag man of the studio, does not believe in the guilt of the girl, and sets out to solve the mystery. After a certain amount of suspense intermingled with breezy comedy, the real murderer is uncovered and the girl is freed to rush into a final clinch with the gag man.

A well balanced cast has been assembled, with every one doing their part in an excellent manner. Warner Oland turns in a fine performance as the director with a decided foreign accent. Neil Hamilton does well as the wise-cracking gag man and gets over nicely.

Drawing Power: The angle of this one is the fact it presents the inside workings of a studio, which always carries appeal to audiences generally. Murder mysteries seem to be popular right now, and this one, although not a world-beater, stacks up as good entertainment and will be accepted as such. Rates to do much better than average business.

Produced and **distributed** by Paramount. **Story** by The Eddingtons. **Adaptation** and **dialogue** by Frank Tuttle. **Scenario by** Ethel Doherty. **Directed** by Frank Tuttle. **Length,** approx. 6,500 feet. Release date, undetermined.

THE CAST

Helen Macdonald	Doris Hill
Tony White	Neil Hamilton
Dick Hardell	Frederic March
Borka	Warner Oland
Macdonald	Guy Oliver
Blanche Hardell	Florence Eldridge
George	Chester Conklin
Capt. Coffin	Donald Mackensie
Lt. Dirk	Eugene Pallette
Bob	Jack Luden
Tae Macdonald	Gardner James
Goff	E. H. Calvert
Bill Martin	Lane Chandler
Al Hemming	Lawford Davidson
Miss O'Brien	Mary Foy

Our Modern Maidens

Whoopee!!

(Reviewed by Walter R. Greene)

"OUR MODERN MAIDENS" was produced as a successor to "Our Dancing Daughters," "smash hit" of the past year. Although the production cannot hope to surpass the popularity of "Dancing Daughters," it will prove substantial box office material.

The story is whirlwind in spots; and tedious in others. It is founded on the adventures of jazz-mad, thrill-loving youths of today; and is covered with an extra-heavy layer of whipped cream. Nevertheless, the picture will prove to be a good hour's entertainment, and will not be taken seriously by theatre patrons.

Joan Crawford has the star role, with a featured supporting cast that would do justice to any super-special. Douglas Fairbanks, Jr., Rod La Rocque, Anita Page, Josephine Dunn and Eddie Nugent are the most prominent; and all excellent.

M-G-M apparently went the limit on the settings—and they certainly are gorgeous to behold.

The story opens with a wild auto ride by a group of college boys and girls in the wee small hours. The secret engagement of Billie (Joan Crawford) to Gil Jordan (Douglas Fairbanks) is planted in the first sequence.

Billie recognizes Glenn Abbott (Rod La Rocque) on the train as a well-known engineer from South America. She boldly starts an acquaintance, inviting him to her home for a party.

After plenty of high class vamping, Billie persuades Abbott to use his influence to have Gil appointed to a diplomatic post in Paris. In the meantime, Kentucky (Anita Page) falls in love with Gil, and the two become quite chummy. Abbott discovers the engagement of Gil and Billie and gives the latter an idea of his thoughts—then he disappears.

Gil and Billie are married—and it is hard to recall a more pretentious or elaborate wedding ever staged in pictures. It was the last word. After the ceremony, Billie discovers the affair of Gil and Kentucky—gives them her blessing—and walks out the front door alone. Later, somewhere in France, she is found by Abbott who forgives the past, and the two clinch for the finish.

One of the highlights of the picture—which could have been extended—were imitations by Douglas Fairbanks, Jr., of John Barrymore; John Gilbert—and for a topper—his own father.

Drawing Power: Joan Crawford has stepped forward fast as a money-ranking star. Combined with her "draw," there is Rod La Rocque, Douglas Fairbanks, Jr., and Anita Page—quite formidable themselves. The elaborate production background is noteworthy. It rates to do substantial business in any spot.

Produced and **released** by Metro-Goldwyn-Mayer. **Story** and **Continuity** by Josephine Lovett. **Directed** by Jack Conway. **Photographed** by Oliver Marsh. **Supervised** by Hunt Stromberg. **Release:** indefinite.

THE CAST

Billie Brown	Joan Crawford
Glenn Abbott	Rod La Rocque
Gil Jordan	Douglas Fairbanks, Jr.
Kentucky	Anita Page
Reg	Edward Nugent
Ginger	Josephine Dunn
B. Bickering Brown	Albert Gran

The Time, The Place, And The Girl

Make A Date Here

(Reviewed by Walter R. Greene)

(All-Talker)

FOR all-around entertainment, story construction, and sustaining of audience interest, this is by far one of the best all-talkers that have come from Warners.

It also brings out the fact that Warners have potential starring material in Grant Withers, who corrals 99 per cent of the acting honors, even though he stacked up against formidible opposition.

Adapted from the old stage play by Frank R. Adams and Will Hough, the picture moves at a steady and consistent pace; holding up in interest throughout. The dialogue is humorous, wise-cracking and refreshing, and adds greatly to the story.

Opening in Stanton College, the story introduces Jim Crane (Grant Withers) as a football hero of the campus. Mae Ellie (Gertrude Olmstead), a college co-ed is madly in love with the egotistic gridiron hero. After planting the college background, the story goes into a big baseball

During the after-game celebration, Crane becomes friendly with Peter Ward, college alumnus in the bond business in New York. Ward promises the football player a job when he leaves college; also making the same promise to Mae Ellis, the girl.

Crane decides to take up Ward's offer, and is put to work selling bonds. Mae appears, and becomes the secretary to Ward. Without effort, Crane receives the admirations of the women, but cannot seem to sell bonds to the men. Even though he cannot sell to the men, its a cinch for him to sell the women. Mrs. Ward makes a play for the young man and he tries to repulse her advances.

Later, Mrs. Ward separates her husband from a twenty thousand dollar check, sending it to Crane to buy stock for her. Crane takes the money and portions it out to his previous women investors, sending the fake stock to Mrs. Ward. Jim and Mae then leave for the West, where Crane accepts a position as football coach.

Withers' natural delivery of lines; unassuming, yet forceful characterization, make him outstanding. Betty Compson, Gertrude Olmstead, John Davidson and Bert Roach turn in excellent performances. James Kirkwood appears in only one short sequence.

Drawing Power: Its one of the comedy hits of the talker field. The cast is excellent with Compson, Olmstead, and Kirkwood for draw purposes. After they see Withers in this one, his name will mean plenty.

Produced and **released** by Warner Brothers. From play by Frank R. Adams and Will Hough. **Adaptation** and **dialogue** by Robert Lord. **Directed** by Howard Bretherton. **Photography** by John Stumar. **Footage,** 6,100 feet. **Release** date undetermined.

THE CAST

Jim Crane	Grant Withers
Mrs. Ward	Betty Compson
Mae Ellis	Gertrude Olmstead
Professor	James Kirkwood
Mrs. Davis	Vivian Oakland
Mrs. Winter	Gretchen Hartmann
Peter Ward	John Davidson
Bert Holmes	Bert Roach
Mrs. Parks	Irene Haisman

Not Quite Decent

Easy To Forget

(Reviewed by Walter R. Greene)

(Sound, music synchronization, part dialogue)

IT'S a wonder that the studio executives at Fox ever let this story get into production. In fact, there is so little plot, and it has been so crudely developed, that the efforts of Irving Cummings as director, and Louise Dresser and June Collyer as featured players, were entirely wasted.

The entire story is tipped off in the first reel, and then it is necessary to sit through the picture and watch the unfolding of a most uninteresting yarn. The producers apparently figured this one way below even program standard, and put sound effects and music in to help along. Then they went into dialogue for the final reel, which did not help to revive interest in the opus.

What story there is concerns a "fat and forty" night club hostess, who protects her daughter from the clutches of a bright-lights rounder, finally making the girl see the light and sending her back home to the small-town sweetheart. All through the story, the daughter is kept in ignorance that the hostess is her real mother, and this even continues to the final fade-out.

Cummings evidently struggled through the picture as best he could; and both Miss Dresser and Miss Collyer were called on to portray roles that never for an instant allowed them to warm up to a point anywhere near their capabilities.

Drawing Power: It's tough if this one comes to you on the regular program.

Produced and **released** by Fox. **Story** by Wallace Smith. **Scenario** by Marion Orth. **Directed** by Irving Cummings. **Photography** by Charles Clarke. **Length** about 6 reels. **Release** date April 7, 1929.

THE CAST

Mame Jarrow	Louise Dresser
Linda Cunningham	June Collyer
Jerry Connor	Allan Lane
Canfield	Oscar Apfel
Al Gergon	Paul Nicholson
Margie	Marjorie Beebe

"The Newlyweds' Excuse"
(Universal-Stern—Two Reels)

(Reviewed by Raymond Ganly)

THE slapstick antics of the George McManus comic strip characters brought to the screen by Stern Brothers' "Newlyweds Family" make this an average fun reel.

It finds its occasion for laugh making in the fact that the Newlyweds are cleaning house and Snookums mischievously undoes their work. Their home a mess, they go to an auction where their darling again proceeds to play the innocent cut-up. The kid wrecks everything and his parent is forced to fork over all his jack to pay for the damage.

"The Little Game Hunter"
(Pathe Cartoon—One Reel)

AL FALFA and his cat and mouse friends trip along the African veldts in this "Aesop" in search of big game and the usual laughable calamities befall the cartoon character. Good kiddie fare and for the adults, also.—RAYMOND GANLY.

"The Fight Game"
(Pathe—One Reel)

AN Aesop that's fair and one that presents the animals in a slugging fest with the regular cartoon tricks to enliven black and white flashes. Ordinary cartoon.—RAYMOND GANLY.

MANAGERS' ROUND TABLE CLUB

CHARLES E. LEWIS
Chairman and Editor

A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress



CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"Are We Managers?"

I TRIED hard to think up a better caption for this little chat but had to fall back on the old reliable. But, honest fellows, its a fact; I can't figure some of you boys out at all. Let's get together and talk things over. Are we managers or what are we? If we are to live up to all that the title implies then I can heartily recommend to a lot whom I know, that they alter their appearance and change many of their present tactics.

To me, the position of manager of a theatre or theatres, is a big job and it has always given me much pleasure to make those I came in contact with realize that my position was an important and responsible one. Others that I have met, and visited, rather give the impression that they are "big shots" or the "smart guys" of the whole works. That's not playing the job or the game fair. We are mightly important parts of great or little machines, but regardless of the size cog we might represent in the general scheme of things, we should make that cog a perfect piece of the machine. Above all we should make it a point to impress upon everyone we meet that ours is a position of great trust and importance and one calling for unusual ability. This impression, particularly, should be brought into play when those in the business call upon us. Other theatre managers, exchange men, etc. They are the ones who will readily recognize the qualifications essential to good theatre management before outsiders would and it is these men in the business who will either sing your praises wherever they go or knock you all over the map. Don't give them the latter opportunity. I know what I'm talking about because I have drawn unpleasant opinions about several managers through conversation (or call it gossip) via other managers and exchangemen. Surely the manager of a large chain store would not stop being a good manager because another in the same business called upon him. Then why should you, or any of us for that matter?

Recently I dropped in to say hello to a brother manager whom I had not seen for several years. I was dumbfounded to find him with a two days' growth on his chin, his derby cocked on the side of his head and a sick looking cigar in his mouth, standing right plumb against the brass railing of his ticket office and passing wise cracks to the cashier. I was only with him a few minutes before I passed on my way, but I was depressed for the rest of the evening. Here was a man that I would have banked on one hundred per cent, and he certainly looked like a plugged nickle to me and to any other person who entered his theatre.

What brought about this strange transformation in this man? I don't know. And I have yet to find out, but you could never sell me the

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Tokay Theatre's Monthly Program

Introducing More New Members

Coming:
May, 18th.
First Birthday Edition Of The Round Table Club

MANAGERS' ROUND TABLE CLUB

idea, if I were his boss, that he meant a good gosh-darn to the theatre.

Let's snap out of this kind of stuff boys, and put up the front we ought to. We must make everyone, in and out of the business, respect us for, not only our ability, but our appearance as well. If you want to go into training to become the porter of your theatre, then start in the cellar, but not in the lobby. Right? C. E. L.

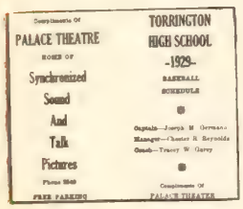
Scanlon Is Doing Fine Exploiting In Torrington, Ct.

Among the many fine things accomplished by John J. Scanlon of the Palace Theatre in Torrington, Conn., is the fact that he has made his house programs so newsy and popular that skipping it for but a single week brought plenty of inquiries and protests. We have before us a copy of one of the letters sent to the Palace regarding the program and it was written by one of the leading wives











of the town. Such popularity is very unusual and speaks volumes for Scanlon's ability to create so much interest in the house program. The conclusion of this letter reads: "My friends have the honest opinion that the Palace is correctly managed and as they say—'the right kind of a place to go.'" How's that for local comment on a theatre?

Another of Johnny's achievements was the tie-up with the largest music store in town so thoroughly that they even paid for the heralds on "Abie's Irish Rose" and distributed them direct as well as through their own mailing list. In addition, they fixed up the fine window display which we picture with this article. Note the imprint on back of herald.

John also distributed the schedule cards for the local high school baseball team and it made many more friends for the Palace. The youngsters hang on to these schedules and refer to them quite frequently. You will note that the theatre name appears very prominent on these cards.

Scanlon also sent me a copy of the "Insurance" stunt used with "Syncopation" and which we have never seen before. We do not know whether this one is original with John or not, but we think it is good enough to reproduce and you can judge it for yourself. The cover and the inside spread are both effective. Scanlon also mentioned a good community stunt but cannot send it on because he only has one file copy of the program left which describes the tie-up. Have no fear, John, if requested we will gladly return any material sent to us here at Club headquarters. Shoot it along at once and we will let the other boys in on what you put over. And keep up the good work. We rather like the way you are doing things up there and we do not doubt that our friend Joe Quittner feels the same way about you. (How about it, Joe?)

"Club Chatter" From Around The Round Table

George Peck, manager of the Victory Theatre, in Tampa, Fla., did not let the grass grow under his feet when he started his "hot" campaign on "The Letter." He ran one-inch boxed "teaser" ads throughout his local papers and then brought the campaign to a climax with the mailing of several thousand "letters" to a selected list in his city. George has been putting over some peppy stuff and should keep us posted all the time.

Manager Gallagher, of the Capitol Theatre, in Winnipeg, Canada, pulled a unique stunt when he distributed "halved" heralds for a coming attraction throughout the city. One-half consisted of a reproduction of a still photo depicting a scene from the feature while the other half carried a printed announcement. To those who brought the two halves forming the complete herald before a specified date, Gallagher presented them with a pass for two.. This one is worth trying anytime you are on the lookout for a new way to attract attention to your theatre. And it's not restricted to any particular feature. Don't lose sight of this one, boys.

Reviving an old one with great success is the best way we can describe Tommy James' stunt on "The Broadway Melody" for his Capitol Theatre, in Atlanta, Ga. James placed four flat-top desks in a row, side by side, in his spacious arcade leading from the entrance to the theatre lobby. These desks were all "fenced off" with posts and ribbon and a pretty girl was stationed at each desk. On each one was a special telephone and the girls worked from 10 A. M. every morning until late evening calling up telephone subscribers and announcing the fact that "The Broadway

(Continued on next page)

My Thanks and Apologies

I was rather delighted to see that Mr. Johnston announced my recent wedding through the Club columns, but I was more surprised to find, on my return to the Club headquarters, how many well-wishers I had among the members. So I take this means of thanking all of you who so kindly sent me those many messages of congratulations.

But at the same time I must ask that those of you who wrote me during my absence from the office, and to the many contributors to the Club columns, that you bear with me until I get a chance to catch up with the terrific amount of correspondence which accumulated while I was away. I will try to give every article and letter my personal attention within the next few weeks, but don't let that delay keep you from continuing the great work you are all doing for the Club. Keep right on sending in those wonderful "stunts" and I'll eventually see that they are given the attention they deserve. C. E. L.

MANAGERS' ROUND TABLE CLUB

Melody" was being held over for a second week. The stunt was in effect for three days and thousands of people received the message.

E. A. Crane has just been appointed managing director of the Hyde Park Theatre, in Tampa, Fla., and from information received at Club headquarters we have every reason to believe that he will make a big success for his latest undertaking. Mr. Crane has had a wide and varied career in the theatrical game in Washington, Detroit and New York and feels that he can cater to the public of Tampa with the type of shows they want to see. We wish him all the luck he deserves.

A. N. Roy, manager of the Tampa Theatre in Tampa, Fla., pulled a big one for his kiddie matinee when he induced Nick Altrock and Al Schacht, famous comedian members of the Washington Baseball Club training here this spring, to appear upon the stage and give the kiddies their slow motion baseball act. This is the act they made famous on the vaudeville stages all over the country. How Roy was able to engineer this great stunt would be well worth learning. How about it, Roy? Send us the "dope."

Sound pictures have clicked so big at the Avalon Theatre, in Ottawa, Canada (looks like our northern neighbor is getting a break in these columns this week), that they changed their policy from a two-a-week to full weeks. Manager and proprietor P. J. Nolan had to wait a while for his equipment and, consequently, suffered for a while, but now everything is "jake" and he's smiling again. Hey! hey! three cheers for the "talkies."

Lou Smith Submits His Latest Advt. Circular To Club

We are just in receipt of a letter from Lou Smith, manager of the Ritz Theatre, in Brooklyn, in which he enclosed the circular we reproduce herewith. Lou wanted our candid opinion of this circular and tells me that it is a very inexpensive piece of advertising material. Well, Lou, if you are not circularizing your neighborhood to death, then I really think this is as neat a piece of material as I have seen in quite some time. The make-up is clear and attractive, and the arrangement of the shadow box effect certainly makes the three attractions stand out without clashing. We thought this would be the better way of answering Smith and at the same time show the circular to other members who might be interested in something along these lines. But we also pass on Lou's question to all of you. If you have some suggestion or criticism to make about this piece of advertising matter, let's hear from you, or forever hold your peace.



You have been rather lax for the past few weeks Lou and we were wondering what was the matter. Now that you have started in your activities we shall expect to hear from your regularly. And, by the way, don't forget to place the Club on your program mailing list. We are constantly on the lookout for attractive programs.

Matthews Cashes In On Kid Stunt To Fine Results

One of the greatest "kid" tie-ups brought to light in the past few years is that of the harmonica stunt and the latest theatre to cash in on it was the Central Theatre, in Newark, N. J. We are reproducing a picture of some of the youngsters gathered in front of the house with the announcement sign in the center.



You will also note that many of the kiddies are carrying the placards telling about the tie-up and its connection with the "Big Boy" comedies, which is part of this particular stunt.

Manager Bill Matthews and his assistant, Ray Klein, through a very intensive exploitation campaign made this well-known tie-up one of the most popular attractions that the theatre ever put over. Thousands of cards announcing the stunt and inviting the boys and girls to join the "Central Juvenile Musical Club" were distributed throughout the neighborhood. They also gave the stunt plenty of program and lobby space with the result that the idea went over big. Music store tie-ups were also effected on this campaign which helped it along still more.

Those of our members and readers who are interested in this stunt can drop us a line and we will gladly forward all the dope on it. If you are crying about poor Saturday matinees, here is one to "pep" them up plenty, so stop the worry and cash in on the youngsters, they all mean business for your house.

ONE YEAR OLD

Within two weeks the MANAGERS' ROUND TABLE CLUB reaches its first birthday. To properly celebrate this great event we are preparing an unusually attractive edition which will contain some fine showman ideas and suggestions.

Watch for the issue of May 18th, because

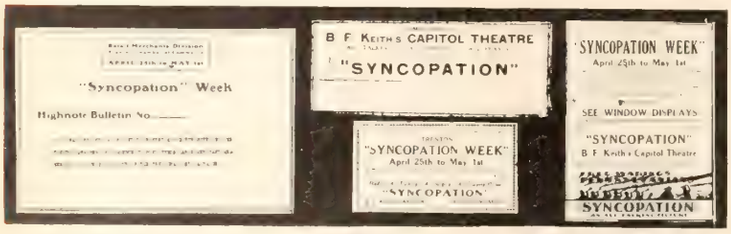
IT'S OUR BIRTHDAY

MANAGERS' ROUND TABLE CLUB

Harry Brown's "Syncopation" Campaign

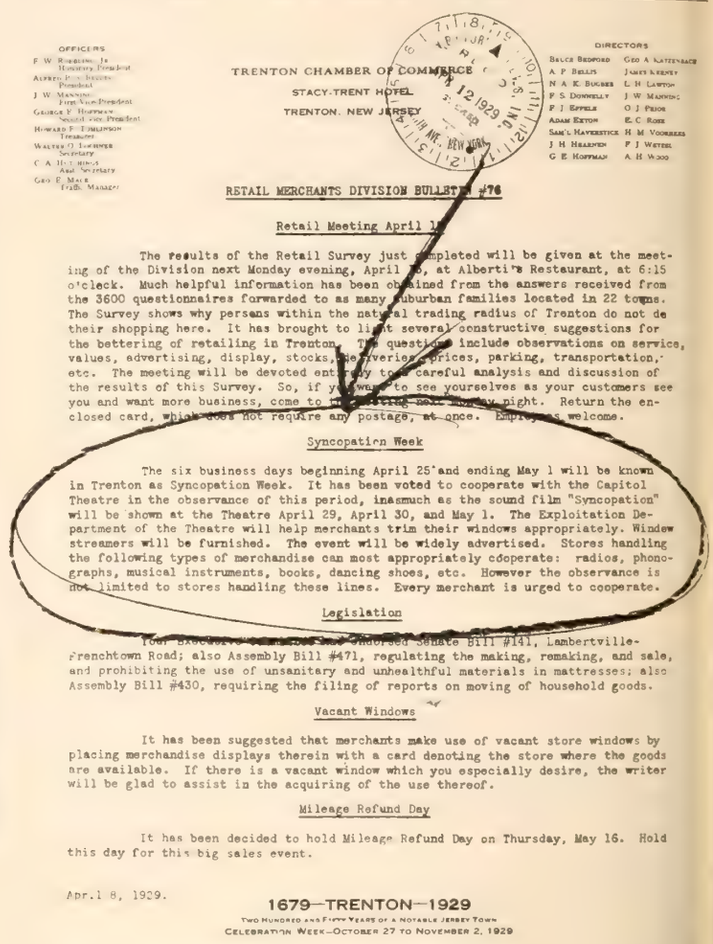
Showing throughout complete planning and careful execution, is the best way of describing Harry Brown's tremendous exploitation of RKO's "Syncopation" for the Capitol Theatre in Trenton, New Jersey.

Of the series of illustrations on Brown's campaign, we particularly want to call your attention to the Chamber of Commerce letter to all of its merchant members calling their attention to the adoption of the "Syncopation Week" in Trenton and calling for one hundred per cent co-operation with the Capitol Theatre management in putting it over. You will also note in another of the illustrations that special Bulletins were used by the Chamber of Commerce to keep their large membership posted on the various activities of the "Syncopation" week and thus kept up the enthusiastic pep which was originally created by adopting the campaign. Napkins were placed in every restaurant in the city and over a week prior to the opening date. Stickers were used everywhere and on every conceivable kind of articles. Large streamers were used in store windows, hundreds of merchant members of the Chamber had their windows dressed in co-operation with the theatre exploitation department, window cards, (as pictured) were placed in practically every window in the city and suburbs. Every trolley car and bus carried the large sticker (shown with the window card and streamer) calling attention to the cars and buses carrying patrons to and from the stores for these special "Week's" events. Apparently, not a single bet was overlooked by Brown when he planned and engineered this fine campaign and it serves as a model for any theatre anywhere when it comes to demonstrating the value of local assistance with the Chambers of Commerce. These powerful organizations, if properly and carefully handled, can be worth their weight in gold, but you must learn to play with them, to help their various activities to such an extend that they will gladly tie-up with your theatre when you need them and can plan something which will be of some benefit to all the merchant members.





These cuts illustrate the different material used by Brown for the campaign described in the story on this page.



OFFICERS

DIRECTORS

TRENTON CHAMBER OF COMMERCE
STACY-TRENT HOTEL
TRENTON, NEW JERSEY

RETAIL MERCHANTS DIVISION BULLETIN #76

Retail Meeting April 1[illegible]

The results of the Retail Survey just completed will be given at the meeting of the Division next Monday evening, April [illegible], at Alberti's Restaurant, at 6:15 o'clock. Much helpful information has been obtained from the answers received from the 3600 questionnaires forwarded to as many suburban families located in 22 towns. The Survey shows why persons within the natural trading radius of Trenton do not do their shopping here. It has brought to light several constructive suggestions for the bettering of retailing in Trenton. The questions include observations on service, values, advertising, display, stocks, deliveries, prices, parking, transportation, etc. The meeting will be devoted entirely to careful analysis and discussion of the results of this Survey. So, if you want to see yourselves as your customers see you and want more business, come to the meeting next Monday night. Return the enclosed card, which does not require any postage, at once. Employers welcome.

Syncopation Week

The six business days beginning April 25 and ending May 1 will be known in Trenton as Syncopation Week. It has been voted to cooperate with the Capitol Theatre in the observance of this period, inasmuch as the sound film "Syncopation" will be shown at the Theatre April 29, April 30, and May 1. The Exploitation Department of the Theatre will help merchants trim their windows appropriately. Window streamers will be furnished. The event will be widely advertised. Stores handling the following types of merchandise can most appropriately cooperate: radios, phonographs, musical instruments, books, dancing shoes, etc. However the observance is not limited to stores handling these lines. Every merchant is urged to cooperate.

Legislation

Your Executive Committee has endorsed Senate Bill #141, Lambertville-Frenchtown Road; also Assembly Bill #471, regulating the making, remaking, and sale, and prohibiting the use of unsanitary and unhealthful materials in mattresses; also Assembly Bill #430, requiring the filing of reports on moving of household goods.

Vacant Windows

It has been suggested that merchants make use of vacant store windows by placing merchandise displays therein with a card denoting the store where the goods are available. If there is a vacant window which you especially desire, the writer will be glad to assist in the acquiring of the use thereof.

Mileage Refund Day

It has been decided to hold Mileage Refund Day on Thursday, May 16. Hold this day for this big sales event.

Apr. 8, 1929.

1679—TRENTON—1929
Two Hundred and Fifty Years of a Notable Jersey Town
Celebration Week—October 27 to November 2, 1929

It gives us great pleasure to publish this story about Harry and since he is a recent and active member of the Managers' Round Table Club, we are certain that our other members will be glad to know of his "doings." Boys, Harry is one of those fellows you should know, so drop him a line and get acquainted with him direct. We will tell you more about Harry in an early issue. Keep up your good start Borwn and let the other boys know what you are doing via the Club pages.

IT'S A FACT BOYS:

"With great pleasure I am sending in my application for membership . . . I have been watching the growth of the Round Table Club since it started and have received some valuable information from it. . . ."

U. R. Anderson
Imperial Theatre
Cincinnati, Ohio.

MANAGERS' ROUND TABLE CLUB

Russell A. Bovim Starts Membership With A Goed Stunt

What could be a better way of introducing a recent Club member, than via his own photo in conjunction with one of his exploitation stunts? It therefore gives us great pleasure in introducing to our host of members, Russell A. Bovim, manager of Loew's Theatre in Canton, Ohio. And at the same time we want you to know about his latest manner of exploiting a picture in that city. This ballyhoo was used the day before the opening and operated for over twelve hours on all the city lines of Canton as well as the suburbs. We need only to tell you that this was the first time that such a stunt was ever pulled in Canton for you to appreciate the extraordinary attention and comment that it evoked. We must also let you in on the fact that this great tie-up only cost the theatre $35.00 and if that is not worth ten times that sum then we'll eat our proverbial hat, (we can't afford to eat our only good one). But, just the same, you fellows who are always crying that there is no way to attract attention in your towns and cities, just paste this one over your door so you can't forget it, and when the right picture and time arrives, just start the ball arolling with it.



Mr. Bovim informs us that a local department store furnished a large orthophonic together with amplifying system. All the song hits from "Broadway Melody" were played continually while the car was making the run of the town. Just sit back



boys and visualize this dressed up trolley car running through the streets of your own town and around the suburbs, don't you honesty believe it would attract plenty of comment and attention? Darn tootin' it would and we must hand it to Russell for this one, it's a corker.

Let's hear some more from you Russ and I'm wishing with you that we meet personally again very soon, especially if we get out to Ohio again this summer, then you can bet we will make it a point to say more than "hello." But between now and then—let's hear more from you.

Browning Always Succeeds In Spite Of Police Obstacles

"Tod" Browning, of the B. F. Keith Memorial Theatre, in Boston, again demonstrated that he was on the job when he pulled a real fast one on the police of that city. He wanted to tie-up his theatre with the famous Boston Athletic Club Marathon Race, carrying with it the national championship, so he requested permission to label an automobile "official" and send it along with the limited number of such cars. When permission was refused, he tagged a car "Pathe News Official" and sent it along just the same. It passed the police lines and was well to the fore of the other official cars which were watched by thousands who gathered along the road to watch the race. Browning's car carried a large banner reading—"See the pictures of this race at the B. F. Keith Memorial Theatre."

Whether the idea is a marathon race or any other kind of an event that brings together a large crowd, it is always keen showmanship to get your theatre's name into it somehow, and we are tickled at this latest of "Tod's" exploits because we consider him a real "live-wire" member of the Club. Let's hear some more from you, Browning, we like your fast-thinking ideas.

Here Is Something Different For A Monthly Program

Here is an 11 x 14 card issued by the Tokay Theatre in Lodi, California, and mailed to their patrons every month. We have intentionally reproduced it large enough so that you can dissect it thoroughly and see just how it is made up. There is no claim being made that either the card or the idea is original, but the mere fact that it is effective for the purpose it was intended for is sufficient. The few ads, appear-



TOKAY THEATRE

PROGRAM FOR APRIL 1929

Sunday	Mon.-Tues.-Wed.	Thur.-Fri.	Saturday
MARCH 31 HEY RUBE	1 2 3 Greta Garbo WILD ORCHIDS	4 5 Love IN THE Desert	6 Slim Fingers
7 BEHIND CLOSED DOORS	8 9 10 The Bellamy Trial	11 12 John Gilbert MASKS AND DEVIL	13 TED WELLS Beauty AND Bullets
14 James Oliver Curwood's Yellow-Back	15 16 17 THE YOUNGER GENERATION	18 19 Chester Conklin's TAXI 13	20 Aflame IN THE Sky
21 The Matinee Idol	22 23 24 The Lone Wolf's Daughter	25 26 THE CIRCUS KID JOE E. BROWN	27 Jack Perrin and Rex, King ... Wild Horses Two Outlaws
28 The Red Sword	29 30 MAY 1 The Trail OF '98	OUR FIRST ANNIVERSARY!	

Printing that pays you dividends is done by the Lodi Printing Co.

Graybar Stimulator THE CONDENSED DAILY DOZEN Electric Equipment Co. Phone 166

DON'T FORGET THE American Legion Picnic MAY 4 MICKE GROVE

LODI STEAM Laundry

ing on this card makes it self supporting and does not detract from the important theatre copy on it, as is often the case with similar monthly program ideas. Our only criticism is that "Sound" is not played up strong enough, considering that the theatre only went into that policy a short time ago.

MANAGERS' ROUND TABLE CLUB

Meet Some More New Members

DANIEL KATLIN, manager of the Colonial Theatre in Phoenixville, Pa., a house equipped with modern Western Electric Sound, adds another Penn showman to our live-wire group. Suppose you start your membership off with a little letter, Dan, telling the boys how your sound plant is serving you in your town. Also some chatter on how you are putting the pictures over? We are going to look for this by return mail. OK?

* * *

BENNETT BRANDON, formerly of the Mineola Theatre on Long Island, but now managing the big Schwartz Albemarle Theatre in Flatbush, makes us think that he will make a darned good active member. But time alone will answer that one. Rather time and B. B. so now its up to you Ben. Let's start it off right with an early letter about how you like the Albemarle and your new surroundings.

* * *

CHARLES J. ROSE, is the District Manager for the Schine Circuit up in Oneonta, N. Y., besides running the Oneonta Theatre in that city. You have already seen some of his stuff on these pages, but we feel that he should also be introduced via the official introduction page. Charlie, what's the chances of getting a good photo of yourself so that we can all take a look at you? Shoot it along right away, will you? Thanks.

* * *

R. LEE KLINE, of the Maryland Theatre in Hagerstown, Md., jojined the Club some time ago, but this has been our first chance to formally introduce him all around. We will tell you lots more about him in the near future, but in the meantime we would like to have your photo to use with the other story we want to print about you. Can you send me one by return mail?

* * *

ELIAS S. SUTTER, directing head of the Tivoli Theatre in Kansas City, Mo., is one of those managers whom we like to hear from as a steady diet. There is much doing all the time in a theatrical way out in K. C. and Elias is now going to be depended upon to keep us posted. How about it? Shoot something in by return mail.

* * *

M. R. BLAIR is the manager of the Regent and Ebpress Theatres in Cedar Falls, Ia., and from advance reports reaching this office we believe we have been fortunate in lining up Mr. Blair for the Club. Now we will sit back and see what suggestions he has to offer to all his brother members. What say, M. R.?

* * *

EARL H. ARNOLD manages the Liberty Theatre in Watertown, N. Y., and we suggest that he start off in the proper way by sending us some of his newspaper ads, programs and other data which will give us all an idea how they are running the theatres and selling the pictures in his town. We are going to look forward to an early letter from him.

* * *

B. H. MOSELEY manages the Capitol Theatre in Columbus, Ohio, and we suspect he will line up as a darned good member. To prove, it, B. H., just shoot us your photo and something about the way you are exploiting your pictures. Okay?

T. J. McSPADDEN is the busy manager of the West, Colonial and Plaza Theatres out in Galesburg. Now what we are worried about is this: do those three theatres keep you so busy that you won't be able to keep us posted on your activities? If so, then you are sure out 'a luck, because we MUST hear from you often so that we can all know how you are running those houses and what you do to sell the picture to the public. Come on, T. J., we are waiting anxiously for your answer.

THE tremendous number of new members has made it necessary for us to announce only a limited number in each issue. If we were late in reaching your name, or if we have not reached it as yet, please bear with us. We want to introduce every new member properly.

CHARLES E. LEWIS,
Chairman.

WILL YOU BE NEXT??

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB".

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....
Address .....
Theatre .....
City .....
Policy .....
Capacity .....
State .....

Wm. A. Johnston, Honorary Chairman — **C. E. Lewis**, Chairman

COME ON!!

SHOOT IT IN—NOW!!

L. B. HARRELL, is the directing genius of the Lyric Theatre in Waycross, Ga., and since he admits that he has been long enjoying the Club news every week, perhaps he will show his appreciation by sending us a picture of himself so that the rest of the members can see what he looks like. It does help build up a real clubby friendship when the boys show themselves to each other. How about it L. B.?

* * *

JAMES F. MAHONEY is the manager for the Bradley Theatre in Putnam, Conn., for the Stoneman-Anson Interstate Outfit. You know Jimmey, we have heard lots of nice things about you during our travels through Connecticut, so why not line yourself up as a real active member and shoot us some information on how you are selling the house up there? A picture of yourself at the same time would just make a perfect story. Come on J. F.

* * *

E. D. RHIND manages the Bates Theatre in Attleboro, Mass., and since his theatre is now equipped for sound we would very much like to learn how they are taking to this type of entertainment in Attleboro. E. D. will have to keep us informed and he might also send us a picture of himself and his theatre so that we can then know what he looks like. We shall see.

* * *

H. L. DAVIDSON manages both the Columbia and the Garden Theatres in Davenport, Iowa, but that is all the more reason why he should have many interesting things to tell his brother members about how they put the picture over in Davenport, also how they are running those two theatres out there. Can you accommodate with a short little letter telling us some news, H. L.?

* * *

STEVE BENNIS manages the Lincoln Theatre in Lincoln, Ill., but he has plenty to do in keeping his fast-stepping house right up to the dot on sound and talking pictures. Maybe Steve will tell us how he sells sound in Lincoln. Will you? Thanks.

* * *

HARRY YETTE, manager of the Liberty Theatre in Herkimer, N. Y., adds another upstate exhibitor to the Club rolls. Harry should be well qualified to send us a mighty fine little letter telling about the theatrical activities of himself and the theatre he runs. Come on Harry, let's hear from you by return mail.

* * *

VOGEL GETTIER, manages the Capitol Theatre in Grand Island, Nebr., and between keeping his patrons happy and his shows good, he has a man sized job. With his combination policy of sound and vaudeville he should be well equipped to tell his brother members how he sells the picture and runs his house.

* * *

WILL J. GLASER manages the Sun Theatre in Faribault, Minn., for the Northwest Circuit. With so many good active members in Minnesota, we are sure hoping that Will continues to uphold the rep of that state. For a starter we suggest you send us your photo and in that way better introduce yourself all around. What say, Will? Thanks.

Regional News from Correspondents

Anderson, Ind., Will Have $300,000 House

A MODERN theatre building, to cost $300,000 is planned for the downtown district of Anderson, Ind. Articles of incorporation for the Anderson and Meridian Realty Co. have been filed with the secretary of state in Indianapolis. Incorporators are Harry Muller, Ross D. Muller, and Samuel J. Mantel. The company listed capital stock of $100,000 common and $125,000 preferred. The site has been leased for a 99-year period. The property has a frontage of 72 feet and depth of 104 feet. The realty company has leased the building to Fitzpatrick and McElroy, of Chicago, operators. The building will be Italian design with front in buff brick and terra cotta. The seating capacity will be 1,550 and modern mechanical equipment for talking pictures will be installed. A large pipe organ and an automatic air refrigeration system will be installed. The lobby will be finished in marble.

Funeral service for Mrs. Alice DeMartine, matron for theatres in Indianapolis, Ind., during the last several years, was held at the home of a nephew. The body was taken to Terre Haute for burial. She was 49 years old.

The Lyric, Indianapolis, Ind., for years a vaudeville house, was closed April 27 for extensive interior repairs following the signing of a 25-year lease on the theatre by the Fourth Avenue Amusement Co., of Louisville. The house will re-open May 12. No definite policy as to stage presentations has been formulated. Aggregate rentals for the term of the lease are $1,925,000.

Fire practically destroyed the Martz Theatre building, Tipton, Ind., a three story structure, with a loss estimated at between $200,000 and $250,000. The heaviest loser was the Masonic Building Association, Inc., owner of the building, where the loss was placed at $100,000.

15th Anniversary For Stanley Theatre Co.

THE Stanley Co. of America is observing its 15th Anniversary Month with gala celebrations in all Stanley houses by an elaborate campaign for celebrating a theatrical birthday and at the same time bettering spring business. Beginning April 15 and continuing until May 15 the event will be observed with special programs, backed up by special exploitation tie-ups.

Work will start about May 1st on a new 2,300 seat theatre, to be erected in West Chester, Pa., for Harrison Brothers. W. H. Lee is the architect.

Joseph C. Dougherty, formerly manager of the Grand Opera House, is now acting as house manager for the Roosevelt and Frankford under direction of Columbus Stamper.

The Elm and Embassy, Philadelphia, are now being operated by the Rose-Zeiss Enterprises, Inc.

Through the courtesy of R.K.O., nine hundred children attended the annual show of the Junior Federation of Jewish Charities at Nixon's Grand Opera House, Philadelphia.

Harry T. Jordan, for many years B. F. Keith's representative in this city and a large stockholder in B. F. Keith Vaudeville Exchange, has now disposed of his interests in the Keith-Albee enterprises and entered the advertising business with Rowe Stewart.

Tony Luchesse, of the Liberty Exchange, is now selling De Forest Phonofilm in this territory.

J. L. Levine, of Pacent, announces the opening of a service department in Philadelphia, under the direction of K. S. Byrd.

The Crescent, Philadelphia, has been sold by H. M. Schleuter to Louis J. Polow.

A meeting of the Philadelphia Federation of Theatre Organists was held at the Stanley Company's Sedgewick Theatre, Philadelphia, on Sunday, April 21st.

The Stanley Company's Empress, Manayunk, is now being operated by the Roxborough Amusement Co.

The Criterion, Moorestown, N. J., formerly operated by Hunt's Theatres, Inc., has been taken over by the New Criterion Theatre Co.

Seattle Man Wins Pathe National Sales Contest

MICKEY CARNEY, booker at Les Theuerkauf's Pathe Exchange, this week was awaiting the arrival of a nice fat check from the home office as a reward for being first prize winner in a recent play date drive.

Jack Allender, of the Ritz and Rex in Spokane last week used his first sound pictures via the Photophone disc and film synchronizing device at the Ritz and was so pleased with the results that he is now planning an installation at the Rex.

Bob and Mrs. Mayea, exhibitors, are now operating the Stadium, Seattle, formerly the Montlake. A policy of four changes weekly, at 25c, is being observed.

Roy Czerny, manager of the Kent, Washington, reopened his house last week after it underwent thorough renovating and redecorating necessitated by the recent fire there.

Dominic Constanti, prominent Tacoma exhibitor, spent a few days in Seattle last week and announced May 1 as the tentative opening date of his new Riviera Theatre. The house is being built on the site of the old Liberty and will be equipped with RCA Photophone.

Al Finkelstein, of DeLuxe Theatres, Inc., is now recuperating from an attack of flu.

Radio-Keith-Orpheum exchange has just undergone a thorough redecorating and cleaning process.

Reports current on Film Row this week indicate that Universal will soon close their Columbia.

Coincident with their opening of the new Fox, Fox West Coast officials announced the reduction of admission prices at their Coliseum to 25c at any time.

A new policy of Saturday night reserved seats is again being attempted by the Orpheum after the three-a-day Saturday policy was found unsuccessful. Carl Reiter is manager.

Three more downtown Seattle houses went "talkie" last week—the New Orpheum vaudeville house, Joe Danz's Embassy Theatre, and John Danz's Capitol Theatre.

Phil Lampkin, master of ceremonies at the Seattle, left last week for New York, upon receipt of advice from Publix that he will soon be placed in one of their Eastern houses.

Bud Williams, operating the Mount Baker, Seattle neighborhood film house, last week announced the sale of the theatre to Sherman W. Bushnell.

Ray Jones, former assistant manager of Carl Reiter's local Orpheum, last week resigned to accept the same connection at the Fox. He has been succeeded at the Orpheum by Joe Cooper.

Film Row has been full of music during recent weeks, thanks to the local Universal exchange. As an exploitation feature, Manager Mat Aparton has been playing all the recorded music from "Show Boat" on a phonograph.

Recent reports that Mickey Carney prize-winning booker at the local Pathe exchange, had moved his abilities to other offices on the Row, were declared to be without foundation this week by Mickey (Himself).

A talking device invented and perfected by W. B. Cooley, of Tacoma, has been installed in Charles Schuler's Park in that city.

Dominic Constanti's Capitol, in Tacoma, has just been taken over by Louis Perunko, who will operate it on Friday and Saturday nights, only.

William Armour, of Montesano; Walter Graham, of Shelton; Waldo Ives, of Port Angeles, and Dave Gross, of Alaska, were among the out-of-town visitors on Film Row last week.

John Hamrick, head of the Music Box and Blue Mouse Theatre chains in the Pacific Northwest, spent a short time in Portland last week, and drove back with his father, brother and sister-in-law.

West Coast's Coliseum Theatre last week underwent a strenuous job of cleaning for the spring season.

4 Publix Houses In Atlanta Going Sound

FOUR Publix de luxe theatres in the Atlanta section will go to the bat Monday, April 29, minus stage shows and presentation acts. They are the Howard, Atlanta; Alabama, Birmingham; Tivoli, Chattanooga, and Tennessee, Knoxville. Sound programs face a particularly hard test in Atlanta and Birmingham, for not only will the Howard and Alabama eliminate stage shows, but their orchestras as well. Moreover, they must buck competition in the shape of strong vaudeville-and-picture combinations.

Announcement that C. A. Clegg, for the past year manager of First National's Atlanta exchange, is leaving that post was made yesterday by Southern Division Sales Manager W. E. Callaway, who reached here Thursday night for a visit of several days.

Ralph B. Williams, Southern District manager for Universal, suffered considerable loss last Monday when the Lafayette Apartments, in Ansley Park, were partially destroyed by fire. The Williams apartment, which was on the second floor, was totally demolished. Mr. Williams and his family were in New Orleans at the time.

Robert E. Hicks, manager of the Howard Theatre, whose apartment also was on the second floor, spread the alarm and eight families were forced to flee.

Out-of-town exhibitors visiting Atlanta during the past week included: Leon S. Cazin, the Cazin Theatre, West Tampa, Fla.; Walter Brackin, the Callahan Theatre, at Bainbridge, Ga.; M. M. Wells, who operates the Roxy Theatre, at Anniston, Ala.; Hugh V. Manning, of Etowah, Tenn., of Manning & Wink; N. W. Remond, the Scenic Theatre, at Lake Wales, Fla.; D. V. Marquis, Ernada Theatre, at Bartow, Fla.; Ben Stein, of the Palace Theatre at Valdosta and the Douglas Theatre at Macon, Ga.; Joe Wheeler, Grand Theatre, at Cedartown, Ga.; P. J. Henn, who operates the Haven Theatre, at Canton, Ga.; F. L. Wadsworth, Jr., the Rose Theatre, at Tuskegee, Ala.; Mack Jackson, the Strand at Alexander City, Alabama; J. R. Long, the Opera House, at Fort Payne, Ala.; S. H. Borisky, head of Independent Theatres, Inc., of Chattanooga, Tenn.; R. E. L. Golden, the Golden Theatre, at LaGrange, Ga.; Charles Jabaley, the Jablex Theatre, at LaGrange, Ga.; N. V. Darley, the Rivoli Theatre, at Ybor City, Fla.; Roy E. Martin, of Columbus, Ga., head of Martin chain; James Freeman, of the Imperial Theatre, at Griffin, Ga.; T. F. Thompson, Palace Theatre, at Cedartown, Ga.; Wendell Welch, the Strand Theatre, at Dallas, Ga.; E. C. Fain, the Grand, at Tallassee, Ala.

Casino, Lynn., Mass., Destroyed By Fire

THE Casino, at Lynn, Mass., was almost completely destroyed, with only the walls standing, and the Waldorf Theatre, adjoining the Casino, was considerably damaged by smoke but was saved from destruction by fire which broke out Monday morning, doing damage estimated at $50,000 and requiring the city's entire fire fighting force to prevent the spread of the flames. Two firemen were injured. Firemen saved the Waldorf by fighting flames from the top of the roof.

New incorporations include the following: North Quincy Amusement Co., Inc., Quincy, Mass., with $10,000 capital, incorporators, Frank B. Miller, Walker M. Miller and Charlotte Forkey; Uptown Theatre Co., Inc., Providence, 100 shares of no par value, incorporators Antonio Romano, Michael Romano and Miriam R. Park, Providence; Capitol Amusement Corp., Bridgeport, Conn., $50,000 capital, incorporators W. E. Burton and others, Bridgeport, company organized to operate Capitol Theatre; The F. & W. Amusement Co., Inc., Stamford, Conn., $50,000, Max Cohen, Bridgeport; H. C. H. Theatres, Inc., Boston, 5,000 no par shares, incorporators Nat Hockberg, Max S. Cushner, Moses Hirsch; Capitol Theatre, Inc., Winchendon, Mass., $75,000 capital, incorporators Fred P. Sharby, Joseph Mathieu, Beatrice M. Mathieu.

Bellows Falls Theatre Operating Co., capital $20,000, places of business Boston and Bellows Falls, Vt., incorporators Sally Finn, Revere, Morris Pouzzner, Brookline, Joseph Wolf, Winthrop, Mass.; Community Playhouse, Inc., East Greenwich, R. I., 250 shares of no par stock, incorporators John J. Richards, Robert P. Beagan, Margaret A. Coyle, Providence.

Fred Green, of Brookline, one of owners of the Granada, Orpheum, Strand and Mystic in Malden, as well as other suburban Boston theatres, is having plans drawn for a new $100,000 theatre in the Maplewood section of Malden. It will be of Spanish design and will seat 800. The former Maplewood Theatre, destroyed by fire, will not be rebuilt.

Two midnight shows were held in Boston last week for the N.V.A. benefit, one at the Keith Memorial and the other at the Metropolitan.

Matthew Divver, well known newspaper man, has become manager of the Melrose Theatre at Melrose, Mass.

The Capitol at Springfield, Mass., has been sold by the Capitol Theatre Co. to A. Goodside, who now secures complete ownership in the playhouse.

The Saugus, at Saugus, has been sold by A. Foy to Mrs. I. Mendell, who has operated other theatres in that vicinity.

Sale of the Regent Theatre at Arlington by L. Coriaty to N. Hoffman is announced.

Plans have been drawn for a theatre and business block at Chicopee, Mass., for Louis Taloumis, 88 Main street, that city. George Dion, of Chicopee, is architect.

The Park, at Lebanon, N. H., was damaged by fire Saturday. House is expected to reopen within short time.

Al Somerby has installed Western Electric equipment at the Bowdoin Square Theatre, Boston.

The Brown Theatre at Manchester, N. H., opened with sound equipment on Monday. Western Electric equipment has been installed.

Walter Lee, of the Capitol, Allston, Mass., has been succeeded as manager by Frank Cox, formerly at the Fields Corner

Phil Smith has acquired the Greenwich at East Greenwich, R. I., and Fred Lovett, manager of the Royal, at Olneyville, is now booking for the East Greenwich house.

The Melrose, at Melrose, Mass., has been sold by Benj. Green to the Melrose Operating Co., and the Coolidge Theatre, in Watertown, has been sold to the Coolidge Watertown Theatre Co.

Announcement is made of the purchase of the Uptown, in Providence, by A. Spitz. M. Spellman was former owner.

Contracts have been signed for Western Electric equipment at the Colonial Theatre at Belfast, Me., and the Old Colony, at Plymouth, Mass.

Sale of the Town Hall, at Freedom, Me., by Fred Weed to Ansel A. Sanborn, who also operates the theatres at Sanbornville, Wolfboro and Mountain View, N. H., has been effected.

The Netoco Chinese, in Mattapan Sq., Boston, is under construction.

John J. Lane has been appointed Pathe Branch Manager at New Haven, Conn., to succeed Mr. B. M. Moran, who has resigned.

Southeast Film Centres Exhibitor Notes

ROBERT E. HELMS, who has been office manager and booker for FBO's Charlotte branch (now RKO), for the past seven years, has been promoted to special representative for RKO and will work out of the office in New York. Mr. Helms' position in the Charlotte exchange has been accepted by Carl Patterson.

E. L. McShane, formerly branch manager of the Charlotte Pathe exchange, is now connected with the Charlotte office of Tiffany-Stahl in the same capacity.

Vistiors in Charlotte last week were D. Holt, of the Troy, Troy, N. C.; Charles Roth, of the Eagle, Asheville, N. C.; and the Palace, Greensboro, N. C.; C. H. Arrington, of the Palace, Cameo and Lyric, Rocky Mount, N. C.; G. G Mitchell, of the Imperial, Newton, N. C.; W. E. Stewart, of the Pastime and Westmore, Concord, N. C., and W. S. Scales, of the Lincoln, Winston-Salem, N. C.

The Fourth Avenue Amusement Co., of Louisville, Ky., has leased the Lyric, Indianapolis, Ind., for a period of 25 years at an aggregate rental of $1,925,000, according to announcement by Fred Dolle, president. The Lyric will close April 27 for extensive improvements and will reopen May 12, with Vitaphone installation.

The many friends of Harry Matthews will regret to hear of his death, which occurred last Thursday at 7:30 o'clock, following an operation at St. Joseph's Infirmary. He is survived by his wife and a daughter.

Performers on the bill at the Rialto - Keith - Orpheum Theatre, Louisville, Ky., the first part of last week, gave a performance at a meeting of the Electric Club at the Kentucky Theatre last Monday. A. B. McCoy, manager of the Mary Anderson Theatre, and John Boswell, manager of the Rialto, were guests.

Theatres at Hazard and Irvine, Ky., have installed Phototone.

Mrs. Louis F. Steurle, wife of L. Steurle, of the Fourth Avenue Amusement Co., Louisville, who underwent an operation week before last, is convalescing.

Major C. B. Blake, manager of the Savoy, Louisville, announced this week that his theatre had been wired for talking pictures and that he would open Sunday, April 28, with sound.

The Orpheum, Louisville, which has been running tabloid shows all winter, changed to a picture policy, April 29.

The Hippodrome, which has been showing tabs and pictures, will probably be shut down permanently in a month and the building razed. Col. Billy Rendon is manager.

The Alamo, Louisville, inaugurated a morning bargain matinee, April 27, and reduced its afternoon prices from 35c to 25c. The bargain matinee which runs from 10 o'clock to 1:30 o'clock is selling at 15c for the summer. John Blunk is manager of the theatre.

Following two quickly adopted changes of policy, a third will come at the new Orpheum, Memphis, early in May when the schedule will be changed so that the week will begin on Saturday, instead of Monday.

The Caddo Theatre, at Glenwood, Ark., owned by J. M. Kaufman, is the latest sound installation reported on Memphis Film Row. He selected a Pacent reproducer.

J. E. Dotson, of the Royal, Van Buren, Ark., visited the Memphis Film Row. W. B. Robinson, of the Liberty, Brownsville, Tenn., visited also.

Memphis will have a stock company next fall when Lysle Talbot will return, this time to the Mazda, formerly the Lyric. Talbot and a company will open in Memphis on Labor Day.

With the announcement Sunday that the Belmont, one of the leading suburban theatres of Nashville, Tenn., had installed Vitaphone and Movietone, and that the Fifth Avenue, prominent house of downtown Nashville, had closed Saturday for the installation of Vitaphone and Movietone talking film has included in its coil every large house of the downtown sections, leaving only a few suburban theatres silent.

Both Vitaphone and Movietone equipment will be installed in the Nashville Fifth Avenue during the next few weeks.

Plan A New Exchange Bldg. For Salt Lake

A NEW $18,000 film exchange building is to be started soon at 246-248 East First South Street, Salt Lake City, Utah.

The building will be one story high, of fireproof construction, with fire-proof vaults for films, and will have a frontage of 48 feet and a depth of 92½ feet. The property on which the structure is to be built is valued at $8,300, it is stated. Slack W. Winburn is the architect.

A. L. Glassman, who operates the Granada, Salt Lake City, and the Orpheum, Ogden, Utah, accompanied by Mrs. Glassman, is expected to return from New York in about two weeks.

Commissioner Harmon Peery, well known exhibitor of Ogden, Utah, flew to Salt Lake a few days ago.

Manager Fred Lind, of the RKO exchange in this city, leaves within a few days for the opening of the new Broadway theatre at Idaho Falls, which house is operated by Joe George there.

Mrs. G. B. Dickinson was an exhibitor visitor at the United Artists exchange last week arranging contracts for her American Theatre at Mackay, Idaho.

The Egyptian, at Ogden, Utah, opened with W. E. sound equipment April 27th.

C. J. Hamal, representative for Pacent sound equipment, reports having five equipments already installed and operating, including the Burley, at Burley, Idaho; the American, at Caldwell, Idaho; the Rex, at Idaho Falls; Orpheum, of Livingston; the Montana and the Rialto, of Salt Lake City.

Exhibitor Knudson, of the Orpheum at Livingston, Montana, has ordered two more installations, one for the State, of Miles City, Montana.

A meeting of the Film Board of Trade, was held at Butte, Montana, April 22nd.

A reported check on sound installations now being served from the Salt Lake City branch exchanges included fifty-five theatres. Thirty-five of these installations are combined installations for film and disc; nineteen are for disc, and only one is sound track installation.

Vacation Time Arrives In Omaha, Neb.

MISS ROSEMARY FOLEY, secretary of the Omaha Film Board of Trade, has obtained a two-months' leave of absence beginning June 1. She plans a vacation in California. Her place will be filled by Miss Regina Moleseed, formerly of the Universal office in Omaha.

Rushing the fireworks season, a disgruntled former student of South High School, Omaha, set off a fire-spitting "son-of-a-gun" during the showing of a film in the school auditorium and caused a near panic among the six hundred students present. Prompt action on the part of the operator in turning on the house lights quelled the students.

Cincinnati, Toledo And Akron News Notes

THE Palace Theatre, Cincinnati, which for several years has been devoted to Keith vaudeville and pictures, will discontinue the former policy early in May, although pictures with sound will be continued. Falling off in business is said to be responsible for the change.

Francis McDonald and Paul Bennett, exhibitors at Portsmouth, Ohio, were arrested and fined for the third time in three weeks for operating their theatres on Sunday in violation of the blue laws.

John Schwalm, manager of the Rialto, Hamilton, Ohio, accompanied by his better half, is motoring through the Adirondacks.

The Mt. Healthy Amusement Co., Mt. Healthy, Ohio, suburban to Cincinnati, is developing plans for a $100,000 house to be located at corner of Hamilton and McKinney avenues.

Edward Keene, who now conducts the Oxford, at Oxford, Ohio, has employed an architect to draw plans for a $50,000 house to be erected in the near future.

May's Opera House, Piqua, Ohio, through the courtesy of Manager Erk, was the scene of a boy benefit showing recently.

James Collins, Columbus, Ohio, publicity director for the Regent-State Corp., Springfield, Ohio, has resigned.

Loew's Akron, Akron, O., new 3,500 seater, Moorish-Spanish atmosphere house, formally opened Saturday. City officials, civic body leaders and newspapermen numbering several hundred, with wives, were guests. Ward Farrar, assistant manager of Loew's Valentine at Toledo, O., for the past year, has been promoted to house manager and treasurer of the new $2,000,000 Loew's house at Akron, O. W. L. Wagner, formerly of the Princess staff, is the new assistant to Manager Jack Merriman at Toledo.

Virtual control of Marion, O., theatres has been obtained by the Young Amusement Co., which entered that city last fall with a new theatre, the Palace. The company has purchased the Marion Photoplay Co. receiver's leasehold rights in the Opera House and the Grand, and is negotiating with the Elks lodge for the Grand, in which it has purchased personal property from the Marion Photoplay Co. J. J. Huebner, Cincinnati, receiver for the photoplay company, has been made manager of the Marion, Grand and Orpheum by V. Y. Young.

Paulding, O., will soon have talkies. Guerin Bros. will remodel the Grand and install sound equipment. The firm has had the Paulding field to itself for several years.

The Grand Opera House, Cincinnati, appears to have definitely gone into pictures for the summer months.

Jay Barker, former exhibitor of Zanesville, Ohio, was found lying unconscious and very badly bruised along the National highway near Zanesville, Ohio, by a passing bus driver. After being removed to a Zanesville hospital, Barker told police that he had picked up two chance acquaintances while driving between Zanesville and Newark about 10 p.m. Just before reaching the latter city he alleges his companions forced him from the car, beat and robbed him of $70, and drove away with his machine.

An anonymous letter demanding, under penalty of death, that Judge W. W. Sprague use more stringent measures to prevent moving picture house managers from operating their houses on Sunday has been turned over to the police for investigation. The latter culminated a day when Francis McDonald, Robert C. Risley and Paul Bennett, exhibitors, had been arraigned for the third successive week for having violated the state law governing Sunday observance.

Griff. Granger, manager of the Kaypee, Mt. Gilead, Ohio, now announces that he will wire the house for talkers.

The Dreamland, Cardington, Ohio, which has been closed for the past six months on account of lack of business, has been purchased by a group of local business men, and will be reopened with pictures at once.

Mrs. Bertha Riecke, Dayton, Ohio, has acquired the Edgemont in that city from Elizabeth Osborne.

Homer V. Guy, owner and operator of the Apollo and Ideal, Davton, Ohio, has purchased the Columbia there from Charles J. Gross for a consideration said to be in the neighborhood of $500,000.

Announcement is made by the Troy Amusement Co., Troy, Ohio, that their Mayflower Theatre will hereafter be operated on Sunday, although other houses in the chain will remain closed. To determine the sentiment of the public, a petition was circulated by the company, and 90 per cent of the business and professional men expressed themselves in favor of Sunday movies.

Wire Or Remain Silent Cleveland Undecided

CLEVELAND theatre managers have made no plans for the summer. While the chief topic is a discussion of the question to wire, or not to wire, owners of neighborhood and subsequent houses are not in a hurry to sign on the dotted line. Sound operating expense is so high that Cleveland exhibitors want to ward off the day of added overhead until next fall, if possible. There is a strong feeling in favor of closing many houses during the warm months.

Scoville, Essick and Reiff have installed Western Electric equipment in their Rialto.

Gene Warner has joined the publicity department of the Loew Ohio theatres.

The Uptown has discontinued vaudeville as its established policy in conjunction with pictures. In the future pictures and sound numbers will be shown.

George Stevens, manager of the McTodd, Willoughby, O., has been appointed manager of the New Broadway, Cleveland.

Loew's State celebrated its 8th birthday last week.

John Kessler is local sales manager for the Sentry Safety Device, with headquarters at the National Theatre Supply Company, Film Bldg.

Albany, N.Y., Exhibitor Row Chatter

A NEW YORK State Theatre owner and a former justice of the Supreme Court, Irving I. Goldsmith, is a member of the



York State probation commission, succeeding Mrs. Mary E. Padden Beckett, resigned. Mr. Goldsmith is the owner of the Palace Theatre in Saratoga Springs. Twice on past occasions he was appointed to fill vacancies in the Supreme Court by ex-Governor Smith. Mr. Goldsmith is also well known in New York City as well as northern New York.

Quite a number of out-of-town exhibitors were in Albany last week for the opening game in the Eastern baseball league.

Jimmy Chest recently reopened the Capitol at Canajoharie.

Maney Mattice, owner of the Novelty, Middleburg, and also the town shoemaker, was in Albany last week bringing his nephew to one of the city's hospitals for an operation.

Morris Silverman, of Schenectady, pioneer exhibitor of this section, created a mild furore on Albany's Film Row last week, when he appeared with a new light grey hat.

J. B. Harte, owner of the General Stark and Harte Theatres, of Bennington, was along Film Row during the week. Donald Bame, with theatres at Athens, Germantown and Coeymans, was in town.

John Garry has once more returned as manager of the Clinton Square, Albany.

Talking pictures will be featured in the near future at William Smalley's Fort Plain house.

Mrs. Harry Hellman, who, with her husband, owns and operates two theatres in Albany, has been busy of late in securing passports needed by Mr. Hellman and their daughter and son-in-law, who will sail for Europe within the next two weeks.

Much Theatre Building Planned In Illinois

A MOTION picture theatre and apartment building, to cost about $550,000, is to be erected at Green and Fifth streets in Champaign, Ill., by G. J. Gallavin, Champaign. Plans for the structure are being prepared by R. Levin & Company, Inc., Chicago, Ill.

Bids were opened May 1 on the new theatre at 226 Eighth street, Cairo, Ill., to be built by the Gem Theatre Company, of which W. Rodgers is president. T. S. Thompson, of Carbondale, is the architect.

Reed, Yemm & Hayes have retained Kennerly & Stiegemeyer, architects, St. Louis, to prepare plans for the 1,600-seat $200,000 theatre they plan to erect at Mount Vernon, Ill.

J. W. Bass, of Harrison, Ark., has been awarded the contract for the construction of the new theatre to be erected in that city by D. E. Fiton and F. M. Garvin, of the Lyric Theatre. The new house will be one story high and occupy a site 50 by 120 feet.

Goodall Reproducers recently installed in theatres in Shelbyville, Ill.; Mount Olive, Ill., and Carrolton, Ill., are now in operation.

The Columbia, Columbia, Mo., damaged by fire recently, is to be dismantled and remodeled into a store building.

T. C. Hall, of Moberly, Mo., several days ago disposed of his stock holdings in the Columbia Theatre Company.

Burglars made an unsuccessful attempt to loot the safe in the Fox office, St. Louis, night of April 22.

The Queens Amusement Company, Inc., has been incorporated to operate the Queens in St. Louis. Incorporators are: Maxwell Goldman, Thomas Vurley, and William Goldman, of Philadelphia.

Everett H. Hays, former manager of the St. Louis, St. Louis, has been engaged as business manager for the St. Louis Theatre Assoc.

Minneapolis Theatre Changes Its Name

THE Uptown, formerly known as the Lagoon, an F. & R. house, has had Vitaphone and Movietone placed in it and at a special showing celebrated the event and its new name April 25.

Al Mitchell, master of ceremonies of the Minnesota Theatre, a F. & R. Publix house, has been transferred to the Eastman Theatre at Rochester, N. Y.

Local Finkelstein-Rubin-Publix houses designated the week of April 21 as "Guaranteed Pictures Week." Local theatres, as well as their houses throughout the Northwest, were included in the observance of the week.

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ORGANIST soloist, male. Ten years experience Publix, Keith - Orpheum. Complete library. Features. Modern. Organist, 3200-54th St., Des Moines, Ia.

YOUNG MAN, 32, desires to connect with organization making sound devices. Assistant to executive. Much business experience; some technical knowledge. Adapt easily. Box 500, Motion Picture News, New York City.

THEATRE MANAGER at liberty, just closed six-year engagement managing eight theatres; knows business from A to Z. Business producer, salary or percentage, American, Christian, twenty years' experience. Address: Manager, P.O. 3734, West Palm Beach, Fla.

THEATRE MANAGER: Experienced in [illegible] vaudeville and motion picture houses; 28 years old; single, character and ability references. H. T. Bowman, General Delivery, Swarthmore, Pa.

Theatre Wanted

THEATRE WANTED—Will buy or lease, responsible party; knows the business; state full particulars. Address: Manager, P.O. 3734 West Palm Beach, Fla.

Oakland, Cal. Theatre In New Hands

CHAS. G. MICHAELS and M. Mamlor have purchased the Marquee Theatre, Oakland. from Wolfe and have renamed it the "Arabian Theatre." They are remodeling and redecorating.

Alvin S. Hatch and S. B. Gilchrist, of the Half Moon Bay Theatre, Half Moon Bay, are remodeling their theatre.

L. R. Crook, president of National Theatres Syndicate, has installed "talkies" in the American, San Jose, the Modesto houses, and the National Theatre in Marysville.

Following a protracted illness, Mrs. Tillie Harris, wife of Samuel Harris, well known in the theatrical world as vice-president of Ackerman, Harris & Oppen, died April 18

New Simplex Projectors were recently installed in the Golden Gate Theatre, San Francisco.

New Theatre In Central Penn. Will Seat 2,300

CONSTRUCTION work on a new theatre in West Chester, to be owned by Harrison Brothers and which will seat 2,300, was scheduled to start May 1. W. H. Lee, of Philadelphia, is the architect.

George J. Buzick, owner, has taken over the operation of the Globe, Nanticoke, which until recently was leased by Joseph Emashovsky.

The Russell, new neighborhood house on Thirteenth street, near Derry, Harrisburg, is considering increasing the seating capacity from 400 to 700 by the addition of a balcony. Manager is R. P. Conrad.

A Pennsylvania charter was issued April 5 at the State Department at the Capitol in Harrisburg to the "No. 1106-1108 North Fortieth Street Corporation," of Philadelphia. Authorized capital stock is $5,000. David E. Simon, Philadelphia, is treasurer and one of the incorporators. Other incorporators are: Emma R. Simon and George T. Robinson, Philadelphia.

Isaac Marcus, owner of the Royal, Harrisburgh neighborhood house, has just had the interior repainted and repapered.

Twin sons have arrived in the home of Frederick Wurtz, owner of the Diamond, Hazleton.

The Strand, Allentown, on April 22, inaugurated the use of the newly installed Western Electric Sound System.

It is the reported intention of Refowich Brothers, operating a chain of theatres in smaller towns of the hard coal mining regions, to reopen soon their Park Theatre, in Schulykill Haven.

The Latonia Theatre, Oil City, which early this year opened the Latonia as a unit of the Imperial Theatre Co., Inc., chain, on April 1 leased the Lyric in the same city, for a period of five years.

Lawrence J. Katts, of Harrisburg, secretary-treasurer of the Harrisburg branch of the projectionists' union, and vice-president of the Pennsylvania State Federation of Labor, was the chief speaker at the annual banquet of the Projectionists' union in Wilmington, Del., late in March.

12 Additional Theatres In Md. Area Wired

TWELVE more theatres in the Maryland, District of Columbia and Virginia territory have been equipped to show sound pictures, including the Goldfield, Schanze, Star of Baltimore; Argonne, of Bel Air, Md.; Lyric, Blacksburg, Va.; Broadway, Hopewell, Va.; State, Westminster, Md.; Eaco, of Farmville, Va.; Strand, of Dundalk, Md.; The Dumbarton, Washington, D. C., and the Wayne, of Waynesboro, Va. They have all used the Royal Amplitone equipment.

A robbery of the box office of Loew's Theatre, Richmond, Va., was prevented by the bravery of the cashier, Lula Bowman, who intercepted the man's attempt and rang for Harold Evans, manager.

Josephine Keith Shellman, daughter of J. M. Shellman, motion picture editor of Baltimore Sun, is rapidly recovering from an operation for appendicitis.

Many thousands of votes have been cast in the Baltimore Daily Post Popularity Contest for Frank Price, Jr., manager of the Rivoli, and Frederick Clement Weber, exhibitor of Baltimore.

Printed sermons against theatre-going are included in the pamphlets being sent out by a church which has headquarters in Washington, D. C., according to Arthur Garfield Hayes, lawyer and liberalist, in an address before a student assembly at Johns Hopkins University, recently.

Many Milwaukee Mgrs. Are Transferred

SEVERAL transfers have been made among managers of Milwaukee Theatre Circuit houses. Morgan Ames has been transferred from the Riviera to the Downer. Frank Cook goes from the Juneau to the Riviera. Art Wertheimer becomes manager of the Juneau after leaving the Kosciuszko.

Mrs. Kathryn Gregory sold the Waupun, at Waupun, to Ed. Wiesner and associates. Jack Draginnis becomes manager of Waupun.

The Idle Hour, at Owen, Wis., was sold by J. J. Schultz to a Mr. Schwartz from Chicago.

The Pearl, at DePere, suffered $4,000 loss by fire April 18th. Joseph Speaker is manager.

The Rex, at Kaukauna, formerly operated by L. Mathies, closed for some time, has been re-opened by F. Matz.

J. William Deubach has been promoted from the position of purchasing agent of Midwesco Circuit to assistant general manager of the circuit.

Exhibitor News From The Northwest

W. A. SIMMONS, manager of the Rialto at Missoula, Mont., opened with sound on April 12th. The installation was so satisfactory that he is contracting for similar equipment in theatres in Wallace and Kellogg, Idaho. They both operate under the name "Liberty."

Cooperating with the Deaconness Hospital of Butte, Mont., Manager Merle Davis leased the Broadway Theatre to this organization, who put on a play.

Henry Busse, who has been director at the Portland Theatre just prior to leaving for Chicago, where he will again take up the baton, was married to Miss Dorothy Drake, who has been playing minor roles with Duffy Players here.

Andrew Bernard, formerly of Peoples, Portland, Ore., has been named manager of the Arco, where he is being greeted by his many friends.

Sid Shuback, formerly manager of the Arco, Portland, is now booker for RKO in Seattle.

Tampa & Jacksonville Exhibitor Events

THE opening of the talkies at the Rivoli, Ybor City, was very successful, with turn away business all day Sunday. This is the first house to be wired in this part of Tampa, according to Manager Darly.

Manager Heston, of the Strand, Tampa, doped out a most striking and handsome color scheme for the re-decoration of his popular show shop. New seats, carpets and draperies were installed recently.

Fred L. Freeman, owner of a string of houses in Live Oak, Jasper and Madison, drove to Tampa last Sunday and spent several days looking over all the houses, listening in on talkies, and making an examination of the different types of equipment to determine what would be best for his chain.

Mr. Townsend has opened a house in Lake Butler for one day a week, the first movie in that small town in about two years.

Alma Grace Haney is a new inspector at the RKO exchange.

Jesse L. Clark, district supervisor for Publix in Florida, spent a busy week checking on downstate houses. The decision is to keep the stage band policy in the Olympia and Florida Theatres.

Bandits Active Along Pacific Coast

TWO youthful bandits, armed with an iron pipe and a revolver, April 15th, attacked the janitor of the Alhambra, fled from the scene and were captured later by the police.

Earlier in the night burglars broke into the office of the Coliseum and rifled the safe but took nothing of value.

J. W. Bascom, owner and manager of the Shastonia at Mt. Shasta, was in the city recently making arrangements for "talking" pictures. Bascom opened under the new policy April 18th.

The Strand, owned by Sol Levis, has been equipped for talking pictures.

Bert Levy is having the Princess wired for "talkies."

Gus Johnson, of Newman, was dating pictures along the Row recently. Everett Howell, of Porterville, was a recent out-of-town visitor.

Mike Coyne has reestablished headquarters in San Francisco.

The Rialto, of Willows, Cal., owned by Mrs. S. F. Daly, and managed by H. L. Killingsworth, is at the present time being completely renovated. The stage and seating capacity is being enlarged.

E. C. Hables, of the Reel Joy Theatre of King City, California, placed an order for one double sixty Westinghouse generator set complete with panel board.

Lesser's Mission Street Theatre, now called "Lyceum-Vitaphone," has been equipped for "talkies."

"Pete" Peterson, of Niles Theatre, has had his house wired for "talkies."

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Katorga				
Krassin	Special Cast	Feb. 19	7000 feet	
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Prisoners of the Sea	Russian Cast	April 13		
Shanghai Document, A	Travelogue	Oct. 13	5000 feet	
Ten Days That Shook the World	Russian Cast	Nov. 2	7000 feet	
Three Comrades and One Invention	Russian Cast	Oct. 13	6000 feet	
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The				
Yellow Pass, The	Russian Cast	Dec. 8	6600 feet	

COLUMBIA

Title	Star	Rel. Date	Length	Reviewed
Apache, The	Alvarado-Livingston	Nov. 19	5818 feet	
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (F. & D.) (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Driftwood	Alvarado-M. Day	Oct. 15	6267 feet	
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Nothing to Wear	Logan-Von Eltz	Nov. 5	5701 feet	
Object—Alimony	Wilson-Allan	Dec. 22	6266 feet	
Power of the Press	Fairbanks, Jr.,-Ralston	Oct. 31	6465 feet	
Quitter The	Lyon-Revier	April 1	5671 feet	
Restless Youth	M. Day-Forbes	Nov. 30	6085 feet	
Stool Pigeon	Borden-Delaney	Oct. 25	5792 feet	
Sideshow, The	Prevost-Graves	Dec. 11	5999 feet	
*†Submarine (D)	Holt-Revier	Nov. 12	8192 feet	
	(Silent Version)	Nov. 12	8192 feet	Sept. 15
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
*†§Broadway Hoofer, The				
*†§Fall of Eve				
*†§Father Love (tentative)	Holt-Revier-Chadwick			
*†§Flying Marine, The	Lyon-Mason-Robards			

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
All in Fun	Jerry Mandy	Oct. 21	1 reel	Oct. 27
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
America's Pride	Our World Today	Oct. 7	1 reel	Oct. 6
Auntie's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Bell'y King	Lupino Lane	Dec. 9	2 reels	Nov. 10
Best Dressed Woman in World	Our World Today	Feb. 17	1 reel	Mar. 30
Bumping Along	Stone-Ruth	Nov. 18	1 reel	Nov. 3
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Come to Papa	"Big Boy"	Oct. 14	2 reels	Oct. 13
Companionate Service	Dorothy Devore	Oct. 7	2 reels	Oct. 6
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fisticuffs	Lupino Lane	Oct. 28	2 reels	Oct. 27
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Follow Teacher	"Big Boy"	Dec. 16	2 reels	Nov. 17
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Glorious Adventure	Hodge-Podge	Oct. 14	1 reel	Oct. 27
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	April 28	2 reels	Mar. 16
Hay Wire	Stone-Dale	Nov. 4	1 reel	Oct. 27
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	April 20
Hold That Monkey	Monty Collins	Nov. 11	2 reels	Oct. 27
Hot or Cold	Al St. John	Dec. 2	2 reels	Nov. 10
Hot Times	Al St. John	May 26	2 reels	
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
In the Morning	Vernon Dent	Dec. 30	1 reel	Nov. 24
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Lucky Duck	Billy Dale	Oct. 7	1 reel	Sept. 15
Magic City	Our World Today	Nov. 11	1 reel	Nov. 3
Making Whoopee	Goodwin-Bradley	Oct. 28	2 reels	Oct. 13
Meandering Thru the Menagerie	Hodge-Podge	April 28	1 reel	
Misplaced Husbands	Dorothy Devore	Nov. 25	2 reels	Nov. 24
Moving Movie Show	Hodge-Podge	Mar. 31	1 reel	
Murder Will Out	Vernon Dent	Dec. 16	1 reel	Nov. 10
Only Her Husband	Jerry Drew	May 19	2 reels	
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	
Patchwork of Pictures	Hodge-Podge	Nov. 18	1 reel	Nov. 24
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Permanent Wave Railroad	Our World Today	Dec. 9	1 reel	Dec. 1
Playful Papas	Jerry Mandy	Dec. 1	1 reel	Dec. 1
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Quiet Worker	Jerry Drew	Nov. 4	2 reels	Oct. 6
Richest Street in the World	Our World Today	April 21	1 reel	April 20
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Shifting Scenes	Hodge-Podge	Dec. 16	1 reel	Mar. 30
Skywayman, The	Reed Howes	Nov. 18	2 reels	Nov. 3
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Stage Frights	George Davis	Oct. 21	2 reels	Oct. 6
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	
Wives Don't Weaken	Drew-Bradley	Dec. 16	2 reels	Dec. 15

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad (F)	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The (F)	Gribbon-Clyde	April 7	2 reels	
*†§Bride's Relations (F)	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues (F)	Johnny Burke	Mar. 10	2 reels	April 27
*†§Cold Shivers (F)	McKee-Hutton	May 19	2 reels	
*†§Eligible Mr. Bangs (F)	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute (F)	Lloyd Hamilton	May 5	2 reels	
*†§Lion's Roar (F)	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Old Barn (F)	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Right Bed, The (F)	E. E. Horton	April 14	2 reels	
*†§Ship Mates (F)	Lupino Lane	April 21	2 reels	
*†§Whirls and Girls (F)	Gribbon-Clyde	Feb. 24	2 reels	Feb. 18
*†§Zip! Boom! Bang! (F)	McKee-Conlin-Glass	Mar. 17	2 reels	

FIRST NATIONAL

Title	Star	Rel. Date	Length	Reviewed
*†Adoration (D)	Billie Dove	Dec. 2	6381 feet	Jan. 19
*†§Barker, The (D)	Sills-Compson	Dec. 30	7800 feet	Dec. 15
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz (D)	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Companionate Marriage	Bronson-Walling	Oct. 21	6227 feet	
Crash, The	Sills-Todd	Oct. 7	6225 feet	
Dancing Vienna	Lyon-Mara	Jan. 13	5683 feet	
*†§Divine Lady, The (D)	Griffith-Warner	Mar. 31	9914 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
Do Your Duty	Charlie Murray	Oct. 14	6027 feet	
Glorious Trail	Ken Maynard	Oct. 28	5806 feet	
*†Haunted House (D)	Kent-Todd	Nov. 4	5755 feet	Dec. 22
*†§His Captive Woman (D)	Sills-Mackaill	April 7	7992 feet	April 6
	(Silent Version)	Feb. 3	7692 feet	Jan. 19
*†§Hot Stuff (D)	Alice White	May 5		
	Silent Version)	April 21		Mar. 9
*†§Lilac Time (D)	Moore-Cooper	Nov. 18	8490 feet	Mar. 24 '28
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	Billie Dove	April 7		
	(Silent Version)	Mar 17		
*†Naughty Baby (D)	White-Mulhall	Dec. 16	6360 feet	Feb. 9
	(Silent Version)		6406 feet	
*†Outcast (D)	Griffith-Lowe	Nov. 11	6622 feet	Dec. 8
Phantom City	Ken Maynard	Dec. 23	5887 feet	
*†Saturday's Children (D)	Corinne Griffith	April 14		
	(Silent Version)	Mar. 10	6727 feet	
*†Scarlet Seas (D)	Barthelmess-Compson	Dec. 9	6337 feet	Jan. 5
*†Seven Footprints to Satan (D)	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†Synthetic Sin (D)	Colleen Moore	Jan. 6	6852 feet	Jan. 12
Ware Case, The	Special Cast	Nov. 25	6185 feet	
*†§Weary River (D)	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good (D)	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies (A. T.) (D)	Alice White			
California Mail	Ken Maynard	April 7		
*†§Careers (A. T.) (D)	Dove-Moreno-Myers			
*†§Careless Age, The (A. T.)				
*†§Dark Streets (D)	Milton Sills			
*†§Drag (D)	Barthelmess-A. Day			
*†§Girl in the Glass Cage (D)	Dorothy Mackaill			
*†§Hard to Get (A. T.) (D)	Mackaill-Burns			
*†§House of Horrors (D)	Todd-Hale-Fazenda	April 28		
	(Silent Version)	April 7	6700 feet	Sept. 22
Lawless Legion	Ken Maynard	Mar. 3	6109 feet	
*†§Lilies of the Field (D)	Corinne Griffith			
*†§Prisoners (D)	Corinne Griffith	May 19		
	(Silent Version)	May 5		
Royal Rider, The	Ken Maynard	May 5		
*†§Smiling Irish Eyes (A. T.) (D)	Colleen Moore			
*†§Squall, The (A. T.) (D)	Joyce-Loy	May 26		
	(Silent Version)	May 12		
*†§Twin Beds (A. T.) (D)	Mulhall-Miller			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Two Weeks Off (D)	Mackaill-Mulhall	May 12		
	(Silent Version)	April 28		
Wells Fargo Express	Ken Maynard			

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Blindfold	O'Brien-Moran	Dec. 9		
	(Silent Version)	Dec. 9	5598 feet	Jan. 5
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
*†Dry Martini	Astor-Moore	Oct. 7	7176 feet	Nov. 10
	(Silent Version)	Oct. 7	6828 feet	
*†Exalted Flapper	Carol-Norton	May 26		
*†Far Call, The	Morton-Hyams	April 28		
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†Great White North	Special Cast	Dec. 30	5560 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 24	5232 feet	April 27
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
Homesick	Sammy Cohen	Dec. 16	5153 feet	
*†§Hearts In Dixie (A. T.)	Clarence Muse	Mar. 10	6650 feet	Mar. 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	May 5		
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28	10116 feet	Sept. 22
*†§Mother Machree	Bennett-McLaglen	Oct. 21	6807 feet	Mar. 17 '28
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
Masked Emotions	George O'Brien	May 19		
*†Me Gangster	Terry-Collyer	Oct. 14	6042 feet	Oct. 27
*†Not Quite Decent	Collyer-Dresser	April 7		
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
*†Prep and Pep	Rollins-Drexel	Nov. 18	6806 feet	Jan. 5
*†Protection	Elliott-Phillips	May 12		
*†Romance of the Underworld	Astor-Boles	Nov. 11	6162 feet	Jan. 12
*†Riley the Cop	McDonald-Drexel	Nov. 25	6132 feet	Dec. 8
	(Silent Version)	Nov. 25	5993 feet	
*†Red Dance	Del Rio-Farrell	Dec. 2	9250 feet	June 30
*†Red Wine	Collyer-Nagel	Dec. 23	6194 feet	
*†Sunrise	O'Brien-Gaynor	Nov. 4	8393 feet	Oct. 14
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
	(Silent Version)		5526 feet	
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
Taking a Chance	Rex-Bell	Nov. 18	4876 feet	
*†Trent's Last Case	Griffith-Day	Mar. 31		
*†§Through Different Eyes (A. T.)	Baxter-Lowe	April 14	4991 feet	April 20
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Paul Muni	May 12		
*†Veiled Woman, The	Tora-Vincenti	April 14		
*†Woman from Hell, The	Astor-Armstrong	April 21		

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
*†Black Magic	Dunn-Holland	June 2		
Chasing Through Europe	Stuart-Carol	June 9		
Chasing Through Europe	Stuart-Carol			
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
Fox Follies	Special Cast			
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost in the Arctic	Special Cast			
One Woman Idea, The	LaRocque-M. Day	June 16		
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
Protection	Burgess-Elliott-Page			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Azure Coast, The	Variety	May 26	1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9	1 reel	
Bonnie Scotland	Variety	July 21	1 reel	
Call of the Deep	Variety	July 7	1 reel	
Cup of Coffee, A	Variety	June 23	1 reel	
Changing Seasons	Variety	June 9	1 reel	
Desert Skyscrapers	Variety	Nov. 25	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Down The Mississippi	Variety	Aug 4	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Glories of the Evening	Variety	Nov. 11	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 17	1 reel	
Low Necker	Marjorie Beebe	Dec. 18	2 reels	Jan. 14
Magic Sands	Variety	May 12	1 reel	
Monument Valley	Variety	Nov. 25	1 reel	
Neapolitan Days	Variety	Sept. 2	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Northwest Corner, The	Variety	Oct. 14	1 reel	
Snowbound	Variety	Aug. 19	1 reel	
Spanish Craftsman	Variety	Sept. 30	1 reel	
Squadrons of the Sky	Variety	April 13	1 reel	
Steeplechase	Variety	Oct. 14	1 reel	
Storied Palestine	Variety	Dec. 23	1 reel	
Through Forest Aisles	Variety	Sept. 16	1 reel	
Vest Pocket Republics	Variety	April 28	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Belle of Samoa, The (A. T. (F)	Moran-Clark & McCullough		2 reels	
*†§Beneath the Law (A. T. (F)	Clark & McCullough		2 reels	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
Forget-Me-Note (F)			3 reels	
*†§Friendship (A. T.) (F)	Gallagher-Edeson		2 reels	
*†§Furnace Trouble (A. T.) (F)	Robert Benchley		2 reels	
*†§George Bernard Shaw	Interview			June 30
*†§Ghosts	Mutt & Jeff Cartoon		1 reel	
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Happy Birthday (A. T.) (F)				
*†§In Holland (A. T.) (F)	Clark & McCullough		2 reels	
*†§Interview, The	Clark-McCullough			
*†§Knife, The (A. T.) (F)	Lionel Atwill			
*†§Knights Out (A. T.) (F)	Clark & McCullough		2 reels	
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The (A. T.) (F)	Clark & McCullough		2 reels	
†§Miller & Farrell (F)	3 Songs			
†§Mind Your Business (F)	Herbert & Bard		2 reels	
*†§Music Fiends, The (A. T.) (F)	Clark & McCullough		2 reels	
*†§Napoleon's Barber (A. T.) (F)	Otto Matieson		3 reels	
*†§Nightie Knights	Clark-McCullough		2 reels	
†§Old Tunes for New (F)	Dr. Sigmund Spaeth			
*†§On the Beach at Atlantic City (F)	Friedland & Revue			
*†§Pagliacci—Prologue (F)	Richard Bonelli		1 reel	
†§Royal Hawaiian Singers (F)	Song Program			
*†§Schubert's Serenade (F)				
*†§Serenade (Schubert)	Harold Murray			Sept. 8
†§Sound Your A (F)			3 reels	
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§Stewed, Fried and Boiled (A. T.) (F)	Robert Benchley		2 reels	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Waltzing Around (A. T. (F)	Clark & McCullough		2 reels	
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8
†§Why Be Serious? (F)	Will Mahoney			

GENERAL PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelor Club, The	Talmadge-Worth			
Heroic Lover, The	St. Leo-Bedford			
Wild Heart of Africa	Special Cast		(Parthenon Pictures)	

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Head of the Family, The	Russell-Corbin	Dec.	6250 feet	
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†Baby Cyclone (D)	Cody-Pringle	Nov. 3	5053 feet	
*†Brotherly Love (D)	Dane-Arthur	Oct. 13	6053 feet	
Bushranger, The	Tim McCoy	Nov. 17	5220 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7880 feet	
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 16
Dream of Love	Crawford-Asther	Dec. 1	7987 feet	Jan. 5
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	April 20
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Honeymoon	Flash-Moran	Dec. 29	4823 feet	
Lady of Chance	Norma Shearer	Dec. 22	7126 feet	Jan. 26
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
Masks of the Devil	John Gilbert	Nov. 17	6575 feet	Dec. 1
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Napoleon	Special Cast	Oct. 27	6893 feet	Feb. 16
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Shadows of the Night	Flash-Gray	Oct. 6	5448 feet	
*†Show People	Davies-Haines	Oct. 20	7453 feet	Nov. 17
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Spies	Special Cast	Dec. 8	7999 feet	Mar. 9
*†§Spite Marriage	Buster Keaton	April 6	7047 feet	
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†Wind, The (D)	Gish-Hanson	Oct. 27	6721 feet	Nov. 17
*†§White Shadows in the South Seas	Blue-Torres	Nov. 10	7968 feet	Aug. 18
West of Zanzibar	Chaney-Nolan	Nov. 24	6150 feet	Jan. 5
*†Woman of Affairs (D)	Garbo-Gilbert	Dec. 15	8319 feet	Nov. 3
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
All Parts	Charley Chase	Oct. 27	2 reels	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Assorted Babies	Ufa Oddities	Nov. 5	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
*†Booster, The	Charley Chase	Nov. 24	2 reels	
	(Silent Version)	Nov. 24	2 reels	
Boy Friend	Roach Stars	Nov. 10	2 reels	Dec.
Call of the Cuckoo	Max Davidson	Oct. 15	2 reels	
Chasing Husbands	Charley Chase	Dec. 22	2 reels	
Do Gentlemen Snore?	Roach Stars	Oct. 13	2 reels	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Early to Bed	Laurel-Hardy	Oct. 6	2 reels	Nov. 3
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Feed 'Em and Weep	Roach Stars	Dec. 8	2 reels	
Foundations of Eold	Ufa Oddities	May 16	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Habeas Corpus	Laurel-Hardy	Dec. 1	2 reels	Jan. 12

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Kisses Comes High	Ufa Oddities	Dec. 8	1 reel	
Leader, The	Ufa Oddities	April 27	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
	(Silent Version)	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Lonely Lapland	Ufa Oddities	Nov. 10	1 reel	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Madame Du Barry		Nov. 17	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
*†Noisy Noises	"Our Gang"	Feb. 9	2 reels	
	(Silent Version)	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
*†Ol' Gray Hoss	"Our Gang"	Oct. 20	2 reels	Oct. 13
	(Silent Version)	Oct. 20	2 reels	July 28
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding	Ufa Oddities	April 13	1 reel	
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Savage Customs	Ufa Oddities	Nov. 24	1 reel	
*†School Begins	"Our Gang"	Nov. 17	2 reels	Sept. 29
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
*†Spanking Age	"Our Gang"	Dec. 15	2 reels	
Strange Prayers	Ufa Oddities	Dec. 22	1 reel	
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
	(Silent Version)	Dec. 29	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Two Tars	Laurel-Hardy	Nov. 3	2 reels	Dec. 8
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
*†We Faw Down	Laurel-Hardy	Dec. 29	2 reels	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
	(Silent Version)	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	
Wives for Sale	Ufa Oddities	Oct. 27	1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13	1 reel	Nov. 3
*†Wrong Again	Laurel-Hardy	Feb. 23	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
China Bound	Dane-Arthur	May 18	6 reels	April 20
Deadline, The	Flash-Lorraine-Gray			
Desert Rider	Tim McCoy	May 11		
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Eva the Fifth (A. T.)	Love-Hackett-Doran			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Green Ghost, The				
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (A. T.) (D)	Nagel-Love-Hyams			
*†§Last of Mrs. Cheney	Norma Shearer			
*†§Madame X	Ruth Chatterton		8806 feet	April 20
Man's Man, A	Haines-Dunn	May 25		
*†§Marianne	Davies-Shaw			
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly-Barrymore			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			
Redemption	Gilbert-Nagel-Adoree			
Single Standard, The	Flash-Gray-Lorraine			
Sioux Blood	McCoy-Frazer		4811 feet	April 30
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Thunder	Chaney-Haver			
*†Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Where East Is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
Bob Nelson (F)	3 Songs	Mar. 16	1 reel	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (A. T.) (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Duci de Kerekjarto (D)	2 Violin Solos	Feb. 23	1 reel	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi & Nat Ayer (F)	2 Songs	Nov. 24	1 reel	
Elsa Ersi and Nat Ayers (F)	2 Songs	Mar. 23	1 reel	
Ella Shields (F)	2 Songs	Oct. 27	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Frances White (F)	3 Songs	Nov. 17	1 reel	
Fuzzy Knight (F)	2 Songs	Oct. 13	1 reel	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (F)	2 Songs	Oct. 27	1 reel	
George Dewey Washington (F)	2 Songs	Nov. 17	1 reel	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Dewey Washington (D)	3 Songs	Mar. 23	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	651 feet	
Gordon and Squires (D)	3 Songs	Mar. 2	1 reel	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
Irving Aaronson's Commanders (D)	3 Band Nos.	June 1	793 feet	
Jan Garber's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Jimtown Speakeasy (F)	Miller & Lyles	Nov. 10	1 reel	
Johnny Marvin (F)	2 Songs	Sept. 29	1 reel	
Johnny Marvin (F)	2 Songs	Nov. 3	1 reel	
JosephRegan (F)	2 Songs	Oct. 13	1 reel	
Joseph Regan (F)	2 Songs	Nov. 3	1 reel	
Keller Sisters and Lynch (D)	3 Songs	Mar. 30	1 reel	
Leo Beers (F)	3 Songs	Oct. 6	1 reel	
Locust Sisters (F)	2 Songs	Oct. 6	1 reel	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Sept. 29	1 reel	
Marion Harris (F)	2 Songs	Oct. 20	1 reel	
Marion Harris (F)	2 Songs	Nov. 17	1 reel	
Marion Harris (F)	2 Songs	Jan. 26	1 reel	

Titel	Star	Rel. Date	Length	Reviewed
Mayor of Jimtown The (F)	Miller & Lyles	Oct. 13	1 reel	
Metro Movietone Revue No. 1 (F)	All-star Cast	Nov. 3	(T. color) 2 reels	
Metro Movietone Revue No. 2 (F)	All-star Cast	Nov. 24	(T. color) 2 reels	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Metro Movietone Revue No. 4	All Star Cast	April 27	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
Odette Myrtil (F)	2 Songs	Oct. 20	1 reel	
On the March (F)	William O'Neal	April 27	1696 feet	
Ponce Susters (F)	2 Songs	Oct. 20	1 reel	
Ponce Sisters (F)	2 Songs	Nov. 10	1 reel	
Revellers, The (D)	3 Songs	Mar. 2	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels (F)	8 Victor Artists	Mar. 9	1 reel	April 13
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Spitalny Band Revue	April 20	2042 feet	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Spitalny and His Orchestra (D)	Band Nos. and Revue	Mar. 16	2 reels	
Stepping Along (D)	Sunshine Sammy	Mar. 30	1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
Tita Ruffo (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
*†§Unaccustomed As We Are (A. T.)	Laurel-Hardy	May 4	2 reels	
Van and Schenck (F)	2 Songs	Sept. 29	1 reel	
Van and Schenck (F)	2 Songs	Oct. 27	1 reel	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (F)	2 Songs	Mar. 9	1 reels	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 6
Vincent Lopez (D)	Piano and Orchestra	Feb. 16	1 reel	
Vincent Lopez (D)	Piano Solos	Nov. 10	1 reel	
Walt Roesner & Capitolians (F)	2 Band Nos.	Oct. 6	1 reel	
William O'Neal (D)	3 Songs	Feb. 23	1 reel	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

Title	Star	Rel. Date	Length	Reviewed
Avalanche	Jack Holt	Nov. 10	6099 feet	
*†§Abie's Irish Rose (D)	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Behind the German Lines (D)	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Chinatown Nights (A. T.) (F)	W. Berry-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Doctor's Secret, The (A. T.) (F)	Edeson-Chatterton	Jan. 26	5832 feet	Feb. 9
	(No Silent Version)			
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton	Mar. 9	5354 feet	Mar. 9
	(No Silent Version)			
His Private Life	Menjou-Carver	Nov. 7	4690 feet	Nov. 17
*†§Hole in the Wall (A. T.) (D)	Colbert-Robinson	Mar. 23	5850 feet	April 20
	(Silent Version)			
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
Hunting Tower	Harry Lauder	Nov. 3	5812 feet	
*†§Interference (A. T.) (F)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6843 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels	April 13	5886 feet	Mar. 16
	(Silent Version)			
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Moran of the Marines	Dix-Elder	Oct. 13	5444 feet	Nov. 3
*†§Manhattan Cocktail	Arlen-Carroll	Nov. 24	6051 feet	Jan. 12
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Dix-Kane-Hall	April 20	7256 feet	April 27
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
*†§Sins of the Fathers	Jannings-Chatterton	Dec. 29	7845 feet	Feb. 2
	(Silent Version)	Dec. 9	7724 feet	
*†§Shopworn Angel, The (D)	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
	(Silent Version)	Jan. 12	7112 feet	
Someone to Love	Rogers-Brian	Dec. 1	6323 feet	Dec. 8
Sunset Pass	Holt-Conklin	Feb. 9	5862 feet	
Take Me Home	Daniels-Hamilton	Oct. 13	5614 feet	Oct. 27
Three Week Ends	Bow-Hamilton	Dec. 8	5962 feet	Dec. 15
*†§Tong War (A. T.) (See Chinatown Nights)				
*†§Varsity (D)	Rogers-Brian-Conklin	Oct. 27	6348 feet	Nov. 3
	(Silent Version)	Oct. 27	6063 feet	
*†Wedding March, The (D)	Von Stroheim-Wray	Oct. 6	10659 feet	Oct. 20
*†Woman from Moscow, The	Negri-Kerry	Nov. 3	6916 feet	Nov. 10
What a Night	Daniels-Hamilton	Dec. 22	5378 feet	Jan. 5
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
	(Silent Version)		6036 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Beaches and Scream	Krazy Kat Cartoon	Oct. 27	1 reel	
Believe It or Not (Christie)	Frances Lee	Nov. 24	2 reels	
Call Again	E. E. Horton	Oct. 20	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27	2 reels	
Flying Yeast	Krazy Kat Cartoon	Feb. 16	1 reel	
Footlight Fannie (Christie)	Frances Lee	Feb. 9	2 reels	
Footloose Wimmin (Christie)	Bobby Vernon	Dec. 8	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gobs of Love (Christie)	Billy Dooley	Dec. 15	2 reels	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hat Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Home Girl, The	Gilmore-Kruger	Dec. 1	2 reels	
Hot Sparks (Christie)	Bobby Vernon	Nov. 3	2 reels	
Joint Affair, A	Krazy Kat Cartoon	Mar. 16	1 reel	
Ko-Ko's Act	Inkwell Cartoon	Dec. 15	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
KoKo Beats Time	Inkwell Cartoon	Feb. 9	1 reel	
Ko-Ko's Courtship	Inkwell Cartoon	Dec. 29	1 reel	
KoKo's Crib	Inkwell Cartoon	Mar. 23	1 reel	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
KoKo's Hot Ink	Inkwell Cartoon	Mar. 9	1 reel	
Ko-Ko in the Rough	Inkwell Cartoon	Nov. 3	1 reel	
KoKo's Knock-down	Inkwell Cartoon	April 20	1 reel	
Ko-Ko's Magic	Inkwell Cartoon	Nov. 17	1 reel	
Ko-Ko on the Track	Inkwell Cartoon	Dec. 1	1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6	1 reel	
KoKo's Reward	Inkwell Cartoon	Feb. 23	1 reel	
KoKo's Saxophonies	Inkwell Cartoon	April 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lay On, MacDuff (Christie)	Jack Duffy	Nov. 17	2 reels	
Liar Bird, The	Krazy Kat Cartoon	Nov. 24	1 reel	
Lone Shark, The	Krazy Kat Cartoon	April 13	1 reel	
Loose Change (Christie)	Jack Duffy	Oct 6	2 reels	
Love Spats	Jack Duffy	April 27	2 reels	
Nicked Nags	Krazy Kat Cartoon	Nov. 10	1 reel	
Nifty Numbers (Christie)	Frances Lee	Dec. 29	2 reels	
Night Howls	Krazy Kat Cartoon	Dec. 22	1 reel	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13	2 reels	
Reduced Weights	Krazy Kat Cartoon	Feb. 2	1 reel	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
Sheepskinned	Krazy Kat Cartoon	Mar. 30	1 reel	
She-Going Sailor, A (Christie)	Billy Dooley	Nov. 10	2 reels	
Should Scotchmen Marry? (Christie)	Jack Duffy	Dec. 22	2 reels	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Still Waters	Krazy Kat Cartoon	Dec. 3	1 reel	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Torrid Toreadors	Krazy Kat Cartoon	April 7	1 reel	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Vanishing Screams	Krazy Kat Cartoons	Mar. 2	1 reel	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§After Seben (A. T.) (F)	James Barton	May 18	2 reels	
*†§Apartment Hunting (A. T.) (F)	Special Cast	Mar. 9	2 reels	
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb.2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston (No Silent Version)	Feb. 23	1911 feet	
*†§Booklovers (tentative) (A. T.)	Special Cast	June 15	2 reels	
*†§Boyhood Days (F)	Borrah Minnevitch (No Silent Version)	Jan. 26	1510 feet	
*†§Blue Songs (D)	Ruth Etting (No Silent Version)	Jan. 5	1 reel	Mar. 2
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
†§Crooning Melodies (A. T.) (F)	Giersdorf Sisters	Mar. 16	1 reel	
*†Daisy Bell (D)	Song Cartoon	June 1	1 reel	
*†§Dear Teacher (A. T.) (F)	Special Cast	May 4	2 reels	
*†§Dear Vivian (Christie A. T.) (F)	Special Cast	June 22	2 reels	
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
†§Favorite Melosies (A. T.) (F)	Ruth Etting	Mar. 16	1 reel	
*†§Florida Nightmare, A (A. T. (F)	Special Cast	June 15	1 reel	
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§His College Chums (A. T. (F)	Eddie Peabody	April 13	1 reel	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorough Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 reels	
*†§Just One Word (A. T.) (D)	Special Cast (No Silent Version)	Jan. 26	615 feet	
*†§Kisses (A. T.) (F)	Special Cast	Feb. 9	2 reels	
*†§Knights in Venice (A. T.) (F)	Special Cast	Mar. 23	1 reel	
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 reels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†Mother Pin a Rose on Me	Song Cartoon	July 6	1 reel	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
*†§Oft in the Stilly Night (Christie A. T.) (F)	Special Cast	June 8	2 reels	
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor (No Silent Version)	Feb. 23	2 reels	
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†§Schubert's Friends (D)	Famous Composer Series	April 27	1 reel	
*†§Schubert's Inspiration (D)	Famous Composer Series	Mar. 30	1 reel	
*†§Schubert's Masterpiece (D)	Famous Composer Series	May 18	1 reel	
*†§Schubert's Songs (D)	Famous Composer Series	Feb. 23	1 reel	
*†§Schubert's Unfinished Symphony (D)	Famous Composer Series	June 29	1 reel	
*†Sidewalks of New York (D)	Novelty	Feb. 2	1 reel	
*†§That Party in Person (D)	Eddie Cantor (No Silent Version)	Jan. 5	805 feet	
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Americans (A. T.) (F)	Walter Huston	June 1	2 reels	
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§Vital Subjetcs (A. T.) (F)	Butterworth	June 8	1 reel	
*†§What Is It? (A. T. (D)	Elinor Glyn	Feb. 16	1 reel	
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	
*†Yankee Doodle Boy, A (D)	Song Cartoon	Mar. 2	1 reel	
*†Ye Olde Melodies (D)	Song Cartoon	May 4	1 reel	
*†§Ziegfeld Midnite Frolic (A. T.) (F)	Eddie Cantor	May 4	2 reels	Mar. 0

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Backstage Blues (A. T.)	Moran & Mack			
*†Betrayal, The (D)	Jannings-Ralston-Cooper	May 11		
*†§Brothers (A. T.)	Morris-Brent			
*†§Burlesque	Carroll-Skelly-Review			
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Concert, The (A. T.)	Adolphe Menjou			
Dangerous Curves (A. T.)	Bow-Arlen			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†Four Feathers	Wray-Arlen-Beery			April 20
*†§Genius is Born, A. (A. T.)	O. P. Heggie			
*†§Gentlemen of the Press (A. T.) (F)	Walter Huston (No Silent Version)	May 4		
*†§Glorifying the American Girl	Mary Eaton			
*†§Greene Murder Case The (A. T.)	Powell-Chatterton			
*†Grounds for Divorce	Adolphe Menjou			
*†§Innocents of Paris, The (A.T.) (F)	Maurice Chevalier	May 25		April 20
*†§Insidious Dr. Fu Manchu (A. T.)	Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Magnolia (A. T.) (D)	Rogers-Brian-Arthur	June 29		
*§Man I Love, The (A. T.) (F)	Arlen-Brian (No Silent Version)	May 25	7 reels	April 27
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			
*†§Rainbow Man, The (A. T.)	Dowling-Nixon-Darro			
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder, The (A. T.) (F)	Eldridge-Oland-Conklin (No Silent Version)	June 1		
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 15		
*†§T N T	Harold Lloyd			
*†§Wheel of Life, The	Dix-Ralston			
*†§Wheel of Life, The (A. T.) (F)	Richard Dix	June 22		
*†§Woman Who Needed Killing, The (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23

PATHE

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Annapolis (F)	Brown-Loff	Dec. 2	7957 feet	
	(Silent Version)	Nov. 18	7008 feet	
Border Patrol, The	Harry Carey	Dec. 23	4598 feet	
*†Captain Swagger (F)	La Rocque-Carol	Nov. 18	6124 feet	Dec. 29
	(Silent Version)	Oct. 14	6312 feet	
Celebrity	Armstrong-Basquette	Oct. 7	6145 feet	Aug. 11
Flying Buckaroo, The	Wally Wales	Nov. 25	4751 feet	
Forbidden Love	Lily Damita	Oct. 28	6787 feet	Jan. 19
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine (F)	Quillan-Nixon	Jan. 20	5959 feet	Mar. 9
	(Silent Version)	Jan. 20	5587 feet	
*†§Godless Girl, The (F)	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
*†§Godless Girl, The	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)	Mar. 31	9019 feet	
	(Silent Version)		9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§King of Kings, The	Warner-Logan	Sept. 30	10259 feet	
	(Silent Version)	Sept. 30	10196 feet	Apr. 29 '27
*†§Leatherneck, The (F & D)	William Boyd	Mar. 24	6965 feet	April 13
	(Silent Version)		6898 feet	
Love Over Night	La Rocque-Loff	Nov. 25	5737 feet	
*†§Marked Money (F)	Junior Coghlan	Dec. 5	5490 feet	
	(Silent Version)	Nov. 11	5506 feet	
*†Ned McCobb's Daughter (F)	Irene Rich	Jan. 12	6015 feet	Feb. 9
	(Silent Version)	Dec. 2	6070 feet	
*†§Noisy Neighbors	Quillan-Vaughan	Jan. 27	5998 feet	
*†§Office Scandal (F)	Phyllis Haver	Mar. 3	6511 feet	
	(Silent Version)	Mar. 3	6511 feet	
*†§Sal of Singapore (F)	Haver-Hale	Jan. 4	6349 feet	
	(Silent Version)	Nov. 4	6988 feet	Aug. 22
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Show Folks (F)	Quillan-Basquette	Dec. 16	6566 feet	Dec. 15
	(Silent Version)	Oct. 21	6581 feet	
*†§Shady Lady, A (F)	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)	Jan. 20	6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Spieler, The (F)	Hale-Adoree	Dec. 30	5600 feet	Mar. 2
	(Silent Version)	Dec. 30	5816 feet	Oct. 20
*†§Square Shoulders (F)	Junior Coghlan	Mar. 3	5438 feet	
	(Silent Version)	Mar. 3	5477 feet	April 6
*†§Strange Cargo (A. T.) (F)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
Yellow Contraband	Leo Maloney	Oct. 28	5937 feet	Oct. 2

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 16	2 reels	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Bargain Hunt, The	Jackson-Hiatt-McKee	Oct. 14	2 reels	Oct. 8
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Game	"Aesop Fables"	Oct. 21	1 reel	Oct. 27
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30
Break of Day, The	"Aesop Fables"	Jan. 27	1 reel	
Burglar, The	Jackson-Hiatt-McKee	Dec. 9	2 reels	
Button My Back	Billy Bevan	Feb. 24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb. 3	2 reels	
Camping Out	Donald Haines	Dec. 16	2 reels	Dec. 22
Campus Vamp The	Sennett Girls	Nov. 25	2 reels	Nov. 24
Caught in the Draft	"Aesop Fables"	Nov. 11	1 reel	Dec. 1
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar. 3	1 reel	
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cure or Kill	"Aesop Fables"	Oct. 7	1 reel	Oct. 6
Cycle of Erosion, The	Educational Film	Jan. 20	1 reel	
Day Off A	"Aesop Fables"	Dec. 9	1 reel	Dec. 1
Defensive Ends, The	Football Sense	Oct. 28	1 reel	Oct. 27
Defensive Half Backs, The	Football Sense	Oct. 7	1 reel	Sept. 29
Defensive Line, The	Football Sense	Oct. 21	1 reel	Oct. 20
*†Dinner Time (D & F)	"Aesop Fable"		1 reel	
Dogging It	Sportlight	Mar. 17	1 reel	
Eagle of the Night (Serial)	Frank Clarke	Oct. 14	10 episodes	Oct. 6
Fair Catch, The	Football Sense	Oct. 14	1 reel	Oct. 27
*†Faithful Pup (D & F)	"Aesop Fables"		1 reel	
Fire Detective, The (Serial)		Mar. 3	10 episodes	
Fishing Fool, The	"Aesop Fables"	Dec. 2	1 reel	Dec. 8
Fight Game, The	"Aesop Fables"	April 28	1 reel	
Flying Hoofs	"Aesop Fables"	Dec. 23	1 reel	Dec. 15
Foolish Husbands	Bevan-Dent	Mar. 17	2 reels	Mar. 18
Forest People of Central Africa	Educational Film	Jan. 20	1 reel	
Girls Will Be Boys	Sportlight	Feb. 17	1 reel	Feb. 9
Getting Together	Sportlight	Oct. 28	1 reel	Oct. 20
Glaciers	Educational Film	Feb. 10	1 reel	
Grandma's House	"Aesop Fables"	Feb. 24	1 reel	Feb. 18
Great Ice Age of North America	Educational Film	Mar. 24	1 reel	
Gridiron Demons	"Aesop Fables"	Oct. 28	1 reel	Oct. 27
Head Hunters of Solomon Islands	Educational Film	Feb. 3	1 reel	
His New Stenographer	Billy Bevan	Dec. 30	2 reels	
Hubby's Latest Alibi	Billy Bevan	Nov. 4	2 reels	Nov. 17
Hubby's Week-End Trip	Bevan-Dent	Dec. 2	2 reels	Dec. 8

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Title	Star	Rel. Date	Length	Reviewed
Jim Jam Janitor, A	Johnny Burke	Nov. 11	2 reels	Nov. 3
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12
Lad and His Lamp, A	"Aesop Fables"	Mar. 10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar. 3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan. 8	1 reel	Jan. 5
Laundry Man, The	"Aesop Fables"	Nov. 4	1 reel	Nov. 17
*†§Lincoln (Special reel) (D & F)	George Billings	Feb. 10	1 reel	Feb. 2
Matchmaking Mamas	Burke-Eilers-Kemp	Mar. 31	2 reels	Mar. 30
Masai, The	Educational Film	Jan. 6	1 reel	
Mild or Mighty	Sportlight	Feb. 3	1 reel	
Monkey Love	"Aesop Fables"	Oct. 14	1 reel	Oct. 27
Muscle Marvels	Sportlight	Oct. 14	1 reel	Oct. 13
Night Watchman's Mistake, The	Johnny Burke	April 23	2 reels	April 27
No Children	Haines-Coombs	Mar. 10	2 reels	
No Picnic	Haines-Coombs-Dempsey	Oct. 7	2 reels	Sept. 29
No Sale	Haines-Coombs	Nov. 18	2 reels	
No Vacation	Haines-Coombs	Jan. 13	2 reels	
On the Links	"Aesop Fables"	Nov. 25	1 reel	Dec. 1
Pink Pajamas	Bevan-Dent		2 reels	April 13
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polar Flight, A	"Aesop Fables"	Nov. 18	1 reel	Nov. 10
*†Presto Changes (D & F)	"Aesop Fables"		1 reel	
Queen Bee, The	"Aesop Fables"	Feb. 17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Rodeo, The	Star Cast	Mar. 24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar. 3	1 reel	
*†Skating Hounds (D & F)	"Aesop Fables"	April 28	1 reel	April 27
Smith Catalina Rowboat Race	Jackson-Hiatt-McKee	Oct. 21	2 reels	Oct. 13
Snapping the Whip	"Aesop Fables"	Jan. 20	1 reel	Jan. 19
Spartan Diet	"Aesop Fables"	Nov. 11	1 reel	Dec. 8
*§Stage Struck (D & F)	"Aesop Fables"		1 reel	
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Targets	Sportlight	Nov. 25	1 reel	
Taxi Beauties	Jack Cooper	Dec. 23	2 reels	
Taxi Dolls	Jack Cooper		2 reels	April 13
Taxi Scandal, A	Jack Cooper	Oct. 28	2 reels	Oct. 27
Taxi Spooks	Jack Cooper	Feb. 17	2 reels	
Tiger's Shadow, The	McConnell-Allan	Dec. 23	10 episodes	
Under Dog, The	"Aesop Fables"	Mar. 31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan. 27	2 reels	
Water Wonders	Sportlight	April 21	1 reel	April 20
Watch My Smoke	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
*†§Winning Patterns (D & F)	Sportlight		1 reel	
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2
Young Hopefuls	Sportlight	April 28	1 reel	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's (D & F)	LeMaire-Simon	Mar. 24	2 reels	Mar. 23
†§Crystal Champions	Sportlight		1 reel	April 27
*†§Dancing Around (D & F)	LeMaire-Phillips		2 reels	April 13
*†§Go Easy, Doc or (D & F)	LeMaire-Simon		2 reels	
*†§Her New Chauffeur (D & F)	Simon-Teasdale		2 reels	
*†§What a Day (D & F)	Simon-Mallory		2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Field College	Sally O'Neil			
*†§Flying Fool, The (A. T.) (D & F)	Boyd-Prevost-Gleason			
*†§High Voltage (A. T.) (D & F)	Boyd-Prevost-Hale			
*†§Listen Baby (A. T.) (D & F)	Eddie Quillan			
*†§Mother's Boy (D & F)	Downey-Bennett	May 12		
*†§My Lady's Man (A. T.) (D & F)	Morton Downey			
*†§Paris Bound	Ann Harding			

RKO

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steele	April 7	5081 feet	
Avenging Rider	Tom Tyler	Oct. 7	4808 feet	
*†§Blockade	Anna Q. Nilsson	Dec. 16	6408 feet	
*†§Circus Kid	Darro-Brown	Oct. 7	6085 feet	
	(Silent Version)			Sept. 22
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Headin' for Danger	Bob Steele	Dec. 16	5265 feet	
Hardboiled	O'Neil-Tashman	Fen. 3	5940 feet	
Hey Rube!	Olmsted-Trevor	Dec. 23	6262 feet	
His Last Haul	T. Moore-Owen	Nov. 11	5797 feet	
Idaho Red	Tom Tyler	April 21	4783 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
King Cowboy	Tom Mix	Nov. 26	6269 feet	
Lightning Speed	Bob Steele	Oct. 21	4647 feet	
Love in the Desert	Borden-Trevor	Mar 17		
Orphan of the Sage	Buzz Barton	Dec 23	4923 feet	
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Rough Ridin' Red	Buzz Barton	Nov. 4	4714 feet	
Red Sword	Nixon-Collier Jr.	Feb. 17		
Sally's Shoulders	Lois Wilson	Oct. 7	6279 feet	
Singapore Mutiny	Taylor-Ince	Oct. 14	6812 feet	Oct. 13
Sinners in Love	Olive Borden	Nov. 4	6310 feet	Oct. 20
Son of the Golden West	Tom Mix	Oct. 1	6037 feet	Sept. 29
Stolen Love	M. Day-O. Moore	Dec. 2	6223 feet	
*†§Taxi 13	Conklin-Sleeper	Nov. 18	5760 feet	
Tracked	Ranger	Nov. 4	4957 feet	
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Tropic Madness	Leatrice Joy	Dec. 9	6217 feet	
Tyrant of Red Gulch	Tom Tyler	Nov. 25	4823 feet	
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Actualities	Curiosities	Jan. 30	1 reel	
Almost a Gentleman	Al Cooke	June 25	2 reels	
Beef Steaks	Hellum-Davis	Dec. 30	2 reels	
Big Hearted Toots	Duncan-Hill	Feb. 3	2 reels	
Birds and Beasts	Curiosities	Feb. 13	1 reel	
Casper's Night Out	Duncan-Hill	Mar. 3	2 reels	
Casper's Week-End	Hill-Duncan	Dec. 9	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Curiosities No. 2	Novelty	Oct. 10	1 reel	
Curiosities No. 3	Novelty	Oct. 24	1 reel	
Curiosities No. 4	Novelty		1 reel	
Curiosities No. 5	Novelty		1 reel	
Curiosities No. 6	Novelty	Dec. 5	1 reel	
Curiosities No. 7	Novelty	Dec. 19	1 reel	
Don't Say Ain't	Hill-Duncan	July 21	2 reels	
Faces	Curiosities	April 24	1 reel	
Follies of Fashion	Curiosities	May 21	2 reels	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Here and There	Curiosities	May 7	1 reel	
His Wife's Secret	Hill-Duncan	May 26	2 reels	
Honey Balks	Hellum-Davis	Dec. 2	2 reels	
Horsefeathers	Barney Hellum	Dec. 9	2 reels	Sept. 29
Horse on Barney, A	Hellum-Davis	April 21	2 reels	
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Just a Stall	Hellum-Davis	May 19	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Big Game Hunt	Mickey Yule	Dec. 23	2 reels	
Mickey's Brown Derby	Mickey Yule	May 12	2 reels	
Mickey's Explorers	Mickey Yule	Feb. 17	2 reels	
Mickey's Great Idea	Mickey Yule	Jan. 30	2 reels	
Mickey's Initiation	Mickey Yule	July 7	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Last Chance	Mickey Yule	Apr. 14	2 reel	
Mickey's Menagerie	Mickey Yule	Mar. 17	2 reels	
Mickey's Northwest Mounted	Mickey Yule	June 9	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Mickey the Detective	Mickey Yule	Oct. 28	2 reels	
Mild But She Satisfies	Alberta-Vaughn	Oct. 14	2 reels	
Neigh, Neigh, Spark Plug	Barney Hellum	Mar. 24	2 reels	
Novelties	Curiosities	Feb. 27	1 reel	
Odds and Ends	Curiosities	June 4	1 reel	
*†§Odd Facts	Curiosities	April 10	1 reel	
Okmnx	Barney Hellum	Oct. 7	2 reels	
Orienta	Curiosities	Mar. 13	1 reel	
Pace That Thrills, The	Hellum-Davis	June 16	2 reels	
Pot Pourri	Curiosities	Jan. 17	1 reel	
Kummin' Thru the Rye	Barney Hellum	Jan. 27	2 reels	
Seeing's Believing	Curiosities	Jan. 2	1 reel	
Six Best Fellows	Alberta Vaughn	Oct. 27	2 reels	
Slide, Sparky, Slide	Hellum-Davis	July 14	2 reels	
Smile, Buttercup, Smile	Duncan-Hill	Jan. 6	2 reels	
Sparerib Reforms	Hill-Duncan	April 28	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
Sunshine's Dark Moment	Barney Hellum	Feb. 24	2 reels	
That Wild Irish Pose	Alberta Vaughn	Oct. 24	2 reels	
Toots' Big Idea	Duncan-Hill	Mar. 31	2 reels	
Watch Your Pep	Alberta Vaughn	Oct. 7	2 reels	
What a Wife	Duncan-Hill	Oct. 14	2 reels	
Who's the Boss?	Hill-Duncan	June 23	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
†§Headwork (A. T.)				
†§Your Own Home Town (A. T.)	Russ Brown			

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Big Diamond Robbery	Tom Mix	May 13	6114 feet	
*†§Forty-Ninth Street	3 Moore Bros.			
Laughing at Death	Bob Steele	June 2		
Little Savage	Buzz Barton	May 19	4781 feet	
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Special Cast			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			
Woman I Love	Morris-Kerry	May 26		

RAYART (S. R.)

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anne Against the World	Mason-Mower	April 15		
Black Pearl, The	Lee-Hallor	Jan. 1	5261 feet	
Brothers	Keefe-Bedford	Feb. 1	6092 feet	
City of Purple Dreams	Bedford-Frazer	Oct. 1	5937 feet	
Devil's Chaplain, The	Keefe-Faire	Mar. 15	5451 feet	
Isle of Lost Men	Tam Santschi	Oct.	5800 feet	
Shanghai Rose	Irene Rich	Mar. 1	6539 feet	
Ships of the Night	Logan-Rankin-Sojin	Dec. 15	5940 feet	
*†§Should a Girl Marry? (D)	Foster-Keith	Nov. 1	6525 feet	
Sisters of Eve	Anita Stewart	Sept. 15	5675 feet	
Some Mother's Boy	Carr-Ralston-Robards	Feb. 15	5901 feet	
Sweet Sixteen	Foster-Olmstead	Dec.	5991 feet	
Two Sisters	Dana-Lease	April 1		
When Dreams Come True	Costello-Lease	Jan. 15	6242 feet	

FILMTONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Overture of 1812 (Tschaikowsky) (D)	Filmtone Harmonies	Nov. 1	400 feet	
Val and Ernie Stanton (D)	Songs	Nov. 1	400 feet	
At the Night Club (D)	G. Read & Shaw's Hawaiians	Nov. 1	400 feet	
Dancing Colleens (D)	Tap Dancers	Nov. 1	400 feet	
Radio Franks, The (D)	Songs	Nov. 1	400 feet	

STATE RIGHTS

FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
About Trial Marriage	Corliss Palmer	Circle Pict.	Oct. 15		
Appassionata	Leon Mathot	Franco Film	April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp.		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod.		5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5600 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Muriat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict.			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star		Rel. Date	Length	Reviewed
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Linda	Baxter-Foster-Beery	First Division		6775 feet	
Livingston in Africa	English Cast	Amer.-Anglo		5799 feet	
Lookout Girl, The	Jacqueline Logan	Quality Dist.	Nov.	6413 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mother of Mine	Special Cast	Zakoro	Oct.	7200 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry?	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.		5573 feet	Sept. 15
On the Divide	Bob Custer	Syndicate	Oct. 15	4657 feet	
Orchid Dancer, The	Cortez-Lagrange	Franco Film	April 15	7200 feet	
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Oct.	6100 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Scarlet Youth	Corliss Palmer	Circle Pict.	Oct.		
Shanghai Document	Russian Cast		Oct. 13	5000 feet	
Shiraz	Hindu Cast	Amer.-Anglo		8065 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6309 feet	
Ten Days That Shook the World	Russian Cast	Amkino	Nov. 2	7815 feet	Nov. 24
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Three Comrades and One Invention	Russian Cast	Amkino	Oct. 13	6000 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Amerangle		7300 feet	
Untamed Justice	Faire-Glass	Biltmore		5770 feet	
U-Boat 9	Foreign Cast	Jofa Prod.		6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star		Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European		7 reels	
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield		5200 feet	
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone			
Dancer of His Majesty, The	Special Cast	Amkino		7000 feet	
Duty to be Silent	Maria Albana	Aff. European		6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer			
Full Dressed Thieves	Nils Asther	Aff. European		7 reels	
German Underworld	Special Cast	Aff. European		7 reels	
§Great Power, The	Special Cast	Bell Tone			
Great Unknown, The	John Loder	Aff. European		6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern			
Her Viennese Lover	Asther-Nolan	Aff. European		6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield			
Just Off Broadway	Keith-Christy	Chesterfield			
Milak of the Snowlands	Special Cast	Ufa-Eastern			
Our Daily Bread	Mary Nolan	Aff. European		7 reels	
Poet and Czar	Special Cast	Amkino		8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial			
	(Silent Version)	Imperial			
*†§Rainbow Man, The (A. T.)	Eddie Dowling	Sono-Art Prod.			
Two Days	Special Cast	Amkino		6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European			
Verdun	Special Cast	Richmount			
Vera Miezewa (tentative)	Derussa	Aff. European		7 reels	
Water The	M. Chekhov	Amkino		7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern		6714 feet	

SOUND SHORTS

Title	Star		Rel. Date	Length	Reviewed
*†§Asleep at the Switch (A.T.) (D)		Roseland	Mar. 15	1 reel	
*†§At the Photographers (A. T.) (F)	Harry Delf	Elbee		2 reels	
*†§Club Alabam (A. T.) (F)	Abbie Mitchell	Intl. Dist. Corp.		1 reel	
*†Clyde Doerr & His Saxophone Sextet (F)	Jazz Nos.	Intl. Dist. Corp.		1 reel	
*†§Friend Husband (A. T.)		Burr	2 reels		
*†Galloping Gaucho	Mickey Mouse Cartoon	Disney Cartoon Corp.	Feb. 1	1 reel	
*†§Hoak (A. T.) (F)	Frawley & Smith	Inctl. Dist. Corp.		1 reel	
*†§Join the Party (A. T.) (D)		Roseland	Mar. 1	1 reel	
*†§Little Friends of All the World (F)	Junior Dunkan	Bray	Dec.	1 reel	
	(Silent Version)	Bray	Dec.	1 reel	
*†§Marionettes, The No. 1 (F)	Novelty	Intl. Dist. Corp.		1 reel	
*†§Marionettes, The No. 2 (F)	Novelty	Intl. Dist. Corp.		1 reel	
*†§Meal Hound, The (A. T.) (F)	The Nugents	Intl. Dist. Corp.		1 reel	
*†§Meet the Family (A. T.) (F)	Harry Delf	Elbee		2 reels	
*†§Miser, The (A. T.) (F)	Bransy Williams	Intl. Dist. Corp.		1 reel	
*†§Monkey Squawks (A. T.)		Burr	2 reels		
*†Opry House	Mickey Mouse Cartoon	Disney Cartoon	May	1 reel	
*†§Party, The (D)		Safrus		1 reel	
*†Plane Crazy	Mickey Mouse Cartoon	Disney Cartoon	Mar.	1 reel	
*†§Radio Franks & Four Bachelors (F)	Song Program	Intl. Dist. Corp.		1 reel	
*†§Signed, Sealed and Delivered (A. T.)		Burr	2 reels		
*†Steamboat Willie	Mickey Mouse Cartoon	Disney Cartoon	Jan.	1 reel	
*†§This and That (D)		Safrus		1 reel	
*†§Ticket Please (D)		Safrus		1 reel	
*†Trip to the Zoo, A (F)	Animal Cast	Intl. Dist. Corp.		1 reel	
*†§Varieties (D)		Safrus		1 reel	
*†§Vaudeville (D)		Safrus		1 reel	
*†§When the Clock Struck 12 A. T. (F)	Welch-Malcomb	Intl. Dist. Corp.		1 reel	

SILENT SHORTS

Title	Star		Rel. Date	Length	Reviewed
Aladdin Bonzo	Bonzo Cartoon	Roseland	Jan. 15	1 reel	
Bonzolina	Bonzo Cartoon	Roseland	Jan. 1	1 reel	
Booster Bonzo	Bonzo Cartoon	Roseland	Mar. 15	1 reel	
Detective Bonzo	Bonzo Cartoon	Roseland	Mar. 1	1 reel	
Down Hawaii Way	Color Novelty	Castle	Jan. 1	1 reel	
Fatal Warning, The (Serial)	H. Costello-Graves	Mascot		10 episodes	
Flaming Canyons	Color Novelty	Castle	Feb. 1	1 reel	
Kids and Pets	Color Novelty	Castle	Mar. 15	1 reel	
Love's Witchcraft	Ufa Short	Ufa-Eastern	Feb. 1	1 reel	
Nature's Tiny Tragedies	Ufa Short	Ufa-Eastern	Jan. 15	1 reel	
Peculiar Households	Ufa Short	Ufa Eastern	Jan. 1	1 reel	
Polo Bonzo	Bonzo Cartoon	Roseland	Feb. 1	1 reel	
Salt Water Millinery	Ufa Short	Ufa-Eastern	Mar. 15	1 reel	
Sixty Minutes from B'way	Color Novelty	Castle	Jan. 15	1 reel	
Spook Bonzo	Bonzo Cartoon	Roseland	Feb. 15	1 reel	
Sunshine	Color Novelty	Castle	Mar. 1	1 reel	
Tally-Ho	Ufa Short	Ufa-Eastern	Mar. 1	1 reel	
Training the Western Sun	Color Novelty	Castle	Feb. 15	1 reel	
We Parents	Ufa Short	Ufa-Eastern	Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
*†§Cavalier, The	Bedford-R. Talmadge	Nov. 1	6775 feet	Oct. 27
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
Floating College, The	O'Neill-Collier, Jr.	Nov. 10	5477 feet	
Gun Runner, The	Cortez-Lane	Nov. 20	5516 feet	
*†§Lucky Boy	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
Man in Hobbles, The	Lee-Harron	Dec. 20	5957 feet	
*†§Marriage by Contract	Miller-Gray	Dec. 1	7780 feet	Oct. 20
*†§Molly and Me	Brown-Bennett-Vaughn	April	8250 feet	
	(Silent Version)		7476 feet	
Naughty Duchess, The	Warner-Southern	Oct. 10	5271 feet	
Power of Silence, The	Belle Bennett	Oct. 20	5554 feet	
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation	Keane-Standing			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Toilers, The	Ralston-Fairbanks, Jr.	Oct. 1	7256 feet	Oct. 26
Tropical Nights	Miller-McGregor	Dec. 10	5449 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Gold	Color Classic		1 reel	
*†§Hawaiian Love Call, The	Color Symphony	Dec. 15	1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	
*†§In a Persian Market	Color Symphony	Oct. 1	1 reel	Nov. 17
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	
Little Vagabond	Color Classic	Feb. 1	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Lover's Paradise	Color Classic	Jan. 15	1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
*†§Toy Shop, The	Color Symphony	Nov. 1	1 reel	
Twinkle Toes	Color Classic	Mar. 1	1 reel	
†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream	Cortez-Windsor	June 1		
Miracle, The	Southern-Pidgeon			
*†§Molly and Me	Alberta Vaughn		8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past	Bennett-Brown	April 1		
*†§New Orleans	Cortez-Bennett	June 20		
*†§Two Men and a Maid	Collier-Jr.-Bennett	June 15		
*†§Whispering Winds	Southern-McGregor	May 1		

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Awakening, The (D)	Banky-Baron	Nov. 17	7972 feet	Jan. 12
*†Battle of the Sexes (D)	Bennett-Hersholt-Haver	Oct. 13	8180 feet	Oct. 20
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April 12		Mar. 23
	(No Silent Version)			
*†§Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	
*†Revenge (D)	Dolores Del Rio	Nov. 3	6541 feet	Dec. 15
*†Woman Disputed (D)	Talmadge-Roland	Oct. 29	8041 feet	Nov. 17

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§City Lights (D)	Charlie Chaplin			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†Evangeline (D)	Del Rio-Drew			
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Lummox (A. T.) (D)		Aug. 3		
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§She Goes to War (F)	Boardman-Rubens-Holland	June 22		
	(Silent Version)	June 22		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This is Heaven (D)	Banky-Hall	June 22	7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Dec. 16	4179 feet	
Body Punch, The	Daugherty-Faire	Oct. 28	4786 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The	Special Cast	April 14		
	(Silent Version)	April 7		
Clearing the Trail	Gibson-Gulliver	Oct. 7	5311 feet	
*†§Clear the Decks	Reginald Denny	Mar. 3	5740 feet	
	(Silent Version)		5792 feet	
*†§Cohens and Kelleys in Atlantic City, The	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across (D & F)	Basquette-Howes	April 28		
Crimson Canyon, The	Ted Wells	Dec. 16	4179 feet	
Danger Rider, The	Hoot Gibson	Nov. 18	5357 feet	Dec. 22
Eyes of the Underworld	William Cody	April 28	4208 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Freedom of the Press	Stone-Keith-M. Day	Oct. 28	6474 feet	Oct. 20
Gate Crasher, The	Glenn Tryon	Dec. 9	5597 feet	
*†§Girl on the Barge, The	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
*†§Give and Take	Sidney-Hersholt	Dec. 23	7089 feet	Dec. 29
	(Silent Version)	Dec. 23	6552 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
Hero of the Circus	Special Cast	Dec. 2	5606 feet	
Honeymoon Flats	Lewis-Gulliver	Dec. 30	6057 feet	
How to Handle Women	Tryon-Nixon	Oct. 14	5591 feet	July 14
*†§It Can Be Done	Tryon-Carol	Mar. 24	6090 feet	
Jazz Mad	Hersholt-Nixon-Lewis	Nov. 11	6832 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
*†§Last Warning, The	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
*†Man, Woman and Wife	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
*†§Melody of Love (A. T.)	Pidgeon-Harris, Winton	Dec. 2	6733 feet	Oct. 27
Michigan Kid	Nagel-Adoree	Oct. 21	6030 feet	July 7
One Rainy Night	Laura La Plante	Dec. 9		
Phyllis of the Follies	M. Moore-A. Day	Nov. 25	5907 feet	
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
Price of Fear, The	Cody-Thompson	Oct. 28	4230 feet	
*†§Red Hot Speed	Denny-Day	Jan. 27	6621 feet	Feb. 26
	(Silent Version)	Jan. 27	6621 feet	
Red Lips	Nixon-Rogers	Dec. 2	6957 feet	
*†§Shakedown, The	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18	4616 feet	
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	
Wolves of the City		Dec. 2		
*†§You Can't Buy Love (D & F) (A. T.)	Hersholt-Crawford-Chase	May 26		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All for Geraldine	Sid Saylor	Dec. 5	2 reels	Nov. 17
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
Alp ne Antics	Oswald Cartoon	April 1	1 reel	
And Morning Came	Young-La Salle	Dec. 19	2 reels	
At the Front	Arthur Lake	Feb. 25	1 reel	Feb. 18
Beyond the Smoke	Edmund Cobb	Mar. 23	2 reels	Feb. 23
Bookworm Hero	Lewis-Gulliver-Phillips	Dec. 17	2 reels	
Boundary Battle, The	Edmund Cobb	Nov. 17	2 reels	Oct. 27
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Bull-oney	Oswald Cartoon	Nov. 28	1 reel	Sept. 29
Calford in the Movies	Lewis-Gulliver-Phillips	Oct. 15	2 reels	Oct. 6
Calford on Horseback	Lewis-Gulliver-Phillips	Dec. 10	2 reels	Dec. 1
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Cleaning Up	Arthur Lake		1 reel	April 27
Clean Sweep, A	Bob Chandler	Dec. 1	2 reels	Nov. 24
Close Shaves		May 22	2 reels	April 27
Come on, Horace	Arthur Lake	Oct. 8	2 reels	
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	Oct. 13
*†§Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
	(Silent Version)	May 27	2 reels	
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Daring Chances	Jack Hoxie	Dec. 15	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Dead Game	Art Acord	Oct. 7	2 reels	
Dear Old Calford	Lewis-Gulliver-Phillips	Nov. 26	2 reels	
Death's Head	Bob Curwood	Dec. 8	2 reels	Dec. 15
Delivering the Goods	Trimble-Hardwick and Dog	May 29	2 reels	April 27
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Farmyard Follies	Oswald Cartoon	Dec. 24	1 reel	
Fiery Fireman, The	Oswald Cartoon	Oct. 15	1 reel	
Fighting Forester, The	Edmund Cobb	Oct. 20	2 reels	
Fighting for Victory	Lewis-Gulliver-Phillips	Nov. 12	2 reels	Oct. 27
Fighting Tenderfoot, A	Bob Chandler	Dec. 29	2 reels	
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
	(Silent Version)	April 29	1 reel	
Fish Stories	Young-La Salle	Nov. 21	2 reels	Oct. 20
Footprints	Laemmle Novelty	Nov. 19	1 reel	Oct. 27
Fun in the Clouds	Arthur Lake	Nov. 5	1 reel	Oct. 20
	(Silent Version)	Feb. 4	1 reel	
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
*†Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
	(Silent Version)	Mar. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	2 reels	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Horse Tail, A	Oswald Cartoon	Dec. 10	1 reel	
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	
Just Monkeys	Laemmle Novelty	Mar. 11	2 reels	Feb. 9
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
Kidnapped	Bob Curwood	Mar. 16	2 reels	Feb. 9
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
	(Silent Version)	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Look Pleasant	Sid Saylor	Oct. 10	2 reels	
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
	(Silent Version)	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Mystery Rider, the (Serial)	Desmond-Perdue	Nov. 26	10 episodes	
Newlyweds' Court Trouble	Snookums-Perdue-Egan	Oct. 31	2 reels	Sept. 29
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	
Newlyweds' Headache, The	Snookums-Bartlett-McPhail	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	Dec. 28
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26	2 reels	Dec. 1
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Nght Watch, The	Arthur Lake		1 reel	Mar. 30
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Paddling Co-Eds	Lewis-Gulliver-Phillips	Oct. 29	2 reels	Oct. 27
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	Oct. 13
Phantom Riders		Feb. 16	2 reels	
Private Business	Sid Saylor	April 26	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Red Warning	Jack Hoxie	Nov. 1	2 reels	
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	
	(Silent Version)	April 15	2 reels	
Rocks and Saddles	Oswald Cartoon	Nov. 12	1 reel	Oct. 20
Romeo of the Range	Bob Curwood	Oct. 6	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Saps and Saddles	Bob Chandler	Oct. 27	2 reels	Oct. 16
Secret Outlaw, The	Bob Curwood	Nov. 10	2 reels	Oct. 6
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
	(Silent Version)	Feb. 18	1 reel	
Sleeping Through	Arthur Lake	Dec. 31	1 reel	Dec. 8
South Pole Flight, A	Oswald Cartoon	Nov. 26	1 reel	Dec. 1
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	
	(Silent Version)	May 13	1 reel	
*†Steamboat Willie	Oswald Cartoon		1 reel	
*†Stripes and Stars	Oswald Cartoon	May 27	1 reel	
	(Silent Version)	May 27	1 reel	
*†Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
	(Silent Version)	Mar. 18	1 reel	
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	Oct. 20
Television George	Sid Saylor	Feb. 27	2 reels	
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	Mar. 16
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Two-Gun Morgan		Feb. 28	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	Dec. 8
Wax Figures	Laemmle Novelty	Oct. 22	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Woman's Man, A	Arthur Lake	Dec. 3	1 reel	Nov. 17
Wooden Soldier, The	Laemmle Novelty	Dec. 17	1 reel	Dec. 1
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 5

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain in the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Blow for Blow	Hoot Gibson	June 23		
Born to the Saddle	Ted Wells		4126 feet	
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§Broadway (A. T.)	Tryon-Brent-Kennedy			
	(Silent Version)	Mar. 3	5729 feet	
*†§College Love (D & F) (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence (D & F)	Laura La Plante			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
*†§Harmony Lane	Eddie Leonard			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day (D & F)	Reginald Denny	May 12		
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
Man Disturber, The	Reginald Denny	May 19		
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night (D & F)	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Scandal (D & F)	Laura LaPlante	May 5	6475 feet	April 27
	(Silent Version)	April 21		
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat (D & F)	La Plante-J. Schildkraut		13 reels	April 20
*†§That Blonde	Laura La Plante	May 5		
*†§Under the Southern Cross	Special Cast		6500 feet	April 27
	(Silent Version)			Jan. 26
Wagon Master, The	Ken Maynard			
Watch My Speed	Reginald Denny			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§Love Birds	Pat Rooney and Family		2 reels	
*†§Three Brox Sisters	Songs	Jan. 14	1 reel	Mar. 6
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

Title	Star	Rel. Date	Length	Reviewed
*†§Beware of Bachelors (D)	Audrey Ferris	Oct. 27	5778 feet	
	(Silent Version)	Dec. 1	5278 feet	
*†§Conquest (A. T.) (D)	Blue-Warner-Wilson	Dec. 22	6779 feet	Feb. 16
	(Silent Version)	Jan. 19	4706 feet	
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§From Headquarters (D)	Monte Blue	April 27		
	(Silent Version)	June 6		
*†§Frozen River (D)	Rin-Tin-Tin	April 20		
	(Silent Version)	May 26		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30		
	(Silent Version)	May 4		
*†§Home Towners, The (A. T.) (D)	Bennett-Kenyon-Brockwell	Nov. 3	8693 feet	Oct. 27
	(Silent Version)	Dec. 15	4841 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Land of the Silver Fox (D)	Rin-Tin-Tin-Nye-Hyams	Oct. 13	5179 feet	
	(Silent Version)	Nov. 10	5079 feet	
*†§Little Wild Cat, The (D)	Ferris-Hall-Dawson	Dec. 8	5644 feet	Jan. 29
	(Silent Version)	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Midnight Taxi, The (D)	Moreno-Costello	Sept. 1	5729 feet	Nov. 24
	(Silent Version)	Oct. 6	5057 feet	
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
*†§My Man (D)	Fanny Brice	Dec. 15	9247 feet	Jan. 5
	(Silent Version)	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	Feb. 16	6921 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20		
*†§On Trial (A. T.) (D)	Frederick-Lytell	Dec. 1	8290 feet	Nov. 3
	(Silent Version)	Dec. 29	5455 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14		
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool, The (D)	Jolson-Bronson-Dunn	Sept. 29	9551 feet	Sept. 29
	(Silent Version)	April 13		
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6001 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	Mar. 4	4917 feet	
*†§Terror, The (A. T.) (D)	McAvoy-Horton	Sept. 8	7654 feet	Aug. 25
	(Silent Version)	Oct. 20	5443 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T.) (D)	Thomas Meighan			
*†§Desert Song, The (D)	Boles-King	May 11	13 reels	April 20
*†§Glad Rag Doll, The (D)	Dolores Costello			
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 5
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.) (D)	Sophie Tucker			
*†§Hottentot, The (A. T.)	Horton-Miller		7 reels	April 2
†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien		9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda			
*†§Sap, The (D)	E. E. Horton			
*†§She Knew Men (D)	Bronson-Lee-Olmsted			
*†§Time, the Place and the Girl The (D)	Olmsted, Withers-Kirkwood			
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Beau Night	El Brendel			
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Crooners			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Paintor	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Family Affair, A	Arthur Byron			
Family Ford, The	Jim and Marion Harkins			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview			Mar. 16
Meet the Wife	Frank Orth & Co.			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros.		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Typical Types	Bobby Folsom			
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†§Kitty (D & F)	Brody-Stuart			
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Whirl of Life, The	Lerch-George		7000 feet	
Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman in White, The	Blanche Sweet		7 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Hollywood—*Continued*

Damita, Baclanova, Prevost

Fox has borrowed Baclanova from Paramount for a featured role in "The Cock-Eyed World." Marie Prevost has also been signed for the same.

Joan's Talkie Debut

Joan Crawford will make her talkie debut for M-G-M as star in "Jungle" from Saturday Evening Post story by C. E. Scroggins. Sylvia Thalberg and Frank Butler are writing screen adaptation; Jack Conway slated to direct.

Doran Contract Renewed

M-G-M took up option on contract of Mary Doran, featured stock player, for an additional six months.

Neilan To Direct Claire

Marshall Neilan has been assigned to direct Ina Claire in her first starring talker for Pathe. Arthur Richman is now writing original play. Richard Boleslavsky will assist in direction of dialogue.

The Gleason's Pathe Comedy

The Gleasons have started their first two-reel talker comedy for Pathe under title of "The Garden of Eatin'." Cast also includes Brooks Benedict, Jack Perry and Charles Hamilton.

Ian Keith's Roles Switched

First National has switched Ian Keith to play opposite Dorothy Mackaill in "The Great Divide" instead of in "Marriage Circle," as first intended.

New Christie Star Comedy

Lois Wilson and Harrison Ford will be featured by Christies in "Advice to Husbands," a two reel talker comedy from sketch by Florence Ryerson. Nina Romano and Wanda Hawley are also in the cast, with direction by A. Leslie Pearce.

"Is Everybody Happy" Dialogue

Joseph Jackson and James Starr will write the dialogue for Warners Vitaphone production, "Is Everybody Happy?" in which Ted Lewis will star.

T.-S. Signs Leo Carillo

Leo Carillo has been signed by Tiffany-Stahl to be featured in four feature all talkers for that company for next season release. Two will be produced in Technicolor.

New Hamilton Talkie

Lloyd Hamilton has started production on the second of his two-reel talkie comedies. Harry D. Edwards is producing the series of Hamilton comedies, with William Watson directing.

Returns To Fox

Harold Lipsitz has returned to Fox as assistant to Chandler Sprague, scenario department head.

In the interest of an even greater

motion picture industry

EASTMAN KODAK COMPANY

and

J. E. BRULATOUR, INC.

announce the completion of three

new west coast service facilities:

A RESEARCH LABORATORY

Supervised by Kodak service engineers ready to advise on and solve local film problems

A PRIVATE THEATRE

Fully equipped for the projection of sound and silent pictures

A REFERENCE LIBRARY

Freely available, like the other facilities, to all technicians and executives in the industry

6706 Santa Monica Boulevard

HOLLYWOOD

100 a week



Each week 100 More Theatres

Swell the big list of sound equipped houses that play

Educational's Talking Comedies

JACK WHITE TALKING COMEDIES

Lupino Lane Talking Comedies

Coronet TALKING COMEDIES

MACK SENNETT TALKING COMEDIES

Educational Pictures

"THE SPICE OF THE PROGRAM"

LLOYD HAMILTON TALKING COMEDIES

EDUCATIONAL FILM EXCHANGES, Inc.

E. W. HAMMONS, Pre

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

In This Issue: Record Smasher Section

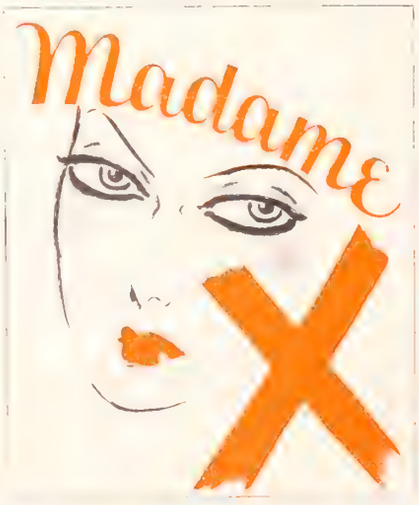
Motion Picture News

Reg. U. S. Patent Office

The First Sell-out on 42nd Street since "The Birth of a Nation."

It remained for Metro-Goldwyn-Mayer to prove that a sensational picture can play at $2 on a side street and still do capacity business.

Great companies do great things and you know **METRO-*Goldwyn*-MAYER** *is the Industry's Greatest Company in Silents or Talkies.*



Entered as second-class matter April 22, 1926, at the Post Office at New York, N. Y., under act of March 3, 1879

Vol. XXXIX
No. 19

Copyright, 1929, by Motion Picture News, Inc.
Published Weekly—$3.00 a Year
New York

May 11, 1929
PRICE 20 CENTS

In the last 4 months

Pacent has led the Way



In Number of Installations

In little more than sixteen weeks Pacent has installed five hundred Reproducer Systems throughout the United States. In December Pacent installed the first Pacent System in New Jersey.

Since that time five hundred additional installations have been completed all the way from Maine to California. Thirty sales and service depots have been established throughout the United States and Canada and are working to co-operate in every way possible with the exhibitor.

That Pacent has assumed the lead is best proved by the nation-wide acceptance of Pacent Reproducer Systems as the standard by which others are judged.

Pacent will continue to lead the way in equipment, in engineering, in service, in dollar for dollar value, in fair and square, business-like dealings with exhibitors.

See the Circuits Using Pacent:

Stanley Co. of America
Coston
S. & S.
Universal Chain
Saenger
Midwest Theatre Corporation
And 16 others

PACENT REPRODUCER CORP.

FILM CENTER BUILDING, New York, N. Y.

Louis Gerard Pacent, President Tel.: Chickering 7948-49-50-51-52

30 Sales and Service Representatives in Principal Film Centers in United States and Canada

PACENT REPRODUCER SYSTEMS



An exhibitor sounded the keynote of this advertisement

THE SIGNIFICANT FACT

about Paramount's current $2 all talking, singing hits playing to capacity on Broadway, at the Criterion and Selwyn Theatres

MAURICE CHEVALIER
IN
"INNOCENTS OF PARIS"

EDDIE DOWLING
IN
"THE RAINBOW MAN"

is that they are but two of 35 all-talking, singing hits released by Paramount, with 13 more coming between now and August 1st!

PARAMOUNT

TALKING PICTURE HEADQUARTERS

PARAMOUNT *wins the Bill-fold Test . . . !*



This is the time of year when wise showmen, with an eye to next season's buying, are conducting the "Bill-fold Test" to determine what company's pictures made them the most money in 1928-29. ¶ It is a significant fact that PARAMOUNT is winning every one of these tests by a wide and overwhelming margin. ▲ ▲ ▲ ▲

Some of the Big Talking and Sound Hits that win the Bill-fold Test for Paramount

• •

"WINGS"
"INTERFERENCE"
"ABIE'S IRISH ROSE"
"THE SHOPWORN ANGEL"
"THE DOCTOR'S SECRET"
"WOLF OF WALL STREET" (Bancroft)
"CANARY MURDER CASE"
"THE DUMMY"
"THE WILD PARTY" (Bow)
"CLOSE HARMONY"
"NOTHING BUT THE TRUTH" (Dix)
"INNOCENTS OF PARIS" (Chevalier)
"THE RAINBOW MAN" (Dowling)

• •

With 13 more coming between now and August!

PARAMOUNT *wins the Motion Picture News Test . . . .*





45 Paramount Pictures break long established box-office records in every part of the country and bring Paramount home *first* in the Motion Picture News Record Smasher's test! Because Paramount *long ago* realized this is a New Era and *long ago* geared its production to these changing times. That is why

PARAMOUNT

. . . wins every Box Office Test!

"THE BEST IS

PARAMOUNT CHRISTIE TALKING

ARE Making "Firsts" and "Bests" in such rapid succession they are the Talk of the Talkies.

AND READ THESE TRIBUTES TO OTHER ALL-TALKING CHRISTIE SUCCESSES

---FIRST to make use of the marvelous opportunities of American negro humor—as shown in the famous Octavus Roy Cohen stories.

---FIRST to present the delightful humor of "domestic comedy" in the talkies, as seen in such pictures as "Meet the Missus" with the Gleasons, "Jed's Vacation" with Charlie Grapewin and Anna Chance, "Post Mortems" with Raymond Griffith, and "Hot Lemonade" with Louise Fazenda.



"Meet the Missus" by Kenyon Nicholson
with
James Gleason and Lucille Webster Gleason

"The audience's reaction to this comedy was nothing short of phenomenal" —*California Theatre San Francisco*

"Seven units on the program—more applause than any other subject"—*Strand Theatre, Birmingham*

"Watch these Christie shorts. If they are all as good as this one they will brighten up any program"—*Billboard*

"Will open a market for domestic comedy talking shorts" —*Sound Waves Magazine*

—"the prize entertainment of the evening" —*New York Journal*

Recorded by Western Electric System
at Metropolitan Sound Studios, Inc., Hollywood

A CHRISTIE"

PLAYS

"OF ALL THE TALKIE COMEDIES I HAVE SEEN, THE BEST IS 'MEET THE MISSUS' WITH MR. AND MRS. JAMES GLEASON."

said Robert E. Sherwood, famous film critic, in the Bell Syndicate.

THE Public, exhibitors, and critics everywhere are commenting on the superior entertainment qualities of the Christie Talking Plays.

NOT just one picture, but with every succeeding release, Christie comes banging in with another clever, funny, excellently-recorded and perfectly-produced all-talking short feature.



Louise Fazenda in "Hot Lemonade" with Johnny Arthur and Walter Hiers



Charlie Grapewin and Anna Chance in "Jed's Vacation"

"In place of the incredible and often humorless knockabouts comes a really funny slice of life" —*Los Angeles Express*

"I think these Cohen stories are far ahead of anything on the market"—*Carroll Lawlor Greenfield, Mass.*

"Christies have solved the problem of appeasing even those most bitterly opposed to talking pictures—*Los Angeles Times Preview*

"The Christie studios are turning out some excellent talking shorts that are going to be in demand by exhibitors"—*Hollywood Citizen*

PARAMOUNT FAMOUS LASKY CORPORATION

Adolph Zukor, Pres., Paramount Bldg., N. Y.


TIFFANY-STAHL presents
TWO MEN
"MOLLY AND ME"
A Great Woman's Picture
Starring Belle Bennett
with Joe E. Brown
Booked by
ORPHEUM
LOEW'S GREATER NEW YORK
SAENGER
And Other Leading Circuits
"LUCKY BOY"
George Jessel's Talking-Singing Triumph
Playing to Box-Office
Profits and Pleased
Patrons Everywhere.
JACK SAVAGE
TIFFANY-STAHL PRODUCTIONS INC
729 SEVENTH AVE.
TIFFANY ONE
NEW YORK CITY

AND A MAID"

William Collier, Jr. - Alma Bennett - Eddie Gribbon - George E. Stone

In a Drama of Lust and Love—of Death and Life

Lies on Her Lips—Truth in Her Heart—Torment in Her Soul! What Was the Way of Such a Maid with Two Men—the One Who Possessed Her and the One Who Loved Her? What Was the Boundary of Her Morals?—The Depth of Her Passion?—The Limit of Her Sacrifice?

Algeria, Land of Burning Desert Sands, of the French Foreign Legion, of Love and Adventure—Background for a Flaming Triangle Drama by John Francis Natteford. Directed with Virility and Color Characteristic of George Archainbaud. Set to a Charming Music Score by Hugo Riesenfeld.

Theme Song, "Love Will Find You," by Abel Baer and L. Wolfe Gilbert. Published by Leo. Feist, Inc.

Synchronized by RCA Photophone



Speaking of Talkies— We Have the Last Word!

Ready for Booking

"NEW ORLEANS"

Thunder of Racing Hoofs—Revelry of Mardi Gras—Thrill of a Powerful Drama of Honor and Disgrace, Friendship and Passion. A Reginald Barker Special Production—With Ricardo Cortez, William Collier, Jr., Alma Bennett.

"MIDSTREAM"

Startling Drama of How Science Gave a Second Fling at Youth and Love to a Man Who Sacrificed His First Fire to Riches. Ricardo Cortez, Claire Windsor and Montagu Love—Directed by James Flood.

"MY LADY'S PAST"

When Can Disgrace Become a Virtue? Belle Bennett Discloses the Secret in This Romance in which a Jilted Spinster Becomes the Most Notorious Heart-breaker in Town. With Joe E. Brown and Alma Bennett. Directed by Albert Ray.

"WHISPERING WINDS"

Which Woman Does a Man Love Best—the One He Won, or the One He Lost? A Triangle Drama with a New Slant. Enacted by Patsy Ruth Miller, Malcolm McGregor, Eve Southern. Directed by James Flood.

All Sound Productions Available on Sound Film, Or on Disc, Or Silent

TIFFANY-STAHL PRODUCTIONS INC.

729 SEVENTH AVE. TIFFANY ONE NEW YORK CITY

THE FALL OF THE HOUSE OF USHER





10 little ushers, who slept most of the time,
The boss booked United Artists Pictures, then there were **9**

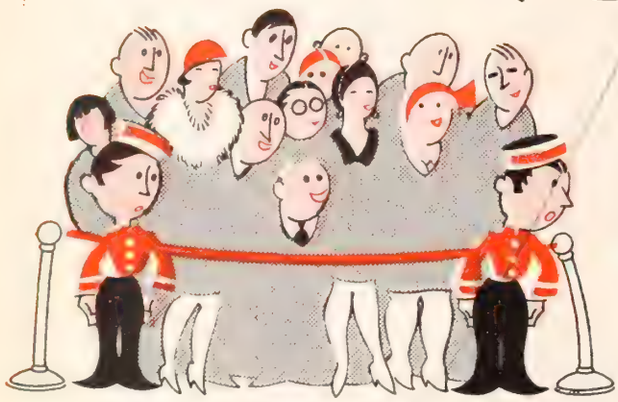




9 little ushers hoping business would abate,
Came "Lady of the Pavements," then there were **8**



8 little ushers, doing the work of eleven,
with "Doug" in "The Iron Mask," then there were **7**





7 little ushers who with hard work could never mix,
Up popped an "Alibi," then there were **6**



6 little ushers on laziness did thrive,
Mary came in "Coquette," and then there were **5**



5 little ushers at their boss got very sore,
Vilma Banky played "This is Heaven," then there were **4**







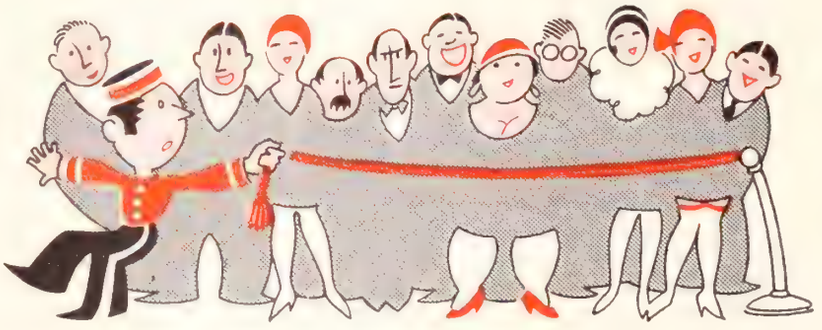
4 little ushers, as rushed as rushed could be
on Barrymore's "Eternal Love," then there were **3**





3 little ushers, hoped the rush was nearly through, when
Colman's "Bulldog Drummond" appeared, then there were **2**





2 little ushers said from work they wouldn't run
But "She Goes to War" packed the house and then there was **1**



1 little usher, almost down and out and done,
Saw Brenon's "Lummox" coming next, then there was none.

Big Business and Busy Times Always Come When You Play

UNITED ARTISTS PICTURES

You can thank CARL



Universal's Singing and Talking Triumph!

SHOW

A HARRY POLLARD PRODUCTION

LAEMMLE

for

The Biggest Record-Breaker of them all!

BOAT

OF EDNAFERBER'S NOVEL

FIRST NATIONAL will give you-

100%

FOR YOUR MONEY... in

The Squall

100% Talking 100% Entertainment



$2. BROADWAY HIT
AT THE CENTRAL—NOW!

★ ALICE JOYCE ★ MYRNA LOY
★ LORETTA YOUNG ★ ZASU PITTS
★ RICHARD TUCKER

Presented by Richard A. Rowland, Play by Jean Bart, Screen Version by Bradley King, Directed by Alexander Korda.

Haunting Theme Song "Gypsy Charmer" published by M. Witmark and Sons.

First National Vitaphone Pictures

FIRST NATIONAL

VITAPHONE Pictures

Motion Picture News

Volume XXXIX NEW YORK CITY, MAY 11, 1929 No. 9

The Test Of Screen Talk

"Good Entertainment" The Only Safe Yard Stick

By William A. Johnston

A PROMINENT producing company asked us recently what, in our opinion, was the proper amount of talk in a talking picture.

Our reply was: Enough, but no more, to the sole end of good entertainment; and we suggested as the best example to date "Bull Dog Drummond" which has called forth the undivided praise of all the newspaper and trade paper critics.

Here we have the skillful and delightful blending of both picture and stage craft; each one an admirable effort in itself, but—and this is the important point—neither form of dramatic expression aiming to overdo its true part.

The result is a new species of entertainment that unquestionably outdistances either the picture or stage presentation of a story.

Here, it seems to us, is the very crux of the problems of this new era of picture theatre entertainment.

Its opportunities are vast; but so are its responsibilities. Last week I saw the stage version of "Show Boat" (considered by many to be the best show of the New York season) just to compare it with the sound picture. There is no comparison. The picture makes the elaborate stage version look lame and inadequate; then two comedies, a Jack White and Lupino Lane, which put comedy production on a new and immeasurably higher basis; then at the Rialto a short novelty which had the audience moved with delight.

Vast opportunities and the signs of them on all sides; but never before has there been such a call for quality production and projection,—for the utmost skill in a new kind of technique.

The advertising slogan "an all talking picture" is full of dynamite. Exhibitors have used it so far with great success to bring the people in. And producers, aiming to interpret exhibitor demand, are inclined to jam a picture full of talk just for the sake of meeting a new and false trademark of entertainment.

You don't see clothes advertised these days as "all wool and a yard wide." You would, in fact, avoid a house that indulged in such a slogan. The assertion arouses suspicion. You expect a good suit of clothes; you assume that goods are not shoddy.

The sooner we replace the blatant claim of "all talkers" with advertising that tells the points of entertainment the more secure will be our new entertainment business from studio to theatre.

The gabby, noisy picture that does not entertain is costing all concerned a lot of money. Many a theatre in this country is striving to bring back patronage that was disgusted by pictures made only to talk.

And it is not merely the pictures that are putting a black eye in sound picture entertainment. I am reliably informed that last week thirteen theatres threw out a mixed assortment of sound machines and replaced them with one of demonstrated quality and service. Whether the machines were at fault in themselves or whether it was a matter of inexpert installation or service I do not know, but I do know that the theatre man, like the studio man, these days, has got to be almighty careful about what kind of sound diet he gives the public.

Publix All Sound Policy Wins In Southern Theatres; Big Grosses Despite Weather

Innovation Inaugurated In 4 Cities Last Week Meets With Immediate Success With Best Biz In Weeks

ATLANTA, GA., May 9.—The final box-office check-up last Saturday night resulted in a strong vote favoring the all-sound policy initiated by Publix in four major theatres in this immediate territory on April 29. In all four theatres—the Howard, Atlanta; Alabama, Birmingham; Tivoli, Chattanooga; Tennessee, Knoxville—the grosses shot above those of the several preceding weeks.

The large grosses were rolled up despite most unfavorable weather conditions, which struck the hardest blow in Birmingham, when a cloudburst virtually paralyzed business throughout Tuesday and Tuesday night. Atlanta suffered less than Birmingham in that respect, but a steady rain throughout the same period made inroads at all Atlanta box-offices. Not until Thursday did the weather clear up, and immediately the business began to build at both the Howard and Alabama.

In all four theatres the opening on Monday drew the biggest Monday's business of many weeks. Following the bad setback on Tuesday and continued rains on Wednesday, the theatres clicked right on through the rest of the week, all finishing in substantial profits.

All advance advertising through newspapers, billboards, screens and all other mediums, stressed the elimination of stage shows and presentation acts in favor of an all-sound picture policy with the "whole show on the screen." Hence the strong response is taken to indicate highly favorable public reaction to the policy.

Audience reaction to the programs was unmistakably enthusiastic, and comments of reviewers in the local newspapers were equally friendly.

Boiled down to the last analysis, it appears that the new policy, of itself, is entirely acceptable. And the product chosen to initiate the policy clicked. From now on it will be up to the product, the arrangement of the program, and the presentation.

One factor accredited with contributing to the success of the new policy is the new scale of admissions. In all four theatres affected the scale heretofore has been 35 and 60 cents—35 for matinees, 60 for evenings. Under the new policy the evening top is reduced to 50 cents, which means more patrons to achieve the same gross. And the larger grosses chalked up by all four theatres making the all-sound experiment more than justify the reduction in evening admission.

To what extent the public is willing to accept the new policy was indicated repeatedly when the special trailer wherein Mr. Sam Katz speaks on "These Changing Times" received some hearty applause.

In the opinion of a leading Atlanta newspaper reviewer, who has covered picture theatres for more than eight years, "The public is less concerned with policy than with product. What the people want is good entertainment, and if the new Publix policy provides such entertainment as made up the program at the Howard last week, the theatre-going public will like it."

This Mo. Town Howled Down Blue Sundays

HERE'S one which towns that are under the oppressive yoke of Sunday closing laws might try: Several weeks ago an ordinance was passed in Monette, Mo., which prohibited Sunday shows. The populace, business men and all, let out such a yelp and threatened to "move out of such a damned town" that the ordinance was adjudged unconstitutional by Judge Emory E. Smith in the circuit court. Whether the "yelping" of citizens had any bearing upon the judge's decision is, of course, a matter of opinion. Any way, Monette now has its Sunday shows.

RKO Trying To Revive Vaude In The South

Delmar Trip Leads To Belief That New Circuit Will Be Placed In Operation

A conference in New York last week between Jules Delmar, of the RKO Booking Office, and E. J. Sparks, the Florida theatre owner, is believed to forecast a revival of vaudeville in the south. Delmar returned to New York from an extended southern trip about a week prior to Sparks' trip north.

Jules Delmar was the booker in the old Keith offices of what was known as the "Delmar time" in the south. Several years ago the Publix houses discontinued vaudeville. In an attempt to revive interest in vaudeville, Delmar made his trip south and in a number of states found that theatre owners were willing to listen. The season in Florida this winter was so good that the general belief is that vaudeville will again be presented there next winter.

Delmar, however, denied that there was any deal on with Sparks for his theatres and that the visits of the two were purely social ones.

Talkers Open Production Field To Independents

Stage Producers Enter Ranks Thru Control Of Dialogue Rights; Big 3 Combine

The theatrical managers and producers are going to invade the talking picture production field either with or without the consent of the moguls of the film industry. They feel that their control of the dialogue rights to innumerable stage plays gives them the bulge on the picture producers, and with the aid of independent studios offering facilities for the production of talking screen entertainment they are going to make their entrance as producers in a short time. A combination of three names of world-wide fame is already underway. This trio represent the most aggressive and ingenious producing brains in the entire theatre field, either in America or abroad.

At present the group who were reported as about to align themselves with RKO have not made a move as yet. Both Lee Shubert and A. H. Woods are likewise not committed to any particular known producer of pictures as yet. But there are plans and deals being discussed.

One thing that the producers of the stage feel is that they will have an outlet for their productions in the legitimate theatres of the country, so that they will be able to recoup their production costs, and then have the independent theatre owners in the picture field to go to in the event that huge producer-controlled chains don't book them.

Within the next ten days or two weeks there will be an announcement on the part of the internationally known trio as to their picture production plans. The combination is strong enough in name value to command front-page space in all of the dailies of the country.

New Brookhart Bill Gives Trade Comm. Power To Control

Block and blind booking again are attacked by Senator Brookhart of Iowa in a bill introduced in the Senate May 7, but the measure of last session has been amended so as to give the Federal Trade Commission comprehensive power to control the motion picture industry.

With the introduction of his bill, Brookhart launched a verbal attack on Will H. Hays, whom he denominated as the "fixer" of the industry, employed, he declared, for the purpose not of cleaning up the films but of defeating hostile legislation.

Unless something is done to curb the trust-making tendency in the industry, Brookhart asserted, competition will be stifled and the theatre will be doomed. "No combination ever before represented such absolute control of an industry in the economic history of the United States," he charged.

Tri-State T. O. Little Rock Meet Is Well Attended

More Than 150 Theatremen Hear Discussions On Important Topics

The convention of the Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi, held at Little Rock, Ark., Sunday and Monday, April 28-29, was termed by all who attended as "the best convention ever." Over 150 attended.

Highlights of the meet were the resolutions against Roger Babson, sound pictures and the two addresses of National President "Pete" Woodhull.

The largest attendance ever for the tri-states unit was accounted for at the convention. The next meeting, in the Spring of 1930, will be held in Memphis, the next in Little Rock.

Exhibitors registering at the convention were the following:

O. B. Fiske, Oak Grove, La.; W. J. Williams, Leland, Miss.; O. C. Hauber, Pine Bluff, Ark.; Sam Dudney, Ashdown, Ark.; M. J. Pruniski, North Little Rock, Ark.; B. M. Shepherd, Sheridan, Ark.; S. D. King, Bauxite, Ark.; J. E. Fondren, Kensett, Ark.; R. A. Wilson, Dewitt, Ark.; O. R. Elliott, Dewitt, Ark.; F. L. Clarke, Hazen, Ark.; M. S. McCord, Camden, Ark.; J. E. Burnett, Atkins, Ark.; E. H. Butler, Russellville, Ark.; G. M. Butler, Russellville, Ark.; L. B. Swafford, England, Ark.; M. A. Lightman, El Dorado, Ark.; C. J. Rister, Des Arc, Ark.; W. E. Blume, Searcy, Ark.; W. E. Malin, Augusta, Ark.; W. R. Kauffman, Benton, Ark.; D. E. Fitton, Harrison, Ark.; W. B. McReynolds, Malvern, Ark.; J. L. McReynolds, Malvern, Ark.; E. G. Ballinger, Cotton Plant, Ark.; W. M. Reeves, Little Rock, Ark.; John A. Collins, Paragould, Ark.. Lonnie McClure, Dardanelle, Ark.; H. D. Wharton, Warren, Ark.; Joe Griffey, Warren, Ark.; C. H. Hummel, Carlisle, Ark.; C. H. McCroskey, Dermott, Ark.; Mrs. Lola Bell, Lomoke, Ark.; W. L. Landers, Batesville, Ark.; J. H. Mosley, Alicia, Ark.; R. A. Mosley, Alicia, Ark.; W. G McGee, Cave City, Ark.; Sidney M. Nutt, Hot Springs, Ark.; J. C. Ligon, Glenwood, Ark.; Cecil Culp, Arkadelphia, Ark.; J. A. Rinehart, Stuttgart, Ark.; P. F. Engle, Clarendon, Ark.; F. M. Horton, Hope, Ark.; J. F. Norman, England, Ark.; J. M. Kaufman, Glenwood, Ark.; L. F. Haven, Forest City, Ark.; S. B. Johnson, Cleveland, Miss.; J. A. West, Louisville, Miss.. Ed. M. Whaley, Parkesburg, Pa.; C. C. Stringfield, Danville, Ark.; W. A. Kraus, Clarksville, Ark.; Chas. Marshall Rogers, Ark.; T. J. Campbell, Bald Knobb, Ark.; J. Earl Houseley, Hot Springs, Ark.; B. V. McDougal, Monticello, Ark.; Reed James, Fordyce, Ark.; L. B. Clark, El Dorado, Ark.; G. Carey, Paris, Ark.; T. W. Sharp, Little Rock, Ark.; T. A. Shea, McGehee, Ark.; Alvin Hodges, McGehee, Ark.

Film and equipment people registered at the meeting were:

H. R. Hisey, First National, Memphis, Tenn.; Fred M. Jacks, First National, Memphis, Tenn.; J. A. (Buddy) Harris, Alexander Film Co., Little Rock, Ark.; Tom Heenan, Alexander Film Co., Colorado Springs, Colo.; E. F. Stein, Universal, Memphis, Tenn.; J. W. Talley, Pacent Co., Memphis, Tenn.; W. M. Snetson, Phonofilm Co., New Orleans, La.; N. J. Colquhoun, Metro, Memphis, Tenn.; Sol Davis, Home State Film Co., Dallas, Texas; T. W. Young, Jr., Fox, Memphis, Tenn.. J. Shanfeld, Moviephone, Chicago, Ill.; G. A. Turner, Moviephone, Chicago, Ill.; Al Lieburgh, Moviephone, Chicago, Ill.; M. L. Brown, Moviephone, Chicago, Ill.; N. J. Porske, Photophone, Chicago, Ill.; C. F. McGuire, Metro, Memphis, Tenn.; J. F. Willingham, Metro, Memphis, Tenn.; Roy V. Litsey, Metro, Memphis, Tenn.; Phil Longdon, Paramount, Memphis, Tenn.; R. J. Ingram, Columbia, Memphis, Tenn.; H. R. Kistler, Pathe, Memphis, Tenn.; J. Greig, Pathe, Memphis, Tenn.; B. F. Busby, Home State Film Co., Memphis, Tenn.; Lloyd D. Lawson, Ark Seating Co., Pine Bluff, Ark.; H. T. Spears, Metro, Memphis, Tenn.; P. M. Baker, RKO, Memphis, Tenn.; Wick Johnson, Buffalo Engineering Co., Dallas, Texas; Arthur DeStefano, National Theatre Supply Co., Memphis, Tenn.; Herman Hunt, National Theatre Supply Co., Memphis, Tenn.; C. F. Boneman, Kansas City, Mo.; S. A. Arnold, Advance Trailer Co., Little Rock, Ark.. McAlpin, McAlpin Co., Kansas City, Ark.; C. M. Brashers, Pathe Cameraman, Pathe News Little, Little Rock, Ark.; L. F. Daniels, Fox News, Cameraman, Little Rock, Ark.; Eli Whitney Collins, McAlpin Co., Jonesboro, Ark.; Wyer, New York, N. Y.

All-Over Tints For Talking Films New Laboratory Feat Announced At S.M.P.E. Meet

Tinted Sound-On-Film Prints One Of Several Important Developments Discussed At New York Session

THAT projection of talking pictures in color tints psychologically appropriate to the mood of the scene has been made possible by positive print dyes, giving a range of 16 hues and a neutral tone, developed by the Eastman Kodak Research Laboratories, was revealed as one of the most important recent scientific accomplishments announced during the early sessions of the Spring Meeting of the Society of Motion Picture Engineers which opened at the Park Central Hotel, New York City, last Monday morning and concluded Thursday evening.

Announcement of the tinted positive film with dyes that do not stop light rays which activate the photo-electric cell employed in sound-on-film systems was made in the technical paper read by Lloyd A. Jones, head of the Physics Department of the Eastman Laboratories.

The development described does not mean that natural colors will be used in talking pictures using the sound-track, but it introduces a new emotional range for the art of the sound motion picture, a development which under "careful study and experimentation may lead to the development of this (color) language or symbolism into a powerful emotional tool in the hands of the master motion picture dramatist," said Mr. Jones. The tints are more delicate than those used formerly with silent pictures, and afford double the number of all-over hues which were employed with silent films. By means of these tints the yellow brilliancy of sunlight, the blue of the sea, a warm pink suitable to romantic scenes, can all be reproduced.

One hundred and sixty members were registered as the Spring Meeting of the Society was opened Monday morning at the Park Central. Papers dealing with various phases of sound pictures predominated.

A membership of 1,000 by next year was the objective in sight for the organization, L. C. Porter, of the Edison Lamp Works, said in his address opening the meeting. The London section, recently organized, has a membership of 80, he said. Major Edward Bowes welcomed the meeting

The sessions Monday were held at the Park Central, Tuesday the society met at the auditorium in the Bell Telephone Laboratories; Wednesday at the R.C.A. Photophone headquarters; Thursday at the Park Central with the afternoon devoted to an inspection of the Paramount-Famous-Lasky Long Island Studios, and a joint meeting with the Acoustic Society of America at the Bell Telephone Laboratories auditorium at night. The annual banquet was held Wednesday night at the Park Central.

Future Entertainment Visioned By Writer

"JUST a few years hence and the American public will want something more than talkies, so now is the time for the ambitious lover of wealth and fame to begin planning on other schemes," writes Bertha Mae Weyant of Kansas City to *The Kansas City Star*. "The next step no doubt will be the introduction of mechanical contrivances to resemble and substitute for human beings in making pictures the hidden power of which may be tapered down to such a point of perfection that it will enable them to perform some of the leading roles of the screen. Without a doubt mechanography will be largely employed to supplant important movie characters and mechanical devices, human in action, will become masters of daring stunts which so often have exposed many actors to unnecessary danger."

J. C. Brady, T. O. Leader Here And In Canada, Dead

Veteran Showman, 80 Years Old, Passes Away At His Home In Toronto

Exhibitors and theatre owners in both the United States and Canada lost a veteran leader last Sunday when J. C. Brady passed away at his Toronto residence at the age of 80, after an illness of several months. He was president of the Motion Picture Theatre Owners of Canada, and vice-president of the Motion Picture Theatre Owners of America. Surviving him are his widow and an adult family, several of whom are in the Canadian motion picture field. Funeral services were held Wednesday.

When the motion picture theatre was introduced into Canada, Mr. Brady was one of the first theatre owners. He was prominent from the start in exhibitor organizations, and was head of the committee in charge of legislative situations in Ottawa and the provinces. He led the Canadian contingent at all of the conventions of the M. P. T. O. A., and was national officer for several years.

Roseland In Cleveland Deal

Roseland Pictures has closed a deal with J. C. Fishman of Standard Film Exchange of Cleveland for the release of twelve Roseland one-reel talkies in Ohio and nearby territory.

Cooperation Between Fox-M.G.M. Studios To Effect Great Savings In Production And Operation

Thousands Annually Will Be Cut Off Expense Through Interchange Of Talent And Equipment

HOLLYWOOD, May 8.—With executives of the Fox and M-G-M producing organizations getting together during the past ten days, close working arrangements between the two studios being effected, will result in economies totaling hundreds of thousands of dollars yearly.

As a result of the conferences, the two producing organizations will co-operate to the fullest extent. Possibilities of pooling purchases of materials and supplies were discussed, with expectations that the two studios will gradually combine their purchasing powers along these lines to result in saving thousands of dollars yearly.

Early last week the M-G-M executives were taken on a detail inspection of the Fox Movietone Studios. They were made familiar with the layout and equipment of the sound stages, and discovered several methods and devices in talker production that could be used advantageously on the M-G-M lot. A few days later the Fox officials were taken through the M-G-M plant, and found several devices that could be utilized in their own studio.

As a result of the close co-operation between the officials of both studios, it is certain that there will be a more general interchange of ideas than in the past. When things get working smoothly, it is highly probable that the two companies will interchange actors, writers and directors, besides utilizing sets, sound stages, and general production equipment.

Sol Wurtzel, general manager of Fox Studios, visited the M-G-M lot Thursday, spending several hours with M-G-M officials and making an inspection of the studios.

When leaving, Wurtzel carried three or four blue-covered stories or scripts under his arm.

Perhaps the scripts concerned current or future M-G-M productions, and were given to Wurtzel to either read or approve.

Then, again, the blue-covered manuscripts might have concerned stories under consideration for coming Fox pictures, with Wurzel seeking the advice of M-G-M production officials on the stories.

Consolidated Acquires The Buchheister Plant Property

The Buchheister Studios in New York has been acquired by the Consolidated Film Industries, Inc., the entire Buchheister business being transferred to the Consolidated laboratories. Mr. Buchhheister has been made production manager of Consolidated's 16 M.M. personal service department.

Dallas Mayor Abolishes Paid Film Censor

THE paying position of motion picture censor for Dallas was abolished recently by J. Waddy Tate, new mayor of Dallas, Texas. The board of appeals on censorship was also done away with.

"Public morals and public taste have advanced to the point where they can be depended upon to reject the vicious and unwholesome," Mayor Tate explained.

Tenth U. A. Annual Meet Held; Board Of Officers Reelected

The tenth annual meeting of stockholders and directors of United Artists was held at the home office last Tuesday, the stockholders and directors reelecting Joseph M. Schenck president and chairman of the board and also reelecting the following:

Dennis F. O'Brien, Harry D. Buckley, Arthur W. Kelly and Alexander Lichtman vice-presidents; Mr. Kelly, treasurer; Mary Rusk, assistant treasurer; Albert. H. T. Banzhaf, secretary; Sumner Taylor, assistant secretary, succeeding F. A. Beach.

Directors, all reelected, include Joseph M. Schenck, Dennis F. O'Brien, Harry D. Buckley, Christopher Dunphy, Nathan Brukan, Bertram S. Nayfack, Albert H. T. Zanzhaf and James A. Mulvey.

Fox Film Earnings $3,047,138 For 1st Quarter Of Year

The net income for the first quarter of 1929 for Fox Film Corporation showed an increase of 109 per cent over the corresponding period of last year. For the first quarter of the present year, the company realized $3,047,138, after all charges and depreciation, but before federal taxes, compared with $1,451,842 for 1928's first quarter. After making allowance for federal income taxes, the figures were equivalent to $2.93 a share on the 929,660 shares of Class A and Class B stock now outstanding, and compares with $1.78 a share on the 767,216 shares of Class A and Class B stock outstanding in the first quarter of 1928.

The new figures do not include any revenue from the Fox Theatres enterprises, it was explained.

New Finkelstein And Rubin House For Faribault, Minn.

Finkelstein and Rubin will build an atmospheric theatre at Faribault, Minn., this spring if present plans are adhered to. The theatre which is to cost approximately $150,000 will be erected upon the former location of the Grand Theatre.

Producer Certain Of British Success With The Talkies

Nation Has Unlimited Stage Talent To Draw From, Says Captain Banfield

The British film producer may become a real rival of his American fellow with the possibilities opened up by the talking picture, believes Captain George Banfield, head of British Filmcraft, Ltd., now in New York to make a survey of American talking picture production methods.

The talkies are just as new to American film moguls as they are to English producers, states Captain Banfield. They have created a brand-new industry, new in technique and fundamentals and still in a period of evolution. With experimenting in the new art form going on at all sides, contends the British producer, everyone is entering the new business on practically the same level. This condition of affairs tends to remove many of the handicaps under which the British producer has had to labor heretofore.

"I foresee a tremendous impetus to British film production and a great widening of the market for British pictures in connection with the sound field," declared Mr. Banfield in an interview with a Motion Picture News representative. He spoke of his country's prospects in the new field, arguing that English stage talent offers a sufficient number of players with which to work, something that was not so with the old silent pictures.

English Co. Alleges Breach Of Contract In Writ Against Fox

A writ against the Fox Film Corporation (Australasia) Limited, claiming 20,000 pounds ($100,000) damages in respect of alleged breach of contract for the supply of films, has been secured by Union Theatres, Limited. Messrs John Williamson and Sons, solicitors for Union Theatres, issued the writ, which, it is understood, was taken out owing to the Fox features, "Mother Knows Best," "The Air Circus," and others, having been supplied to Hoyts' for exhibition in Sydney, Melbourne and elsewhere.

Are Warners And Skouras Behind St. Louis Building?

The film colony of St. Louis, Mo., is very much interested in a report that the Skouras and Warner Brothers are interested in a proposed 35-story office building to be erected on Locust Street either at Eighth or Ninth Street. The Victoria Bldg. site is considered the most likely location if the project matures; it is situated on the northwest corner of Eighth and Locust Streets. A few years ago it was reported the Skouras Brothers planned a new first-run house for a Locust Street corner.

Earnings Of Two Canadian Film Co.'s Boosted By Sound

FP-L Canadian Shows Big Gain; Wired Opposition Hurts Montreal House

The influence of the talkies on financial statements is well known in reports from three Canadian companies.

Thanks to sound pictures, it is said, the earnings of Famous Players Canadian Corp., operating 156 theatres in the Dominion, increased over 80 per cent during the first six months of the current fiscal year. Revenue for the month of March was practically 100 per cent greater than the corresponding period in 1928. Increase of attendance is estimated to range from 50 per cent to 300 per cent, with no great increase in operating expense.

United Amusements, Montreal, affiliated with Famous Players Canadian Corp., had total earnings of $485,765 during the past fiscal year as compared with $362,483 the previous period. All preferred stock was redeemed during the year, prior charges being only a $1,500 bond issue and a mortgage of $81,250. George Nichols, managing director, has announced that wiring for all the company's 14 theatres has been arranged.

On the other hand, competition from the wired houses had its effect on the last fiscal year of Marcus Loew's Theatres, operating the Loew's Theatre, Toronto. Income from all sources during the twelve months was $208,086, or $12,429 less than the previous 12 months.

Atlanta Gives "Show Boat" The Box Office Lead

Atlanta, May 9.—Ushered in with a super-abundant exploitation campaign, "Show Boat," took the box-office lead, bringing to Loew's Capitol a scoring week. Not far in line followed the Howard playing "Close Harmony," with Nancy Carroll and Buddy Rogers. This week marked the return of the Howard to straight sound picture policy, discontinuing bandshow, and indications point to a successful regime.

The Metropolitan stepped forward with "Syncopation," reaping well above the average week.

Keith's Georgia offered the entertaining picture, "Hole in the Wall," plus an excellent vaudeville bill, and also came out on top.

While the Rialto took a slump, under strong competition, with "Trial Marriage."

Loew's Grand presented two second runs, "In Old Arizona" and "Desert Nights."

Ina Claire-John Gilbert Nuptials Surprise Friends

The entire film world was taken by surprise this week when Ina Claire and John Gilbert eloped on Thursday to Las Vegas, Nevada, where they were married.

Paramount's New Record With "The Letter" And Rudy Vallee; "Bulldog Drummond" A $2 Hit

'Close Harmony' Gets $46,700; 'Voice Of The City' $73,605; 'Donovan Case' $96,631; Paramount $88,409

A new record for receipts at the Paramount, New York, was hung up last week by the combination of "The Letter," the Jeanne Eagels all talking picture playing its first engagement at popular prices, and Rudy Vallee acting as master of ceremonies. Vallee was the first master of ceremonies to make any difference in the B. O. receipts at the house. The receipts for the week were $88,400.

Three other Broadway houses topped the 100 per cent mark in business last week. They were the Capitol, with "The Voice of the City," which got $73,605.55, and had Charlie King as an added attraction; "Close Harmony," in its first week at the Rialto, played to $46,700, while "The Leatherneck," in its second week at the little Cameo, got $6,800.

The Roxy,, Strand and Rivoli all fell below the 100 per cent mark. The Roxy, with "The Donovan Case," played to $96,631; the Strand, with "Saturday's Children," got $32,000, while Mary Pickford in "Coquette," at the Rivoli, came through with $26,500.

"Bulldog Drummond" A Hit

New York had a typical Hollywood premiere last week when "Bulldog Drummond" came into the Apollo Theatre. Business has been a sell out and the notices on the opening were great. Not as fortunate was "The Desert Song," which came in at Warner's. However, the picture will get some money on the strength of being the first operetta filmed with dialog and songs. On three days, including the $11 top opening night, the returns were $10,472.

This week's two arrivals were "Mother's Boy" at the Cohan on Tuesday night, the picture being a disappointment, and "The Squall," which arrived at the Central on Thursday night.

There are now thirteen pictures on Broadway playing runs at $2 top.

Those running and the business done last week are as follows: "The Broadway Melody," Astor Theatre (12th week, $23,791.25; "His Captive Woman," Central Theatre (5th week), $10,950; "The Trial of Mary Dugan," Embassy Theatre (6th week), $8,851.50; "Innocents of Paris," Criterion Theatre (2nd week), $13,214; "Alibi," 44th Street Theatre (4th week), $17,418.25; "Christina," Gaiety Theatre (5th week), $7,027.50; "The Show Boat," Globe Theatre (3rd week), $17,450; "Madame X," Harris Theatre (2d week), $18,278.25; "The Rainbow Man," Selwyn Theatre (3rd week), $13,737; "The Desert Song," "Warner's Theatre (1st week), $10,472; "Noah's Ark," Winter Garden (8th week), $22,283.50.

What Theme Song Was Most Popular?

THE Music Sellers Assoc. has surveyed the sales of motion picture theme songs. Results show that "Angela Mia" sold 2,000,000 copies, that "Charmaine" came within 25,000 of two million and that copies of "Ramona" reached the point of 1,500,000. The first two songs are compositions of Erno Rapee.

Three song numbers from "Broadway Melody" rated among the six best sellers in sheet music among Los Angeles dealers during March. "The Wedding of the Painted Dolls" stood first in sales, with "Broadway Melody" third and "You Were Meant for Me" fourth.

Texas Exhibitors Decry High Sound Film Rental Rates

Dallas Convention Hears That Business Increase Through Talkers Is Offset By Increased Costs

Dallas, May 9.—Motion Picture Theatre Owners of Texas gave vent to their feelings concerning the high cost of talking film rentals during their convention at the Baker Hotel here this week. Col. H. A. Cole, president, stated that the box-office opportunity provided by the advent of sound pictures is offset by the multiplied expense that the exhibitor is compelled to shoulder, and that unless something is done to bring about an adjustment of these prices one-third of the Texas motion picture theatres will be compelled to close their doors.

Col. Cole, continuing, stated that the small town exhibitor could possibly stand a doubling of the cost of films according to the prices that he formerly paid for silent pictures, but that in most instances the cost of the new talking pictures is four or five times the old figure, and this in the face of the fact that sound pictures cost the producer only about half of what the old-style films cost to make. Moreover, the theatre owners have the initial cost of installing sound equipment.

In his own theatres, Col. Cole stated, that films that formerly cost him $125 per week now cost $500 weekly. The situation is a critical one for the towns of from 2,500 to 5,000 population, and certain death for the towns that have less than 2,500.

Fox Braces Hold In Northwest With The Forming Of New Co.

A distinct strengthening of the hold that Fox-West Coast have upon the theatres of the Pacific Northwest was indicated in Seattle, Wash., last week with the announcement of the incorporation of the Fox-Pacific Theatres, Inc., a holding corporation for three groups, of which the Fox-Everett, Inc., is one; Fox-Bellingham, Inc., the second; and DeLuxe Theatres, Inc., Seattle, the third.

Under the new arrangement, Fox-Everett will control and operate the Everett, Granada, Orpheum, Liberty and new Fox; Bellingham will control the Mount Baker, American and Avalon, and DeLuxe will continue to operate the Egyptian, Neptune and Uptown in Seattle. The new Fox Theatre building in Seattle will house the operating offices for the chain. The chain will act as a subsidiary holding corporation for the Pacific Northwest Theatres, Inc.

Fox-Pacific officers are Harold B. Franklin, president; Al Rosenberg, managing director; Charles M. Thall, director, Al Shemanski, director; and Al Finkelstein, vice-president.

Bill Protects Theatre From Losses In Candy Machines

A bill introduced in the House at the opening of the special session of Congress by Representative Louis Ludlow of Indiana would protect film houses equipped with candy vending machines on the backs of seats against the use of slugs. The bill would amend the law so as to prohibit the manufacture or use of tokens and devices in similitude of coins.

RKO Would Like Theatre Included In Office Bldg.

Negotiations with RKO are now under way for the inclusion of a new theatre in the proposed $5,000,000 office building to be built by C. O. Miniger, Toledo, O., multi-millionaire. Fox and Loew interests also are understood to have made overtures to Miniger who also is considering inclusion of the city library in the building.

Wm. McCormack Business Mgr. Catholic M.P. Guild

William McCormack, former West Coast representative of Motion Picture News, who supervised advertising for the recent Catholic M. P. Guild Gambol, has been appointed business manager of the Guild News, monthly publication for which several changes are planned when Bert Ennis, its editor, goes into conferences with Mr. McCormack.

Phonofilm Installed For Pa. Censor Board Film Reviews

Work have been concluded for the installation of DeForest Phonofilm in the two projection rooms of the Pennsylvania Motion Picture Censors in Philadelphia, installation to be started immediately. The Pa. Board, it is understood, is the first body to install sound equipment for its reviews of the talkies.

Colo. Seeks Appeal On Ruling Favoring Exhib

ALL exhibitors in Colorado are watching closely the appeal to the Supreme Court in the case of D. J. Mooney of the Princess Theatre, Ordway, Colo., to test the validity of the State Sunday Closing law. Mr. Mooney was recently successful in a test of the law when Judge Trumbull ruled in his favor when he was charged with violating the law because of his Sunday operation of the Princess. Now the district attorney is taking the case to the Supreme Court for a decision. It will be the first time in Colorado that the matter will be presented to the highest ccourt for ruling.

Musicians' Union Of Frisco Gets Setback In Anti-Talkie Tilt

A temporary restraining order which he had granted the San Francisco Musicians' Union against Nasser Brothers, operating three local theatres, and the Allied Amusement Industries, including virtually every Frisco theatre, was dissolved by Superior Judge James G. Conlan and the musicians will now have to try anew in their war against the talkies.

Judge Conlan agreed to a rehearing on a temporary order. He allowed the "order to show cause" granted to remain, which will compel operators of show houses to show cause why a permanent injunction should not be granted.

Memory Of Marcus Loew Honored In National Ceremony

Loew's Theatres all over the United States paid tribute to the memory of their founder, Marcus Loew, on Tuesday of this week, commemorating that day as the 59th anniversary of his birth. A bronze sculptured tablet was donated by members of the Loew organization to each theatre.

In New York, at the Loew's State, the memorial ceremony was conducted by Nicholas M. Schenck, president of the Loew company. All home office officials and employees were present for the occasion.

Only 4 New Film Firms Are Chartered At Albany, N. Y.

Motion picture companies incorporating in New York State at Albany the past week included the following:

Fleischer Studios, Inc., capitalization not stated, Louis A. Howard, Max Welling, Henry Welling, New York City; C. M. & S. Amusement Corp., $10,000, Carrie, Minnie and Solomon Goldberg, Arverne; Hardel Productions, Inc., capitalization not stated, Harry Delf, William Stephens, Louis P. Randell, New York City; N. S. R. Productions, Inc., capitalization not stated, Gerson H. Werner, Theresa F. Brown, Jennie Cohen, New York City.

Asher Bristolphone Agency

Harry Asher, president of the American Feature Film Co., has secured the distribution rights for Bristolphone in the New England territory, exclusive of Connecticut.

Legislation Asks For More Enforcement Of Texas Blue Statutes

A battle royal over the repeal of the Texas blue laws prohibiting the Sunday operation of theatres is raging before the Texas legislature assembled in special session in Austin.

It was with the arrest of Leslie Wilkes, manager of the Palace Theatre, Corsicana, for Sabbath operation, that the struggle was precipitated, Representative Woodall, of Marshall, introducing a resolution that the penal code is subject to "notorious and flagrant" violations and called upon the law enforcement agencies of the state to remedy sporadic enforcement requesting Governor Moody to use means at his disposal to this end.

Representative O'Neil, of Yaakum, offered an amendment giving the governor the alternative of enforcing the law or the the legal flaws in the Sunday laws bill passed by the regular session.

When the question came before the house, that body refused to ask Gov. Moody to resubmit a bill repealing the Sunday closing law. At the same time, the house voted down the resolution demanding the enforcement of the blue law throughout Texas.

Doctor Advises Mothers To Have Kiddies See Films

Moving pictures and ice cream for children were advocated by Dr. Daniel J. McCarthy, in the opening address at a Child Health Week convention of mothers held in Philadelphia starting May 1. The doctor told the mothers that children should have plenty of relaxation, including the movies.

Readjustment Deadlocked, Mgrs. Training Operators

The attempted move of readjustment of the differences between the Akron theatre managers and the Akron M. P. Machine Operators and Projectionists Union in a deadlock, at least until after a mid-week meeting of the theatre owners, the report that the managers of Akron, O., are opening a school to train operators in the event of a strike is given general credence in the community.

2 More Trucks Added To Pathe Sound News Fleet

Two new sound recording trucks or camions have joined the Pathe Sound News fleet and more are due shortly from General Electric and Westinghouse. In charge of one of the new trucks is Bob Donahue, Pathe News cameraman who is assisted by Paul Robillard. Commanding the other is Floyd Traynha, ex-Pathe News cameraman.

Exhib Couple Come Back Fast At Blue Townsfolk

After being arrested and paying a $5 fine on the complaint of operating their picture house on Sunday in violation of the town ordinance, Mr. and Mrs. Philip Griffith, of Massena, Ia., retaliated last week by furnishing evidence that led to the arrest of 21 of Massena's business men on charges of selling goods on the same Sunday, April 28.

Box-Office Survey Reveals Large Number of Record Smashers

Theatre Reports, Covering 15 Months' Period, Show 167 Pictures Made Grade as National or Local Record Breakers

ONE hundred and sixty-seven pictures made the grade as Record Smashers at the theatre box office for the period January 1, 1928, to April 1, 1929.

This total was arrived at by reports on box office grosses direct from theatres via correspondents of MOTION PICTURE NEWS. No artificial limitations were put on the term "Record Smasher." Any picture which broke a record at any theatre, during the period mentioned, was included in the list.

All preconceived notions as to what pictures ought to be record smashers, based on prevailing opinions, were discarded. The correspondents were told to go and get the facts from the theatres and report them.

In the main, the list of 167 distinctly represents a cross section of box office records over the fifteen months' period. Some pictures which appear in the list will surprise many persons in the industry, because these pictures have not been generally held to be Record Smashers. Nevertheless, they did break records in some theatres—a fact which ought to be highly interesting to sales departments and the production forces, as well as exhibitors.

It is obvious that a comparatively small group of pictures released each year breaks records throughout the country. There is a much larger list which breaks records sectionally, or in certain types of towns.

The industry has never gone in for the classification of pictures on an intensive basis; but the public has. And the public makes this very evident by the way in which it pays record-breaking money for pictures in certain localities, and refuses to do so in others.

This is the most significant fact revealed by the Record Smasher Survey conducted by MOTION PICTURE NEWS, and tabulated here, by companies:

Paramount

Abie's Irish Rose
Beau Geste
Beau Sabreur
Beggars of Life
Canary Murder Case
Chang
Close Harmony
The Drag Net
Docks of New York
The Doctor's Secret
The Fleet's In
The First Kiss
Forgotten Faces
Get Your Man
Hot News
Interference
It
Ladies of the Mob
The Last Command
Legion of Condemned
Loves of an Actress
Manhattan Cocktail
Old Ironsides
Open Range
The Patriot
Red Hair
Redskin
Sins of the Fathers
Speedy
The Showdown
The Street of Sin
The Shopworn Angel
Serenade
The Racket
Three Week Ends
Take Me Home
Warming Up
Way of All Flesh
Wings
Wild Party
The Water Hole
The Wedding March
Wolf of Wall Street
Underworld
That Party in Person (short)

Metro-Goldwyn-Mayer

Across to Singapore
Alias Jimmy Valentine

M-G-M—Cont.

The Big Parade
The Big City
Broadway Melody
The Bellamy Trial
Ben Hur
The Crowd
The Cardboard Lover
The Cossacks
Our Dancing Daughters
The Duke Steps Out
The Enemy
Excess Baggage
Four Walls
The Flying Fleet
Laugh, Clown, Laugh
London After Midnight
Love
The Latest From Paris
The Patsy
Rose Marie
Show People
A Single Man
The Smart Set
The Student Prince
White Shadows of South Seas
A Woman of Affairs
While the City Sleeps
West of Zanzibar
West Point
Wild Orchids
Telling the World
The Trial of Mary Dugan

SHORTS

The Grey Mare
Liberty
We Faw Down

Fox

The Air Circus
Dressed to Kill
East Side, West Side
Fazil
Four Sons
The Four Devils
The Ghost Talks
Hearts in Dixie
In Old Arizona
Loves of Carmen
Mother Knows Best
Mother Machree

Fox—Cont.

The Red Dance
The River
The River Pirate
Seventh Heaven
Sharpshooters
Street Angel
Sunrise
What Price Glory

First National

Adoration
The Barker
The Butter and Egg Man
French Dressing
Children of the Ritz
The Hawk's Nest
Heart of a Follies Girl
Lilac Time
Little Shepherd of Kingdom Come
The Love Mart
Naughty Baby
The Noose
Patent Leather Kid
Shepherd of the Hills
The Show Girl
Synthetic Sin
Weary River

United Artists

The Awakening
Battle of the Sexes
The Circus
The Devil Dancer
The Gaucho
The Iron Mask
My Best Girl
Ramona
Revenge
Sadie Thompson
Sorrell & Son
Steamboat Bill, Jr.
Two Lovers
Tempest

Warner Bros.

Conquest
Glorious Betsy
The Home Towners

Warner Bros.—Cont.

The Jazz Singer
Lights of New York
The Lion and the Mouse
My Man
On Trial
The Singing Fool
Sonny Boy
State St. Sadie
Tenderloin
The Terror
Giovanni Martinelli—Vitaphone short

Universal

The Cat and the Canary
The Chinese Parrot
Cohens & Kellys in Paris
Give and Take
The Last Warning
Lonesome
The Man Who Laughs
Show Boat
Uncle Tom's Cabin

Pathe

Annapolis
Captain Swagger
The Godless Girl
King of Kings

RKO

Hit of the Show
The Perfect Crime

Tiffany-Stahl

The Toilers
Wild Geese

Columbia

Submarine

Educational

The Bride's Relations

Capitol

Simba

The Exhibitor Tells
What Pictures Must Have To Be B. O. Record Smashers

ASKING an exhibitor what, in his opinion, is essential to make a picture a box office record breaker is not the easiest question in the world to answer. After all, opinions are sometimes set by past performances, other times they will be based upon some individual opinion, and then again they are quite frequently based on imagination. This task of sifting through the many expressions on this subject from the hundreds of letters received was by no means a simple task.

"Human Interest" Leads

Sorting the letters into classifications brings first of all, the following information to light: "Human Interest" was selected by the greatest number of exhibitors in expressing their idea of what a picture must possess to be a winner. The second classification to chalk up a large number of opinions was "The Story" Third: the "Star or stars." Fourth: "Title." Fifth: Talkies." The above data is of importance in grouping the various angles on what a box office winner should be, and now we pass on to the expressions of the exhibitors themselves which will give you direct, how they sum up this important question.

Fundamentals

D. L. Dill of the Plaza & Superba Theatres in San Diego, Calif., put it this way: "Of course I believe that a picture first must have the fundamentals—a little sob stuff, comedy relief, etc. But as I look back over successful productions, it seems to me that the story is very essential." Then we take *Russell Bovim's* remarks from the Loew Theatre in Canton. Ohio, and he says: "Build a photoplay so that those who see it will find in the story and the players, themselves and their own characterizations, and you will have a sure-fire box office attraction." But *S. J. Switow*, vice-president of the Switow Ent. in Kentucky and Indiana felt he could better express his opinion by putting the essentials into 5 elements which he considers necessary, they are: 1—Heart interest. 2—Must be big in every sense of the word—not ordinary. 3—Must have a good star —only exceptional pictures can do without a good star. 4—Good direction. 5—Represent unstinted outlay of money—must not give effect of cheapness anywhere.

J. H. Boswell, manager of the RKO Vaudeville house in Louisville, Ky., did not mince words when he said: "A record-breaking picture must have a good star and a story of universal appeal that is not limited to any certain class and must have human interest." While C. C. *Atkinson*, of the Strand Theatre in the same city rather views it: "A record breaker should have as much comedy as drama with a story that will hold the interest. A touch of the sob appeal won't hurt."

THERE are certain fundamental requisites of every box-office attraction is the concensus of Spokane theatre managers. Ray Grombacher, manager Spokane Theatres, Inc., stresses the importance of national advertising: "Certain productions are box-office attractions in Spokane before we ever put out an advance notice," he emphatically stated, "because they are advertised to such extent that they rouse local interest. The public is learning that a company is not spending a considerable sum of money in advertising unless a production warrants it."

Voice and Acting

Then take *Bob Ungerfeld*, Mgr. of the Gateway and Orpheum Theatres in Kenosha, Wisc., who went quite deep into the subject but who summed it up as follows: "As far back as I can recall, it has always been the picture itself." And he then went on to list a group of well-known record breakers which were not dependent upon a star or stars. But Ungerfeld believes that the record breakers of the future will be based on "talking and acting." Still another great believer of the human side of the argument is *Morris Rosenthal*, manager of the Queens Theatre in Queens Village, N. Y. Rosenthal says: "I would say that the first requirement is an honest to goodness story with a heart interest and love theme typical of everyday life."

Says Story Is "It"

Wallace Allen, publicity man for the Publix Olympia Theatre in New Haven, Conn., bases his opinion on having to sell record breakers and flops alike to a tough buying public. Allen says. "A title that means box-office attraction, either from a popular novel or title that appeals to the public as a picture they want to see." But Allen believes that alone is not enough. If the picture is unusual he says: "It must be sold different than the usual picture, either by larger ads and novel methods or by different types of ads." But again we jump to an entirely different angle when we quote *Floyd Maxwell*, of the Fox Broadway Theatre in Portland, Ore. Maxwell bases his opinion as follows: "A star whose name is known favorably, a story of definite value; authentic production details; a supporting cast of capable proportions; a director who knows his business—these are the requisites."

George Pantages, of the Pantages Theatre in San Diego, Calif., put his answer as follows: "The story is the 'thing' in silent pictures, and it is likewise in the 'talkies' with the exception that in the latter the dialog is the important factor." Which opens up another avenue of thought in this summary. Then pass on to one of the average smaller town exhibitors and hear what he has to say, not forgetting that in the smaller town the theatre manager can catch the idea of what their patrons want quicker than in the larger cities. *Geo. E. Ouimette*, of the Princess Theatre in Fairhaven, Mass., therefore put it this way: "If I had my own way, pictures that I would request for my theatre, would be pictures that appeal to the average, by this I mean, pictures of every-day life." *H. E. Jamesyon*, who handles the publicity for the Miller Interests in Wichita, Kan., boils it down like this: "Generally speaking, there should be a star of an excellent cast, a good story, not too high brow nor not too weak, good photography, and drama based on emotions." Which you will admit combines many good thoughts for the make up of a record breaker.

Love's The Thing

J. McManus, manager of the Loew Theatre in Dayton, Ohio, passes on his opinion in a short concise manner: "A picture to be a record breaker, must have love as the main theme." McManus is a great believer in what he calls "All The World Loves A Lover." Then along comes *Roy Rogan* of the Rialto Theatre in Joliet, Ill., and says: "To become a record-smasher at the B.O. picture must first of all be a talkie or sound picture—secondly, it must have a story with a well-known title and a plot that will grasp the imagination of the public." But again we find a difference of opinion when we quote *J. D. Marpole* of the Tokay Theatre in Lodi, Calif. Marpole says: "Our humble experience has taught us that a well-read story, written by a popular author and made into a good picture with some degree of intelligence, is always a hit."

Heart Interest!

"Heart Interest" is shouted from the pen of *Lew Preston* of the Republic Theatre in Brooklyn when he says: "Pictures like 'Sorrell & Son,' with a good story are what the public wants today." And Preston has been running good neighborhood houses long enough to know what his public wants.

"Sensible"—And All Talking

W. A. Levey, manager of the Beacon Theatre in Port Washington, N. Y., sums up his opin-

The Exhibitor Viewpoint

ion by saying: "The picture should be a good *sensible* one taken from a former stage success and with an excellent cast of players supporting the star and should be by all means a 100 per cent all-talking picture." So there you have another viewpoint. Then pass on to *Lee J. Euering,* youthful manager of the Majestic Theatre in Springfield, Ohio, who bases his opinion strictly on what his patrons want. Says Lee: "I find that 90 per cent of my patrons prefer Star pictures to anything else." But *Dick Kirschbaum,* who runs the Lincoln Theatre in Arlington, N. J., prefers to put it this way: "The picture should be one with a *well-advertised* star, cast, story and director; preferably one that has had its story syndicated by a string of newspapers."

A Frank Statement

A completely different view, frank and outspoken to say the least is contained in the opinion of *Harry D. Stearn,* manager of the Rialto Theatre in Allentown, Pa. Stearn passes this on: "In my humble opinion there is no box-office record-breaking pictures made, they just happen." He also quoted several pictures on which he based this opinion. Now turn to a female exhibitor's view and see what you think of it. *Mrs. Kenneth Richardson* of the Richardson Theatre in Seneca, S. C. says: "There are two ways to make a record breaker. One is to make every picture just as good as you possibly can and Lady Luck is sure to come along and touch one as her anointed. The other is to take all the money that can be pried loose, all the stars that can be found not occupied and a year or two of time." Her one aim in this business is to please her patrons, and that is why she makes a great associate for her husband in the operation of the theatre.

Color, Romance And Action

F. M. Moucher, manager of the Capitol Theatre in Winhchester, Va., finds it rather hard to place his fingers on any particular story. He would rather say: "I think the type as put out by Fairbanks, a combination of color, romance and action, with a touch of beauty and comedy thrown in, constitute the best record-breaking pictures." *Joe Calla,* of the Strand and Valentine Theatres in Canton, Ohio, feels "the all-important factor in making a photoplay a record cash-producer is the STORY or PLOT." Entertainment, then, according to Calla is the most important element.

Good Old "Meller"

Ernest Langmack, who runs the Colonial Theatre in Milwaukee, a neighborhood house did not mince words as you will note—"The picture that will pack my house right now is a good intriguing melodrama-mystery." But *Paul Hayden,* of the Tower Theatre in the same locality, says—"The picture, drawing power depends on the strength of the story and the supporting cast." Now jump to *Col. Long,* of the Loew's and U. A. Theatre in Louisville, Ky., and he says—"The story's the thing, because no picture has been a record breaker that hasn't captured the imagination of the average movie patron." But, he adds,—"Pathos, comedy and romance should be equally balanced in the story and it must have a happy ending." *William E. Dresel,* who is interested in about 16 neighborhood houses around Louisville, thinks different, he says—"It seems to me that any picture we decide to feature in advertising always goes over big."

Places Plot First

"Plot and story first, stars second and plenty of romance and action," summarizes the opinion of Rochester, N. Y., theatre managers, accord-

"To be a record-breaking success at the box-office the present time a picture must be all-talking," says M. S. Marks, of Marks Bros. It must be acted and directed with realism. Highly popular stars or a story with known interest is sufficient to put it over but to smash records, all factors with at least one nearing perfection, are necessary. The picture must have a personality that will impress people."

plot brings response more than the stars. "It's always the Story," says *Elmer M. Loritz,* of the Monroe Theatre in the same city, "A weak plot does not make a good picture, and the plot, to attract the public, must be romantic." And *William E. Belcher,* of the Schine Riviera Theatre, seconds Loritz' opinion, but adds: "Not only must there be a good plot, but there must be plenty of modern romantic drama. The public responds well to the modern theme."

That "Intangible Something"

Let us jump to Springfield, Mass., and get some opinions there. First *Al Anders,* of the Bijou Theatre, says: "The picture must contain that 'Intangible Something' which I cannot define." *Samuel Torgan,* of the Fox-Poli Theatre, says: "Love element is the strongest assurance of a record breaker." *James Skiftington,* of the Fox Theatre, says: 'Comedy and talking films are the box-office winners, audiences like to laugh and they are beginning to favor the talking pictures." *E. W. Smith,* of the Broadway Theatre, is convinced that: "A sound picture with singing and talking sequences, like "Weary River," has the chance to win out in the box office." So there you have Springfield's idea.

Suspense

Now turn to still another viewpoint: "There is one element which I think has more to do with the actual value of a picture than anything else. That is suspense," says *Louis Charninsky,* manager of the Pantages Theatre in Kansas City, Mo. But *R. R. Biechele,* of the Osage Theatre in Kansas City, Kansas, prefers to put it: "If the picture has the proper element of youthful romance and adventure I'll take care of the rest." And from the same city *Manager A. F. Baker,* of the Electric Theatre, says: "A record breaker must be built around a subject which is ultra timely. Big drawing pictures must have big stars and big stories on timely themes."

Popularity Of Star

"A well known and popular star is the first requisite of abox office smasher at this house," says *Marsline Moore,* of the Publix Worth Theatre in Fort Worth, Texas. "And it must be all-dialogue to get the biggest play," he adds. While right after him comes *Harry Gould,* of the Palace Theatre in the same city, and says: "We've had some talkies that were awful flops, while films like 'Wolf Song' and 'The Iron Mask' have clicked great." Then *J. P. Murrin,* of the Capitol Theatre in Fort Worth, adds his opinion: "If the picture is out of tune with the public fancy it hasn't chance of going very far." You will try to bear in mind how these different men, located in all sections of the country, express themselves. It is very interesting to note their reactions to the question.

Now *H. L. Hartman,* manager of the Fox-West Coast Theatres in San Diego, Calif., puts himself on record with this: "To me there are two essential elements which make for a picture which is a box-office record breaker. Those two elements are, first, the picture, right now at least, MUST be an all-talking production, and second, the determining factor is generally the star." Then *Frank C. Goldquist,* of the Web Theatre in Savanna, Ill.—a long jump from California—pops up with the opinion that: "A successful box office picture usually must have a recognized star or stars." *Lionel Wasson,* manager of the Des Moines Theatre in Des Moines, adds this: "A picture with a big screen star who talks is easy to put over and will sell a picture quicker than anything else."

From Canada

But *T. R. Tubman,* of the Regent and Imperial Theatres, two popular downtown houses in Ottawa, Canada, prefers to express his opinion with: "Many theatre-goers gauge a moving picture attraction by its star players." But he adds that: "Next to importance to the star is the director." So we have a Canadian opinion. Then along comes *Fred Brown,* manager of the Garfield Theatre in Milwaukee, who is still another to classify his ideas. Says Brown: "A record smasher picture, you will find, always has four essentials. It must have a suggestion of sex, it must have an element of excitement, what we call 'punch,' it must have good continuity, and it must have comedy relief." *Al Bartlet,* managing a 700-seat elite neighborhood house in the same city, only asks: "For a picture containing sprightly comedy with pep and snap. Heavy dramas always fall short in my house." But *E. W. Van Norman,* veteran Milwaukee exhibitor, now running the Venetian, a 1,800-seat de luxe house, says: "In my neighborhood they want a clean comedy drama with sound and talking accompaniment."

Ray Jones, of the Riviera Theatre in Omaha, Neb., requests: "A musical picture with talking, singing and dancing, featuring a youthful cast and portraying modernity." Then along comes *W. A. Hartung,* of the Orpheum in the same city, and says: "To get big money at the box-office a picture must be of the highest quality in cast, story, settings, photography and direction." Seattle, Wash., has made its own summary of what record breaking pictures must be. They want—first, talking pictures (preferably all-talkie); second, pictures with exceptional entertainment merit (novelty); third, names of players.

Another All-Talkie Vote

O. C. Finley, of the Seminole Theatre, Tampa, Florida's leading neighborhood house, has boiled his opinion down to the following: "It looks to me as though the "all-talking' was the essential element for a record breaker now-a-days. Of course you should have established stars, with a regular story and production to back them up." *Lee Stanchfield,* of the Rae Theatre in Ann Arbor, Mich., reports: "In my opinion, in order for a picture to be unusually successful at the box-office, it must have a light plot, in fact a farce comedy drama, carefully selected leads in the cast to give it advertising value outside, and real entertainment inside." But the manager of the Michigan Theatre, a 2,200 seater in the same city, differs as far as his theatre is concerned, and his house caters to the majority of the college students: "The essential element a picture must have to appeal to local patrons is suspense. Without a story the best acting, subtitles, gags and other ingredients are all doomed to mediocre returns in Ann Arbor." And the manager of the Martha Washington Theatre in Ypsilanti, Mich., comes along with: "In my experience of a college town, with the 'young set' predominating, the star name is the greatest asset to achieving a record breaker at the box-office."

14 UNITED ARTISTS PICTURES

Some silent and some with sound synchronization that have proved to be great box office bets for any theatre.

The Motion Picture News survey backs up this statement.

Great Personalities in Great Pictures—everyone filled with great sales values for profitable exploitation.



Mary Pickford



Gloria Swanson



Dolores Del Rio



Vilma Banky

MARY
PICKFORD
in
"My Best Girl"
Sam Taylor Production

GLORIA
SWANSON
in
"Sadie Thompson"
Directed by Raoul Walsh

DOLORES
DEL RIO
in "Ramona"
"Revenge"
Edwin Carewe Productions

VILMA
BANKY
in
"The Awakening"
Presented by Samuel Goldwyn

CHARLIE
CHAPLIN
in
"The Circus"

DOUGLAS
FAIRBANKS
in
"The Gaucho"
"The Iron Mask"

D. W. GRIFFITH'S
"The Battle of
the Sexes"
with Jean Hersholt
Belle Bennett—Phyllis Haver

JOHN
BARRYMORE
in "Tempest"
with Camilla Horn
Sam Taylor Production

RONALD COLMAN
VILMA BANKY
in
"Two Lovers"
Fred Niblo Production

HERBERT
BRENON'S
"Sorrell & Son"
with H. B. Warner

BUSTER
KEATON
in
"Steamboat
Bill, Jr."


Charlie Chaplin


Douglas Fairbanks


D. W. Griffith


John Barrymore


Ronald Colman


Herbert Brenon

The Exhibitor Viewpoint

Move Canadian Opinions

Here are some more Canadian opinions, all boiled down to a few words, but direct and to the point. *Lloyd Bearth,* Capitol Theatre, Vancouver, B. C.: "A 100 per cent talkie, a well known cast, a good story, good direction and good photography are what I require for a box-office smasher." *Roy MacLeod,* New Orpheum, same city: "Story, photography and direction are the main essentials." *L. Akrey,* of the Dominion Theatre, Vancouver: "I can only say that for any picture to be a record for the box-office it must have 'IT'." Then we have *H. G. Coplet,* of the Broadway Theatre in the same city, saying: "Give me a picture containing a strong dramatic touch, with family and mother love angle, some humor, plenty of action, a well known star, male or female, and the story well told, is all I ask for a box-office smasher."

Again—The Story!

Wendall Werner, of the Rialto Theatre in Tell City, Ind., has but one paramount request for his record smasher: "Give me a picture with a good story" the rest will take care of itself. *Al Fourmet,* manager of the Texas Theatre in San Antonio, tells the world: "The star is most frequently the biggest factor in a record breaking picture." And *Raymond M. Willie,* of the Majestic Theatre in the same city, agrees with him, but adds: "My experience is that exploitation cuts a great figure in putting over a box-office smasher." *H. J. Thatcher,* of the Empire Theatre, also of San Antonio, uses this expression: "Entertainment is the big factor in a picture according to my experience." He also wants it known that: "The same holds good with the talking pictures." And that *is* an interesting angle. While over in Dallas, Texas, *Sid Henry,* of the Majestic Theatre, believes in the following essentials, first, popular stars; second, unusual plot; third, strong love or mystery element; fourth, plot movement must be fast and coherent. Then we take *Carl A. Wolever,* of the Melba Theatre in Dallas, says: "The title is the most important essential." He places the star and plot and public class appeal after the title. *A. R. Lever,* manager of the Old Mill Theatre in that city, gives the star first place, title second place and plot, third place. So here again you can analyze their various opinions just as we give them to you. Jumping back to Canada again for a moment, brings an expression from *P. J. Nolan,* who owns three suburban houses in Ottawa. Says Mr. Nolan: "Most of the inquiries we receive at the present time indicate that the people are looking for all-dialogue pictures." But he also believes this desire is beginning to wear off. "And there are indications that what the people will want in the future will be features with appropriate musical scores, magnificently done."

"Watch The Public", Says Jones

Johnny Jones of the Majestic Theatre in Columbus, Ohio, believes that record smashers do not have to possess any particular elements. Rather, he feels that the public taste runs in cycles and to prove his contention he shows how they rushed to the box office to see all the war pictures that appeared about the same time. Then the 'great lover' cycle came to its turn and they flocked to see them. And so on, Johnny appears to believe, is the answer to what the public wants. *C. W. Henderson,* general manager of the Durkee Enterprises in Baltimore, Md., however, feels more definite about the subject and says: "The director means nothing to a production but the star, or stars, in it and the story itself are most important." *Frank Price, Jr.,* of the Rivoli Theatre, also in Baltimore, believes that the all singing, talking and dancing picture is what the public want today. *C. S. Langue,* manager of Warners Metropolitan Theatre in that city ask for—"Good dramatic love stories with songs and dialogue to help put them across, and acted by a star of ability, combine the salient elements to make a box office record smasher." Now listen to what *Douglas, (Doc) Kimberley* of the Fox Rialto in Tacoma, Wash., thinks—"Among the essential elements of a picture to become a box office smash, is that of publicity for the story before it has been made into picture form and then exploitation along the same lines prior to exhibiting as well as during the run." "A good story . . . highly qualified actors who are popular, action with numerous climaxes and a catchy name, seems to me to be among the essentials for a record smasher," says *C. D. Miller* of the Pantages Theatre in Tacoma.

"Four Elements"

Syracuse, N. Y. sums up their opinion with —"Talking—Sex—Star and Human Element." These four elements are what they believe must be incorporated into any picture destined to be a smasher at the B. O. *M. W. Korach* of the Brighton Theatre expresses himself with—"Human element in a picture is what puts it over." *A. N. Roy* of the Tampa Theatre in Florida has still another viewpoint—"Sex appeal," he says, "is the essential element that puts a picture into the record breaker class." While *George B. Peck,* managing the Victory Theatre in that same city says—"Personality, and the salesmanship to sell yourself to the public is the real secret of the record smasher." But *Edwin Adler* of the Strand Theatre comes along with—"Take a couple of real stars. Give them a good story, not a naughty one, but one with enough kick to make it interesting. Add a good cast, director and production and then let the said stars play it up hot and just a little raw, and there you have the essential elements for a record-smasher." Now listen to what a very small town offers. This is from *R. A. Cole* of Cole's Hall in DeKalb Junction, N. Y. He says—"In my opinion the plot has all to do with Record Breaking pictures. If the plot is no good the actors can't make up for it."

"Give Them Dialogue"

E. W. Haferkamp of the Hollywood Theatre in Chicago, Ill., had much to say about this great question, but he summed it all up by concluding with—"The public wants dialogue talkies, and if you haven't got them, they will go elsewhere." But he conceeds that Mystery and plenty of action pleases even the most refined of audiences. Manager *Marc Wolf* of the Palace Theatre in Canton, Ohio places Title above everything else. He claims that he played many a picture that was far superior to the so-called record smashers but they failed to click at the box office because they had poor titles. And there is a lot of truth in that. *Abe Mass,* writing from the Rialto Theatre in Brooklyn, said—"The box office picture must have a definite theme and one of international appeal." While *E. D. Rhind* of the Bates Theatre in Attleboro, Mass., asks only for "Human Interest" in any picture that was expected to break any records at the B. O. He says—"Give me a story of human, normal people with heart interest and I never worry about the box office."

J. M. Franklin of B. F. Keith's Theatre in Ottawa, Canada, is of the same opinion with—"The best feature of all is one that has human interest—that hard to define "IT' in movie plots."

Reaver's Recipe

Vernon Reaver, manager of tthe Ritz Theatre in Birmingham, Ala., asks for—"A little smile, a little tear and the ever present seasoning of sex will not only make a picture but you can't make a picture witthout these three elements." While *Charles G. Branham,* manager of the Alhambra in that city agrees with him but adds—"Give it one more necessary feature—music, tuneful melodies and lilting lyrics." But *Tom Allen* of the Empire, third largest house in Birmingham wants All-Talking, All-Singing and All-Dancing pictures to break records with.

Lee Levy manager of the Colonial Theatre and Victoria Theatre in Harrisburg, Pa., advances this opinion—"I would say that patrons today demand a talking picture, a star and something different." But *George W. Vint* of the Grand Theatre in that city finishes off his remarks with—"The company producing action pictures with a strong love interest will doubtless be the most successful at the Box Office." *Donald W. Ross,* also of Harrisburg, from the Regent Theatre says—"A picture which touches everything—talking—singing—dancing — drama —comedy and pathos with a love theme and good comedy will be a winner."

Cleveland Exhib Says Silents Are Preferred

PATRONS prefer silent pictures to sound, declared Martin Brown, owner-manager of the New Lorain Theatre, Cleveland, catering to mixed foreign element. There is more action in silent pictures and he prefers to play them, says Brown, as his patrons will attend the theatre three or four times a week to see a silent show, but only once or twice a week to see a talkie. Silent pictures are more restful, believes this exhibitor, while in his opinion talkies are mostly dramas with a similarity of theme.

MOST important to Manager Pierong of Spokane, Wash., is the title and characters of a picture. "I have the greatest faith in the drawing power of titles, aided, naturally, by a tie-up with the author (if it be from a novel or stage production) for this always doubles drawing power. Of equal drawing power is the value of famous film characters. Advertise that one of these will appear and little else is necessary."

ALEX HALPERIN, of the Balaban and Katz organization believes "youth, love and action," are necessary qualifications to the record-breaking picture. "A story that rings true—and a good title helps; for instance Clara Bow picture titles—she can stand by herself. Good teams count. Right now the musical comedy type of story is most popular, as well as screen plays adapted from well known books."

Lilac Time
was COLLEEN MOORE'S bid
for Box Office Records in
1928



"SMILING IRISH EYES"

Will Be Her
Record Smasher
for
1929!

A Wm. A. Seiter Production
100%
TALKING
SINGING
DANCING
COMEDY

Produced by
JOHN McCORMICK
for
First National-Vitaphone Pictures

Photoplay Editors Give Newspaper Slant On Record Smashers

Survey Of Countrywide Representative Publications Reveal Varied Opinions As To Successful Picture Elements

THE necessary qualifications for a record-breaking picture are summarized by Marjory L. Adams, Motion Picture Editor of *The Boston Globe,* as follows: (1) A theme which has universal appeal to one or more of the emotions; (2) exceptional acting on the part of the star, featured players and supporting cast; (3) intelligent direction plus brilliant and artistic editing; (4) photography which is unusual in some way, or is above the average in at least one sequence.

Popular and gifted performers with voice persuasion, an engaging story, intelligent direction, good music and human interest are the essentials of a record-smasher picture in the opinion of Ernest Rogers, Motion Picture Editor of *The Atlanta Journal.* "If you have to choose between good players and a great story, hang onto the story," advises Mr. Rogers.

Three elements are necessary requirements for a record-smasher, says Mrs. Reson Jones, Motion Picture Editor of *The Des Moines Register.* "Simplicity of story, much elemental pathos or humor or both, and action are the requisites," says Mrs. Jones.

Stresses the Sensational

Anything that is sensational and that awakens the curiosity of the movie-going public is the necessary attribute a box-office smasher must possess, believes Hazel Flynn, *Chicago Evening American* Motion Picture Editor. "It's all a gamble, at best," says Miss Flynn in determining the exact elements of a film winner. "Sometimes it's a star such as Jolson or Bow. Sometimes its a sincerely treated picturization of youth's problems such as 'Dancing Daughters.' Sometimes its just the result of curiousity of the sort that made Barnum's side shows a success. Almost never, alas, is it a film purely artistic or educational, as witness the flop of 'The Patriot.'"

Doubt as to the reliability of prophecies concerning what a picture must have to be a box-office success is expressed by R. L. Simmons, Motion Picture Editor of *The St. Paul Dispatch-St. Paul Pioneer Press.* "As a case in point," he argues, "'Chinatown Nights' was a big picture which anyone would think would go over big. Yet, it did very little business."

The picture formulas that went into the making of "The Birth of a Nation" and "The Covered Wagon" are the successful one that puts a picture up among the leaders, declares Leah DuRand, Motion Picture Editor of *The Des-Moines Tribune-Capital,* and who lists the ingredients of this formula as "Plenty of human interest—heart throbs, anything to bring tears—well known plot details and action which produces physical thrills as well as touches of obvious comedy."

Hits "Follow-the-Leader"

In contributing his bit to the *Motion Picture News* symposium, A. De Bernardi, Jr., Dramatic Editor of *The Denver Post,* laments "the follow-the-leader" antics of producers in general. "It is inconceivable," he asserts, "that the makers of motion pictures should find it necessary to resort to the prevalent practice of seizing upon the box-office successes of their competitors. If producers would devote more time to their own productions and less to those of their competitors, there would be a marked improvement in quality reflected in materially increased grosses."

THERE have been "accidents" where single successful pictures have been made to the entire surprise of all concerned, but a series of successes, that is something else again, declares Hunt Stromberg.

"Everyone will say that 'good entertainment,' good stories—is the formula for film success. Where would Griffith have been if he had made a series of stories paralleling the "Birth of a Nation'?

"To a producer, success in making pictures depends upon completely forgetting the success you have just made! It is a great temptation not to follow up on something that has 'hit'—but to do this would be a fatal error. The demand of the public is for constant change."

"A reputation, either of star, director or story, seems the most necessary requisite for a box-office record breaker" and "the public likes fame ready-made," is the short and concise statement of Lucille Ackerman, Motion Picture Editor of *The Green Bay Press Gazette,* Green Bay, Wis.

A record breaker must contain pathos, humor, excitement, romance and other elements, according to Dennis R. Smith, Photoplay Editor of *The Canton Daily News,* Canton, O. "The purpose of pictures is to provide entertainment," he writes. "By that we mean to play upon the emotions in any or all of their various forms." The 'other' elements he terms as 'educational value or moral inspiration,' but these are secondary.

Importance Of The Title

The importance of the title is stressed by Marsee A. Cox, Dramatic Editor of *The Terre Haute Tribune,* in his evaluation of the make-up of a record-smasher. "The patron gets his first impression when he walks by the theatre and observes the paper or as he reads the title in newspaper ads," Mr. Cox affirms. "Other elements are casts with favorites listed and wholesome stories."

What constitute the essentials of a picture that "clicks" are "a popular star, something different, a dash of human interest, intense drama or comedy situations, and above all publicity and advertising that crashes through," in the opinion of W. W. Durbin, Managing Editor of *The Marion Chronicle,* Marion, Ind. Contributing elements he classifies as direction, costuming and other factors.

Since the advent of the talkies, the drawing powers of pictures have changed considerably, maintains Ethie H. Weisgerber, Dramatic Editor of *The Pueblo Star-Journal,* Pueblo, Colo. The star does not seem to possess the importance in public opinion that he did previously. The story now seems to be of paramount importance, and its adaptation to sound and particularly to musical scores.

Importance of Realism

The American motion picture public does not seek heavy thinking when it throngs the film theatres, says David Lidman, Dramatic Critic of *The Progress-Index,* Petersburg, Va. His recipe for a record-breaker contains the following: "A picture must, first of all, have a star well liked by motion picture followers. The picture with the greatest sex appeal, the appeal to love and passion, is the greatest appeal to the crowd. 'The Bridge of San Luis Rey' to my mind compares with the best produced thus far in sound, and yet, from box office figures it was a failure as compared to other films. The theatre-going crowd understand pictures of the 'It' type much easier. Give them a good looking woman, or a handsome man, with plenty of S. A. and a light story and you have a record smasher."

The structure of a box office hit consists of "(1) a prominent star; (2) a story that has reality; (3) observance of locale; (4) close attention to details of the plot," estimates Richard E. Day, Motion Picture Editor of *The Morning Star* and *The Register-Gazette,* Rockford, Ill. "Many stories of newspaper life meet with jeers from reviewers because they are so unlike the real thing. No doubt persons engaged in other activities described on the screen notice the same faults."

In the verdict of Marjorie Wallace, Motion Picture Editor of *The Long Beach Sun,* Long Beach, Cal., the contents of a record smashing film should be "human interest, a big star or none at all, and a story that lends itself to natural publicity."

Human Situations

The public wants movies that are sympathetic no matter how garish or sloppy, opines Jack Snow, Dramatic Editor of *The Piqua Daily Call,* Piqua, O. "To be a success a picture must present human emotions and people in situations with which everyone is familiar. The characters must suffer and whether the ending be happy for the screen characters or not, the audience must leave the theatre with the feeling that they *know* the characters and thoroughly understand the situations of the picture."

Just three things: "(1) 'Possible' romance; (2) a few tears; (3) enough breath-taking incidents to keep the audience awake" are the requirements for a record-smasher from the viewpoint of Hazel Hairston, Motion Picture Editor of *The Houston Chronicle,* Houston, Tex.

The influence of the stars upon their fan followers and the successful handling of the love interest are the primary considerations that are to be reckoned with in defining a record-smasher, declares Frank Harting, Dramatic Editor of *The Dallas Dispatch.* "Examples are the two successes of Gaynor and Farrell. 'Sorrel and Son' and 'The Singing Fool,' with an entirely different love angle, were well liked. Artistry in production is a fast developing essential. "In Old Arizona" is the best example of this. "Napoleon's Barber" is also outstanding because of the obvious care taken in details. The public is ready for more pictures based on historical or legendary incidents. Since the public seems to have lost its self-consciousness of sound—voice quality has become a requisite."

The splendid speaking voice, the ability, personality and the charms of the players, a good

If You Liked

"JAZZ SINGER"

AND

"SINGING FOOL"

I Will Try to Make
More Like It.

"LITTLE PAL"

AL JOLSON

Newspaper Slant On Record Smashers

story with fine plot and action, well directed and with human interest appeal all contribute to make the record smasher, thinks Mildred A. Tyrrell, Motion Picture Editor of *The Trenton Times*, Trenton, N. J. Silent pictures are a thing of the past, declares Miss Tyrrell.

Comedy And Mystery

Rattling good comedies and first-class mystery stories are specified by John H. Thompson, Motion Picture Editor of *The Torrington Register*, Torrington, Conn., as his choice of most likely record smashers.

Heart appeal, on the other hand, gets the vote of A. Klinkner, Motion Picture Editor of *The American Tribune*, Dubuque, Ia., as the indispensable factor.

Concurring with this opinion is that of E. W. Brockway, Motion Picture Editor of *The Worcester Evening Post*, Worcester, Mass., who also considers elemental human interest as the winning qualification to get to "the hearts of the masses. A picture, like a printed story, to make a really *great* appeal, must arouse the emotions to the greatest possible degree whether they be emotions that generate laughter or tears or both. I believe that proper 'relief' is necessary in the picture that portrays sadness. If the elemental things that make up human interest are artfully woven together they will draw to the theatre the 'Governor's Lady' for the very same reason that they will draw 'Judy O'-Grady.'"

Human interest as the first requisite of a record-smasher has an adherent, also, in Mary Moore, Motion Picture Editor of *The Deseret News*, Salt Lake City. Miss Moore contends that the story must be so true to life as to "make us *feel* the emotions portrayed by the players. Each player must 'belong' to the part he plays, in order to make a convincing picture. Sincerity is another essential element of a successful picture. The story should be unusual enough to keep 'em guessing, right up to the climax."

Six Necessary Elements

The necessary elements of a record-smasher are listed by Spalding Trafton, Motion Picture Editor of *The Kentucky News Era*, Hopkinsville, Ky., as: "(1) a love interest. This does not necessarily mean between man and woman, but perhaps brotherly love or mother love; (2) adventure; (3) comedy; (4) a mysterious or puzzling thread that will hold the interest to the end; (5) a picture that will take you away from the work and drudge of everyday life; (6) the ending should be spectacular, not slow."

Strong heart appeal is the choice of A. R. Dunlap, Motion Picture Editor of *The Independent*, St. Petersburg, Fla. "To my way of thinking, the story is of first importance. Then comes direction and finally the ability of the players. Be they ever so good the players and the director cannot put over a poor story. The certain story theme is unselfish parent love which is much more effective than the love of a man for a woman. No story can be used to make a box-office drawing card unless the drama is relieved by humor. The public must have an occasional laugh but this must not be forced. The story must unfold itself naturally and smoothly. Above all, it must be human and the characters in it must be human."

Sincerity is stressed by Roger S. Brown, Dramatic Editor of *The Daily Argus-Leader*, Sioux Falls, S. D., in his appraisment of record-smashers. "The essential element in a b.o. picture," he writes, "is sincerity in production, direction, photography, acting and the like. The story must be 'different,' have a happy element, and appeal to the better instincts."

Human Values, First

"Intensely human." That is the first thing Carty Ranck, Motion Picture Editor of *The Queens County Evening News*, demands of a picture before it can qualify as a record-smasher. "It must contain the elements that appeal to all classes of human beings, regardless of their station in life," he believes. "The story must be strongly dramatic, but its drama should not be over-emphasized as to make the plot appear lop-sided. In many of the modern pictures one cannot see the human values at all because they are extinguished by the well known "highlights.' This is poor psychology as well as bad directing.'

Three Words From New Orleans

In three words—"sobs, laughs, timeliness"—K. Y. Knoblock sums up his idea of a b.o. winner from his seat of Motion Picture Editor of *The Times-Picayune*, New Orleans. He goes on to say: "I have an idea that there's some sort of mass audience psychology that rules the box office more than any 'essential element,' a mysterious something that makes people want to see one sort of thing at a certain time. There's no possible way to tell what is timely, and when and where, except by the experimental method. Wasteful as that is, I think it's the only way. Audiences, however, are beginning to be more critical than they were a few years ago."

Simple Theme Required

"A big sob or a big laugh or a big excitement. In other words a unified emotional theme, whether farcical or serious." Thus thinks Edgar Hay, Motion Picture Editor of *The Herald*, Miami, Fla. "It must have simplicity of theme. As in the short story, it should have the statement of a problem and the dramattic solution of that problem. The best dramas are confined to small casts. It should have intelligent rather than good-looking personalities. In character and action it should give us the crescendoes of plausible emotions, instead of a lot of sentimental mush."

"A good story, suspense, characterizations and popular appeal players" are listed as most important for a picture that is to "make the grade" as a record-smasher, in the judgment of M. W. Dodson, Photoplay Editor of *The Union-Star*, Schenectady, N. Y.

Love, Humor and Action. In a pithy statement, Glen Perrins, Motion Picture Editor of *The Standard Examiner*, Ogden, Utah, so defines the necessities of a film triumphant at the b.o.

Location Important

The locality where a picture is showing governs the response it achieves, in the opinion of Charles J. Sipora, Photoplay Editor of *The New Britain Record*, New Britain, Conn. His town consists mainly of factory employees and that, to his mind, accounts for the fine draw of action pictures there. "Strong sob dramas hold their own, especially with the elder circle. Pictures with single favorite screen luminaries also do well. Fanciful and original advertising schemes turn tthe trick many times. Pictures with good stories mean little."

Of vital importance to the success of a film, comments Elsie A. Schroder, Motion Picture Editor of *The News Democrat*, Belleville, Ill., is: "a good story on which to work, a story which fires the imagination, holds the interest throughout, and works up to a suitable climax. Too many of the pictures produced nowadays deal with a theme that is commonplace, that has no plot whatsoever."

"Stars still do the work at the b.o.," declares V. Wickham, Motion Picture Editor of *The Press-Telegram*, Long Beach, Cal.

An entertaining story, emotional appeal and some novel feature to make it outstanding are, believes Gladys Bay, Theatre Editor of *The Kenosha Evening News*, Kenosha, Wis., the sought after elements. "The appeal to the emotions is primarily over and above any appeal it might make to the intellect. This is why pictures of Bow have been vastly more popular than pictures of Chatterton and many others. The novel appeal may be that the film is the first outdoor talkie, the first talkie with flash-backs, the first all-talking, all-singing and all-dancing film."

Sound Primary Essential

The primary essential to box office success of any picture is audibility, states John Dunn, Theatre Editor of *The Journal*, Lorain, O. There must be talking and sound effects, he declares. "The second essential is better stories. More realism would not injure any picture. The third element is more careful and more subtle direction. Good acting, an essential, is named fourth because a great director and a good story will make most actors."

The "family audience" films are seen as the "most successful shows and pictures for the 'regular program' houses" by Charles A. Leedy, Motion Picture Editor of *The Youngstown Telegram*, Youngstown, O. In the interior most people seek entertainment free from protracted depression. Arty things of the sordid kind meet with little enthusiasm. Heart interest and comedy balance are the prime requisites, with effective acting. A more authentic representation of American life is to be desired and the indecencies and vulgarity now rampant should be toned down or eliminated."

"I believe a picture, to break box-office records, should be endowed with that simplicity that marks every truly great work of art, with logic and cohesion, with heart interest and with wholesomeness, but not prudery," proclaims Harold Hunt, Motion Picture Editor of *The Journal*, Portland, Ore.

"A story whose principal character displays a nobility which makes the spectator proud of belonging to the species," is characterized the "most essential element in a picture that is to be a record-breaker at the b.o." by Stanley Orne, Dramatic Editor of *The Oregonian*, Portland, Ore.

Stresses "Human Appeal"

Get the "human appeal" into a film and you have the most important element of a record breaker, declares Ed. H. Jacobs, of *The Cleveland News*. "The hero, if need be, can be a cleaner of sewers, a maker of buttonholes, priest or rabbi, black or white—make your lead human, put he or she into sympathetic roles and you've got your picture. The silent film is definitely passing in the big cities—the ideal picture of the future will have talk, subtitles and music."

The Day Of Merit

The present era demands entertainment of merit, believes J. C. Lunan, of *The Florence Morning News*, Florence, N. C. "Pictures of the future will have to be garnished with good musical scores, original story themes and more expert treatment of scenes and situations. The public is fast becoming more critical of screen entertainment and the day is fast approaching when merit alone will fix the box-office value."

"In my opinion, a picture to be record breaking, must have a good exciting story," say Doris Arden, of *The Chicago Journal*. "A story that you'll remember along with superb acting. The best performance by a screen actor or actress comes to my mind now as that of Mary Pickford in 'Coquette'; the best piece of direction, Raoul Walsh and Irving Cummings in 'In Old Arizona'—the latter also the best story."

WHAT IS THE ONLY PICTURE EVER MADE

that

BROKE A RECORD EVERYWHERE FIRST RUN?

"THE SINGING FOOL"
WARNER'S-JOLSON
Directed by LLOYD BACON

"LITTLE PAL"—coming up
Warner's—Jolson—Davey
BACON—can't break a record
everywhere as "THE SINGING FOOL"
filled every seat—even in return engagements

Jolson, Garbo and Lubitsch Win In Newspaper Poll

Awarded First Places in "Record" Classifications by Photoplay Editors; "In Old Arizona" Tops Stories

A POLL of Photoplay Editors of leading newspapers throughout the country by Motion Picture News for opinions on record performances by an actor or actress, record pieces of direction and record stories for the past fifteen months, discloses the following:

Jannings Is Second

Al Jolson, in "The Singing Fool," received the majority of votes among actors; he is also given honorable mention for his part in "The Jazz Singer." Next is Emil Jannings' performance in "The Patriot," and third place is credited to Warner Baxter's role in "Old Arizona." Others receiving honorable mention are: William Powell, in "Interference" and "The Canary Murder Case"; Louis Wolheim, in "The Racket"; Richard Barthelmess, in "The Noose" and "Wheels of Chace"; Conrad Veidt, in "The Man Who Laughs"; Lionel Barrymore, in "The Lion and the Mouse"; Clive Brook, in "Interference"; Lewis Stone, in "The Patriot"; George Bancroft, in "Underworld" and "Wolf of Wall Street"; Frank Reicher, in "Napoleon's Barber"; Joseph Schildkraut, in "Show Boat," and Robert Elliott, in "Romance of the Underworld."

Director List Is Large

Among the directors the largest number of votes goes to to Ernst Lubitsch for his work in "The Patriot." Next in line are Raoul Walsh and Irving Cummings with "Old Arizona," and third place is again tied with Harry Beaumont's "Dancing Daughters" and "Broadway Melody," and Monta Bell's "The Letter" and "Bellamy Trial." Also mentioned for outstanding direction are Richard Wallace, in "Shopworn Angel"; Alan Dwan, in "The Iron Mask"; Eric Von Stroheim, in "The Wedding March"; Frank Lloyd, in "The Divine Lady"; Alexander Volkoff, in "Loves of Casanova"; Clarence Brown, in "Woman of Affairs"; John Ford, in "Hangman's House"; Roy Del Ruth, "The Terror"; F. W. Murnau, "Sunrise"; Charles Rabin, "Bridge of San Luis Rey"; Herbert Brenon's "Beau Geste" and "The Rescue"; Cecil De Mille's "King of Kings" and "The Godless Girl"; John Ford, "Four Sons"; W. S. Van Dyke, "White Shadows"; Arch Heath, "Melody of Love"; William A. Seiter, "Outcast"; King Vidor, "The Crowd"; Rowland V. Lee, "Wolf of Wall Street"; Lewis Milestone, "The Racket"; L. Mendez and Roy Pomeroy, "Interference"; Victor Seastrom with "Masks of the Devil," and Frank Borzage, "Street Angel."

Ballot On Performances

Greta Garbo, in "A Woman of Affairs," leads among the actresses, with Jeanne Eagels, in "The Letter"; Bessie Love, in "Broadway Melody, and Ruth Chatterton, in "The Doctor's Secret," all tied for second place. Janet Gaynor received third place for her work in "Seventh Heaven." Honorably mentioned are: Nancy Carroll, in "Abie's Irish Rose"; Jacqueline Logan, in "King of Kings"; Dorothy Burgess, in "Old Arizona"; Corinne Griffith, in "Outcast"; Clara Bow, in "The Fleet's In"; Mary Pickford, in "Coquette"; Evelyn Brent, in "Interference" and "Underworld"; Belle Bennett, in "Stella Dallas"; also Betty Compson and Dorothy Mackaill in various roles.

"In Old Arizona" Winner

For the best story "In Old Arizona" ranks first, with "The Patriot" a close second. "The Singing Fool" gets third place, with "Dancing Daughters" and "Wings" right on its heels. Other stories credited as outstanding are: "Laugh, Clown, Laugh," "Jazz Singer," "Doctor's Secret," "Sadie Thompson," "Sorrell and Son," "Happiness Ahead," "Bellamy Trial," "Woman of Affairs," "Interference," "Sunrise," "Forgotten Faces," "Outcast," "Country Doctor," "Canary Murder Case," "Uncle Tom's Cabin," "Iron Masks," "Sins of the Fathers," "Speedy," "Drums of Love," "The Racket," "Lilac Time," "The Flying Fleet," "The Last Command," and "The Letter."



ALAN CROSLAND

DIRECTOR

"THE JAZZ SINGER"

STARRING AL JOLSON

THE PICTURE THAT BROKE ALL BOX OFFICE RECORDS OF 1928 AND WROUGHT A REVOLUTIONARY CHANGE IN THE HISTORY OF MOTION PICTURES.

Mr. Crosland, who directed all of John Barrymore's successes, returns to Warner Bros. under long term contract simultaneously with Mr. Barrymore, and is now preparing to direct him in his first production, with voice.

Mr. Crosland has just completed

"ON WITH THE SHOW"

the first all-talking, all-color production

And Now—

Hollywood Tells What It Takes To Make A Record Smasher

THE following expressions from prominent members of Hollywood's production ranks contain many recipes for what constitutes a record smashing picture. Many stress the importance of the story, the value of a "name," the all-important "human element," timeliness and sincerity, or the combination of all of these; some are emphatic in declaring that there is no formula at all; that there is an intangible something that must be caught, welded and trimmed into shape by the genii of the industry. The advent of the sound picture, and what effect it may have on all standards of the past, is also a popular subject of discussion.

B. P. FINEMAN: A not very literate Confederate general of cavalry once explained that he won battles by "gettin' thar firstest, with the mostest"—Which is not a bad formula for box-office success in motion pictures; being first in the field with a new idea. Novelty is the most valuable element in show business. It is the first picture of each new cycle that is the clean-up. Another most important factor is audience partisanship. The audience must take sides, for and against the characters. The story must be told in terms of situations that are natural and dramatically honest, and it must be sincerely acted and directed. It must be aimed at fine human emotions—not the base ones. In short—novelty, audience partisanship, naturalness and sincerity of acting and situations, worthy human emotions—box-office success.

* * *

LOUIS D. LIGHTON: If the story has that inherent appeal to the human emotions the film will be successful in spite of indifferent craftsmanship. Naturally, it will be even more successful if given good treatment. Box-office success simmers to a definition of entertainment and entertainment means audience interest. That interest can best be aroused and sustained by stories which make intelligent and understanding appeals to human emotions.

* * *

JOSEPH SCHILDKRAUT: Romance is the great desire of the motion picture public, and what they pay at the box-office to see. The lives of most people is a very commonplace and routine existence. My public isn't interested in seeing me as a prosaic American business man, going to open the store at nine o'clock in the morning and returning to my wife and babies at dusk. They want to see me as a bold, gay adventurer, a dashing renegade or a daring bandit.

* * *

JEAN HERSHOLT: I feel that those pictures in which every character emerges as a real, live human being, capable of emotion and suffering, and not merely as a shadow thrown on a silver screen, have the best chance to click with the box-office. When I studied the art of acting abroad, the importance of putting a realistic and natural character across to my audience was impressed on me above all other considerations.

HAROLD B. FRANKLIN'S answer to what is required in a picture to give it a record-breaking classification is the human quality. "For in the past," he says, "it is correct that those pictures which have been outstanding successes, sound or silent, have been true-to-life narratives." Right now the new business which we are pioneering has changed the general aspect of the entire industry. The spectacle without story, the risque picture, the day of the star without story are obsolete, and when we analyze the various values, we come to the conclusion that cast, production, story and sets are all in vain without intelligent direction. A human story, well told by a capable cast and deftly directed will continue to create new high grosses."

HAROLD LLOYD: The standard pattern for successful pictures would contain a mixture of pathos, romance, and action, with a little comedy thrown in as you would a dash of paprika, but as in every other business, standard patterns soon go out of fashion, so that one has to constantly change the design. The best way to solve the problem of what the public wants, and that is really what it amounts to when you ask what should make up a successful picture, is to mix up your ingredients and give them a taste of everything in the way of entertainment. Good story material alone can do this.

* * *

WM. WYLER: Romance and adventure stories have been sure-fire box-office bets since the very beginning of the motion picture industry and the advent of sound has not changed this fact. Though talking pictures now make drawing-room dramas admissible, still the outstanding success of several synchronized outdoor dramas, indicate their superior appeal. Of course there isn't any criterion for a sure-fire success. But get an original yarn, some good actors, and direct your picture with originality, freshness and punch and you're bound to have a film that will go over big with the fans.

* * *

HERBERT BRENON: To my mind the essental ingredients in every successful box-office picture are: universal appeal, idealism, and heart interest. By universal appeal I mean, the story is such that it puts each in the audience in the frame of mind that he lives with the characters. By idealism I mean the story should have a spiritual note—something constructive. Heart interest—as nearly as possible appeal to the heart of each in your audience. There must be as well, action—mental conflict—suspense.

* * *

HARRY D. WILSON: Try and give the press agent a break by making a picture that can be exploited properly. Remember that the average motion picture fan reads the papers and depends to a large extent on newspaper advice and propaganda concerning pictures and picture personalities.

CECIL B. DeMILLE: If one had to boil a formula of motion picture success into one phrase it would be, "a dramatic situation." If permitted to enlarge on the definition I would add that the situation must be logical, tense and human. Beyond that, however, it would not be necessary to go. This is a business of selling to the world—drama—the conflict of one person with others. Atmosphere, characterization, local color, humor—all of these other ingredients of a photoplay are secondary to plot. No great success has ever been achieved by a story which did not have a strong and believable central situation. I have made pictures on an original basis of just a situation . . . nothing else. In fact I might make it an axiom of motion picture success that you can take any one of our biggest box-office successes—and tell the "selling" situation of it in one paragraph."

* * *

C. C. BURR: The most successful system this business has had from the standpoint of getting pictures of the greatest attraction value is where the small but proven producer is subsidized by one of the big distributors working independently with a chance to make money proportionately on the quality of his product, and makes only the number of pictures he can personally produce each year. If there was any genuine formula for the development of this elusive showmanship essential, George Cohan, Sam Harris or Al Woods would years ago have built play or show factories.

* * *

JOHN McCORMICK: Interesting action by players in varied settings has always been the basis of screen entertainment. That is what made motion pictures more popular than legitimate drama. The novelty of the talking picture created several big successes that included the minimum of action, but the novelty was not enough to maintain this popularity. I am convinced that the public wishes to see its movies *move*. What appeals to the eye is equally as valuable from a box-office standpoint as what appeals to the ear.

* * *

KING VIDOR: Find a story which combines charming and interesting people acting naturally in a strong, coherent chain of events and you have a success. Realism, or rather humanity, is to my mind the greatest ingredient of the great motion picture; pictures in which people move and act so true to actual life that their interpretations go straight to the heart. Some directors resort to the temptation of twisting characterizations in order that a plot may be made "stronger." Anything unreal in the plot is very apt to prove ruinous.

* * *

BESS MEREDITH: Careful advance preparation as opposed to impulsive inspiration, is perhaps the most important factor in the making of a successful picture. You hear a great deal about those who think of brilliant ideas and start filming the next day but you don't see the names of these people mentioned in the sacred lists of the "best pictures of the year" and with the public becoming more and more critical perspiration continues to be far more valuable than inspiration.

ROY DEL RUTH

RECORD SMASHERS

"THE TERROR"

"CONQUEST"

"POWDER MY BACK"

and NOW

"THE DESERT SONG"

"THE HOTTENTOT"

"THE GOLD DIGGERS OF BROADWAY"

DIRECTOR

UNDER CONTRACT TO

WARNER BROS—VITAPHONE PRODUCTIONS

The Hollywood Angle On B. O. Success

WILLIAM KOENIG: There are five vital points in making a box-office record breaker. (1) A good, first-class story, with a good romance in it; (2) In talking pictures, the right music and excellent songs; (3) A colorful background, properly built up in the story, with an atmosphere that leaves a pleasing feeling; (4) Competent players, capable of handling the moods of the story, with the kind of voices suited to singing the particular songs involved; (5) Proper casting of even the minor characters, though they may speak only three lines.

* * *

WILLIAM M. CONSELMAN: With some hesitation I venture that the major ingredient for a successful screen work is a great love story. My hesitation is caused by the feeling that every other producing factor has long since come to the same conclusion and will express himself likewise, thus destroying my reputation for originality. It is a fact that thematic reflections of the four great universal experiences are elements which cannot be denied as motion picture material: love, marriage, parenthood, death.

* * *

JOSEPH FRANKLIN POLAND: "My God!" said the Duchess, "take your hand off my knee!" You will recall that famous opening line with which the novelist attracted the attention of the publisher who maintained that sex, religion, nobility and surprise were the elements of popular success. By and large these are the elements that make popular motion picture entertainment, though I would say that instead of religion the motion picture thrives best by eliminating entirely any sectarian impingements but broadly treats of the qualities of the spirit.

* * *

ALAN HALE: Fifteen years of varied effort in motion pictures as writer, actor and director have convinced me that the most positive element in screen entertainment is laughter. I have played every type of role from romantic lead to heavy and most of the characterizations between the two poles, the pictures I have directed have been of farce, melodrama, comedy-drama and comedy, yet I have never noted any element which so quickly enthused and entertained an audience such as the laugh situation.

* * *

MAX REE: In dialogue pictures, it seems to me, the eye is going to give more study to the sets and the costumes, as the ear gives audience to the story told in words. There will be fewer sets, action will last longer on the sets we do build. Therefore, among other essentials, I would say that the calibre of sets and costumes are going to have a large part in the successful sound picture.

* * *

SAM WOOD: A good story can make or break a picture and in addition it must be capably directed and acted. Judge a story purely from an entertainment angle—not just because it reads well. As to talkies, above all one must first be a good motion picture to be successful.

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WILLIAM C. DE MILLE: It's individual personality that counts and to follow a formula is futile. I have never formulated any rules from drama for fear I might be tempted to follow them.

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HARRY BEAUMONT: Make them cry and you have a picture they'll remember. I don't care how many laughs you have—they will forget those—but give me a good heart wallop. It's sad but true that romance, love interest or sex must be in but all these must be brought to the brink of sorrow for the picture's successful making.

THE first two reels of any picture determines its success, declares Frances Marion. "I don't care how excellent the plot—the approach to that plot must be deft, adroit and interesing. Any close observer of theater audiences will note that if the picture does not get down to business in two reels, theatregoers become fidgety and their attention will wander. A satisfactory start must also be strongly tinged with melodrama. By this I mean colorful action—the kind that is in every one of our front page headlines."

HELEN TWELVETREES: I recently came from the stage to motion pictures. If I might be guided by what makes me go to see a motion picture, my answer to the query would be "because there is someone in the cast whom I like on the screen." I know there are many who will disagree with me and say that the story is the thing. After a picture has gotten into a run, then, of course, story, direction, photography, novelty in theme and treatment play their part in bringing about word-of-mouth advertising.

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IRVING CUMMINGS: The first essential of a motion picture box office success, in my opinion, is a comprehensive story that draws back the curtain on an interesting phase of life with which the masses seldom if ever contact. The story must be real and players must be convincing; treatment must embody swift, master strokes. Today's box office success might be a flop two years hence. No director or producer should be gauged by his greatest and poorest contribution to the screen, but rather, a middle of the road grading.

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JOHN HUNTER BOOTH: What constitutes a box-office success? That's easy. Entertainment! But if you ask me to define entertainment, I will refer you to Mr. and Mrs. Audience. To my mind the successful production is a happy combination of story, acting, direction and showmanship, and not necessarily in the order named. So a box-office success would seem to resolve itself into well-balanced team work.

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RAOUL WALSH: Real, red-blooded stories of human loves, hates, passions, portrayed by convincing players, plus speaking voices that please, in my opinion, are the chief essentials. Any director or producer must keep apace with the desires of the picture-going clan. "We strive to please" may be a trite expression, but unless producers and directors do just that, by making every picture startlingly real and human, they cannot achieve that much-desired place in film classification—box-office success.

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GEORGE FITZMAURICE: This is a tall order—first supply sufficient sincerity and good taste. Abundance of personality and artistry. These, properly mixed together, will bring out mass appeal. Do not strive for mass appeal in producing the story, but be sure you have sufficient blending factors to make mass appeal when they are properly mixed.

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C. GARDNER SULLIVAN: First of all, simplicity. Interesting and human characters whether good or bad. A story that appeals to the heart rather than to the brain. An uncluttered story that builds steadily through a series of interesting and strong situations to a powerful climax. (Melodrama when well done has never failed to click either on stage or screen.) A tight construction.

HAROLD SHUMATE: The chief ingredient of a good motion picture? There is only one answer—Intelligence! Intelligence hides in corners of prop rooms, underneath cutting benches and among the freckles of red-headed assistant directors. The game is to find it, develop it, harness it and make it so happy it will want to attempt greater things. Whether we continue to have talking pictures or whether we come back to silent ones, it make little difference and no man is wise enough to guess the answer. Men have always found their level according to their intelligence and motion pictures will do the same.

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BRADLEY KING: More important to my mind than any basic elements for the success of a picture is the ability of the original writer, the progressive producer or the ingenius director to give fresh aspects to the old process of picture making from story to the pictorial phase. To say this in type represents theory; the working of it out in practical picture making is one of those intangible things that can be prover only in the doing.

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FRANK LLOYD: Basically, a good story is required. It may have any number of qualities that make for its success. Treatment is the second factor. This is the director's problem, just as the story should be, at least, the writer's. I'm taking for granted capable acting. Pictures plus publicity make fan followings that create stars; stars seldom make big box-office hits. Each star is worth so many patrons at the box office, but not an army like "The Miracle Man," "The Covered Wagon" and so on turned out. It takes a picture to do that.

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JAMES GLEASON: Just the things which make a good stage play. Logical situations, in atmosphere familiar to the average audience; good, snappy dialogue; interesting plots; action; interest; human characters.

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ROBERT ARMSTRONG: A good picture is made by its naturalness in acting. Of all things an audience does not want is the stagy player. That is why silent pictures won the public. The actors lived their own lives on the screen. That will be the great difficulty of the talking picture. The stage actor must avoid his long learned habits. Next to this, comes comedy. Everyone likes to laugh.

* * *

LOUIS B. MAYER: Cleanliness, sincerity and humanity are the three big words of the motion picture dictionary—pictures have thrived by adherence to these principles and other expressive arts have fallen by non-adherence. I believe that a picture has to be new and different in story value to please a changeable public.

* * *

PAUL BERN: A picture which will take people out of their own lives for an hour of joy or sorrow, never experienced by themselves. Show the audience situations they would like to be in or people they would like to be and you have one of the most important ingredients of the motion picture—but don't misrepresent.

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JOHN W. KRAFFT: I have come to the conclusion that the making of a successful picture is not so much a matter of mixing well tried ingredients as a process of architectural construction. I believe that Harold Lloyd's method is the most infallible. The intermixture of laughter and tragedy is an ingredient difficult to create but terrific in appeal.

HOWARD ESTABROOK

Paramount

4

Scenarios of

"THE SHOPWORN ANGEL"

$83,000—Paramount Theatre—New York

Director—Richard Wallace

"FORGOTTEN FACES"

$74,629—Paramount Theatre—New York

Director—Victor Schertzinger

"DRESSED TO KILL"

(William Fox Production)

$227,000 in two weeks—Roxy Theatre—New York

Director—Irving Cummings

"THE PORT OF MISSING GIRLS"

(Story, adaptation and screen play—written to order for Brenda Pictures—Independent release.)

Broke all-time records in many theatres
$18,000—Lafayette Theatre, Buffalo
$30,000—Rochester Theatre, Rochester

5 Pictures written during Survey Period
4 Record Smashers — or 80%
696 Pictures released during Survey Period
167 Record Smashers — or 24%

The Hollywood Angle On B. O. Success

AL SANTELL: Admittedly, it is not always possible to have a good story, but it is always possible to take a plausible skeleton and put real flesh—human warmth around it. In the development of characterizations, it is essential that they be real, livable. Through the history of the film industry, great pictures have remained great in the memory, not necessarily because of story, but principally because of the depth of human values—the master painting of the characters who have lived in them. Lights and shades, laughs and tears—stuff of which the greatest of all pictures, *"Life,"* is made up.

* * *

LAURA LA PLANTE: I expect that my woman's intuition, together with the knowledge of motion pictures I have acquired through my years of making them, has enabled me to recognize a picture as a box-office success when I first see it in the projection room. This recognition is not so much analytical as instinctive, since when I see a film which holds my interest and gives me enjoyment, I believe that others, too, will find it interesting and enjoyable. And any film which does appeal in that way to the majority of people is bound to be a box-office success.

* * *

LOIS WILSON: In my opinion, there can be no set formula for a motion picture which will be a box-office success. Granting that a picture should have what may be called a "good" story, the only other requisites are intelligent direction and competent acting, and the varied tastes of theatregoers will unfailingly insure a satisfying response at the box office.

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JAMES A. STARR: The day is past when a star alone can guarantee a box-office success. It now requires the elements of cooperation of five definite factors working consistently without friction to produce a film that may, with the audiences' kind indulgence, prove to be a tremendous money getter. These factors are: the writer; the adaptor or dialogue creator; the supervisor; the director; the actors.

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MICHAEL CURTIZ: The box office success of the present is the talkie success. The talking picture must not, however, pattern itself too much after the stage. It must combine the warmth of the stage with the color and the action of the silent picture. First in importance comes the story, then action, and then unusual direction—by which latter I mean the intelligent use of composition, camera angles and out-of-the-ordinary technique and detail.

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DARRYL ZANUCK: The following essentials if mixed together properly and with intelligence, caution and care of all concerned, are apt to make a record-breaking, box-office attraction: Story; Cast; Direction; Mounting; Plausibility; Originality; Tempo; Human Interest; Humor; Intelligence; Story; Story; Story; Story; Story.

* * *

PAUL LENI: As a director in both Europe and America, I have found that one insures the universal success of a picture through a presentation of those human emotions and situations which are understood and appreciated by the world at large. Broad themes of love and regeneration, lashing hate and envy, rebirth of the coward, success of the individual and similar themes appeal to people of almost any race and upbringing. Spectacular and unusual camera angles add piquancy when accomplished by craftsman who knows enough not to over do it.

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PAUL PEREZ: What makes a box office success? There are a hundred things—entertainment is one, and the rest don't matter.

"THE laugh and the tear—these two elements in just the right proportion to tell an interesting story in an interesting story in an entertaining manner—spell a smashing box-office hit," says Colleen Moore. "There is no precise recipe to be followed for conditions are never the same. Other elements which contribute are: pictorial beauty, exciting adventure and eye-filling spectacle."

JOHN F. GOODRICH: What spells Box Office success? If I knew I'd be giving orders to Al Rockett instead of taking them from him. The best training for a box office scout would be a graduate course in the Weather Forecast Department for the caprices of our great American audiences are exceeded only by those of the weather. I have my own simple test. When a picture is over I say to myself, "If every cent you had in the world was tied up in that picture could you sleep tonight?" If I answer "Yes" I hope my name is on it; if I answer "No" I hope it isn't.

* * *

ALFRED A. COHN: Various elements contribute to the making of record-smashing pictures, particularly in these hectic revolutionary days, but the prime ingredient of the artistic as well as commercial success is sincerity. There must be an honest, believable story first because we have educated the picture-going public into believing what they see on the screen. The great success of the silent pictuer was due chiefly to the ability of its makers to create an illusion of reality.

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WALTER ANTHONY: Rules and principles, if they relate to works of art, are formulated *after* and not *before* creation. The rule neither makes the work right nor wrong. It merely articulates a fact and catalogues it with other facts. While I cannot give rules for the making of sure-fire box-office pictures, I have observed that those achieving permanent success are those which more nearly derive from life itself—fresh from creative, enlightened and industrious imaginations.

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B. F. ZEIDMAN: There can be no formula, but several of the essential engredients can be listed. There must be originality of situation, convincing and sincere performances by the players, smooth and logical development of plot, deft direction, a draw title, carefully handled climaxes, good photography, a timely theme. Make a motion picture that people who have seen it will praise to their friends the next day.

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C. GRAHAM BAKER: Off-hand I would say that it is a picture which lures people in past the box office. But in a finer analysis a box office picture is one that will bring people out past the box office with the intention of coming back to see more pictures. What makes a box office success? The public. Hence there is no formula as to how to make a box office hit, and anyone who predicts a success for the picture in its making is merely guessing. And one guess is as good as another.

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TOD BROWNING: A colorful background, unusual characterizations, and an effort to tell the story in a novel way, off the beaten path, I believe, constitute the formula for the successful motion picture.

MALCOLM S. BOYLAN: While no exact specifications can be laid down as to what shall and what shall not constitute a box-office success, every picture that qualifies as a hit possesses at least three of the six or eight requirements of the ideal picture. These requirements include adventure, romance, action, suspense, mystery, originality, accurate characterizations, sound psychology. There is a common misconception to the effect that "big" names and spectacular scenes will make a successful picture. These two features will usually add to the popularity of a basically good production, but in themselves they cannot overcome a poor story or poor direction.

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SAM BISCHOFF: Every producer is thinking, working and sweating to put into every picture those box-office essentials that spell success. Some do it fairly regular. Some don't. It's the producer who keeps the audience in mind constantly that turns out the biggest winner. The people want to laugh, they want happiness, merriment,—they want their emotions moved, they want to feel in spite of the hokum found in so many pictures that they are looking at a slice of real life as we all live it. The biggest winners, at least those big winners which are in the majority all had the simplest of plots. There is no one formula that makes a winner. If there was, every producer would make them along that formula. It's variety that still is the spice of life. All pictures that have a chance at the box office, if they keep the audience desire for entertainment in mind.

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MONTE BLUE: Keeping up with the thought of the times and the spirit of the modern generation, is, judging by recent screen successes, the key in filming a picture that breaks attendance records at the box office. Of course, there are other fundamentals. Probably the most important is the injection of novelty in the plot. However, to my notion, nobody knows just what it is that makes a picture a hit at the box office. If I knew the secret, I would quit acting tomorrow and become a producer.

* * *

HARVEY THEW: The public seems to enjoy most, that which it knows best. That's why we have vaudeville favorites who play repeat dates, season after season; that's why the well-known jokes and gags get the biggest laugh. In other words, it seems to me, the public wants stories of the things and the life it knows, characters it can identify with its neighbors, or characters which individuals fondly imagine themselves to be.

* * *

RAY ENRIGHT: A box office success consists in a successful blending of every element of picture making—story, direction, cast, photography, dialog and music. The blending must be so smooth as to be unconscious, so that the movie-goer can pick no one thing that makes the picture, but goes away saying "That's great entertainment."

* * *

AL GREEN: A theme that appeals to the masses. I have seen splendid stories, perfectly photographed with finished actors and a good director turns into flops that didn't take in money enough to pay for the film. The appeal to the great masses must be there to make a record breaker.

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GEORGE ARLISS: I am looking anxiously forward to the time when the answer to that question is found for when I learn it I shall be a millionaire.

4

ALFRED SANTELL PRODUCTIONS

WERE

BOX-OFFICE RECORD BREAKERS

"THE PATENT LEATHER KID"

"WHEEL OF CHANCE"

"SHOW GIRL"

"THE LITTLE SHEPHERD OF KINGDOM COME"

COMING

"THIS IS HEAVEN"
"TWIN BEDS"

NOW UNDER CONTRACT TO

FOX FILM CORPORATION

The Hollywood Angle On B. O. Success

SID GRAUMAN: Records for attendance are broken only by those motion pictures which appeal to the great mass of the population, in my opinion. What sort of pictures appeal to the masses? From my experience only such films which have themes in which the individual can imagine himself or herself in the role of the hero or heroine. This is just another way of saying that the film plot must be realistic. A record breaking film must have sustained action. Comedy relief is another essential.

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TAY GARNETT: Here are my "essentials" in what I consider the order of their importance: Love interest and human touches I consider of equal importance and at the head of the list; next comes the necessity for studied casting of minor characters; authenticity of setting and care in the design of sets; harmony among all players; and last, production value. I list production value last, for this requisite is essential only to certain types of lavish, stupendous productions, the day of which in my opinion has passed.

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LEWIS MILESTONE: Plot interest, plus interesting characterization and skilful direction, combine to make the best photoplay, silent or sound. The most successful entertainment is that which appeals to the greatest number. Human qualities, because they reflect the emotions of those who patronize pictures, are surest-fire at the ticket-window. That is why I place plot interest or suspense first, characterization second, and skilful direction third.

* * *

GEORGE SCARBOROUGH: If I knew what would constitute a box office success, I would be holding million-dollar cards. It is just as easy to write a box-office success as it is to write a box-office failure. It is a gamble with the ever-changing taste of the public.

* * *

PETE SMITH: Looking through the horned rimmed glasses of the publicity and advertising man the name of a real star who has drawing power is what counts. Add to this a good story, director and sane publicity and you have the b.o. medicine—it really sounds simple but it's the answer to the exhibitor's prayer.

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JOHN GILBERT: A picture which brings the greatest amount of entertainment to the greatest number is the most successful picture, and not necessarily one that hasn't a happy ending. In reference to the talkies they're going to force people to think more, therefore simplicity must be the keynote of their success.

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ROY DEL RUTH: Of course there is no set formula for a box-office hit, else there would never be such a thing as a picture "flop" and all feature films would be highly successful. Nevertheless, there are definite ingredients which may be included in a picture that are bound to help put it over with the average motion picture audience. Among these qualities may be mentioned romance, pathos, humor, adventure and perhaps a pinch of tragedy to make the rainbow at the film's end all the more bright.

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LEWIS STONE: I think that the recent trend in talking pictures demonstrates that the technique of the stage, plus the direct narration methods of the silent picture, must both be involved in the successful screen drama. A talking picture made wholly in stage technique is apt to drag, because of the public's long association with the speedy action of silent drama.

ACCORDING to B. P. Schulberg, "extraordinary emotional appeal" is the supreme requisite of the record breaking picture. "In general, the picture has some quality about it that stirs the audience deeply; whether it be comedy, pathos, romance or suspense. The emotional appeal in pictures also can generally be heightened by spectacle. This term 'spectacle' has frequently been misused, I believe, in connection with too many so-called 'epics.' Most of the big picture successes have been spectacular features."

HOWARD HIGGIN: Unquestionably, if a motion picture is to be a "record smasher" it must embrace many fine qualities, but I consider paramount of the requisites to a picture's success, human interest. A picture, to attain the greatest favor, of course must be closely knit, it must be logical in its every twist, it must have polish. Production value, reflected in big sets, lavish costumes, and tremendous casts, has been valuable in contributing to the success of some pictures, but many of our biggest pictures from a production value standpoint have been our biggest flops.

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EDWIN CAREWE: The most vital elements of any motion picture are a popular star (popular because she has the qualities of stardom), a story that has romance, human appeal and vitality. I do not think a happy ending is a necessity. Story treatment is very important. If the story treatment is false, or the photography is poor or the star is stilted, you cannot drive them into the theatre.

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DOLORES DEL RIO: I have reason to think that first of all the picture must have quality. Quality expressed in a good, clean story interestingly told; a star who is the character and not just a picture of the character giving a sincere performance and sufficient publicity to call the attention of the public to the quality the picture does possess.

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FINIS FOX: Record breakers don't just happen. They are not guess work. They have to be deliberately planned and executed. I have always worked on the psychology that every person in the world has a story that would make a picture but the value of the picture would depend on how the story was told. I think the public wants drama—tense, stirring, human drama; the man or woman who knows little of life enjoys most the adventure they have never experienced. Give a simple story a careful dramatization; make your characters real, human beings who have reason to be loved and sympathized with.

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MERVYN LEROY: The same old rule that I found in vaudeville and in musical comedy, and that is found in drama, applies to motion pictures. "A laugh and a tear, a bit of romance and the element of surprise." Well mixed, properly seasoned and served with relish, and you have box-office success, whether you are selling a drama, musical comedy or motion picture.

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ALEXANDER KORDA: When a screen story is convincing enough to make the audience completely forget themselves, it is bound to be successful. Many elements enter into the making of such a screen offering. The story must be good, the artists must be capable and the direction must be intelligent.

DR. WILLIAM M. MARSTON: The story must tell about emotional experiences common to the whole human race. The emotions depicted by the characters on the screen must be identical with those that every person alive has experienced time and time again. This does not mean that the *actions* of the screen characters must have been experienced by the audience, but the actions must be those which everyone would *like* to perform if he could. If we have a picture which arouses universally experienced and universally repressed emotions, then we know beforehand that we have a sure-fire box-office success.

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RENAUD HOFFMAN: It's the spirit of the company while making the picture that counts. If the company is congenial and feels the story the picture is almost certain to be a success. I can tell whether a picture is a success or not by watching the players off stage. If they chum together, laugh together, relax together, talk together, give each other helpful hints, then there's the proper spirit. That spirit tells in the picture. Without it no picture is assured of success.

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BOBBY NORTH: A study of all the box-office hits since "The Birth of a Nation" reveals no apparent single reason for this success. Some had fine acting, others were excellent drama, still others impressed by their novelty features. Instead of finding something common to all of them it is discovered that they are all *different.* They all had an intangible something, an appeal, which was the reason for their success. A box-office picture then is one that appeals to the public. But appeal is too intangible to grasp and put into a picture. It comes through accident,or genius, and a little preparation beforehand.

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NED MARIN: A box office hit is a picture that luckily happens to hit the public fancy at a certain time. At some other time, the same picture might only be a fair success or even a failure. The mood of the public is fanciful. It doesn't know what it wants in screen entertainment until actually confronted with the picture. Divine the people's mood of the moment, add good story, direction, and players, and then watch the money roll in at the box office.

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RAY ROCKETT: The most important thing in turning out a "box-office picture" is a good story. The stories of successful pictures, if written as they were told on the screen, would be widely read. The public won't react to a weak story. Good direction is next in importance. Then comes the cast, which must perform satisfactorily.

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WILLIAM A. SEITER: I have yet to see a record-breaking picture in which I didn't reflect to a degree the emotions portrayed by the principal characters. If you recall the tremendous emotional pull of "The Birth of a Nation," "Over the Hill," "So Big," 'Stella Dallas," "Lilac Time," and "The Broadway Melody," you will find that each of these big successes carried the audience right through the experiences of the story characters.

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CLARENCE BROWN: There is no formula for a box-office success, or even a broad set of rules that may be followed in whole or in part. If one is fortunate enough to catch that elusive and transitory quality known as "popular appeal," he has a powerful magnet. This appeal may come from the most unexpected and multiple quarters.

Wm. Fox

"THE VALIANT"

WILLIAM K. HOWARD

The Hollywood Angle On B. O. Success

ROBERT F. HILL: My judgment of a picture in advance of public showing is based primarily on the experience I gained as an actor on the stage. The professional attitude and the public attitude are vastly different. What may appeal to the directors, the player or the producer may not have that quality that brings a reaction from the public. And, after all, it is the verdict of the public that tells the story. So, to sense that a picture will be a success one must know what the public wants and experience, especially on the stage, is invaluable in this respect.

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HOOT GIBSON: I play a hunch when I spot a picture as a success before it is shown in the theatres. I've never tried to analyze that hunch exactly. But, stopping to think it over, there must be some reason for that hunch. First of all I suppose it is a feeling that comes when one realizes one has a good story, but I believe that the enthusiasm with which the director and the players approach and carry out a picture counts most.

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WILLIAM JAMES CRAFT: Recognition of a box-office success before it is shown to the public depends upon a number of things. Some of these make themselves known before the picture is completed. For instance, you know in advance whether or not you have a good story and a good cast. During production you can sense how things are going. There are certain situations that you know will appeal to the public's sense of humor or will move people emotionally. You learn from experience what kind of situations and characters can be trusted to move your audiences.

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REGINALD DENNY: The actor senses whether or not a picture will "click." Naturally, he abuses his judgment largely on how he feels about his own role. If he feels that he has a good story and a part in which he can act naturally, then, of course, he believes he has a popular success. The picture can be trusted to reflect the spirit of those responsible for it.

* * *

KEN MAYNARD: A baseball pitcher knows when he has "something on the ball." It's the same way in making a picture. If you're making pictures, you've got to know what the great masses of people want—that is, if you want to go on making pictures. You get so that you instinctively realize if you've got a picture that will appeal to your public. You begin to form your judgment when you're considering your story. Has it got the punch, has it got exciting situations with real human beings in it? In other words, will it carry conviction?

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GENE TOWNE: What makes a box office hit? Embarrassing questions No. 7,999,-788. A good picture—and it must be talkie. In closing this terrific expose on how to make a box office hit, I wish to say that "Box office hits aren't born they are usually re-made."

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CHARLES H. CHRISTIE: The added business that has been gained in hundreds of cases by an unusually good two-reel picture, etc., has often been the extra pull which shoved the week or the day over a record. The short features which have done this have had the elements of novelty, names to feature in electric lights, a good story, and good sound entertainment which usually takes the form of comedy.

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RANDOLPH BARTLETT: A box office success is a production made with sympathetic understanding of the emotional assets and liabilities of human beings.

"THE story today is the outstanding box-office asset," says Benjamin B. Glazer. "For many years producers have shouted 'the play's the thing' from the housetops, hoping the 'star-system' was fading but it became stronger until the unexpected advent of talking pictures. And even today, in 100 per cent dialogue pictures many stars still retain their following. However the dominance of the star will not be as prevalent as in the past. It will be story quality—interpreted by actors of ability and staged by directors of talent."

ALBERT S. ROGELL: If the public was able to tell the director just what it really likes, every picture he made would be a box-office success. Since, however, the average picture fan doesn't know what he'll like until he sees it, the director can only make what is generally appealing and what he himself likes, and hope that it will click. The picture must strike closely to life in both the story, the portrayal of the characters and the effectiveness of the direction.

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RICHARD WALLACE: While there is no criterion for forecasting what will register with the public and what they will dislike, still the director with a feeling for the humor and pathos of life, who tells his stories simply and humorously will usually be liked by the fan public and patronized by them. In other words, one can't take the characters of a story or their lives either, too seriously, else we have a drab, tragic theme such as most people experience.

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J. GRUBB ALEXANDER: An intelligent story seems to me a first and prime requisite for every successful picture. Fans have always been cheerful and willing in their acceptance of a story which admittedly concerns itself with a non-existent realm. Bad direction or acting can make a bad picture of the best tale ever written for or adapted to the screen.

* * *

WILLIAM HAINES: I think the successful picture today is the picture that leaves the audience happy. However, I don't mean that all pictures should be comedies, though comedy is supposed to be my particular forte. Above all—the successful picture has to be interesting and entertaining.

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RAYMOND L. SCHROCK: Honesty is not only the best but the only policy. Far fetched plots today bring laughter. Direct characterizations of human entities in human emotions and human problems—these the audience understands and loves.

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EDWARD SEDGWICK: Giving the audience what it wants is the secret of the successful picture. Of course, knowing what the audience wants is another problem, and we have to study, investigate, question, and keep abreast of the times to keep up with the public's desires. After all—so does the gas company or the grocer.

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WILLARD MACK: Despite talking films and so on, motion pictures, to be successful, still have to be made on the theory that moving pictures must move. What we can't lose sight of is that, though we have made the screen talk, that hasn't changed our audiences into four dollar audiences. I don't think that characters ought to talk in one single spot for more than five minutes at the most. Keep 'em moving.

HOWARD J. GREEN: While it is impossible to insure a picture's success, every successful picture possesses certain ingredients. Chief of these is that either the plot or the characters—or both—must give the audience some concern. If the reaction of the audience is that it does not care what happens or that the characters in the story fail to interest, all the king's horses, scenario writers and directors could not make a box-office success out of *that* picture. In other words, stimulation of interest is the backbone of every successful story. A *smashing* box-office hit is usually found in a vehicle that either in theme or treatment is a pioneer in the field.

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HOWARD ESTABROOK: The high success of a picture depends upon more than the component factors usually listed. . . . these may be technically correct. . . . time and money may be spent. . . . still the picture does rise to outstanding success. A rare atmosphere surrounds certain pictures. . . . raises them far above the hard. . . . The indefinite thing that creates this result is—in one word—overtone. . . . the intangible something behind every word and action. . . . giving every moment increased meaning and power. . . . blending sympathy and simplicity into a perfect whole. . . . effortless. . . . yet smashing in its effect. . . . the spirit behind a picture. . . . the faithful thought built it. . . . alone can create the overtone that lifts technical merit to super-box office success.

* * *

EDWARD H. GRIFFITH: Whether speaking or silent, I think the pictures which click at the box-office are those which make a vivid appeal to either the sentiment or the senses, and preferably both. People go to the theatre to be entertained. Do not think I fail to realize how much education and uplift can and should be contained in film offerings. But I think both sink most deeply in as they are skilfully camouflaged beneath the entertainment which is the first function of pictures.

* * *

INA CLAIRE: The picture I like best are those in which the players manage to make the onlookers feel a sense of reality. I think romance and adventure help, but the players must make the romance and adventure seem conceivable. I think it will be easier to achieve this illusion with talking pictures than with the silent drama, and I believe this is one reason the dialogue films have been invariably box-office successes.

* * *

CHANDLER SPRAGUE: To the question "what makes a box-office success" I feel that the best answer is the public's response at the ticket office. To the question "what are the essentials of a box-office success I would classify the answer thus: First—The popularity and the ability of the featured players. Second—the appeal of the story. Third—The record of the producing company in making prior box office successes. Fourth—The word of mouth advertising.

* * *

DAVID ROLLINS: The chief asset at the box office right now is talking pictures irrespective of who is in the cast. This will sift down eventually and the chief assets will be such stars as have made good in talking pictures and thus have created a following the same as the stars of the silent drama.

* * *

CHARLES EATON: The diversity of opinion in my own family seems to coincide with the mass opinion. In other words what one prefers another might not so essentials boil down to just one thing—that good clean entertainment contributes most to success at the box office.

A RECORD of RECORDS

KEN MAYNARD

1. Starts His Seventh Year of Uninterrupted Successful Portrayals of the Romantic West!
2. With the First Talking Picture Ever Made by a WESTERN STAR!!
3. **"THE WAGON MASTER"**

An All Dialogue, Sound and Song Production

Featuring the Genuine



"OLD TIME COWBOY SONGS"

—Which Will be a RECORD SMASHER

For Every Exhibitor Who Plays It!!!

Producing and Starring for Universal Pictures

The Hollywood Angle On B. O. Success

WILLIAM R. FRASER: Our experience of the past has emphasized to us that above everything sincerity is the important note which must motivate a motion picture, whether it be comedy or drama. Then follows the other ingredients: the highest form of comedy, plus romance, action, mystery or thrills. The same situation will hold true in talking pictures as it does in the silent form. You have to first get over to your audience that they are seeing a chapter of life that might have been lifted out of their own private history. Give them realism, provided it is not too stark.

* * *

PAUL PAGE: The one best qualified to express an opinion on this point is the theatre manager. With the knowledge that I am not a box office expert, I have at least a personal opinion. I believe that the day when an infatuated public would flock to a theatre advertising their favorite star, irrespective of the vehicle that star appeared in or its quality passed out with the silent drama. I believe that, with the advent of talking pictures, which is the theatre after all, the same essentials which made the spoken drama on the stage a success will rule in talking pictures.

* * *

EDMUND LOWE: Strangely, when I began to alternate dressed up roles with the so-called hard-boiled and crook parts, my little following held strong. Therefore, I can only surmise that, aside from the story end of it and figuring on the human equation the masses lean toward humanness, realism and consistency on the part of their favorite players and all other players.

* * *

EDWARD EVERETT HORTON: Good comedy that the whole family can enjoy has a better chance at the box office than other types of films. Everybody likes to laugh. The audience leaves the theatre happy and, with broad smiles on their faces, tell their friends about. The old adage "laugh and the world laughs with you, etc.," most certainly can be applied to the box office.

* * *

HOWARD BRETHERTON: Like world politics, the balance of power must be maintained in a motion picture. The balance of power in this case being the intelligent combination of drama and comedy. When a picture can carry its audience through tense drama and suspense, deftly inject a comedy touch, and repeat this procedure until the logical denouement is reached, it possesses one of the major requirements to "click" at the box office.

* * *

LLOYD BACON: A believable story with sound heart interest—enough suspense to hold your audience and enough comedy to please and a happy ending that your whole audience can guess.

* * *

AL JOLSON: Knowing what the public likes and giving it to them. Willingness to keep abreast of the times and to use modern methods of entertainment as represented by talking pictures—which are yet in their infancy.

* * *

LUTHER REED: Either intense plot or hearty laughter coupled with luck spells a box-office success.

* * *

MYLES CONNOLY: The essentials of a box-office success? Sobs, laughter—and luck.

* * *

BEBE DANIELS: For a box-office success, we must have a story that lends itself to constructive exploitation, advertising and publicity. A person has to know about or hear about a picture before he will go to see it.

TODAY'S trend is toward more human characterizations, Fred Niblo believes. "The one element every record breaking picture has is conflict—mental as well as physical—conflict of men's emotions and their reactions. Extravaganza and elaborate production value once assured picture popularity but in these times intimacy applies to everything in films, from art settings to story structure."

JULIAN JOSEPHSON: To my notion, the story is the essential thing. Given a good story, good dialog and powerful situations, the other elements of picture making are always available. Without the story, all the stars and directors in the world can't make a great smashing box-office success. They may save the picture, but that is the most that can be said.

* * *

ROBERT LORD: Talking pictures have as their crux excellent and suitable dialogue. If this is singing, the music must be first rate in every respect. A good story can be killed by dull or inconsequential dialog. Every line spoken must move the story swiftly along. The dialog must be carefully and painstakingly written and its efforts weighed.

* * *

TED LEWIS: My experience before the camera has been somewhat limited, but for years I have been an inveterate "fan." It seems to me that to be a success a motion picture should have what might be termed "color." It presents everyday happenings and everyday emotions in a colorful manner which gives them a glamour entirely apart from mere drab existence.

* * *

JOHN ADOLFI: The depiction of true humanity is at the bottom of all successful box-office pictures—the story that deals with the joys and sorrows, the defeats and victories, of real people like ourselves. We cannot be thrilled or moved by something that is beyond our ken.

* * *

ARCHIE MAYO: Emotions which are understandable to the audience, and represent the feelings which they themselves would experience in like circumstances, serve to heighten their interest to such an extent that they feel themselves an actual part of the story unfolded on the screen.

* * *

DOLORES COSTELLO: Sincerity is the essential quality of any box-office success. Not only must there be sincerity in the acting of the players, but the story itself must contain no unnatural action. If a character does something that the audience does not feel a person would do in real life, the illusion is destroyed, and with it the interest of the theatregoer.

* * *

LOLA LANE: I am confident that everyone goes to the theatre to be thrilled. I believe the public likes to be shocked, although I wouldn't go so far as to say that a picture should be risque. Efforts of film producers to exploit a picture beyond its worth are more likely to be the biggest factor in its failure than anything else.

* * *

SUE CARROLL: It is my judgment that so-called "youth" stories carry greatest appeal in film fare nowadays.

* * *

SALLY BLANE: In order for a picture to be a box-office success, it must appeal, I think, to the masses instead of the classes.

BERT GLENNON: Regardless of the sound situation, I believe the motion picture is about to enter a new era, and that the successful picture will be a symbol of the new era. That new era, it seems to me, is one of complete about face from the stories of crime and liquor-drinking flappers we have had. It is my guess that the biggest box office hit of the coming year will be a picture with a spiritual note in it. I do not mean a preachment but a story which has an essentially fine, spiritual theme running through it.

* * *

HENRY HOBART: The essentials of a successful sound picture are much the same as the requirements for a good silent movie. Story and cast. Cast and story. Those will always be the essentials of any dramatic entertainment. We have now, of course, the added aid of music to help make our pictures appealing but unless the film is an out and out musical show, a human story with human people telling it, will be the requisites of a box office hit."

* * *

ALLAN DWAN: I do not believe any man can positively foretell that a picture will be a public success, nor can he make a list of certain things and say: "If you put these elements in a picture, it will be a success." The factors of success are constantly changing. I believe the basis of success lies in clean entertainment. I know that the public will not accept vulgarity to the point of obscenity. The public enjoys being entertained; we try to figure out what will entertain them. It is a guess—often a matter of luck when something is devised which meets with great public approval.

* * *

VICTOR VOYDA: If anyone could give a "recipe" consisting of the basic elements of box-office success, every art would cease and art products could be simply manufactured with a factory system. The history of the theatre, literature, paintings, and the motion picture prove one thing, that when talented people produced something with enthusiasm, it usually became a box-office success. I think there is only one recipe possible for box-office success, and that is: to make good pictures.

* * *

ALAN CROSLAND: The gift of surefire showmanship has never been the award of individual merit, but rather it is a magic lightly bestowed by a fanciful fate. In seeking success it is the element of gamble that keeps the art of the motion picture vibrant and lucid. Success at the box office? Here are some of the attributes—a crafty blending of values, an instinctive sense of popular appeal, a definite quality of entertainment, an uncanny ear attuned to the beat of the public pulse. In all these elements or in none of them lies the secret.

* * *

GORDON RIGBY: To create a successful picture it is necessary to make the audience care for one or all of its characters, as well as make plausible its theme and development. To this end, *that* successful picture must have at least one positive quality that will awaken and compel the interest and sympathy of the audience. How to find that element is the big question in the construction of a motion picture.

* * *

PAULINE FREDERICK: Seeing is believing, but not in a motion picture. A motion picture must never deviate from the plausible if the audience is to take it to heart, and doing so assure its box office power. A plausible story, intelligently told, and well acted cannot miss at the box office.

monte brice and j. walter ruben

wrote

the original story and screenplay

"the fleet's in"

reported by exhibitors as

the second biggest box-office record breaker of 1928.

monte brice

after four successful years with paramount

now producing

hugh wiley "wildcat" series

for

pathe

j. walter ruben

third year with paramount as writer of

originals
adaptations
scenarios

now preparing an
all talking feature

"rose of the rancho"

The Hollywood Angle On B. O. Success

LOUIS SARECKY: The successful sound picture, to my mind, will be the one which gives us a motion picture story, full of action, spiced with dialogue that is brief and pithy, and played by folk we feel are human. That last essential is going to eliminate some players now on the screen and bring on other new ones, for the voice is the most "human" of all characteristics in the show world.

* * *

WILLIAM J. COWEN: The obvious essentials of a box-office hit in a sound picture are a delicate blending of motion picture and stage technique. I think there is something more, though. It is the spirit of the show. The audiences who have been brought to the theatres by the movies will not call great a motion picture that which is merely a stage play on the screen. They will want a new spirit in their new form of entertainment; the old "movie," with a new subtlety added.

* * *

MAL ST. CLAIR: Originality is going to be the key to box-office success in sound pictures. By originality in this case, I mean fresh stories and new music written directly for the screen. In my opinion the invasion of the Broadway theatre for material is going to be ended by the general trend of purchasing original stories. In the same way the music will be new music, composed for the particular film in which it is heard.

* * *

PAUL STEIN: It is my belief that there are four prime elements: (1) Characterization. Unless the characters who motivate the story are human and depicted in such a manner that they catch and hold the interest of an audience, the rest of these elements are useless. (2) Story. Naturally your characters must do things that interest the audience. (3) Background. After all, the screen offers "eye entertainment." (4) Novelty. On rare occasions, pictures succeed because of their novelty alone.

* * *

LON CHANEY: I think it takes these things—good direction, good story, good actors, good photography—and a hundred percent cooperation of everybody concerned in the making of it. The whole thing is this—interesting people in an interesting story properly told.

* * *

WILLIAM NIGH: The successful picture today is one of two things—silence or sound. A good story, properly told in either medium, is still a good story. A good actor, acting in either pantomime or with speech, is still a good actor. Getting good stories of course is a problem, and one has to know what the public wants.

* * *

GEORGE HILL: I think the elements that go into a successful motion picture can all be summed up in the two words "common sense." Why? Because the public has common sense. It won't accept what it can't believe these days.

* * *

WILLIAM BEAUDINE: The essentials of a good talkie are to a large extent similar to those for silent pictures. Pictorial beauty, proper story material, good tonal quality, smooth continuity and faithful characterizations are the technical and material requisites.

* * *

FRANK REICHER: Of course, it takes a varied group of elements to provide a one hundred per cent box-office sensation, but there is one ingredient that every picture must have if it is to be financially successful. That quality is the Human Element.

SINCERITY, above all things, is what counts in the production of a successful picture, declares Douglas Fairbanks. "The audience appreciates the energy, which anyone connected with the production of a pictur- puts into it. Of course, the subject matter of a picure must possess timeliness. A great piece of timeliness was Lloyd's 'Freshman,' released in the midst of a great football season. Then, take the case of Chaplin's pictures. In this case sincerity is the biggest factor, and I believe, a more enduring and reliable asset."

FRANK CAPRA: In the first place, the thing that makes a box-office success is the fact that the people like the picture, so the answer is—make those pictures the people like. Try and do it. To me a box-office success is a picture in which the audience does most of the acting. Just what do I mean by that? There are certain fundamental truths that all people like to see vindicated. Truths that are intangible but nevertheless positive, the kind that keep us humans from becoming savages. By fundamental truths I mean such themes as the universal brotherhood of man,—the all conquering power of love—the love of parents for their children,—the impregnable position of honesty, devotion to the ideals of courage, fearlessness, faithfulness,—the ever-present and inspiring quality of hope and that happiness can be attained without material success. Put one of these fundamental truths into a motion picture and let the audience do your acting and you've gotten pretty near to a positive box-office success.

* * *

JAMES TINLING: A picture that appeals to the masses rather than the classes. The appeal may come in a variety of ways, but the picture must show progress. This may be in photography, camera angles, treatment of theme or novelty of plot. I would put the factors responsible for a box-office success in the following order: story, treatment, cast, voice quality, photography. As for the kind of story, that is dependent on what is popular.

* * *

JANET GAYNOR: I believe the chief requisite of a box-office success is a romantic theme, which, of course, must be deftly handled. The motion picture with a deeply romantic theme sways everyone. To the old people it means re-living the romantic period of a past long gone. Aside from a romantic theme it must have story value: be photographically appealing; be portrayed by a cast the members of which are well known; and with talking pictures the vogue, the players must have voices that destroy none of the illusions of the past.

* * *

LOIS MORAN: Sometimes an exceptionally novel method of presenting the motivating idea of a motion picture will start word of mouth advertising of vast benefit. I believe most players, directors and producers will agree that the story comes first. Capable players, good direction, fine photography contribute their part.

* * *

FARRELL MAC DONALD: Today the movie patrons, addicted to shopping for their screen fare, seek story, star and players in support, together with directorial names, that mean something besides pulchritude. Any production that "sounds," good constitute chief box office essentials.

GERRIT LLOYD: What makes drama is no more mysterious than what makes steel. Always the quality will be more variable because drama must be interpreted by human beings. Every play should be satisfactory to the majority of an audience since it should have sufficient basic dramatic qualities to interest and entertain. Where these qualities are skilfully arranged and ably interpreted by director and players, the result is a successful play. And where the ingredients of a successful play are presented with a refreshing novelty of setting or treatment, the result is a sensation.

* * *

M. H. HOFFMAN: A personality sufficiently known to attract the public to the theatre. Having thus attracted the public into the theatre, the essential is entertainment and good entertainment must first be based on a good story and must have competent artists and competent direction. The type of story in greatest demand changes and generally goes in cycles. Generally speaking, like a painting, a picture must have its shades and shadows of pathos and comedy to be successful.

* * *

JOHN ROBERTSON: Correct timing of the picture with what the public is interested in is one of the most important factors. A picture that is the rage today might become a flop if held for a year and then released. Witness the day of the underworld picture. Next year it will be something else. It all boils down to audience appeal.

* * *

JOE FARNHAM: Team work is the answer to the successful making of a picture. With the present method of manufacture it is seldom indeed that any one person can take credit for record-breaking success. The recipe is simple: perfect scenarization of a good story, supervision, selected cast, skilled cameraman and lighting expert and director, skilled laboratory men—then blend them all together for the final job of good editing.

* * *

HARRY RAPF: Simplicity is the answer. Complicated themes are the ones which bring about the most trouble for the producer. The surest way to make a successful picture is to fill it with human or heart interest, some comedy relief, interesting characterizations by players of ability and intelligent direction. The story should have a strong note of happiness.

* * *

SOL M. WURTZELL: Certain essentials found in every success are good casting, good story material, originality—not so much in theme, as only a handful of basic plots exist, but in treatment, minor crises, locale, and the like, and sincerity. You can't 'high-hat' the public. Other items, such as impressive settings, big casts, unusual locations and the like, often feature a successful picture.

* * *

LUMSDEN HARE: The average theatre-goer is in search of entertainment that takes him or her mentally out of the train of thought which possesses them during their daily occupation—something that sets their imagination into play and stirs their emotions. The drama of life is love.

* * *

DAVID BUTLER: A plausible story, with love interest, comedy and heart throbs is my recipe for a box office success—with intelligent direction and portrayal.

JEAN HERSHOLT

"BATTLE OF THE SEXES"
"STUDENT PRINCE"
"ABIE'S IRISH ROSE"

BOX-OFFICE
RECORD SMASHERS

Starring in 100% Talking
Paramount Production
"THE GENIUS"

Regards from

LANE CHANDLER

WHO PLAYED LEADS
OR FEATURED PARTS IN
FOUR RECORD SMASHERS

Lead in Zane Grey's
"OPEN RANGE"
(Not a Kitchen Romance)

The Texan in
"The LEGION of the CONDEMNED"

Lead in
"RED HAIR"
with Clara Bow

Bill Talbot in
"THE FIRST KISS"

GARY COOPER



In
Paramount's
"SHOPWORN ANGEL"
"WOLF SONG"
"BETRAYAL"

The Hollywood Angle On B. O. Success

FREDERICK HAZLITT BRENNAN: There is but one basic essential to every box-office success—sincerity. A popular picture may, and generally does, contain other elements as well; romance, suspense, absorbing action, and so on. Some will emphasize one of these qualities, or a combination of them, but we cannot lay our finger on any given element and say: "A box-office hit must embody *this.*"

* * *

RAYMOND CANNON: The box-office value of originality is usually under-estimated. To break, with true originality, the monotony of ordinary program pictures, and to do it in an interesting manner, makes people talk. Furthermore, it makes them go back to the theatre. And that's box-office value.

* * *

NICK STUART: The clothes horse pictures, the bath tub dramas, sex and the like have gone into the discard. With the advent of talking pictures, with the definiteness of the human voice, the need for real acting and other ingredients, ability counts more than good looks.

* * *

WARNER BAXTER: The talking pictures demand talent as well as pulchritude and talent is going to prove the prime asset in the matter of success, financially, at the box-office, as well as artistically and vocally from the screen.

* * *

PAUL MUNI: I fully believe that good acting, good story material, near to flawless production, and of course good direction, the whole revealing a knowledge issuing from the fountain head of production, constitute box office assets and essentials. The present era of talking pictures must mean nothing else but that the voices of the players are, after all, the prime assets.

* * *

DAVID PERCY: At the moment the studio and organization I am connected with Fox-Movietone has scores of famous people under contract to appear in future productions. All over the land, there will be thousands of admirers eager and anxious to see them. Does not that, in itself, constitute box office essentials?

* * *

CHARLES SULLIVAN: If we have a plot so natural that every one in the audience can put himself or herself in the place of some favored member of the cast, we'll have a picture that the audience will think is superlative. The people who have viewed the production will have enjoyed themselves, and word of the enjoyment will get around.

* * *

HUGH TREVOR: I can only judge what I think will be the box office success in sound pictures by what I like personally. To me personality will remain in the sound picture, as it was in the silent, the predominate drawing card. Of course there must be a story.

* * *

JOHN BARRYMORE: Art great enough, in every branch of picture making, to make people forget they are in a theatre, that is the only formula for box-office succes.

* * *

ANTHONY COLDEWEY: The entertainment value of the story to be told, the expertness in telling it, and the ability of actors and actresses to rise to the situations and characterizations demanded of them, is the way toward breaking box-office records.

JOSEPH M. SCHENCK: The producer must first consider his story. Does it fit the stars he has? Has it public appeal? Is it human? Does it pertain to life as understood by the present-age? Is the director capable of the type of story you have to produce? Get a good story. Furnish the plot with capable artists, be human in your treatment throughout and you are on the right road.

* * *

MONTE BRICE: Being engaged in making comedy pictures, the answer from my point of view is rather simple and brief. Laughs! These laughs must be supplemented by personalities. The only trouble with this apparently simple solution is that humor, like morals, is a matter of geography.

* * *

WILLIAM BOYD: Even before the advent of talking pictures, producers were gradually losing sight of the very quality that has made the cinematic art the financial success that it has been. Today, under the dialogue regime, this quality has been practically lost sight of altogether. This necessary entertainment ingredient is MOTION!

* * *

WILLIAM COLLIER, SR.: If I were asked to declaim on this point anent the speaking stage, I could give fairly interesting data although it would be a purely personal opinion. But this is about pictures and I am learning a lot these days and still have much to learn. However, I think that a poll of the people who buy tickets at theatres where pictures are shown would best answer the questions asked.

* * *

RALPH BLOCK: There is really only only one recipe for a successful picture. Any subject that is important in a simple way to a great number of people, if treated with enough depth and vitality, will make a popularly successful picture. This applies even to Hokum—an easy word for something of importance—if it is treated in such a manner.

* * *

CHARLES FARRELL: The screen has served as a bit of an interlude in the lives of people who found watching a picture a surcease from care and worry and fatigue. I believe that a screen production that will point a moral as well as adorn a tale, will be found to have the needed and asked for essentials.

* * *

WILLIAM KERNELL: A good story, clever lyrics and tuneful music, properly staged with plenty of good looking girls and talented singers and dancers.

* * *

GEORGE BROOKS: There is some indefinite quality in a highly popular production, some intangible but cumulative emotional effect, that draws the public to see that production, but as yet no analyst has been able to reduce this effect to a formula.

* * *

LEWIS SEILER: A big, enthusiastic, paid audience. Of course, in order to get an audience that qualifies in this way, there are many angles to be covered. In my opinion the story comes first—even before cast. With talking pictures gaining popularity by leaps and bounds, naturally quality of voice and reproduction are new elements and good photography, strong story, capable players and the best direction of which a director is capable are outstanding assets.

GEORGE O'BRIEN: Success in any phase of life is usually attained with the combined efforts of co-operative forces. Keeping up the morale of a troupe is quite essential in producing a successful picture. A good story often plays a big part in keeping up the morale. In my own experience I have found the camera-crew at the start of the picture as well up on the situations of an interesting story as the director and cast. The publicity and exploitation departments take up the spirit in turn and find themselves not only boosting but bragging about their product. The producers very often delight the enthusiastic crew by allowing more time on the schedule and more money for the budget. The sales managers and salesmen learn of the enthusiasm put forth in the production and with an honest effort to satisfy the exhibitors they encourage him to preview their product, which results in a "Box-Office Success"! The writer is not trying to advise how to run the motion picture business—but trying to answer a question, showing that cooperation is in a big way responsible if there is to be a "Box-Office Success."

* * *

CONRAD NAGEL: Much of course depends on the story but there are many other considerations. For instance, the actors often have saved the life of a poor story. All the elements that go to make up a picture must be the best.

* * *

JOAN CRAWFORD: Given a good story, able direction and capable actors, with the other essentials to the making of a picture in relative excellence, you hardly can fail to produce a successful picture. Since we are playing to the great masses of the people I think that the simpler the story, the more human it is, the greater will be its appeal.

* * *

AL CHRISTIE: To make a short feature which has box office elements, you have to have first of all a good story. This still applies to talking short features the same as it did to good silent ones. Then you must still have action. Then you must have them played by good people. It doesn't matter whether they are stage or screen players. With the talking short features, music is the other added essential.

* * *

DE SYLVA, BROWN and HENDERSON: Appealing music, adapted to an interesting story and adequate staging will produce a successful talking picture. A stage musical can get along without it, but it is one of the chief esentials on the screen.

* * *

SAM TAYLOR: You've got to MOVE 'em! Why do they go to the theatre? To get an emotional kick. Give it to them. Make them cry or make them laugh. What's the best way to arouse their emotions? All right. Make your picture HUMAN. Easy, isn't it? Yes, so easy it's hard as blazes to do!

* * *

MARCEL SILVER: Action, color, enthusiasm, good music and capable performers are necessary for a musical revue success on the screen. And I might add a dash of pageantry for seasoning.

* * *

CON CONRAD, SIDNEY MITCHELL and ARCHIE COTTLER: Beauty, talent and tuneful melodies that set your feet to patting is the combination that will start a "big parade" to the box office.

* * *

DAVE STAMPER: Color, pageantry, music of high order, beauty and talent.

EVELYN BRENT

Paramount-Famous-Lasky Corp.

JOSEPH SCHILDKRAUT

BREAKING RECORDS

in

"SHOW BOAT"

Under Starring Contract to Universal

"He With the Savoir Faire"



ARMAND KALIZ

in

"THE LOVE MART"

COMING RELEASE

Monte: Mi Mi Mi!

in

"TWIN BEDS"

Personnel Of The Record Smashing Box Office Pictures

Players, Directors, Writers, Editors, Supervisors, Cameramen and Other Makers of the 167 Group

FOLLOWING is a list of those who had important parts in contributing to the success of the 167 Record Smashing Pictures ennumerated on Page 1573.

Actors, actresses, directors, authors, scenario and dialogue writers, cameramen, supervisors and editors, title and continuity writers, and others, together with titles of pictures which proved to be of record box-office value, are included in the credits.

ACTORS

Ackroyd, Jack ("The Lion and the Mouse")
Alborn, Al ("The Patent Leather Kid")
Alderson, Erville ("Fazil")
Alexander, Richard ("King of Kings")
Alexis, Dimitri ("The Red Dance")
Allen, Alfred ("The Flying Fleet," "Hot News," "The Drag Net")
Allen, Harry ("The Lovers")
Allen, Hugh ("Annapolis")
Allister, Claude ("The Trial of Mary Dugan")
Allsworth, Frank ("East Side, West Side")
Alvardo, Don ("The Battle of Sexes," "Loves of Carmen")
Amato, Pasquale ("Glorious Betsy")
Anderson, Philip ("Redskin")
Anderson, Robert ("White Shadows of the South Seas")
Appel, Sam ("Revenge")
Appleby, Fred ("Annapolis")
Arlen, Richard ("Beggars of Life," "Ladies of the Mob," "Manhattan Cocktail," "Wings")
Armetta, Henry ("Street Angel")
Arthur, Johnny ("On Trial")
Asther, Nils ("The Cardboard Lover," "Laugh, Clown, Laugh," "Loves of An Actress," "Our Dancing Daughters," "Sorrell and Son," "Wild Orchids," "The Cossacks")
Auburn, Joy ("Mother Knows Best")
Austin, Frank ("The Terror")
Austin, William ("It," "Red Hair")
Bailey, William Norton ("The Hit of the Show")
Bakewell, William ("The Battle of Sexes," "The Iron Mask," "The Latest from Paris," "West Point," "Annapolis")
Bancroft, George ("The Docks of New York," "The Dragnet," "Old Ironsides," "The Showdown," "Underworld," "The Wolf of Wall Street")
Banthim, Larry ("Naughty Baby")
Bard, Ben ("Dressed to Kill," "Seventh Heaven")
Barraud, George ("The Bellamy Trial")
Barry, Leon ("The Iron Mask")
Barry, Wesley ("Wild Geese")
Barrymore, John ("Tempest")
Barrymore, Lionel ("Alias Jimmy Valentine," "The Lion and the Mouse," "Sadie Thompson," "West of Zanzibar")
Bartels, Louis John ("The Canary Murder Case")
Barthelmess, Richard ("Little Shepherd of Kingdom Come," "The Noose," "The Patent Leather Kid," "Weary River")

"TO my mind, the one greatest essential for box-office success of any picture is intelligence based on experience and understanding. This includes (1) intelligence in the selection and the preparation of the story, with a complete appreciation of Vitaphone possibilities. (2) Intelligence in the selection of a director to fit that story, and on the part of the director himself in injecting drama into the story. (3) Intelligence in the selection of the actors—i. e., the casting and also on the part of the actors themselves in appreciating the characters they play and in studying their parts and then delivering the lines.—*Al Rockett.*

Bastian, Jack ("Loves of Carmen")
Baxter, Warner ("Ramona," "West of Zanzibar," "In Old Arizona")
Beck J. Emmett ("The Broadway Melody")
Beery, Noah ("Beau Geste," "Beau Sabreur," "The Godless Girl," "The Love Mart," "Two Lovers")
Beery, Wallace ("Beggars of Life,' "Old Ironsides")
Bela, Nicholas ("Adoration")
Belcher, Charles ("Ben Hur," "King of Kings")
Bellew, Cosmo Kyrle ("The Hit of the Show")
Belmore, Lionel ("Rose-Marie," "Sorrell and Son," "King of Kings")
Benedict, Brooks ("Speedy")
Bennett, Joseph ("Shepherd of the Hills")
Bennett, Richard ("The Home Towners")
Bergman, Henry ("The Circus")
Bertram, William ("Little Shepherd of Kingdom Come")
Betz, Matthew ("The Big City," "The Patent Leather Kid," "Sins of the Fathers," "Shepherd of the Hills," "The Terror," "The Wedding March," "Telling the World")
Billbrew, A. C. H. ("Hearts in Dixie")
Blagoi, George ("Four Sons")
Blue, Monte ("Conquest," "White Shadows of the South Seas")
Blystone, Stanley ("Synthetic Sin," "Four Sons")
Boland, Eddie ("Sunrise")
Boles, John ("Fazil," "The Last Warning," "Shepherd of the Hills," "The Water Hole")
Bonner, Frank ("Old Ironsides")
Borheme, Carl ("Four Sons")
Bosworth, Hobart ("The Big Parade," "The Chinese Parrot," "My Best Girl," "The Smart Set," "A Woman of Affairs," "Annapolis")
Boteler, Wade ("Close Harmony," "The Toilers," "Warming Up")
Boyd, William ("King of Kings")
Bracy, Sidney ("Show People," "The Wedding March")
Brady, Ed ("The Noose")
Breese, Edmund ("Conquest," "The Perfect Crime," "Sonny Boy")
Brendel, El ("Wings")
Brook, Clive ("The Devil Dancer," "Forgotten Faces," "French Dressing," "Interference," "The Perfect Crime," "Underworld")
Brooke, Tyler ("Fazil,")
Brooks, Alan ("King of Kings")
Brooks Robert ("Hearts in Dixie")
Brower, Robert ("Beggars of Life")
Brown, Joe ("Dressed to Kill," "The Hit of the Show," "Take Me Home," "The Ghost Talks")
Brown, John Mack ("Annapolis," "Our Dancing Daughters," "A Woman of Affairs")
Brownlee, Frank ("Beggars of Life")
Brunner, Cecil ("The Noose")
Burdette, Jack ("The Street of Sin")
Burns, Eddie ("Children of the Ritz," "The Chinese Parrot")
Burton, Clarence ("Submarine," "King of Kings")
Bushman, Francis X ("Ben Hur")
Bushman, Francis X., Jr. ("Four Sons")
Butler, David ("Seventh Heaven")
Butts, Billy ("Alias Jimmy Valentine")
Byron, Jack ("Four Walls, "Synthetic Sin")
Byron, Walter ("The Awakening")
Caldwell, Orville ("The Patsy")
Callahan, Andrew J. ("Redskin")
Calvert, E. H. ("The Canary Murder Case," "The Legion of the Condemned")
Carewe, Arthur Edmund ("The Cat and the Canary," "Uncle Tom's Cabin")
Carillo, Mario ("Hot News")
Carle, Richard ("While the City Sleeps")
Carlyle, Richard ("Children of the Ritz," "Hearts in Dixie")
Carminati, Tullio ("The Patriot")
Carr, Nat ("The Jazz Singer")
Cavin, Jesse ("Revenge")
Chadwick, Cyril ("Excess Baggage")
Chandler, Lane ("The First Kiss," "The Legion of the Condemned," "Open Range," "Red Hair")
Chaney, Lon ("The Big City," "Laugh, Clown, Laugh," "London After Midnight," "West of Zanzibar," "While the City Sleeps")
Chapin, Jacques ("Beggars of Life")
Chaplin, Charlie ("The Circus")
Charsky, Boris ("The Red Dance")
Chautard, Emil ("Adoration," "Lilac Time," "The Love Mart," "The Noose," "Seventh Heaven")
Cherron, Andre ("King of Kings")
Clark, Andy ("Beggars of Life")
Clark, Harvey ("The Toilers," "Get Your Man")
Clarke, Westcott ("The Trial of Mary Dugan)"
Cody, Lew ("A Single Man")
Cogley, Nick ("Abie's Irish Rose")
Cohen, Sammy ("What Price Glory")
Colman, Ronald ("Beau Geste," "Two Lovers")
Collier, William, Jr. ("The Lion and the Mouse")

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ACTORS—*Cont.*

Collins, Monte ("King of Kings")
Collins, Pat C. ("The Racket")
Conklin, Chester ("Hot News")
Conklin, Heinie ("The Air Circus")
Conklin, William ("Old Ironsides")
Connelly, Edward ("Across to Singapore," "The Student Prince")
Connelly, One-Eye ("The Barker")
Connors, George Buck ("Open Range")
Conti, Albert ("The Chinese Parrot," "The Devil Dancer," "The Legion of the Condemned," "Show People")
Conti, Gino ("Street Angel")
Cooke, Clyde ("The Docks of New York")
Cooper, Gary ("Beau Sabreur," "The First Kiss," "The Legion of the Condemned," "Lilac Time," "The Shopworn Angel," "Wings")
Cooper, George ("The Barker," "Lilac Time," "Rose-Marie")
Cording, Harry ("The Patriot," "Sins of the Fathers")
Corey, Jim ("Open Range")
Corrado, Gino ("The Iron Mask")
Corrigan, D'Arcy ("Wild Geese")
Corrigan, Emmett ("The Lion and the Mouse")
Cortez, Ricardo ("Excess Baggage")
Cosgrove, Luke ("The Duke Steps Out")
Costello, William ("King of Kings")
Cramer, Richard ("Manhattan Cocktail")
Crayne, Frank ("Children of the Ritz")
Crespo, Jose ("Revenge")
Crisp, Donald ("The River Pirate")
Crocker, Harry ("The Circus")
Currier, Frank ("Across to Singapore," "Ben Hur," "The Enemy," "Telling the World")
D'Albrook, Sidney ("King of Kings")
Dane, Karl ("Alias Jimmy Valentine," "The Big Parade," "The Duke Steps Out," "The Enemy")
D'Arcy, Corrigan ("The Last Warning")
D'Arcy, Roy ("The Last Warning")
Darrow, John ("The Racket")
Daves, Delmer ("The Duke Steps Out")
Davidson, Dore ("East Side, West Side")
Davidson, Lawford ("The Patent Leather Kid")
Davidson, William ("The Noose")
Davis, George ("The Awakening," "The Circus")
De Boar, William ("King of Kings")
De Brulier, Nigel ("Ben Hur") "The Gaucho," "The Iron Mask," "Loves of an Actress," "The Patent Leather Kid," "Two Lovers,' "Wings")
De Fas, Boris ("Tempest")
De Grasse, Sam ("The Man Who Laughs," "Our Dancing Daughters," "The Racket," "King of Kings")
De Kirby, Aaron ("Mother Knows Best")
De Lacy, Phillipe ("Four Devils," "Love," "Mother Machree," "The Student Prince")
Delaney, Charles ("The Air Circus," "The Cohens and the Kellys in Paris," "Show Girl")
Delaney, Jere ("Lights of New York")
Demarest, Drew ("The Broadway Melody")
Demarest, William ("The Jazz Singer," "Sharpshooters," "The Butter and Egg Man")
D'Ennery, Guy ("Lights of New York")
De Ruiz, Nick ("The Man Who Laughs," "Old Ironsides")
De Segurola, Andres ("The Cardboard Lover," "Glorious Betsy," "My Man," "The Red Dance")
Devine, Andy ("Naughty Baby')
Dickinson, Milton ("Street Angel")
Dillon, Edward ("The Broadway Melody," "Lilac Time")
Dime, James ("King of Kings")
Dix, Richard ("Redskin," "Warming Up")
Dodge, Frank ("East Side, West Side")
Donlin, Mike ("Beggars of Life," "Warming Up")
Dooley, John ("East Side, West Side")
Dowling, Dan ("Lilac Time")
Drew, Roland ("Ramona")
Duane, Jack ("Redskin")
Dugan, James ("Warming Up")
Dugan, Tom ("Dressed to Kill," "Sharpshooters," 'Sonny Boy," "Lights of New York")
Dugan, William Francis ("The Hit of the Show")
Duryea, George ("The Godless Girl")
Eaton, Charles ("The Ghost Talks")
Eaton, Jay ("The Noose," "Synthetic Sin")
Edeson, Robert ("The Doctor's Secret," "The Home Towners," "The King of Kings")
Edwards, Neely ("Show Boat," "Excess Baggage")
Elliott, Robert ("Lights of New York")
Ellsworth, Robert ("King of Kings")
Emerson, Ralph ("The Enemy," "West Point")
Engle, Billy ("The Cat and the Canary")
Erwin, John ("The Barker")
Erwin, Stuart ("Mother Knows Best")
Esmelton, Fred ("The Chinese Parrot," "Two Lovers," "Manhattan Cocktail")
Fairbanks, Douglas ("The Gaucho," "The Iron Mask")
Fairbanks, Douglas, Jr. ("The Barker," "The Toilers," "A Woman of Affairs")
Farley, James ("The Perfect Crime," "King of Kings")
Farrell, Charles ("Fazil," "Old Ironsides," "The River," "The Red Dance," "Street Angel," "Seventh Heaven")
Fawcett, George ("The Enemy,' "Love," "Tempest," "The Wedding March")
Featherston, Eddie ("Old Ironsides")
Fenton, Leslie ("The Dragnet," "The First Kiss," "The Showdown," "What Price Glory")
Ferguson, Casson ("King of Kings")
Fetchit, Stepin ("Hearts in Dixie," "Show Boat," "The Ghost Talks"
Fielding, Romaine ("The Noose," "Shepherd of the Hills")
Finch-Smiles, Frank ("The Doctor's Secret")
Fine, Budd ("King of Kings")
Finlayson, Jimmy ("Show Girl")
Finley, Redman ("King of Kings")
Fischer, Robert ("Loves of An Actress")
Fix, Paul ("The First Kiss')
Forbes, Ralph ("Beau Geste," "The Enemy," "The Latest from Paris")
Ford, Francis ("Uncle Tom's Cabin")
Ford, Harrison ("Three Week Ends")
Ford, James ("Children of the Ritz," "Naughty Baby")
Foxe, Earle ("Four Sons," "The River Pirate," "The Ghost Talks")
Francis, Alec ("The Lion and the Mouse," "Shepherd of the Hills," "The Terror")
Franke, Constant ("Four Sons")
Franklin, Wendell ("Four Sons")
Frederick, Freddie Burke ("The Crowd")
French, Charles K. ("The Last Warning")
Furberg, Hans ("Four Sons")
Gallagher, Richard ("Skeets") ("Close Harmony," "The Racket")
Garcia, Allan ("The Circus," "The Drag Net")
Gardner, Jack ("Wild Geese")
Garvey, Edward ("East Side, West Side")
Gastrock, Phil ("The Perfect Crime")
George, John ("The Big City")
George, Voga ("The Legion of the Condemned")
Gerard, Carl ("Ladies of the Mob")
Getchell, Sumner ("The Flying Fleet")
Giblyn, Charles ("The Noose")
Gilbert, John ("The Big Parade," "The Cossacks," "Four Walls," "Love," "A Woman of Affairs")
Gillingwater, Claude ("Little Shepherd of Kingdom Come")
Girard, Joseph W. ("Redskin," "The Terror")
Godfrey, George ("Old Ironsides")
Gorcey, Bernard ("Abie's Irish Rose")
Gordon, Bobby ("The Jazz Singer")
Gordon, Dick ("Synthetic Sin")
Gordon, Huntley ("Our Dancing Daughters")
Gough, John ("The Street of Sin")
Gowland, Gibson ("Rose-Marie")
Grace, Dick ("Lilac Time")
Gran, Albert ("Four Sons," "Mother Knows Best," "Seventh Heaven")
Grant, Lawrence ("The Canary Murder Case," "Red Hair," "Serenade")
Graves, Ralph ("The Flying Fleet," "Submarine"
Gravina, Cesare ("The Man Who Laughs," "The Wedding March")
Gray, Lawrence ("The Patsy")
Green, Harry ("Close Harmony")
Gribbon, Harry ("Rose-Marie," "Show People")
Guertzman, Paul ("The Wolf of Wall Street")
Hackett, Raymond ("The Trial of Mary Dugan")
Haig, Douglas ("Sins of the Fathers")
Haines, Robert T. ("The Noose")
Haines, William ("Alias Jimmy Valentine," "The Duke Steps Out," "Show People," "The Smart Set," "Telling the World," "West Point," "Excess Baggage")
Hale, Creighton ("The Cat and the Canary," "Rose-Marie")
Hall, Ben ("Hot News")
Hall, James ("The Canary Murder Case," "The Fleet's In," "Four Sons")
Hall, Winter ("Ben Hur")
Hamilton, Mark ("Little Shepherd of Kingdom Come")
Hamilton, Neil ("Beau Geste," "Hot News," "Mother Machree," "The Patriot," "The Showdown,' "Take Me Home," "Three Week Ends")
Hardy, Sam ("Give and Take," "The Butter and Egg Man")
Harlan, Otis ("The Student Prince," "Show Boat," "Shepherd of the Hills")
Hart, Sunshine ("My Best Girl")
Hartigan, Pat ("State Street Sadie," "Tenderloin")
Haupt, Ulrich ("Captain Swagger," "The Iron Mask," "Tempest")
Henderson, Del ("The Crowd," "The Patsy," "Show People")
Hendricks, Ben, Jr. ("Synthetic Sin," "The Wild Party")
Herbert, Holmes ("East Side, West Side," "The Terror")
Hersholt, Jean ("Abie's Irish Rose," "The Battle of Sexes," "Give and Take," "The Student Prince")
Hickman, Howard ("Alias Jimmy Valentine")
Hildebrand, Rodney ("Mother Machree")
Hilliard, Ernest ("The Noose")
Hilton, Harlan ("Lilac Time")
Hoffman, Otto ("The Terror")
Holden, William ("Three Weekends," "Weary River")
Holmes, Leon ("King of Kings")
Holmes, Phillips R. ("The Wild Party")
Holmes, Stuart ("The Man Who Laughs," "The Hawk's Nest")



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ACTORS—*Cont.*

Holt, Jack ("Submarine," "The Smart Set," "The Water Hole")
Holtz, Tenen ("The Cardboard Lover," "The Duke Steps Out," "The Latest from Paris," "Show People")
Horton, Edward Everett ("Sonny Boy," "The Terror")
Housman, Arthur ("Sins of the Fathers," "Sunrise," "The Singing Fool")
Howes, Reed ("The Singing Fool")
Hoyt, Arthur ("My Man")
Hurst, Brandon ("Interference," "Love," "The Man Who Laughs," "The Wolf of Wall Street," "Seventh Heaven")
Hurst, Paul ("The Cossacks")
Imboden, David ("King of Kings")
Ingram, Clifford ("Hearts in Dixie")
Irving, George ("Wings," "The Drag net")
Irving, William J. ("Red Hair")
Jackson, Eugene ("Hearts in Dixie")
James, Gardner ("The Flying Fleet," "Little Shepherd of Kingdom Come")
James, Gladden ("Weary River")
Jannings, Emil ("The Last Command," "The Patriot," "The Street of Sin," "Sins of the Fathers," "The Way of All Flesh")
Jarvis, Richard ("Lilac Time")
Jennings, Dewitt ("The Trial of Mary Dugan")
Jewel, Austin ("Wild Geese")
Jiminez, Solidad ("In Old Arizona")
Johnson, Ernest W. ("The Street of Sin")
Johnson, Noble ("Redskin," "King of Kings")
Johnstone, J. W. ("Take Me Home")
Jolson, Al ("The Jazz Singer," "The Singing Fool")
Jonasson, Frank ("Old Ironsides")
Kahanomoku, Duke ("Old Ironsides")
Kaliz, Armand ("The Love Mart")
Kane, Eddie ("The Broadway Melody")
Karloff, Boris ("The Love Mart")
Karns, Roscoe ("Beggars of Life," "Beau Sabreur," "Warming Up")
Kashner, David ("Street Angel")
Kearney, John ("East Side, West Side")
Keaton, Buster ("Steamboat Bill, Jr.")
Keith, Donald ("The Way of All Flesh," "Wild Geese")
Kellar, Leon ("West Point")
Kelly, John ("Dressed to Kill")
Kelsey, Fred ("The Last Warning," "Naughty Baby," "On Trial," "Tenderloin"
Kennedy, Ed ("The Chinese Parrot")
Kent, Arnold ("Beau Sabreur," "The Shakedown," "Sins of the Fathers")
Kent, Crauford ("The Wolf of Wall Street")
Kent, Larry ("The Heart of a Follies Girl")
King, Charles ("The Broadway Melody")
King, Claude ("London After Midnight," "Red Hair," "Warming Up")
Knox, Stuart ("Lilac Time")
Kohler, Fred ("The Dragnet," "Forgotten Faces," "Old Ironsides," "Open Range," "The Showdown," "Underworld")
Kolb, John ("The Patent Leather Kid")
Kosloff, Theodore ("King of Kings")
Kotsonaros, George ("Beggars of Life," "The Street of Sin")
Kuwa, George ("The Chinese Parrot," "The Showdown")
Lake, Arthur ("The Air Circus")
Lake, Wesley ("Four Devils")
Landis, Cullen ("Lights of New York")
Lane, Charles ("The Canary Murder Case," "Sadie Thompson")
La Rocque, Rod ("Captain Swagger")
Lawrence, Raymond ("Interference")
Lederer, Otto ("The Jazz Singer," "King of Kings")
Lederer, Pepi ("The Cardboard Lover")
Lee, David ("The Singing Fool," "Sonny Boy")
Leland, Hugh ("Legion of the Condemned")
Leong, James ("The Devil Dancer")
Leopold, Archduke ("Four Sons")
Levett, Harold ("East Side, West Side")
Lewis, George ("Give and Take")
Lewis, Mitchell ("Ben Hur," "Beau Sabreur," "The Docks of New Pork," "The Hawk's Nest," "Old Ironsides," "Tenderloin")
Lewis, Tom ("Steamboat Bill, Jr.)
Lewis, Walter ("Little Shepherd of Kingdom Come")
Liggett, Louis ("Street Angel")
Linow, Ivan ("The River," "The Red Dance," "In Old Arizona")
Littlefield, Lucien ("The Cat and the Canary," "My Best Girl," "Mother Knows Best," "Uncle Tom's Cabin")
Lloyd, Harold ("Speedy")
Loder, John ("The Doctor's Secret")
London, Tom ("King of Kings")
Lopez, Augustine ("Redskin")
Love, Montagu ("The Hawk's Nest," "The Last Warning," "The Noose," "Synthetic Sin," "King of Kings")
Lowe, Edmond ("Dressed to Kill," "What Price Glory," "In Old Arizona")
Lowe, James ("Uncle Tom's Cabin")
Luden, Jack ("Forgotten Faces," "Sins of the Fathers," "The Wild Party")
Lukas, Paul ("Hot News," "Loves of An Actress," "Manhattan Cocktail," "The Shopworn Angel," "Two Lovers," "The Wolf of Wall Street")
Lytell, Bert ("On Trial")
MacDonald, Francis: ("The Drag Net," "The Legion of the Condemned")
MacDonald, J. Farrell ("Abie's Irish Rose," "The Cohens and Kellys in Paris," "East Side, West Side," "Four Devils," "Sunrise," "In Old Arizona")
Mack, Bobby ("The Student Prince")
Mack, Hughie ("Four Sons," "The Wedding March")
Mack, James T. ("The Home Towners," "Wild Geese")
MacQuarrie, Albert ("The Gaucho")
MacRae, Gordon ("East Side, West Side")
MacSweeney, John ("Mother Machree")
Mailles, Charles Hill ("The Bellamy Trial," "Give and Take," "Old Ironsides")
Mandy, Jerry ("Underworld")
Mann, Hank ("Fazil," "The Patent Leather Kid")
Marba, Joe ("Manhattan Cocktail")
March, Frederic ("The Wild Party")
Marcus, James ("Revenge," "Sadie Thompson")
Mari, Joseph ("The Cossacks")
Mark, Michael ("Four Sons")
Marlo, Tony ("The Racket")
Marshall, Tully ("Alias Jimmy Valentine," "Conquest," "The Cat and the Canary," "The Perfect Crime," "Redskin")
Martin, Duke ("Across to Singapore")
Martindel, Edward ("The Singing Fool")
Mason, Dan ("The Chinese Parrot")
Mason, James ("Across to Singapore," "King of Kings")
Mason, Leroy ("The Hit of the Show," "Revenge")
Mattraw, Scott ("Two Lovers")
McAllister, Paul ("Beau Geste," "Sorrell and Son")
McBan, Mickey ("Sorrell and Son")
McCollough, Philo ("Warming Up")
McDermott, Marc ("Glorious Betsy")
McDonald, Jack ("Show Boat")
McDowell, Nelson ("Little Shepherd of Kingdom Come")
McGuire, Tom ("Steamboat Bill, Jr.," "Lights of New York")
McIntosh, Burr ("The Last Warning," "Lilac Time," "The Racket")
McKee, Robert ("King of Kings")
McLaglen, Victor ("Beau Geste," "Loves of Carmen," "Mother Machree," "The River Pirate," "What Price Glory')
McWade, Robert ("The Home Towners")
Meeker, George ("Four Sons")
Meighan, Thomas ("The Racket")
Menjou, Adolphe ("Serenade")
Meyer, Torben ("The Last Warning," "The Man Who Laughs")
Middleton, Charles B. ("The Bellamy Trial")
Milar, Adolph ("Uncle Tom's Cabin")
Milash, Bob ("Little Shepherd of Kingdom Come"
Miles, Bob ("The Water Hole")
Miljan, John ("Glorious Betsy," "The Home Towners," "Tenderloin," "The Terror")
Mills, Frank ("The Hit of the Show")
Miltern, John ("East Side, West Side")
Mita, Ura ("The Devil Dancer")
Molnar, Julius, Jr. ("The Man Who Laughs")
Mong, William V. ("Telling the World," "What Price Glory")
Moore, Charles ("The Trial of Mary Dugan")
Moore, Cleve ("Lilac Time")
Moore, Matt ("King of Kings")
Moran, Lee ("The Racket," "Show Girl")
Moreno, Antonio ("Adoration," "It," "Synthetic Sin")
Morgan, H. A. (Cupie) ("Beggars of Life")
Morris, Johnny ("Beggars of Life," "The Street of Sin")
Morse, Karl ("Underworld")
Morton, Charles ("Dressed to Kill," "Four Devils," "Four Sons")
Moses, Maj. Raymond G. ("West Point")
Mower, Jack ("Uncle Tom's Cabin," "The Water Hole")
Mulhall, Jack ("Children of the Ritz," "Naughty Baby," "The Butter and Egg man")
Murdock, Henry ("The Patent Leather Kid")
Murphy, Joe ("The Cat and the Canary")
Murphy, Maurice ("Shepherd of the Hills")
Murphy, Steve ("The Circus")
Murray, James ("The Big City," "The Crowd," "Rose-Marie")
Murray, John T. ("Fazil," "Sonny Boy")
Muse, Clarence ("Hearts in Dixie")
Nagel, Conrad ("Glorious Betsy," "London After Midnight," "State Street Sadie," "Tenderloin")
Natheauz, Louis ("Four Walls," "Weary River")
Neely, Neil ("The Cossacks," "West Point")
Neill, James ("King of Kings")
Nero, Curtis ("West of Zanzibar")
Ness, Ole M. ("The Hit of the Show")
Nichols, George ("The Wedding March")
Nicholson, Nick ("The Smart Set")
Norris, Peter ("King of Kings")
North, Wilfred ("The Trial of Mary Dugan")
Northrup, Harry ("The Last Warning")
Norton, Barry ("Four Devils," "The Legion of the Condemned," "Mother Knows Best," "Sins of the Fathers,' "What Price Glory")
Norton, Edgar ("The Man Who Laughs," "The Student Prince")
Novarro, Ramon ("Across to Singapore," "Ben Hur," "The Flying Fleet," "The Student Prince")
Noy, Wilfred ("The Doctor's Secret," "Interference')



Director William Beaudine



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ACTORS—*Cont.*

Nugent, Edward ("The Bellamy Trial," "The Duke Steps Out," "The Flying Fleet," "Our Dancing Daughters," "A Single Man")
Nye, Carroll ("The Flying Fleet," "While the City Sleeps")
Nye, G. Raymond ("Tenderloin")
Oakie, Jack ("Close Harmony," "The Fleet's In," "The Wild Party")
Oakman, Wheeler ("While the City Sleeps," "Lights of New York")
O'Beck, Fred ("The Patent Leather Kid")
Ober, Robert ("The Big Parade")
O'Brien, George ("East Side, West Side," "Sharpshooters," "Sunrise")
O'Brien, Tom ("The Big Parade," "The Last Warning")
O'Connor, L. J. ("Four Sons")
O'Connor, Robert E. ("Dressed to Kill," "Four Walls," "The Noose," "The Singing Fool")
O'Donnell, Spec ("Hot News")
Oland, Warner ("The Jazz Singer")
Oliver, Guy ("The Docks of New York," "Old Ironsides," "Open Range," "Three Week Ends")
Orlamond, William A. ("The Awakening," "Rose-Marie," "While the City Sleeps")
O'Shea, Danny ("Manhattan Cocktail")
Otton, Henry ("The Iron Mask")
Owsley, Monroe ("The First Kiss")
Packard, Clayton ("King of Kings")
Padjan, Jack ("King of Kings")
Pallette, Eugene ("The Canary Murder Case," "Lights of New York")
Panzer, Paul ("Glorious Betsy")
Paoli, Raoul ("Beau Sabreur")
Partos, Gus ("Close Harmony," "Lonesome")
Pasha, Kalla ("The Devil Dancer," "West of Zanzibar")
Payne, Louis ("Interference")
Pennell, R. O. ("Dressed to Kill")
Pennick, Jack ("Four Sons")
Percival, Walter ("The Big City," "Lights of New York")
Perrin, Jack ("The Water Hole")
Perry, Robert ("Beggars of Life," "Dressed to Kill," "The River Pirate")
Peters, House ("Rose-Marie")
Peters, John S. ("The Enemy," "The Student Prince," "Four Sons")
Phelps, Bud ("The Last Warning")
Phillips, Eddie ("Lonesome")
Pierce, James ("Ladies of the Mob")
Platt, William ("Mother Machree")
Ponder, Jack ("Lilac Time")
Potel, Victor ("Captain Swagger," "Little Shepherd of Kingdom Come")
Powell, William ("Beau Geste," "Beau Sabreur," "The Canary Murder Case," "The Dragnet," "Forgotten Faces," "Interference," "The Last Command")
Pretal, Camillus ("Abie's Irish Rose")
Prince, John T. ("King of Kings," "Ramona")
Prior, Herbert ("The Duke Steps Out")
Prival, Lucien ("Adoration," "The Patent Leather Kid," "The Racket")
Prouty, Jed ("The Broadway Melody," "Sonny Boy")
Puffy, Charles ("The Man Who Laughs")
Puglia, Frank ("The Man Who Laughs")
Quillan, Eddie ("The Godless Girl")
Rabagliati, Alberto ("Street Angel")
Ralli, Paul ("Show People," "The Water Hole")
Rand, John ("The Circus")
Randall, Bernard ("Show Girl")
Randolf, Anders ("Four Devils," "The Jazz Singer")

"IN general, the theatre-going public is interested in romantic, wholesome stories, and a straightforward comedy. Gruesome plots that are not balanced by romance and clean comedy will never register well with the majority of theatre-goers. The thought to be borne in mind is that people go to the theatre for relaxation. If we can lift them out of their workaday worries and give them something that pleases they will leave the theatre and talk to their friends about the picture. Then we may say we have a box-office success."
—William Le Baron.

Rankin, Arthur ("Submarine," "The Wolf of Wall Street")
Raymond, Jack ("Three Week Ends," "The Wild Party," "The Bellamy Trial," "The Butter and Egg Man")
Reed, Donald ("Show Girl")
Reicher, Frank ("Beau Sabreur," "Four Sons," "Sins of the Fathers")
Requa, Charles ("King of Kings")
Richards, Dick ("King of Kings")
Ricketts, Tom ("Interference")
Rigas, George ("Beau Geste," "Redskin")
Roach, Bert ("The Crowd," "The Latest from Paris," "The Last Warning," "Telling the World")
Robards, Jason ("Wild Geese")
Robinson, Earl ("The Air Circus")
Roche, John ("Uncle Tom's Cabin")
Rogers, Charles ("Abie's Irish Rose," "Close Harmony," "My Best Girl," "Wings," "Get Your Man")
Rogers, Walter ("Little Shepherd of Kingdom Come")
Roland, Gilbert ("The Love Mart")
Rollens, Jacques ("Mother Machree")
Rollins, David ("The Air Circus")
Roman, Hugh ("Show Girl")
Roper, Jack ("The Duke Steps Out")
Rosenblatt, Cantor Joseph ("The Jazz Singer")
Roubert, Matty ("Close Harmony")
Rowland, Art ("Synthetic Sin")
Rubin, Benny ("Naughty Baby")
Russell, J. Gordon ("Uncle Tom's Cabin")
Russell, William ("State Street Sadie")
Ruth, Babe ("Speedy")
Ruth, Marshall ("The Broadway Melody")
Ryan, Maurice ("Annapolis")
Ryan, Robert ("The Toilers")
Sabato, Alfredo ("The River")
St. Angelo, Robert ("King of Kings")
Salm, Cliff ("The Patent Leather Kid")
Sanford, Stanley J. ("The Circus," "The Iron Mask")
Sarno, Hector ("King of Kings")
Schaefer, Billy Kent ("The Enemy," "Warming Up")
Schaefer, Edward ("King of Kings")
Schildkraut, Joseph ("The King of Kings," "Show Boat")
Schildkraut, Rudolph ("The King of Kings")
Schumann-Heink, Ferdinand ("Four Sons")
Seay, Billy ("My Man")
Sedan, Rolfe ("The Iron Mask")
Sedley, Henry ("The Racket," "The Ghost Talks")
Semels, Harry ("The Drag Net")
Semon, Larry ("Underworld")
Shaw, Montague ("The Water Hole")
Sherman, Lowell ("The Heart of a Follies Girl")
Sherwood, Yorke ("The Cossacks")
Short, Lew ("The Big City")
Shumway, Lee ("The Hit of the Show")
Sidney, George ("The Cohens and Kellys in Paris," "Give and Take," "The Latest from Paris")
Siegel, Bernard ("Beau Geste," "Laugh, Clown, Laugh," "Open Range," "Redskin")
Sills, Milton ("The Barker," "The Hawk's Nest")
Simon, S. S. ("The Barker")
Simpson, Russell ("Wild Geese")
Sipperly, Ralph ("Sunrise")
Sleeman, Phil ("Synthetic Sin")
Smith, Gunboat ("Wings")
Smith, Oscar ("Beau Sabreur," "Close Harmony")
Sojin ("The Chinese Parrot," "The Devil Dancer," "The Hawk's Nest," "King of Kings")
Somerset, Pat ("Mother Machree")
Soussanin, Nicholas ("Adoration," "The Last Command")
Sparks, Ned ("The Canary Murder Case")
Sprotte, Bert ("Wild Geese")
Stanley, Forrest ("The Cat and the Canary")
Stanton, Will ("Sadie Thompson")
Starkey, Bert ("Wild Geese")
Steers, Larry ("Redskin," "Manhattan Cocktail")
Stevens, Charles ("The Gaucho," "The Iron Mask")
Stevens, Landers ("The Trial of Mary Dugan")
Stockdale, Carl ("Shepherd of the Hills")
Stone, Arthur ("The Patent Leather Kid")
Stone, Doc ("The Circus")
Stone, George ("Naughty Baby," "The Racket," "State Street Sadie," "Seventh Heaven," "Tenderloin," "Weary River")
Stone, Jack ("Lilac Time")
Stone, Lewis ("The Patriot," "The Trial of Mary Dugan," "Wild Orchids," "A Woman of Affairs")
Strange, Philip ("Loves of An Actress")
Striker, Joseph ("King of Kings")
Stuart, Donald ("Beau Geste," "Interference")
Stuart, Nick ("The River Pirate")
Sturgis, Eddie ("The Big City," "Fazil")
Sullivan, Charlie ("The Patent Leather Kid")
Summerville, Slim ("The Chinese Parrot," "The Last Warning")
Swain, Mack ("The Last Warning," "My Best Girl")
Swickard, Josef ("Sharpshooters," "Get Your Man")
Taylor, Stanley ("The Home Towners")
Temoff, Serge ("The Devil Dancer")
Thomson, Kenneth ("The Bellamy Trial," "The Broadway Melody," "King of Kings")
Thorpe, Gordon ("The Iron Mask")
Tollaire, August ("Four Sons," "What Price Glory")
Tomlinson, Daniel ("The Crowd")
Tooker, William H. ("The Devil Dancer," "The Bellamy Trial")
Torrence, David ("Little Shepherd of Kingdom Come")
Torrence, Ernest ("Across to Singapore," "The Cossacks," "The King of Kings," "Steamboat Bill, Jr.")
Trent, Jack ("The Chinese Parrot")
Trento, Guido ("Street Angel")
Trevor, Norman ("Beau Geste," "Sorrell and Son")
Tryon, Glenn ("Lonesome")
Tucker, Richard ("Captain Swagger," "The Jazz Singer," "Loves of An Actress," "My Man," "Show Girl," "Wings")

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Personnel Of The Record Smashers

ACTORS—*Cont.*

Turner, Raymond ("The Love Mart," "Naughty Baby," "The Patent Leather Kid," "Synthetic Sin," "Weary River")
Uraneff, Valim ("Fazil")
Vavitch, Michael ("The Devil Dancer," "Glorious Betsy," "The Gaucho")
Varconi, Victor ("The King of Kings")
Veidt, Conrad ("The Man Who Laughs")
Visaroff, Michael ("Four Devils," "The Last Command," "Tempest," "Ramona")
Von Hartmann, Carl ("The Awakening")
Von Janny, Tibor ("Four Sons")
Von Seyffertitz, Gustav ("The Canary Murder Case," "The Docks of New York," "The Gaucho," "Little Shepherd of Kingdom Come," "The Student Prince")
Von Stroheim, Erich ("The Wedding March")
Walker, George ("Redskin")
Walker, Johnny ("Old Ironsides")
Walling, Will ("The Jazz Singer," "The Noose")
Walsh, Raoul ("Sadie Thompson")
Walthall, Henry B. ("London After Midnight," "Wings")
Ward, Roscoe ("West of Zanzibar")
Warner, H. B. ("Conquest," "The Doctor's Secret," "French Dressing," "The King of Kings," "Sorrell and Son," "The Trial of Mary Dugan")
Warren, E. Alyn ("Manhattan Cocktail")
Warren, Fred ("The Noose," "Synthetic Sin")
Washburn, Bryant ("King of Kings")
Washington, Edgar Blue ("Beggars of Life")
Watson, Coy, Jr. ("The Smart Set")
Westwood, John ("Shepherd of the Hills")
White, Leo ("Ben Hur")
Whitespear, Greg ("The Water Hole")
Williams, Guinn ("My Man")
Williams, Malcolm ("The First Kiss")
Williams, Percy ("London After Midnight")
Williams, Zach ("Hearts in Dixie")
Wolheim, Dan ("Across to Singapore," "East Side, West Side," "Tenderloin," "The Racket")
Wolheim, Louis ("The Awakening," "The Racket," "Sorrell and Son," "Tempest")
Wood, Ernie ("Take Me Home")
Wood, Freeman ("The Legion of the Condemned")
Woodruff, Bert ("The River," "Speedy," "Manhattan Cocktail")
Yearsley, Ralph ("Little Shepherd of Kingdom Come," "Rose-Marie")
Young, Noah ("Sharpshooters")
Young, Tex ("The Water Hole")
Zeliff, Skipper ("Uncle Tom's Cabin")

ACTRESSES

Adair, Alice ("The Wild Party")
Adams, Claire ("The Big Parade")
Adoree, Renee ("The Big Parade," "The Cossacks")
Ahern, Lassie Lou ("Uncle Tom's Cabin")
Alden, Mary ("The Cossacks," "Ladies of the Mob")
Allen, Ricca ("Close Harmony")
Artega, Sophia ("Revenge," "Sadie Thompson")
Arthur, Jean ("The Canary Murder Case," "Sins of the Fathers," "Warming Up")
Ashton, Sylvia ("The Barker")
Astor, Gertrude ("The Cohens and Kellys in Paris," "The Cat and the Canary," "The Hit of the Show," "Synthetic Sin," "Uncle Tom's Cabin," "The Butter and Egg Man")
Astor, Mary ("Dressed to Kill")
Atwood, May ("The Noose")
Baclanova, Olga ("The Docks of New York," "Forgotten Faces," "The Man Who Laughs," "The Street of Sin," "The Wolf of Wall Street")
Banky, Vilma ("The Awakening," "Two Lovers")
Basquette, Lina ("The Godless Girl," "The Noose," "Serenade")
Beaumont, Lucy ("The Crowd," "Sonny Boy," "The Butter and Egg Man")
Bellamy, Madge ("Mother Knows Best")
Belmont, Gladys ("Redskin")
Bennett, Belle ("The Battle of the Sexes," "The Iron Mask," "Mother Machree," "The Way of All Flesh," "Wild Geese")
Besserer, Eugenie ("The Jazz Singer," "Lilac Time," "Two Lovers")
Blythe, Betty ("Glorious Betsy")
Boardman, Eleanor ("The Crowd")
Bonner, Priscilla ("It")
Borio, Josephine ("The Cossacks," "Fazil")
Bow, Clara ("The Fleet's In," "It," "Ladies of the Mob," "Red Hair," "Three Week Ends," "The Wild Party," "Wings," "Get Your Man")
Bradford, Virginia ("Two Lovers")
Brent, Evelyn ("Beau Sabreur," "The Drag Net," "Interference," "The Last Command," "The Showdown," "Underworld")
Brian, Mary ("Beau Geste," "Forgotten Faces")
Brice, Fannie ("My Man")
Brockwell, Gladys ("The Home Towners," "Lights of New York," "Seventh Heaven")
Brody, Ann ("My Man")
Bronson, Betty ("The Bellamy Trial," "Ben Hur," "Open Range," "The Singing Fool," "Sonny Boy")
Brooks, Louise ("Beggars of Life," "The Canary Murder Case")
Bruno, Jennie ("Street Angel")
Bryant, Kay ("The Wild Party")
Bryson, Winifred ("Adoration")
Burgess, Dorothy ("In Old Arizona")
Busch, Mae ("Fazil," "While the City Sleeps")
Byron, Marion ("Steamboat Bill, Jr.")
Carewe, Rita ("Revenge")
Carol, Sue ("The Air Circus," "Captain Swagger," "The Cohens and Kellys in Paris")
Caron, Patricia ("The Home Towners")
Carr, Mary ("Lights of New York"
Carroll, Nancy ("Abie's Irish Rose," "Close Harmony," "Manhattan Cocktail," "The Shopworn Angel," "The Wolf of Wall Street," "The Water Hole")
Carver, Kathryn ("Serenade")
Cecil, Nora ("The Devil Dancer")
Chapman, Edythe ("Synthetic Sin," "Shepherd of the Hills," "Three Week Ends")
Chatterton, Ruth ("The Doctor's Secret," "Sins of the Fathers")
Christy, Ann ("Speedy," "The Water Hole")
Clark, Estelle ("The Crowd")
Clayton, Ethel ("Mother Machree")
Clifford, Kathleen ("Excess Baggage")
Collyer, June ("East Side, West Side,"
Coleman, Majel ("The King of Kings")
Comont, Mathilda ("Loves of Carmen," "Ramona")
Compson, Betty ("The Barker," "The Big City," "The Docks of New York," "Weary River")
Compton, Joyce ("The Wild Party")
Costello, Carmen ("The Man Who Laughs," "The Loves of Carmen")
Costello, Dolores ("Glorious Betsy," "Tenderloin")
Costello, Helene ("Lights of New York")
Cramer, Marguerite ("The Wild Party")
Crawford, Joan ("Across to Singapore," "The Duke Steps Out," "Four Walls," "Our Dancing Daughters," "Rose-Marie," "West Point")
Cross, Rhoda M. ("Give and Take")
Crowell, Josephine ("The Man Who Laughs")
Cummings, Dorothy ("The King of Kings," "Our Dancing Daughters")
Daly, Jane ("West of Zanzibar")
Daly, Marcella ("Two Lovers")
D'Ambricourt, Adrienne ("The Trial of Mary Dugan")
Daniels, Bebe ("Hot News," "Take Me Home")
Darr, Vondell ("On Trial")
Daumery, Carry ("The Last Warning")
Davies, Marion ("The Cardboard Lover," "The Patsy," "Show People")
D'Avril, Yola ("The Noose")
Dawson, Doris ("Children of the Ritz," "Little Shepherd of Kingdom Come," "Naughty Baby")
Day, Alice ("The Smart Set")
Day, Marceline ("The Big City," "London After Midnight," "A Single Man," "The Wild Party")
De Kirby, Annette ("Mother Knows Best")
De La Motte, Marguerite ("The Iron Mask")
Del Rio, Dolores ("Loves of Carmen," "Revenge," "Ramona," "The Red Dance," "What Price Glory")
Dione, Rose ("Naughty Baby")
Doraine, Lucy ("Adoration")
Doran, Mary ("The Broadway Melody," "The Trial of Mary Dugan")
Dore, Adrienne ("The Wild Party")
Dorne, Mary ("The Trial of Mary Dugan")
Douglas, Marion ("Shepherd of the Hills")
Dove, Billie ("Adoration," "The Heart of a Follies Girl," "The Love Mart")
Dresser, Louise ("The Air Circus," "Mother Knows Best")
Dressler, Marie ("The Patsy")
Drexel, Nancy ("Four Devils")
Du Brey, Claire ("The Devil Dancer")
Duncan, Mary ("Four Devils," "The River")
Dunn, Josephine ("The Singing Fool," "Heart of a Follies Girl," "Get Your Man," "Excess Baggage")
Eddy, Helen Jerome ("Two Lovers")
Ellsler, Effie ("Old Ironsides")
English, Kay ("The Noose")
Farley, Dot ("The King of Kings")
Faye, Julia ("The King of Kings")
Fazenda, Louise ("The Terror")
Finch, Flora ("The Cat and the Canary")
Fischer, Margarita ("Uncle Tom's Cabin")
Fitz-Gerald, Cissy ("Laugh, Clown, Laugh")
Fitzroy, Emily ("Love," "Show Boat")
Flamma, Lucia ("King of Kings")
Foster, May ("The Docks of New York")
Franklin, Martha ("Serenade")
Frederici, Blanche ("Sadie Thompson")
Frederick, Pauline ("On Trial")
Fuller, Dale ("Ben Hur," "The Cossacks," "Fazil," "The Wedding March")
Gadsdon, Jacquelin ("It," "Red Hair")
Garbo, Greta ("Love," "Wild Orchids," "A Woman of Affairs")
Gaynor, Janet ("Four Devils," "Street Angel," "Seventh Heaven," "Sunrise")
George, Maude ("The Wedding March")
Geraghty, Carmelita ("My Best Girl")
Giere, Helene ("Loves of An Actress")
Gish, Lillian ("The Enemy")
Gordon, Grace ("Serenade")

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ACTRESSES—*Cont.*

Gordon, Julia Swayne ("It," "The Smart Set," "Three Week Ends," "Wings")
Gordon, Maude Turner ("Hot News")
Gordon, Vera ("The Cohens and Kellys in Paris," "Four Walls")
Goudal, Jetta ("The Cardboard Lover")
Granstedt, Greta ("Close Harmony," "Excess Baggage")
Gray, Gilda ("The Devil Dancer")
Grey, Virginia ("Uncle Tom's Cabin")
Hall, Evelyn ("Children of the Ritz," "My Best Girl," "Our Dancing Daughters")
Hamilton, Frances ("Naughty Baby")
Hampton, Myra ("The Trial of Mary Dugan")
Harris, Marcia ("Take Me Home")
Harris, Mildred ("The Heart of a Follies Girl")
Haslett, Jessie ("Seventh Heaven")
Haver, Phyllis ("The Battle of the Sexes," "The Way of All Flesh," "What Price Glory")
Herman, Helena ("Street Angel")
Hill, Doris ("Take Me Home")
Hiesl, Betsy Ann ("Sorrell and Son")
Holderness, Fay ("Lonesome")
Holmes, Ione ("The Hit of the Show")
Hopper, Hedda ("Wings")
Horn, Camilla ("Tempest")
Howard, Constance ("Mother Machree," "The Smart Set")
Howard, Gertrude ("Hearts in Dixie," "Show Boat," "Synthetic Sin," "The Love Mart," "Uncle Tom's Cabin")
Howell, Hazel ("Synthetic Sin")
Howell, Yvonne ("Take Me Home")
Hyams, Leila ("Alias Jimmy Valentine")
Ingram, Amo ("The Wild Party")
Irving, Mary Jane ("The Godless Girl")
Jensen, Eulalie ("Little Shepherd of Kingdom Come," "Uncle Tom's Cabin," "Mother Machree")
Johnston, Julanne ("Synthetic Sin")
Joy Leatrice ("The Bellamy Trial")
Joyce, Alice ("Beau Geste," "The Noose," "Sorrell and Son")
Joyce, Natalie ("Naughty Baby")
Jurado, Elena ("What Price Glory")
Kennedy, Merna ("The Circus")
Kent, Barbara ("Lonesome")
Kenyon, Doris ("The Home Towners," "The Hawk's Nest," "Interference")
Key, Kathleen ("Ben Hur")
Kingston, Natalie ("Street Angel")
Kramer, Ida ("Abie's Irish Rose")
Landis, Margaret ("The Latest from Paris")
La Plante, Laura ("The Cat and the Canary," "The Last Warning," "Show Boat")
La Verne, Jane ("The Perfect Crime," "Show Boat")
Lawson, Eleanor ("It")
Lee, Etta ("The Chinese Parrot")
Lee, Gwen ("Laugh, Clown, Laugh," "Show Girl," "Sharpshooters")
Lewis, Vera ("The Home Towners," "The Iron Mask," "Ramona")
Livingston, Margaret ("The Bellamy Trial," "The Last Warning," "Sunrise")
Loff, Jeannette ("Annapolis")
Logan, Jacqueline ("The King of Kings")
Lorrain, Jean ("The Wild Party")
Lortel, Ruth ("The Noose")
Louie, Viola ("The King of Kings")
Love, Bessie ("The Broadway Melody")
Loy, Myrna ("State Street Sadie")
Lynch, Helen ("Ladies of the Mob," "The Showdown," "Underworld")
Lynn, Sharon ("Give and Take")
MacCormac, Muriel ("The King of Kings")
Mack, Baby ("Close Harmony")
Mackaill, Dorothy ("The Barker," "Children of the Ritz")
MacLeod, Janet ("Take Me Home")
Mann, Margaret ("Four Sons," "The River")
Manning, Eileen ("A Single Man," "Uncle Tom's Cabin")
Marchal, Arlette ("Wings")
Marstini, Rosita ("The Big Parade")
Mattox, Martha ("The Cat and the Canary," "Little Shepherd of Kingdom Come")
McAlister, Mary ("Loves of An Actress")
McAvoy, May ("Ben Hur," "The Jazz Singer," "The Lion and the Mouse," "The Terror")
McConnell, Gladys ("The Perfect Crime")
McDowell, Claire ("Ben Hur," "The Big Parade," "Four Devils")
McGuire, Kathryn ("Children of the Ritz," "Lilac Time," "Synthetic Sin")
Midgley, Fanny ("Naughty Baby")
Midgley, Florence ("Sadie Thompson")
Mills, Evelyn ("Alias Jimmy Valentine")
Mix, Ruth ("Four Sons")
Moore, Colleen ("Lilac Time," "Synthetic Sin")
Moran, Lois ("The River Pirate," "Sharpshooters")
Moran, Polly ("The Enemy," "London After Midnight," "Rose-Marie," "Show People," "Telling the World," "While the City Sleeps," "The Bellamy Trial")
Morrisey, Betty ("The Circus")
Morrison, Dorothy ("Hearts in Dixie")
Mosquini, Marie ("Seventh Heaven")
Murphy, Edna ("My Man")
Myers, Carmel ("Ben Hur," "Four Walls," "Sorrell and Son," "The Ghost Talks")
Nash, Nancy ("Loves of Carmen")
Negri, Pola ("Loves of An Actress')
Nilsson, Anna Q. ("Sorrell and Son")
Nissen, Greta ("Fazil," "The Butter and Egg Man")
Nixon, Marian ("The Chinese Parrot")
Nodalsky, Sonia ("East Side, West Side")
Nolan, Mary ("Sorrell and Son," "West of Zanzibar")
Norman, Josephine ("The King of Kings")
Novak, Jane ("Redskin")
Oakland, Vivian ("Uncle Tom's Cabin")
O'Day, Dawn ("Four Devils," "Mother Knows Best," "Sins of the Fathers")
O'Day, Molly ("Little Shepherd of Kingdom Come," "The Patent Leather Kid," "Shepherd of the Hills")
O'Hara, Shirley ("The Wild Party")
Olmstead, Gertrude ("The Hit of the Show," "Sonny Boy")
O'Neil, Sally ("The Battle of the Sexes")
Page, Anita ("The Broadway Melody," "The Flying Fleet," "Our Dancing Daughters," "Telling the World," "While the City Sleeps")
Palmer, Corliss ("The Noose")
Pearson, Virginia ("The Big City")
Percy, Eileen ("Telling the World")
Peters, Janice ("The Noose")
Philbin, Mary ("The Man Who Laughs")
Pickford, Mary ("My Best Girl")
Pierce, Evelyn ("Tenderloin")
Pitts, Za Su ("Sins of the Fathers," "The Wedding March")
Pollard, Daphne ("The Hit of the Show")
Powers, Lucille ("Three Week Ends")
Prevost, Marie ("The Godless Girl," "The Racket")
Price, Kate ("The Cohens and Kellys in Paris," "Show Girl")
Price, Nancy ("The Doctor's Secret")
Pringle, Aileen ("A Single Man")
Puter, Alice Mildred ("The Crowd")
Rae, Rada ("Wild Geese")
Ralston, Esther ("Old Ironsides")
Ralston, Jobyna ("The Toilers," "Wings")
Rand, Sally ("The King of Kings")
Ray, Mona ("Uncle Tom's Cabin")
Raymond, Frances ("Get Your Man")
Revier, Dorothy ("The Iron Mask," "The Red Dance," "Submarine")
Rich, Irene ("The Perfect Crime")
Ridgeway, Fritzi ("The Enemy")
Rivero, Lorraine ("Ladies of the Mob," "Redskin")
Robson, May ("The King of Kings")
Rosanova, Rosa ("Abie's Irish Rose")
Rosing, Bodil ("The Fleet's In," "Ladies of the Mob," "Sunrise," "Wild Geese")
Rubens, Alma ("Show Boat")
Sebastian, Dorothy ("Our Dancing Daughters," "A Woman of Affairs")
Seddon, Margaret ("The Ballamy Trial")
Selbie, Evelyn ("Wild Geese")
Selwynne, Clarissa ("The Devil Dancer," "Glorious Betsy," "The Heart of a Follies Girl," "My Man")
Shearer, Norma ("The Latest from Paris," "The Student Prince," "The Trial of Mary Dugan")
Smith, Vivian ("Hearts in Dixie")
Southern, Eve ("The Gaucho," "Wild Geese")
Standing, Joan ("Beau Sabreur")
Stewart, Anita ("Wild Geese")
Swanson, Gloria ("Sadie Thompson")
Tapley, Rose ("It")
Tashman, Lilyan ("French Dressing," "Manhattan Cocktail," "Take Me Home," "The Trial of Mary Dugan")
Taylor, Avonne ("My Best Girl")
Tell, Olive ("The Trial of Mary Dugan")
Tennant, Barbara ("The Devil Dancer")
Thomas, Virginia ("The Wild Party")
Tichenor, Edna ("London After Midnight")
Titus, Lydia Yeamans ("While the City Sleeps," "The Water Hole," "Two Lovers")
Todd, Thelma ("The Noose," "Naughty Baby")
Torres, Raquel ("White Shadows of the South Seas")
Turner, Florence ("The Chinese Parrot")
Twelvetrees, Helen ("The Ghost Talks")
Valli, Virginia ("East Side, West Side")
Velez, Lupe ("The Gaucho")
Vernon, Dorothy ("Tenderloin")
Veronina, Vera ("The Patriot")
Vidor, Florence ("The Patriot")
Wales, Ethel ("The Doctor's Secret," "The Perfect Crime")
Walker, Charlotte ("Annapolis")
Washington, Mildred ("Hearts in Dixie")
White, Alice ("Naughty Baby," "Show Girl")
Whitney, Renee ("The Wild Party")
Williams, Kathlyn ("Our Dancing Daughters," "A Single Man")
Wilson, Lois ("Conquest," "French Dressing," "On Trial")
Winton, Jane ("The Patsy," "Sunrise")
Wong, Anna May ("The Chinese Parrot," "The Devil Dancer")
Worth, Lillian ("The Docks of New York")
Wray, Fay ("The First Kiss," "The Legion of the Condemned," "The Street of Sin," "The Wedding March")
Young, Loretta ("Laugh, Clown, Laugh")

RECORD SMASHING
ORIGINAL SCREEN PLAYS

— 1928 —

"THE SMART SET"
"CAMERAMAN"
"THE FLYING FLEET"

— 1927 —

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HARRY BEAUMONT

PAUL LENI

DIRECTED

"THE LAST WARNING"
"MAN WHO LAUGHS"

BOX-OFFICE
RECORD BREAKERS

Under Contract to Universal

Personnel Of The Record Smashers

ADAPTORS

Doyle, Ray ("White Shadows in South Seas")
Dunn, Winifred ("Submarine")
Estabrook, Howard ("Dressed to Kill")
Furthman, Jules ("The Dragnet")
Garrett, Oliver H. P. ("Forgotten Faces")
Goldbeck, Willis ("Lilac Time," "Wild Orchids")
Heath, Percy ("Close Harmony," "Red Hair")
Harris, Ray ("Warming Up")
Jackson, Marion ("Shepherd of the Hills")
Jones, Grover ("Hot News")
King, Bradley ("Weary River")
Klein, Philip ("Fazil," "Street Angel")
Le Baron, William ("The Perfect Crime")
LeVino, Albert Shelby ("The Canary Murder Case," "The Shopworn Angel")
Loring, Hope ("Get Your Man")
Lowe, Edward T., Jr. ("Lonesome")
McNeil, Allen ("My Best Girl")
Russell, John ("Beau Geste")
Ryerson, Florence ("The Canary Murder Case")
St. John, Adela Rogers ("The Patent Leather Kid")
Schrock, Raymond ("The Duke Steps Out")
Sheldon, E. Lloyd ("The Wild Party")
Thew, Harvey ("Give and Take")
Van Every, Dale ("The Duke Steps Out")
Whelan, Tim ("My Best Girl")
Wilson, Carey ("The Cardboard Lover")
Woods, Walter ("Old Ironsides")
Younger, A. P. ("Old Ironsides") "Wild Geese")

ART DIRECTORS

Basevi, James ("The Big Parade")
Borg, Carl Oscar ("The Gaucho")
Day, Richard ("The Enemy," "Rose-Marie")
Earle, Ferdinand P. ("Ben Hur")
Gibbons, Cedric ("Across to Singapore," "Ben Hur," "The Big Parade," "The Big City," "The Cossacks," "The Crowd," "The Enemy," "Four Walls," "Love," "The Latest from Paris," "Laugh, Clown, Laugh," "Rose-Marie," "The Smart Set," "Telling the World")
Gillespie, Arnold ("The Crowd," "The Latest from Paris")
Hall, Charles D. ("The Circus")
Jackson, Horace ("Ben Hur," "Lilac Time")
Libbert, Hervey ("The Toilers")
Menzies, William Cameron ("Sorrell and Son," "Sadie Thompson")
Parker, Max ("The Hawk's Nest")
Pye, Merrill ("The Smart Set")
Sawley, George E. ("Wild Geese")
Schulze, Jack ("My Best Girl")
Toluboff, Alexander ("The Cossacks," "Love")

ASST. DIRECTORS

Atkins, T. C. ("Hit of the Show")
Bocquet, Harold S. ("The Enemy," "Our Dancing Daughters")
Borzage, Frank ("The Street Angel")
Brophy, Edward ("West Point")
Brower, Otto ("Beggars of Life")
Burns, Roy ("The King of Kings")
Cowen, Wm. J. ("The King of Kings," "The Gaucho")
Crocker, Harry ("The Circus")
Crook, George ("The Water Hole," "Get Your Man")
Daumerry, John ("Tenderloin")

"THE producer must first consider his story. Does it fit the stars he has? Has it public appeal? Is it human? Does it pertain to life as understood by the present-age? Is the director capable of the type of story you have to produce? Get a good story. Furnish the plot with capable artists, be human in your treatment throughout and you are on the right road."—*Joseph M. Schenck.*

Foster, Lewis R. ("The Gaucho")
Golden, Red ("Show People," "Four Walls")
Hathaway, Henry ("The Last Command")
Hibbard, George ("The Patriot")
Hill, Archie ("Red Hair")
Hollingshead, Gordon ("Glorious Betsy")
Humberstone, Bruce ("My Best Girl," "Two Lovers," "The Devil Dancer")
Johnston, Richard ("Wings," "Legion of the Condemned")
Jones, Paul ("The Fleet's In," "Hot News")
Keays, Vernon ("Excess Baggage")
Keefe, Dan ("The First Kiss")
Kerr, Charles ("The Perfect Crime")
Kurland, Gilbert ("Uncle Tom's Cabin")
Lee, Bob ("Docks of New York," "The Drag Net," "The Street of Sin")
Lissner, Ray ("Sorrell and Son")
Locke, Eric ("The Student Prince")
Marin, Edward ("The Hawk's Nest")
Messenger, Frank ("Uncle Tom's Cabin")
O'Fearna, Edward ("Four Sons," "Mother Machree")
Salm, Cliff ("The Terror")
Saloman, A. M. ("Lights of New York")
Schwartz, Harold ("Old Ironsides")
Shaw, Frank ("The Lion and the Mouse")
Stallings, Charles ("Ben Hur")
Sutch, Bert ("Battle of the Sexes")
Tate, Cullen R. ("Lilac Time")
Thomas, Ivan ("Warming Up")
Tinling, James ("Fazil")
Tummel, William ("Sadie Thompson")
Urson, F. ("The King of Kings")
Watt, Nate ("The Racket")
Webster, George ("Cohens and Kellys in Paris")
Wallstenhulme, Charles ("Dressed to Kill")

AUTHORS

Abbott, George ("Four Walls")
Anderson, Doris ("The Wolf of Wall Street")
Anderson, Maxwell ("What Price Glory")
Arlen, Michael ("A Woman of Affairs")
Baker, Graham ("The Air Circus")
Barrie, James M. ("The Doctor's Secret")
Barrows, Leslie S. ("The Singing Fool")
Beahan, Charles ("Naughty Baby")
Belasco, David ("Laugh, Clown, Laugh")
Bennison, Andrew ("The Air Circus")
Biro, Lajos ("Adoration," "The Last Command")
Booth, Ernest ("Ladies of the Mob")
Branch, Houston ("The Showdown")
Brice, Monte ("The Fleet's In," "Hot News")
Browne, Eleanore ("The Red Dance")
Browning, Tod ("The Big City," "London After Midnight")
Burnett, Dana ("The Shopworn Angel," "Four Walls")
Burnstine, Norman ("Sins of the Fathers")
Canfield, Mark ("My Man")
Carey, Lucian ("The Duke Steps Out")
Carpenter, Edward Chas. ("The Love Mart")
Carr, Harry ("The Wedding March")
Chaplin, Charlie ("The Circus")
Child, Richard Washburn ("Forgotten Faces")
Coe, Charles Francis ("The River Pirate")
Cohan, George M. ("The Home Towners")
Colton, John ("Wild Orchids")
Conselman, William ("Dressed to Kill")
Cooper, Courtney Ryley ("Weary River")
Cormack, Bartlett ("The Racket")
Cowl, Jane ("Lilac Time")
Crossman, Melville ("State Street Sadie," "Tenderloin")
Cummings, Irving ("Dressed to Kill")
Cushing, Tom ("Laugh, Clown, Laugh")
Davies, Hubert Henry ("A Single Man")
Dearden, Harold ("Interference")
Deeping, Warwick ("Sorrell and Son")
Deval, Jacques ("The Cardboard Lover")
Devonde, Chester ("West of Zanzibar")
Fabian, Warner ("The Wild Party")
Fallon, Thomas ("The Last Warning")
Faye, Randall H. (Sharpshooters")
Ferber, Edna ("Mother Knows Best," "Show Boat")
Forster, Meyer ("The Student Prince")
Fort, Garrett ("Naughty Baby")
Fox, John, Jr. ("Little Shepherd of Kingdom Come")
Frondaie, Pierre ("Fazil)
Garrett, Oliver H. P. ("The Drag Net")
Gates, H. L. ("The Red Dance")
Glyn, Elinor ("Red Hair," "Three Week Ends")
Glazer, Benjamin ("The Street of Sin")
Goodman, Daniel Carson ("The Battle of the Sexes")
Gordon, Kilburn ("West of Zanzibar")
Goulding, Edmund ("The Broadway Melody")
Grey, Zane ("Open Range," "The Water Hole")
Gunning, Wid ("The Hawk's Nest")
Hammerstein, Oscar ("Rose-Marie")
Hammond, Edward ("The Ghost Talks")
Harbach, Otto ("Rose-Marie")
Harbaugh, Carl ("Steamboat Bill, Jr.")
Hart, Frances Noyes ("The Bellamy Trial")
Hecht, Ben ("Underworld")
Henry, O. ("Alias Jimmy Valentine," "In Old Arizona")
Herbert, Hugh ("Lights of New York")
Harvey, Harry ("The Devil Dancer")
Heilbron, Adelaide ("French Dressing")
Hoffe, Monckton ("Street Angel")
Hughes, Rupert ("The Patent Leather Kid")
Jackson, Helen Hunt ("Ramona")
Janis, Elsie ("Close Harmony")
Johnston, Agnes Christine ("Show People")
Kaufman, George ("Butter and Egg Man")
Klein, Charles ("The Lion and the Mouse")
Lovett, Josephine ("Our Dancing Daughters")
Macpherson, Jeanie ("The Godless Girl," "King of Kings")
Marcin, Max ("The Ghost Talks")
Marion, Frances ("The Awakening")
Markey, Gene ("Close Harmony")
Maugham, W. Somerset ("Sadie Thompson")
McEvoy, J. P. ("Show Girl")
McGowan, John ("Excess Baggage")
Merimee, Prosper ("Loves of Carmen")
Mintz, Sam ("Warming Up")
Morgan, Byron ("The Flying Fleet," "The Smart Set")
Murfin, Jane ("Lilac Time")
Neuman, Alfred ("The Patriot")
Nichols, Anne ("Abie's Irish Rose")



ALFRED A. COHN

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SUPERVISED

"SHOW BOAT"

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Scenario Editor
Under Contract to
Paramount-Famous-Lasky

Personnel Of The Record Smashers

AUTHORS—*Cont.*

Nicholson, Kenyon ("The Barker")
Norris, Kathleen ("My Best Girl")
O'Brien, Frederick ("White Shadows in the South Seas")
Orczy, Baroness ("Two Lovers")
Ostenso, Martha ("Wild Geese")
Page, Mann ("Lonesome")
Pertwee, Roland ("Interference")
Pickett, Elizabeth ("Redskin")
Pollock, Channing ("The Enemy')
Praskins, Leonard ("Captain Swagger")
Rice, Elmer ("On Trial")
Riesenberg, Felix ("East Side, West Side")
Rigby, L. G. ("The Toilers")
Roth, Murray ("Lights of New York")
Ruben, J. Walter ("The Fleet's In")
St. John, Adela Rogers ("The Heart of a Follies Girl")
Saunders, John Monk ("The Docks of New York," "The Legion of the Condemned," "Wings")
Schrock, Raymond ("West Point")
Shore, Viola Brothers ("The Hit of the Show")
Stallings, Laurence ("The Big Parade," "Old Ironsides," "Show People," "What Price Glory")
Strong, Austin ("Seventh Heaven')
Sudermann, Herman ("Sunrise")
Sullivan, C. Gardner ("Tempest")
Taylor, Mary Imlay ("Conquest")
Thomas, Elton ("The Gaucho")
Thompson, Harlan ("Hot News")
Tolstoi, Lyof ("The Cossacks," "Love")
Tully, Jim ("Beggars of Life")
Tupper, Tristam ("The First Kiss," "The River")
Vajda, Ernest ("Loves of an Actress," "Manhattan Cocktail," "Serenade")
Van Dine, S. S. ("The Canary Murder Case")
Van Every, Dale ("Telling the World")
Van Loan, H. H. ("The Noose")
Vidor, King ("The Crowd")
Von Sternberg, Joseph ("The Street of Sin")
Von Stroheim, Erich ("The Wedding March")
Wallace, Edgar ("The Terror")
Wallace, Lew ("Ben Hur")
Wead. Lt.-Com. Frank ("The Flying Fleet")
Weaver, John V. A. ("The Crowd")
Weems, Walter ("Hearts in Dixie")
Williams, Ben Ames ("Across to Singapore")
Woolrich, Cornell ("Children of the Ritz")
Wren, Percival G. ("Beau Geste," "Beau Sabreur")
Wright, Harold Bell ("Shepherd of the Hills")
Wylie, I. A. R. ("Four Sons")
Young, Rita Johnson ("Glorious Betsy," "Mother Machree")
Younger, A. P. ("The Latest from Paris," "While the City Sleeps")
Zangwill, Israel ("The Perfect Crime")
Zuardo, Leon ("Sonny Boy")

CAMERAMEN

Andriot, Lucien ("River Pirates," "Loves of Carmen")
Arnold, John ("The Big Parade," "The Cardboard Lover," "Rose Marie," "Show People")
Barlatier, Andre ("A Single Man")
Barnes, George ("The Awakening," The Devil Dancer," "Two Lovers," "Our Dancing Daughters," "Sadie Thompson")
Bitzer, Billy ("The Battle of the Sexes")
Branigan, Thomas ("The Devil Dancer")
Clarke, Charles ("The Red Dance," "Sharpshooters")
Clarke, Daniel ("The Air Circus")
Cronjager, Edward ("Warming Up")
Daniels, William ("A Woman of Affairs," "Love," "The Latest from Paris," "The Trial of Mary Dugan," "Telling the World," "Wild Orchids")
De Vina, Clyde ("Ben Hur," "White Shadows in the South Seas")
Dubray, Joseph A. ("Wild Geese")
Du Par, Ed. B. ("Lights of New York")
Dupont, Max ("Wild Geese")
Dyer, Elmer ("The Air Circus")
Edeson, Arthur ("Patent Leather Kid," "In Old Arizona")
Edouart, Farcio ("Interference")
Fischbeck, Harry ("The Canary Murder Case," "The Fleet's In," "Manhattan Cocktail," "Serenade")
Folsey, George ("Butter and Egg Man")
Garmes, Lee ("Little Shepherd of Kingdom Come," "The Barker," "The Love Mart")
Gaudio, Antonio ("The Gaucho," "The Racket")
Gerrard, Henry ("Beggars of Life," "Interference," "Legion of the Condemned," "Ladies of the Mob")
Gerstad, Merrit ("Alias Jimmy Valentine," "London After Midnight")
Gilks, Alfred ("The First Kiss," "Get Your Man," "Old Ironsides," "Red Hair")
Glennon, Bert ("The Last Command," "The Patriot," "Street of Sin," "Underworld")
Guissard, Rene ("Ben Hur")
Haines, Bert ("Steamboat Bill, Jr.")
Haller, Ernst ("French Dressing," "Naughty Baby")
Haskins, Byron ("On Trial," "The Singing Fool")
Hickox, Sid ("Lilac Time")
Hilburn, Percy ("Ben Hur," "The Cossacks")
Howe, James ("Four Walls," "Laugh, Clown, Laugh," "Sorrell and Son")
Hunt, J. Roy ("Beau Geste," "Close Harmony," "Forgotten Faces," "The Doctor's Secret," "Interference")
Jennings, Dev ("Steamboat Bill, Jr.")
Kesson, Dave ("My Best Girl")
Kesson, Frank ("My Man")
Klein, Ben ("The Chinese Parrot")
Knechtel, Alvin ("Lilac Time")
Kurrle, Robert ("Revenge," "Ramona," "Sadie Thompson")
Lang, Charles ("The Shopworn Angel")
Lumden, Walter ("Speedy")
Lyons, Chet ("Mother Machree")
Marlatt, Mark ("The Circus")
Marley, Peverly ("The Godless Girl," "The King of Kings")
Marsh, .Oliver ("The Enemy," "Sadie Thompson," "The Smart Set")
Marshall, William ("Hot News")
Martin, Robert ("Hit of the Show")
McGill, Barney ("The Home Towners")
McGill, Chick ("The Terror")
Meehan, George ("The Ghost Talks")
Mescall, J. J. ("Captain Swagger," "The Student Prince")
Miller, Arthur ("Annapolis," "The Bellamy Trial")
Miller, Ernest ("The Toilers")
Miller, Virgil ("The Perfect Crime")
Milner, Victor ("Loves of an Actress," "Sins of the Father," "The Showdown," "The Way All Flesh," "The Wild Party," "The Wolf of Wall Street")
Mohr, Hal ("Jazz Singer," "Glorious Betsy," "Tenderloin," "The Last Warning," "The Wedding March")
Morgan, Ira ("The Duke Steps Out," "The Flying Fleet," "Excess Baggage," "West Point")
Nagle, George ("White Shadows in South Seas")
Nervig, Conrad A. ("Wild Orchids")
O'Connell, L. W. ("Fazil")
Palmer, Ernest ("Seventh Heaven," "Street Angel")
Perry Harry ("Wings")
Polito, Sol ("The Hawk's Nest," "Show Girl," "Shepherd of the Hills")
Pollock, Gordon ("The Wedding March")
Reynolds, Ben ("Sonny Boy")
Roberts, Bob ("White Shadows in South Seas")
Rosher, Charles ("My Best Girl," "The Tempest")
Rosson, Harold ("The Docks of New York," "The Drag Net," "Abie's Irish Rose," "Open Range," "Three Week Ends")
Schneidermann, George ("Four Sons")
Schoenbaum, C. Edgar ("Beau Sabreur," "The Water Hole")
Scholtz, Abe ("The Gaucho")
Seitz, John ("Across to Singapore," "The Patsy")
Sharp, Henry ("The Big City," "The Crowd," "The Iron Mask," "While the City Sleeps")
Sorenson, B. ("The Wedding March")
Strauss, Karl ("Ben Hur," "The Battle of the Sexes")
Stumar, Charles ("Cohens and Kellys in Paris," "Uncle Tom's Cabin")
Totheroh, Roland H. ("The Circus")
Vale, Barney ("Conquest")
Van Enger, Charles ("Give and Take")
Van Trees, James ("Heart of a Follies Girl," "The Noose")
Walker, Earle ("Wild Geese")
Walker, Joe ("Submarine")
Warrenton, Gilbert ("The Cat and the Canary," "Mother Knows Best," "Lonesome," "The Man Who Laughs," "Show Boat")
Wells, Conrad ("Dressed to Kill")
Wilson, Jack ("The Circus")
Woolstenhulme, Charles ("Dressed to Kill")

COMEDY CONSTRUCTIONISTS

Towne, Gene ("The Butter and Egg Man," "Waterfront")

CONTINUITY WRITERS

Cunningham, Jack ("White Shadows in South Seas")
Estabrook, Howard ("Dressed to Kill")
Gardiner, Becky ("The Trial of Mary Dugan")
Harris, Ray ("Warming Up")
Herbert, F. Hugh ("The Cardboard Lover")
Howell, Dorothy ("Submarine")
Hubbard, Lucien ("Rose-Marie")
Kenyon, Charles ("Show Boat")
Kraly, Hans ("The Student Prince," "Wild Orchids")
Long, Louise ("Interference")
Lowe, E. T., Jr. ("Lonesome")
MacPherson, Jeanie ("The King of Kings")
Mason, Sarah Y. ("The Broadway Melody")
Meredyth, Bess ("Ben Hur," "A Woman of Affairs")
Rigby, L. G. ("The Toilers")
Schayer, Richard ("Across to Singapore," "Wild Orchids")
Schrock, Raymond ("The Duke Steps Out")
Tuchock, Wanda ("Show People")
Van Every, Dale ("The Duke Steps Out")
Wilson, Carey ("Ben Hur")

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"RED HAIR"

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and

Continuity of

"GET YOUR MAN"

A RECORD SMASHER

Written by

AGNES BRAND LEAHY

Now Writing Continuity

ZANE GREY'S

"STAIRS OF SAND"

Personnel Of The Record Smashers

DIALOGUE WRITERS

Baker, C. Graham ("The Singing Fool")
Barry, Tom ("In Old Arizona")
Brennan, Fred H. ("The Ghost Talks")
Gleason, James ("The Broadway Melody")
Houston, Norman ("The Broadway Melody")
Jackson, Joe ("The Racket," "The Terror," "Tenderloin")
Pascal, Ernest ("Interference")
Power, Francis ("Conquest")
Reed, Tom ("The Last Warning," "Show Boat")
Thompson, Harlan ("The Ghost Talks")
Walter, Eugene ("Mother Knows Best")
Weaver, John V. A. ("Close Harmony")
Weems, Walter ("Hearts in Dixie")

DIRECTORS

Arzner, Dorothy ("Manhattan Cocktail," "Get Your Man," "The Wild Party")
Bacon, Lloyd ("The Lion and the Mouse," "The Singing Fool")
Badger, Clarance ("Hot News," "It," "Red Hair," "Three Week Ends")
Beaudine, William ("Cohens and Kellys in Paris," "Give and Take")
Barker, Reginald ("The Toilers")
Beaumont, Harry ("The Broadway Melody," "Our Dancing Daughters," "A Single Man")
Bell, Monta ("The Bellamy Trial")
Berger, Ludwig ("Sins of the Fathers")
Blystone, John G. ("Mother Knows Best," "Sharpshooters")
Borzage, Frank ("The River," "Street Angel," "Seventh Heaven")
Brenon, Herbert ("Beau Geste," "Laugh Clown, Laugh," "Sorrell and Son")
Brown, Clarence ("A Woman of Affairs")
Browning, Tod ("The Big City," "London After Midnight," "West of Zanzibar")
Cabanne, Christy (Annapolis")
Capra, Frank ("Submarine")
Carewe, Edwin ("Revenge," "Ramona")
Chaplin, Charlie ("The Circus")
Christensen, Benjamin ("The Hawk's Nest")
Conway, Jack ("Alias Jimmy Valentine," "The Smart Set," "While the City Sleeps")
Cromwell, John ("Close Harmony")
Crosland, Alan ("Glorious Betsy," "The Jazz Singer")
Cruze, James ("The Duke Steps Out," "Old Ironsides," "Excess Baggage")
Cummings, Irving ("Dressed to Kill," "In Old Arizona")
Curtiz, Michael ("Tenderloin")
D'Arrast, Harry D. ("Serenade")
Del Ruth, Roy ("Conquest," "The Terror")
De Mille, Cecil B. ("The Godless Girl," "The King of Kings")
De Mille, William C. ("The Doctor's Secret")
Dillon, John Francis ("Children of the Ritz," "The Heart of a Follies Girl," "The Noose")
Dwan, Allan ("East Side, West Side," French Dressing," "The Iron Mask")
Eason, Reeves ("Ben Hur")
Fejos, Paul ("Lonesome")
Fitzmaurice, George ("The Barker," "Lilac Time," "The Love Mart")
Fleming, Victor ("Abie's Irish Rose," "The Awakening," "The Way of All Flesh")
Ford, John ("Four Sons," "Mother Machree")
Foy, Bryan ("The Home Towners," "The Lights of New York")
Franklin, Sidney ("Wild Orchids")
Glennon, Bert ("The Perfect Crime")
Goulding, Edmund ("Love")
Griffith, D. W. ("The Battle of the Sexes")
Griffith, Edward H. (Captain Swagger")
Hawks, Howard ("The Air Circus," "Fazil")
Hill, George ("The Cossacks," "The Flying Fleet")
Howard, William K. ("The River Pirate")
Hubbard, Lucien ("Rose-Marie")
Ince, Ralph ("The Hit of the Show")
Jones, F. Richard ("The Gaucho," "The Water Hole")
Lee, Rowland V. ("The First Kiss," "Loves of an Actress," "Wolf of Wall Street")
Leni, Paul ("The Cat and the Canary," "The Chinese Parrot," "The Last Warning," "The Man Who Laughs")
Leonard, Robert Z. ("The Cardboard Lover")
LeRoy, Mervyn ("Naughty Baby")
Lloyd, Frank ("Adoration," "Weary River")
Lubitsch, Ernst ("The Patriot," "The Student Prince")
Mayo, Archie ("My Man," "On Trial," "State Street Sadie," "Sonny Boy")
Mendes, Lothar ("Interference")
Milestone, Lewis ("The Racket")
Murnau, F. W. ("Four Devils," "Sunrise")
Neilan, Marshall ("Take Me Home")
Newmeyer, Fred ("Warming Up")
Niblo, Fred ("The Enemy," "The Devil Dancer," "Ben Hur," "Two Lovers")
Nigh, William ("Across to Singapore," "Four Walls")
Pollard, Harry ("Show Boat," "Uncle Tom's Cabin")
Pomeroy, Roy J. ("Interference")
Reisner, Charles F. ("Steamboat Bill, Jr.")
Raboch, Alfred L. ("Ben Hur")
Rogell, Al ("Shepherd of the Hills")
St. Clair, Malcolm ("The Canary Murder Case," "The Fleet's In")
Santell, Alfred ("Little Shepherd of Kingdom Come," "Patent Leather Kid," "Show Girl")
Schertzinger, Victor ("Forgotten Faces," "Redskin," "The Showdown")
Sedgwick, Edward ("West Point")
Seiler, Lew ("The Air Circus," "The Ghost Talks")
Seiter, William A. ("Synthetic Sin")
Sloane, Paul ("Hearts in Dixie")
Smith, Clifford ("Open Range")
Stiller, Maurice ("Street of Sin")
Stone, Phil ("Wild Geese")
Taylor, Sam ("My Best Girl," "Tempest")
Van Dyke, W. S. ("White Shadows in the South Seas")
Veiller, Bayard ("The Trial of Mary Dugan"))
Vidor, King ("The Crowd," "The Big Parade," "The Patsy," "Show People")
Von Sternberg, Josef ("The Docks of New York," "The Drag Net," "The Last Command," "Underworld")
Von Stroheim, Erich ("The Wedding March")
Wallace, Richard ("The Butter and Egg Man," "The Shopworn Angel")
Walsh, Raoul ("Loves of Carmen," "In Old Arizona," "The Red Dance," "Sadie Thompson," "What Price Glory")
Waters, John ("Beau Sabreur")
Wellman, William ("Beggars of Life," "Legion of the Condemned," "Ladies of the Mob," "Wings")
Wilde, Ted ("Speedy")
Wood, Sam ("The Latest from Paris," "Telling the World")

FILM EDITORS

Adams, Edmund ("The Racket")
Atkinson, Frank ("Lonesome")
Bauchens, Anne ("The King of Kings")
Bennett, Hugh ("Little Shepherd of Kingdom Come," "Patent Leather Kid," "Shepherd of the Hills")
Bischoff, Bob ("Fazil")
Blankie, Henry ("The Patriot")
Booth, Margaret ("The Enemy," "Telling the World")
Bossler, Robert ("The First Kiss")
Clancy, Margaret ("Four Sons," "Mother Machree")
Cohn, Martin G. ("Wild Geese")
Dennis, Jack ("The Noose," "River Pirate")
Drough, Doris ("Get Your Man," "Red Hair")
Gessler, Robert ("The Shopworn Angel")
Halvey, Marie ("Laugh Clown, Laugh," "Sorrell and Son")
Hall, Al ("Lilac Time")
Hamilton, William ("Our Dancing Daughters")
Himm, Carl ("Speedy")
Hively, George ("The Duke Steps Out," "Excess Baggage")
Hubbard, Lucien ("Wings")
Kern, Robert J. ("The Toilers")
Killefer, Jack ("Conquest")
Lawrence, Viola ("The Awakening")
Lewis, Ben ("Across to Singapore," "A Single Man")
Lewis, Helen ("The Drag Net," "The Last Command," "Docks of New York")
Loring, Jane ("The Water Hole")
Lovering, Otho ("Warming Up")
Malarkay, Tay ("Hot News")
Marks, Owen ("My Man," "Sonny Boy")
Marsh, Frances ("Sins of the Fathers")
Marton, Andrew ("The Student Prince")
McLernon, Harold ("The King of Kings")
McNeil, Allen ("Tempest")
Nichols, George, Jr. ("Street of Sin")
Nosler, Lloyd ("Ben Hur")
Pierson, Carl L. ("Rose-Marie")
Pivar, Maurice ("Show Boat")
Powers, P. A. ("The Wedding March")
Reynolds, Harry ("The Big City," "Four Walls," "West of Zanzibar")
Sewell, Blanche ("The Cossacks," "The Flying Fleet," "The Trial of Mary Dugan")
Shaffer, Alyson ("Beggars of Life," "Legion of the Condemned")
Shea, William ("The Fleet's In")
Smith, James ("The Battle of the Sexes")
Stone, LeRoy ("Butter and Egg Man," "Naughty Baby")
Sullivan, C. Gardner ("Sadie Thompson")
Sullivan, Frank ("The Bellamy Trial," "West Point")
Ware, Frank ("The Hawk's Nest")
White, Merrill ("The Doctor's Secret")
Wolf, Barney ("The Street Angel")
Wrangell, Basil ("The Cardboard Lover," "The Latest from Paris")
Wynn, Hugh ("The Big Parade," "The Crowd," "Show People," "A Woman of Affairs," "Love")
Zimbalist, Sam ("Alias Jimmy Valentine," "While the City Sleeps," "The Smart Set")

SUPERVISORS

Bedard, Pierre (Sadie Thompson")
Conselman, William ("Dressed to Kill")
Kohner, Paul ("The Man Who Laughs")
Laemmle, Carl Jr. ("The Last Warning")
Ostrow, L. L. ("Wild Geese")
Reed, Theodore ("The Gaucho")

In my simple childish way I contributed more or less to four on the Record Breakers list.

High cost of advertising prevents my saying more.

John F. Goodrich

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"HEAD MAN"

One of the 1928
RECORD BREAKERS

Now Writing Dialogue
of
WILEY'S "WILDCAT" STORIES
for
PATHE

Personnel Of The Record Smashers

SCENARIO WRITERS

Alexander, J. Grubb ("The Chinese Parrot," "The Man Who Laughs")
Anderson, Doris ("The Wolf of Wall Street")
Andrews, Del ("The Racket")
Baker, C. Graham ("Sonny Boy," "Conquest," "The Air Circus," "The Singing Fool")
Barry, Tom ("In Old Arizona")
Behn, Harry ("The Big Parade," "The Racket")
Bennison, Andrew ("The Air Circus")
Brennan, Frederick H. ("The Ghost Talks")
Brice, Monty ("The Fleet's In")
Burkhart, Addison ("The Home Towners")
Campbell, J. L. ("French Dressing")
Carr, Harry ("The Wedding March")
Cohn, Alfred ("Cohens and Kellys in Paris," "The Jazz Singer," "The Last Warning")
Coldeway, Anthony ("Glorious Betsy")
Creelman, James ("The Red Dance")
Cunningham, Jack ("White Shadows in South Seas")
De Limur, Jean ("Legion of the Condemned")
De Mille, William ("Doctor's Secret")
Doherty, Ethel ("Manhattan Cocktail," "The Showdown")
Doyle, Ray ("White Shadows in South Seas")
Duffy, Gerald ("Heart of a Follies Girl")
Dunn, Winifred ("Patent Leather Kid")
Estabrook, Howard ("Dressed to Kill," "The Shopworn Angel," "Forgotten Faces")
Farrow, John ("The First Kiss," "Three Week Ends," "Ladies of the Mob")
Fourney, Pauline ("French Dressing")
Fox, Finis ("Revenge," "Ramona")
Furthmann, Charles ("The Drag Net," "Underworld")
Furthmann, Jules ("The Drag Net," "Abie's Irish Rose," "Docks of New York," "The Way of All Flesh")
Garrett, Oliver H. P. ("Ladies of the Mob")
Gates, Harvey ("The Terror")
Geraghty, Tom (Beau Sabreur," "Naughty Baby," "Synthetic Sin")
Glazer, Benjamin ("Beggars of Life," "The Barker," "The Love Mart," "Seventh Heaven")
Goldbeck, Willis ("The Enemy")
Goodrich, John F. ("The Last Command")
Grey, John ("Speedy")
Harbaugh, Carl ("Steamboat Bill, Jr.")
Hawks, J. G. ("The Last Warning")
Heath, Percy ("Three Week Ends")
Heilbron, Adelaide ("Captain Swagger," "The Butter and Egg Man")
Herbert, F. Hugh ("A Single Man")
Herbert, Hugh ("Lights of New York")
Hibbard, Enid ("Hit of the Show")
Hill, Robert F. ("The Last Warning")
Johnston, Agnes Christine ("The Cardboard Lover," "The Enemy," "The Patsy")
Kenyon, Charles ("Show Boat")
Klein, Philip ("Fazil," "Four Sons")
Kraly, Hans ("The Student Prince," "The Patriot")
Leahy, Agnes Brand ("Red Hair")
Lee, Robert N. ("Underworld")
Lee, Rowland V. "Loves of an Actress," "Underworld")
Lighton, Louis D. ("Wings")
Lloyd, Gerritt J. ("The Battle of the Sexes")
Logue, Charles C. ("Heart of a Follies Girl")
Long, Louise ("Interference," "Three Week Ends")
Lord, Robert ("My Man," "Lion and the Mouse," "On Trial")
Loring, Hope ("Interference," "Get Your Man," "My Best Girl," "Wings," "The Showdown")
Lovett, Josephine ("Our Dancing Daughters")
Lowe, E. T., Jr. ("Tenderloin," "State Street Sadie")
Macpherson, Jeanie ("The Godless Girl")
Marion, Frances ("Love," "The Cossacks," "Excess Baggage")
Marksom, Benjamin ("The River Pirate")
Mason, Sarah Y. ("Alias Jimmy Valentine")
Mayer, Carl ("Sunrise")
Meehan, Elizabeth ("Laugh Clown Laugh")
Meredyth, Bess ("A Woman of Affairs," "Little Shepherd of Kingdom Come")
Miller, Alice D. G. ("Four Walls," "The Devil Dancer," "Two Lovers")
Miller, Seton I. ("Fazil," "The Air Circus")
Mintz, Sam ("Three Week Ends")
Montagne, E. ("The Last Warning")
Morgan, Byron ("The Smart Set")
Neal, Lex ("Speedy")
O'Donohoe, James ("The Hawk's Nest," "Show Girl," "The Noose")
O'Hara, George ("A Single Man")
Orr, Gertrude ("Mother Machree," "Loves of Carmen")
Orth, Marian ("Mother Knows Best," "Street Angel," "Sharpshooters")
Poland, Joseph ("Cohens and Kellys in Paris")
Price, Ann ("The Smart Set")
Reinhardt, John ("The River Pirate")
Rigby, L. G. ("The Toilers")
Rogers, Howard E. ("Speedy")
Roth, Murray ("The Home Towners," "Lights of New York")
Ruben, J. Walter ("The Fleet's In," "Open Range")
Ryerson, Florence ("Hot News")
Saunders, John Monk ("Legion of the Condemned")
Schayer, Richard ("The Flying Fleet," "Across to Singapore")
Schofield, Paul ("Beau Geste")
Schrock, Raymond L. ("West Point," "Telling the World")
Sekely, Bela ("The Man Who Laughs")
Shane, Ted ("Across to Singapore")
Sheldon, E. Lloyd ("Sins of the Fathers")
Sprague, Chandler ("The Street of Sin")
Stone, John ("Open Range")
Sullivan, C. Gardner ("Tempest")
Thew, Harvey ("Give and Take," "Uncle Tom's Cabin")
Tollack, Max ("On Trial")
Tuchok, Wanda ("Show People")
Unsell, Eve ("Conquest")
Vajda, Ernest ("Serenade")
Vidor, King ("The Crowd")
Von Stroheim, Erich ("The Wedding March")
Walsh, Raoul ("Sadie Thompson")
Weaver, John V. A. ("The Crowd")
Willis, F. McGrew ("Annapolis")
Wilson, Carey ("The Awakening," "Lilac Time")
Woods, Lotta ("The Iron Mask," "The Gaucho")
Young, Waldemar ("The Big City," "London After Midnight")
Younger, A. P. ("Uncle Tom's Cabin," "Latest From Paris," "While the City Sleeps")

TITLE WRITERS

Ainslee, Marian ("A Woman of Affairs," "Love," "Our Dancing Daughters," "The Student Prince," "Wild Orchids")
Anthony, Walter ("Uncle Tom's Cabin," "The Man Who Laughs")
Benthall, Dwinelle ("Little Shepherd of Kingdom Come")
Boylan, Malcolm S. ("Sharpshooters," "Dressed to Kill," "River Pirate," "The Red Dance")
Braxton, Harry ("The Toilers")
Briant, Roy ("Open Range")
Bristol, Edith ("Mother Knows Best")
Caldwell, H. H. ("Ben Hur," "Loves of Carmen," "Seventh Heaven," "Street Angel," "Four Sons," "Mother Machree")
Colton, John ("The Enemy," "The Cossacks," "White Shadows in the South Seas")
Cummings, Ruth ("A Woman of Affairs," "Love," "Our Dancing Daughters," "The Student Prince," "Wild Orchids")
DeMond, Albert ("The Cohens and Kellys in Paris")
Dix, Beulah Marie ("The Godless Girl")
Early, Dudley ("Heart of a Follies Girl")
Farnham, Joe ("Across to Singapore," "Alias Jimmy Valentine," "The Bellamy Trial," "The Big Parade," "The Big City," "The Crowd," "The Duke Steps Out," "Four Walls," "The Flying Fleet," "London After Midnight," "West Point," "The Latest From Paris," "Laugh Clown Laugh," "A Single Man," "Telling the World," "West of Zanzibar," "While the City Sleeps")
Fox, Finis ("Revenge," "Ramona")
Geraghty, Jerry ("Naughty Baby")
Geraghty, Tom ("Naughty Baby")
Graham, Garrett ("The Noose")
Hilliker, Katherine ("Ben Hur," "Loves of Carmen," "Seventh Heaven," "Street Angel," "Four Sons," "Mother Machree," "The Awakening")
Hopkins, Robert ("The Smart Set")
Hughes, Rupert ("Patent Leather Kid")
Jackson, Joe ("The Singing Fool," "My Man")
Johnson,, Julian (Abie's Irish Rose," "Beggars of Life," "The Street of Sin," "Loves of an Actress," "Forgotten Faces," "Sins of the Fathers," "Beau Sabreur," "Wings," "The Wedding March," "Docks of New York," "The Patriot")
Kernell, William ("Mother Knows Best," "The Air Circus")
Krafft, John ("Annapolis")
Lloyd, Gerrit J. ("Battle of the Sexes")
Macpherson, Jeanie ("The Godless Girl")
Mankiewicz, Herman J. ("The Drag Net," "Abie's Irish Rose," "The Barker," "The Last Command," "Serenade," "The Water Hole")
Marion, George, Jr. ("Hot News," "Get Your Man," "Legion of the Condemned," "Ladies of the Mob," "Manhattan Cocktail," "Warming Up," "Red Hair," "The Fleet's In," "Tempest," "Underworld," "Show Girl," "Lilac Time")
Mayer, Edwin Justus ("The Devil Dancer," "The Love Mart")
McCosh, Rufus ("Little Shepherd of Kingdom Come")
Miranda, Tom "The Shopworn Angel," "The Racket")
Newmark, Lucile ("The Cardboard Lover," "A Single Man")
Perez, Paul ("Captain Swagger")
Reed, Tom ("Lonesome," "Show Boat")
Robinson, Casey ("The Hawk's Nest")
Spence, Ralph ("Excess Baggage," "Show People")
Starr, James A. ("My Man," "Sonny Boy")
Sullivan, C. Gardner ("Sadie Thompson")



Bradley King

Writing

Screen Plays

that register as

Smash Hits

100% dialogue

"WEARY RIVER"*

(Bradley King's All-Dialogue story—
Starring Richard Barthelmess, and
playing at $2.00 in New York.)

$40.000 one week, L. A. Paramount; Akron, Ohio 200%; Syracuse, N. Y., 150%; Memphis, 150%; New York City, 134%.

"Scarlet Seas"—125%, 110%, etc.

"The Squall"—(Preview sensation! To open in New York at $2.00)

"Dark Streets"—Now in Production.

"Drag"*—New Barthelmess Special, 100% Dialogue.

Now writing 100% Dialogue, Richard Barthelmess vehicle, based on Rex Beach's "Son of the Gods."*
First National's Big Road Show Special for 1929-30.

* *Frank Lloyd Productions.*

J. GRUBB ALEXANDER

AUTHOR—SCENARIST

"MAN WHO LAUGHS"

Universal Super-Jewel Production

RECORD SMASHER

■———■

Now Under Contract to

WARNER BROS.

Just Finished Screen Version and Dialogue

"THE GAMBLERS"

A Vitaphone Feature Production

GENE TOWNE

In memoriam lays a wreath on TWO silent HITS listed high among 1928's RECORD SMASHERS

and

proudly announces the birth of triplets just christened—

"DRAG"
Richard Barthelmess } god-father
"DARK STREETS"
Jack Mulhall } FRANK LLOYD

"ISLE OF LOST SHIPS"—all star

and, boys—they're all TALKING.

4th year under contract to
FIRST NATIONAL as
COMEDY SPECIALIST—
Stories—Adaptations—
DIALOGUE

Other Outstanding B. O. Pictures And Their Personnel

Screen Credits on Productions Which Proved of Exceptional Merit at Theatres of Country Last Year

IN addition to the list of Record Smashers, a number of other productions proved to be of outstanding box-office merit in 1928. Screen credits on these films, classified as to those who appeared in them, or had to do with their production, follow:

ACTORS

Adams, Ernie S. ("Tenth Avenue")
Alexander, Richard ("The Mysterious Lady")
Alvarado, Don ("No Other Woman")
Armstrong, Robert ("The Cop")
Austin, William ("Just Married")
Axzelle, Carl ("Chicago After Midnight")
Bacon, Irving ("The Head Man")
Bailey, Wm. Norton ("Waterfront")
Bakewell, William ("Harold Teen")
Bard, Ben ("No Other Woman")
Barrymore, Lionel ("Road House")
Barthelmess, Richard ("Out of the Ruins," "The Wheel of Chance")
Bennett, Mickey ("United States Smith")
Boteler, Wade ("Let 'Er Go Gallegher," "Just Married," "The Crash")
Boyd, William ("The Cop")
Bracy, Sidney ("The Cameraman")
Bradbury, James Jr. ("Waterfront")
Bradbury, James Sr. ("Midnight Madness")
Brook, Clive ("Midnight Madness," "The Yellow Lily")
Brown, Joe ("Road House")
Burke, Warren ("Road House")
Burton, Clarence ("Midnight Madness")
Butler, David ("The Rush Hour")
Calvert, E. H. ("Let 'Er Go Gallegher")
Carillo, Mario ("Just Married")
Chadwick, Cyril ("The Mating Call")
Clarke, Harvey ("The Head Man")
Chautard, Emile ("Out of the Ruins")
Clayton, Arthur ("The Whip")
Clayton, Eddie ("Road House")
Coghlan, Junior ("Let 'Er Go Gallegher")
Conklin, Chester ("Two Flaming Youths")
Connelly, Edward ("The Mysterious Lady")
Connors, Buck ("The Mojave Kid")
Cosgrave, Luke ("The Mating Call")
Courtwight, William ("The Sunset Legion")
Crane, Ward ("The Rush Hour")
Demarest, William ("The Crash")
Duffy, Jack ("Harold Teen")
Dugan, Tommy ("Melody of Love")
Edeson, Robert ("Tenth Avenue")
Egan, Jack ("Harold Teen")
Erickson, Knute ("Waterfront")
Ferguson, Casson ("Tenth Avenue")
Fields, W. C. ("Two Flaming Youths")
Fleming, Bob ("The Mojave Kid")
Forbes, Ralph ("The Whip")
Ford, Harrison ("The Rush Hour," "Let 'Er Go Gallegher," "Just Married")
Frank, Christian J. ("Chicago After Midnight")
Frazer, Robert ("Out of the Ruins")
Gillingwater, Claude ("Oh Kay")
Goodwin, Harold ("The Cameraman")
Gran, Albert ("The Whip")
Gray, Lawrence ("Oh Kay")
Gribbon, Eddie ("United States Smith")
Gribbon, Harry ("The Cameraman")
Hagney, Frank ("Midnight Madness")
Hale, Alan ("The Cop," "Oh Kay")
Hall, Ben ("Harold Teen")
Hall, James ("Just Married")
Harlan, Kenneth ("United States Smith")
Harmon, Pat ("Waterfront")
Henderson, Theodore ("The Mojave Kid")
Hendricks, Ben ("Waterfront")
Hoyt, Arthur ("Just Married")
Ince, Ralph ("Chicago After Midnight")
Irving, George ("Two Flaming Youths")
James, Gardner ("The Mating Call")
Kahanomoku, Duke ("Womanwise")
Keaton, Buster ("The Cameraman")
Kennedy, Tom ("The Cop")
Kent, Arnold ("The Head Man")
Kent, Crauford ("The Foreign Legion")
Kerry, Norman ("The Foreign Legion")
King, Emmett ("Midnight Madness")
Kosloff, Theodore ("Womanwise")
Lake, Arthur ("Harold Teen")
Lanoy, Andre ("No Other Woman")
Lebedeff, Ivan ("Let 'Er Go Gallegher")
Littlefield, Lucien ("Harold Teen" "The Head Man")
Luden, Jack ("Two Flaming Youths")
Martindel, Edward ("The Garden of Eden")
Mason, James ("Chicago After Midnight")
McDermott, Marc ("The Whip," "The Yellow Lily")
McGrail, Walter ("Midnight Madness")
Meighan, Thomas ("The Mating Call")
Mills, Frank (Chicago After Midnight")
Mills, Nat ("The Mojave Kid")
Morley, Jay ("The Mojave Kid")
Mulhall, Jack ("Waterfront")
Murray, Charlie ("The Head Man") ....
Nagel, Conrad ("The Mysterious Lady")
Natheaux, Louis ("Tenth Avenue," "Midnight Madness," "The Cop")
Ness, Ole, M. ("Chicago After Midnight")
Nye, Carroll (Powder My Back")
Oakie, Jack ("Road House")
Oland, Warner ("The Wheel of Chance")
Pallette, Eugene ("Out of the Ruins")
Paoli, Raoul ("Womanwise")
Payne, Lou ("The Whip")
Perry, Walter ("The Foreign Legion")
Pidgeon, Walter ("Womanwise," "Melody of Love")
Pigott, Tempe ("Road House")
Pollet, Albert ("The Mysterious Lady")
Potel, Victor ("Melody of Love")
Puffy, Charles ("The Yellow Lily")
Quinn, Jimmie ("Two Flaming Youths")
Randolf, Anders ("Powder My Back")
Ratcliffe, E. J. ("The Head Man")
Ray, Charles ("The Garden of Eden")
Richardson, Jack ("Melody of Love")
Ricketts, Tom "Just Married")
Roscoe, Alan ("The Mating Call")
Russell, William ("Womanwise")
Schildkraut, Joseph ("Tenth Avenue")
Seiter, Bob ("Chicago After Midnight")
Sherman, Lowell ("The Garden of Eden," "The Whip")
Shields, Ernest ("Womanwise")
Sills, Milton ("The Crash")
Smith, Oscar ("Midnight Madness")
Soussanin, Nicholas ("The Yellow Lily")
Stedman, Lincoln ("Harold Teen")
Steele, Bob ("The Mojave Kid")
Sterling, Ford ("Oh Kay")
Stone, George ("The Cop")
Stone, Lewis ("The Foreign Legion")
Sullivan, Charles ("Chicago After Midnight")
Varconi, Victor ("Tenth Avenue")
Von Seyffertitz, Gustav ("The Mysterious Lady," "The Yellow Lily")
Walling, Will R. ("The Mating Call")
Woods, Harry ("The Sunset Legion")

ACTRESSES

Adoree, Renee ("The Mating Call")
Alba, Maria ("Road House")
Allen, Florence ("Road House")
Ashton, Sylvia ("The Head Man")
Basquette, Lina ("The Wheel of Chance")
Besserer, Eugenia ("The Yellow Lily")
Brent, Evelyn ("The Mating Call")
Brian, Mary ("Harold Teen," "Two Flaming Youths")
Bryant, Kay ("Road House")
Collyer, June ("Womanwise")
Day, Marceline ("The Cameraman")
Del Rio, Dolores ("No Other Woman")
Dione, Rose ("Out of the Ruins")
Dove, Billie ("The Yellow Lily")
Dresser, Louise ("The Garden of Eden")
Duval, Paulette ("No Other Woman")
Eddy, Helen Jerome ("Chicago After Midnight")
Fair, Elinor ("Let 'Er Go Gallegher")
Farley, Dot ("The Head Man")
Ferris, Audrey ("Powder My Back")
Fitzgerald, Cissy ("Two Flaming Youths")
Foster, Helen ("The Mating Call")
Garbo, Greta ("The Mysterious Lady")
George, Maude ("The Garden of Eden")
Gilmore, Lilliam ("The Mojave Kid")
Gordon, Julia Swayne ("Road House")
Gordon, Maude Turner ("Just Married")
Gore, Rose "The Head Man")
Griffith, Corinne ("The Garden of Eden")
Harris, Ivy ("Just Married")
Harris, Mildred ("Melody of Love")
Haver, Phyllis ("Tenth Avenue")
Johnston, Julanne ("Oh Kay")
Keckley, Jane ("Harold Teen," "Road House")
Lee, Lila ("Just Married," "United States Smith")
Livingston, Margaret ("The Wheel of Chance")
Logan, Jacqueline ("Midnight Madness," "The Cop")
Mackaill, Dorothy ("Waterfront," "The Whip")
Marstini, Rosita ("No Other Woman")
Mattox, Martha ("The Head Man")
Marlowe, June ("The Foreign Legion")
Mendez, Jola ("Chicago After Midnight")
Moore, Colleen ("Oh Kay")
Murphy, Edna ("The Sunset Legion")
Nilsson, Anna Q. ("The Whip")
Nixon, Marion ("Out of the Ruins")
Nolan, Mary ("The Foreign Legion")
Owen, Seena ("The Rush Hour")
Prevost, Marie ("The Rush Hour")
Rich, Irene ("Powder My Back")
Rivero, Lorraine ("Chicago After Midnight")

LEW LIPTON

NOW

COMPLETING HIS 5TH
CONSECUTIVE YEAR UNDER CONTRACT

TO

METRO-GOLDWYN-MAYER

"THE CAMERAMAN"

CURRENT ATTRACTION
"SPITE MARRIAGE"

AGNES CHRISTINE JOHNSTON

3 RECORD BREAKERS

Scenarios of

"THE ENEMY"

"HER CARDBOARD LOVER"

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"SHOW PEOPLE"

Forthcoming Productions:

ADAPTATIONS and CONTINUITIES

"MAN AND THE MOMENT"

"LILIES OF THE FIELD"

TITLES FOR—

"SHOW PEOPLE"

"EXCESS BAGGAGE"

AND—

EXCUSE THE RUSH!
I'M BUSY WITH
M-G-M DIALOGUE

RALPH SPENCE

Screen Credits

ACTRESSES—*Cont.*

Rosing, Bodil ("Out of the Ruins," "The Wheel of Chance")
Sale, Virginia ("Midnight Madness")
Schaeffer, Anna ("The Wheel of Chance")
Taylor, Ruth "Just Married")
Todd, Thelma ("The Crash")
Wales, Ethel ("Tenth Avenue")
White, Alice ("Harold Teen")
Winton, Jane ("The Yellow Lily," "Melody of Love")
York, Edith ("The Mojave Kid")
Young, Loretta ("The Head Man")

AUTHORS

Arch, Robert ("Melody of Love")
Banks, Polan ("No Other Woman")
Beach, Rex ("The Mating Call')
Bernauer, B. ("The Garden of Eden")
Biro, Lajos ("The Yellow Lily")
Chappel, Will ("Waterfront")
Clifton, Frank P. ("The Sunset Legion")
Davis, Richard Harding ("Let 'er Go Gallegher")
Ed, Carl ("Harold Teen")
Gibbs, Sir Philip ("Out of the Ruins")
Griscom, Lloyd ("Tenth Avenue")
Hatton, Frederick and Fannie ("The Rush Hour")
Heath, Percy ("Two Flaming Youths")
Hurn, Philip ("Road House")
Hurst, Fanny ("The Wheel of Chance")
Kingston, Jerome ("Powder My Back")
McGibney, Donald ("Woman Wise")
McGowan, John ("Tenth Avenue")
McGuinness, J. K. ("Woman Wise")
Morgan, Byron ("The Cameraman")
Nichols, Anne (Just Married")
Oesterreicher, R. ("The Garden of Eden")
Orr, Gertrude ("Waterfront")
Packard, Frank L. ("The Crash")
Rubin, Daniel ("Midnight Madness")
Wilson, Harry Leon ("The Head Man")
Wolff, Ludwig ("The Mysterious Lady")
Wylie, I. A. R. ("The Foreign Legion")

CAMERAMEN

Abel, David ("Tenth Avenue," "Midnight Madness")
Andriot, Lucien ("Let 'Er Go Gallegher")
Arnold, John ("The Garden of Eden")
Cronjager, Edward ("Just Married")
Daniels, William ("The Mysterious Lady")
Folsey, George ("The Yellow Lily")
Garmes, Lee ("Waterfront")
Hallor, Ernest ("Harold Teen," "Out of the Ruins," "The Wheel of Chance")
Hickox, Sid ("Oh Kay")
Joyce, Mike ("The Head Man")
June, Ray ("U. S. Smith")
Kesson, Frank ("Powder My Back")
Lanning, Reggie ("The Cameraman")
Lessley, Elgin ("The Cameraman")
Martin, H. Kinley ("Two Flaming Youths")
McCord, T. D. ("The Crash")
McManigal, E. T. ("The Mojave Kid")
Miller, Arthur ("The Cop")
Morgan, Ira ("The Mating Call")
Palmer, Ernest ("No Other Woman")
Rose, Jackson ("The Foreign Legion")
Schneidermann, George ("Road House")
Scott, Walter ("Melody of Love")
Stengler, Max ("Kit Carson")
Taylor, J. O. ("Chicago After Midnight")
Van Trees, James ("The Whip")
Wagner, Sidney ("Woman Wise")

DIRECTORS

Brabin, Charles ("The Whip")
Bradbury, R. N. ("The Mojave Kid")
Clifton, Elmer ("Let 'Er Go Gallegher")
Cline, Eddie ("The Crash," "The Head Man"
Crisp, Donald ("The Cop")
Cruze, James ("The Mating Call")
Del Ruth, Roy ("Powder My Back") . . .
DeMille, William C. ("Tenth Avenue")..
Dillon, John Francis ("Out of the Ruins")
Heath, Arch ("Melody of Love")
Henabery, Joseph ("U. S. Smith")
Hopper, E. Mason ("The Rush Hour")
Ince, Ralph ("Chicago After Midnight")
Ingraham, Lloyd ("The Sunset Legion")
Korda, Alexander ("The Yellow Lily")
LeRoy, Mervyn ("Harold Teen," "Oh Kay")
Milestone, Lewis ("The Garden of Eden")
Niblo, Fred ("The Mysterious Lady")
Ray, Albert ("Woman Wise")
Rosson, Richard ("Road House")
Santell, Alfred ("The Wheel of Chance")
Sedgwick, Edward ("The Cameraman")
Seiter, William A. ("Waterfront")
Sloman, Edward ("The Foreign Legion")
Strayer, Frank ("Just Married")
Tellegen, Lou ("No Other Woman")
Waters, John ("Two Flaming Youths")
Weight, F. Harmon ("Midnight Madness")
Werker, Alfred L. ("Kit Carson," "The Sunset Legion")

ASST. DIRECTORS

Atkins, Tom ("Chicago After Midnight")
Brower, Otto ("Two Flaming Youths")
Bucquet, Harold S. ("The Mysterious Lady")
Coleman, C. Jr. ("The Rush Hour")
Cooper, Gordon ("Let 'Er Go Gallegher")
De Ruelle, Emil ("The Cop")
Erickson, A. F. ("No Other Woman")
Fox, Wallace ("The Mojave Kid")
Frame, Park ("Road House")
Hough, Horace ("Woman Wise")
Keays, Vernon ("The Mating Call")
Kurland, Gilbert ("Melody of Love")
McCloskey, J. H. ("The Foreign Legion")
Scully, William ("Tenth Avenue")
Thomas, Ivan ("Just Married")
Webster, George ("Midnight Madness")

TO predict a sure fire box-office success would be presumptous. This is obviously a function of the gods. The following, however, may be a good formula:

A Super Production
"LIFE"
Written by "Experience"
Directed by "Understanding"
Cameraized by "Discretion"

The Cast

Frailty ..... **Miss Charm**
Strength ..... **Mr. Strongheart**
Envy ..... **Mr. Narroweyes**
Lust ..... **Mr. Material**
Brutality ..... **Mr. Power**
Want ..... **Miss Hope**
Friendship ..... **Miss Faithful**
Religion ..... **Miss Spiritual**

Mix these elements in the Scenario Room. Produce a story of elemental passion. Interpret it with Truth and infuse it with Beauty.

A play is an emotional experience stimulating to the aesthetic senses. When the tempo is sustained and the interest cumulative to the conclusion, we have the perfect thing. The result leads directly to the box-office.

—Lester Lonergan.

EDITORS

Berkeley, Claude ("The Cop")
Cannon, Adelaide ("Tenth Avenue")
Dixon, Ralph ("Woman Wise")
Gardner, Cyril ("Out of the Ruins," "The Wheel of Chance")
Hall, Al ("The Crash")
Hayes, Donn ("The Rush Hour")
Johnson, Mildred ("The Mating Call")
Kell, Sherman J. ("The Head Man")
McGuire, George ("The Whip")
McLernon, Harold ("Let 'Er Go Gallegher," "Midnight Madness")
Nicholls, George ("Two Flaming Youths")
Pearson, Logan ("Road House")
Rawlins, Jack ("Waterfront")
Robbins, Eddie ("No Other Woman")
Shea, William ("Just Married")
Stone, LeRoy ("Harold Teen")
Weatherwax, Paul ("Oh Kay")
Wynn, Hugh ("The Cameraman")
Young, Harold ("The Yellow Lily")

SCENARIO WRITERS

Arch, Robert ("Melody of Love")
Beebe, Ford ("The Mating Call")
Benton, Curtis ("U. S. Smith")
Brown, Jessie ("No Other Woman")
Bruckman, Clyde ("The Cameraman")
Butler, Frank ("Just Married")
Clawson, Elliott ("Let 'Er Go Gallegher")
Davis, Donald ("Two Flaming Youths")
Doty, Douglas Z. ("Tenth Avenue")
Duffy, Gerald ("Out of the Ruins," "The Wheel of Chance")
Faye, Randall H. ("Woman Wise")
Geraghty, Tom ("Harold Teen," "Waterfront")
Green, Howard ("The Head Man")
Heath, Percy ("Two Flaming Youths")
Kenyon, Charles ("The Crash," "The Foreign Legion")
Lee, Robert N. ("Midnight Madness")
Lipton, Lew ("The Cameraman")
Lord, Robert ("Powder My Back")
McConville, Bernard ("The Whip")
Meredyth, Bess ("The Mysterious Lady," "The Yellow Lily")
Powell, Paul ("Kit Carson")
Pratt, Gilbert ("Just Married")
Schayer, Richard ("The Cameraman")
Sears, Zelda ("The Rush Hour")
Stanley, Fred ("The Rush Hour")
Stone, John ("Road House")
Vorhaus, Bernard ("No Other Woman")
Wilson, Carey ("Oh Kay")
Woods, Walter ("The Mating Call")

TITLE WRITERS

Ainslee, Marian ("The Mysterious Lady")
Arch, Robert ("Melody of Love")
Benthall, Dwinelle ("The Crash," "The Whip")
Boylan, M. S. ("Road House," "Woman Whip")
Caldwell, H. H. ("No Other Woman")
Conway, Jack ("Two Flaming Youths")
Cummings, Ruth ("The Mysterious Lady")
Farnham, Joe ("The Cameraman")
Geraghty, Tom ("Harold Teen")
Graham, Garrett ("The Yellow Lily," "The Wheel of Chance")
Hatton, Frederic ("Kit Carson")
Hilliker, Katherine ("No Other Woman")
Jarmuth, Jack ("The Foreign Legion")
Lazarus, Sidney ("The Head Man")
Mankiewicz, H. J. ("Two Flaming Youths," "The Mating Call")
Marion, George Jr. ("Just Married," "Oh Kay")
Mason, Lesley ("The Rush Hour")
McCosh, Rufus ("The Crash," "The Whip")
Robinson, Casey ("Out of the Ruins," "U. S. Smith")
Towne, Gene ("Waterfront")

JAMES A. STARR

Original Story and Dialogue on:

"IN THE HEADLINES"

Dialogue on:

"MY MAN" (Fannie Brice)
(Box-office Record Smasher)

"STOLEN KISSES" (May McAvoy)

"LITTLE WILDCAT" (Audrey Ferris)

"ONE STOLEN NIGHT" (Betty Bronson)

"MILLION DOLLAR COLLAR"
(Rin-Tin-Tin)

"IS EVERYBODY HAPPY?" (Ted Lewis)

Under Contract to Warner Brothers

WALTER ANTHONY

DIALOGUE, ADAPTATIONS,
CONTINUITIES and TITLES

Titles on

"THE JAZZ SINGER"
BIGGEST RECORD BREAKER IN 1928

Titles on

"UNCLE TOM'S CABIN"
ANOTHER RECORD SMASHER

Titles on

"THE MAN WHO LAUGHS"
ANOTHER RECORD SMASHER

Now Doing Adaptation on

John Barrymore's First All Talkie

Adaptation and Dialogue

"TIGER ROSE"

Under Contract to Warner Bros.

ROBERT LORD

UNDER CONTRACT TO
WARNER BROS.

SCREEN PLAYS
FOR THE FOLLOWING
VITAPHONE
RECORD-SMASHERS

"ON TRIAL"

"THE LION AND THE MOUSE"

"POWDER MY BACK"

"MY MAN"

JOSEPH JACKSON

Dialogue Writer

Under Contract to Warner Bros.

ALREADY "IN"

"THE SINGING FOOL"
"THE BARKER"
"THE TERROR"
"MY MAN"
"TENDERLOIN"
(Titles)



SURE TO BE "IN"

"LITTLE PAL" (Al Jolson)
"IS EVERYBODY HAPPY" (Ted Lewis)
"ASK DAD" (2 reeler with Edward Everrett Horton)
"MAMMY" (Al Jolson)

"HAROLD TEEN"
"OH KAY"
"NAUGHTY BABY"

3
BOX OFFICE
RECORD SMASHERS

And
Watch for
Another
Record Smasher
In
"Broadway Babies"

MERVYN LEROY
Director

Under Contract to First National-Vitaphone

By Unanimous Vote!

The Record Smasher of Reference Authorities—

Motion Picture News
BLUE BOOK

The Next Edition Will Appear
Early in the Fall

ROBERT HOPKINS

Titles

NOW DIALOGUING

The Voice of the Screen

News and Comment on All Phases of Sound Pictures

TEN POINTS FOR SOUND USERS

TYPICAL questions which arise in the handling of sound reproduction equipment in the theatre are answered in this article, upon expert information furnished to MOTION PICTURE NEWS.

Ten different points are covered briefly and in the simplest possible form.

Exhibitors having technical questions on sound equipment which they would like answered are invited to submit them to this publication. Replies will be given in the order questions are received, and in each case they will be based upon expert information. Names of exhibitors will not be used without their consent. No attention will be paid, however, to anonymous letters.

1. What difference should be made in volume between a filled and partly filled house?

A partly filled house requires less sound energy to produce the impression of loudness than when the house is filled. The fader for the same subject should be one or two steps lower for a partly filled house.

2. Is there any standard speed for synchronized films?

Ninety feet per minute is the standard, obtained when the regulating switch on the motor control cabinet is set at "Reg." For synchronized films no deviation should be made from this standard.

3. How can any adjustments be made then?

They should be made in timing the program at rehearsal by shortening or lengthening parts of the show other than the synchronized subjects.

4. Can sound projection be affected by lubrication?

Parts of the equipment and the film itself must be kept thoroughly clean to prevent the accumulation of dirt or hardened emulsion to prevent the danger of scratching or damaging the film. On the other hand excessive lubrication may cause dirty films and poor reproduction. One or two drops of oil are the most that can be used by small parts of the type used in projection and sound reproduction equipment.

5. How should batteries be cared for?

By reading the battery gravity daily and by charging the batteries at sufficiently frequent intervals to keep the gravity above the minimum value specified. Otherwise they run the risk of injury or exhaustion during a show.

6. What is the best safeguard against sound projection troubles?

A projectionist who is competently trained in the operation and maintenance of sound production equipment.

7. How often should equipment be tested?

For absolute certainty a daily test of each horn individually with speech or music is not too much.

8. If cue sheets are provided is a rehearsal necessary?

A rehearsal is always advisable to insure proper timing, the right points for change over, the proper fader settings, the physical condition of the film and to see that each reel has sufficient leader.

9. When should the location of horns be changed?

Unless some expert in acoustics is connected with the theatre, the advice of the engineers who have placed the horn and who are trained in these problems, should be followed implicitly.

10. Supposing horns have to be removed to make room for other features on the stage?

Their position should be marked accurately before they are removed and the greatest care taken to see that when they are replaced they are moved exactly into their former position.

Keeping Screen Clean

George Watson, manager of the Strand Theatre, Des Moines, has a good hunch for the exhibitor showing with the new type of screen necessary with sound pictures, in the problem of keeping this screen clean. The cloth screen used by Mr. Watson has been up since the first of January, and he succeeded in removing a coating of dust and dirt by the use of a small hand vacuum sweeper.

"Use the soft brush," says Mr. Watson, "and work on the front of the screen first where you will find most of the dirt has collected. Be sure to start from the very top and go right down and work across the screen in this way. If you don't you will have a streak right down the screen where the sweeper overlaps its track. The back of the screen can then be cleaned off, using care in getting about the covering about the horns."

A new type of rubber screen has solved the problem of cleaning screens for Jess Day at the Capitol Theatre. The old screen had to be cleaned about every couple of weeks, and it was necessary to have three, one in use, one being cleaned and one on the way back.

A 24-Hour Sound Theatre

It has only 288 seats. Admission prices are very low. It has a standard sound installation. And it is making money!

We'll Tell You All About It in An Early Issue of Motion Picture News

Broadway Show Reviews

By Fred Schader

"Not Quite Decent" Weak Talkie Film; Roxy Program Saved By Stage Show

"NOT QUITE DECENT" is about as poor an example of talking picture that has come along in months. Not only is the story weak, but the recording is atrocious. It must be the fault of the recording, for even Louise Dresser, the featured player, sounds badly and we know that her voice does register for she proved that in "Mother Knows Best." With this feature heading the Roxy program it was necessary for the stage show to come to the rescue and save the day at the house. That is all too often the case at the Roxy—picture bad and stage show good.

Tht program runs about three minutes over two hours.

An innovation is introduced by having Margaret McKee offer a whistling solo, accompanied by the organ at the opening. "In a Monastery Garden" was selected as the number and Miss McKee, assisted by Lew White at the organ, fared very well indeed. Four minutes.

The overture for the week is "Il Guarany," which runs about six minutes and which the audience did not particularly care for.

Scene Espana is the title of the first of the stage offerings. It is a most colorful and effective picture that reminds one very much of the old spectacle that once held forth on the Hippodrome stage. Angelita Loyo, a Mexican soprano, and Rudolfo Hoyos, handle the vocal numbers, of which there are two, for the scene. The Roxy ensemble, ballet and the Roxyettes are all utilized for the offering. It runs fifteen minutes.

The Fox Movietone ran seventeen minutes with several travel scenes in sound included. In the up-to-the-minute news Al Smith received a terrific ovation, while Mayor Jimmy Walker was permitted to pass unnoticed as far as applause was concerned.

The Divertissements running nineteen minutes were in three sections. The first, "Ballet Des Bulles," with Patricia Bowman, and the ballet corps was a treat. It represented the dream of a girl asleep beside a huge fountain, who dreams that the statues about the fount come to life and dance for her amusement. It ran nine minutes.

A spectacle setting for "I'm Marching Home to You," sung by Douglas Stansbury, proved to be one of the real hits of the bill. The verse is sung by Doug seated in a dugout and then the male chorus comes marching on as doughboys. For the final chorus, Doug mounts a treadmill above the heads of the chorus and goes tramping on. It pulled a big hand.

A novelty entitled "In Front and Behind the Curtain" had the 32 Roxyettes, first working with their backs to the audience as though they were playing to an audience up-stage with those actually seated in the theatre getting the illusion that they were watching the show from back stage. It was a very effective piece of business.

Jannings Film Drags The Show At Paramount

If it weren't for Rudy Vallee and a Donald Ogden Stewart comedy the bill at the Paramount this week would be a sad affair. The Emil Jannings starring feature "Betrayal," proved to be very draggy. Fifteen minutes could be cut from the second half of the picture to advantage. Frank Cambria's "Castle of Dreams" a Publix Unit is not in the usual taste that the Cambria offerings are. Seems there is too much vaudeville for the unit.

The show runs two hours and twenty-six minutes, including a specialty by Vallee that takes thirteen minutes. This brings the unit to forty-five minutes in all.

A combination Paramount News and Fashion Revue opens for 10 minutes. It is followed by the Donald Ogden Stewart comedy "Humorous Flights" for another 10 after which Jesse Crawford has eight minutes at the organ playing "I Love To Hear You Singing" "Hawaiian Sandman" and "Honey." The latter two numbers are oke, but the first is far from catchy.

The revue starts with trio doing a song introduction after which the chorus shows as Mother Goose Girls, and a specialty dancer offers "The Wedding of the Painted Doll." Eddie Allen and Doris Canfield run away with the hit honors of the unit with their comedy. Rudy Vallee in his specialty offers three numbers, "Wearing My Heart Away," "Some Day" and "Only Girl In The World."

Gilbert At Capitol In "Desert Nights" And "Dreams Of Hawaii" Flash Revue

THIS week should prove one thing, and that is whether John Gilbert is strong enough to stand up in a silent film at the box office against talking picture opposition all along the street. Gilbert in "Desert Nights" is the feature film attraction at the Capitol and with it is presented "Dreams of Hawaii," a flash revue produced by Arthur Knorr. The stage portion of the entertainment far outshines the picture.

Phil Spitalny is playing a return engagement at the house as guest conductor, offering "1812 Overture" and "Ol' Man River," the latter having the Paul Sisters doing a harmony chorus of the number.

The news reel for the week runs rather longer than usual taking 14 minutes with shorts from the M-G-M and Paramount silent news reels and the Fox Movietone News.

The revue, "Dreams of Hawaii," runs about 32 minutes. Eight Hawaiian musicians having been added to the stage band for the week. They also do a specialty. The Chester Hale girls deliver a hot hula at the opening and Evelyn Wilson is back again with her souse impersonation. Seems like that girl is in stock at the Capitol. Coscia and Verdi in their burlesque musical act were a comedy riot at the house. This team, especially the comedian, look like production material for a Broadway revue. King, King and King, a trio of hoofers also scored, while Dan McCarthy contributed a voodoo dance that was great as far as his make-up was concerned.

In costuming the ensemble looked great and the set with a huge tropical moon and the ocean as a background was most effective.

"Fast Freight," a Hal Roach-Our Gang comedy also on the bill, managed to get laughs even though it was silent.

J. L. Merrick Made Educational General Manager Of Sales

From branch manager to general sales manager is the jump taken by J. L. Merrick, who this week stepped to the post of chief of Educational Film Exchanges, Inc., sales. The new home office executive left his desk at the Los Angeles branch last week. Before long he will leave New York for an extensive tour to make personal contact with Educational branches and exhibitors.

Mr. Merrick originally started in the film game as an exhibitor, with a theatre in Montana.

Rapee Europe Bound

Erno Rapee, musical director of the Roxy Theatre, N. Y., was tendered a party wishing him "bon voyage" last Monday night by his Roxy orchestra. He sails Friday on the Ile de France for a short European vacation. Roxy was one of the party guests.

Motion Picture News Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Alibi (U.A.)

NEW YORK CITY, N. Y.—44th Street Theatre (1,323), 7 days, $1-$2, 2 shows daily; 3 Sat. & Sun., Par. Shorts. Weather, rain and cool.

Rating—100 1/10% (second week)

NEW ORLEANS, LA.—Loew's State Theatre (3,285), 7 days, 25c-50c, 5 Acts Loew Vaude., Fox Movietone News. Weather, fair and warm.

Rating—150%

ROCHESTER, N. Y.—Rochester Theatre (4,000), 7 days, 25c-35c-60c, 6 Acts, "Ship Ahoy" (Vita.), Int'l News. Weather, cold and rainy.

Rating—90%

AD TIPS.—Play was put over entirely on newspaper ads, all of which emphasized opportunity to hear as well as see third degree gang warfare and song and speech in a metropolitan night club. Stars were not ballyhooed so much as plot. Talking angle stressed as strongest feature. Audience appeal: all ages and classes. —Rochester Theatre, H. M. Addison, Mgr., Rochester, N. Y.

Awakening, The (U.)

SALT LAKE CITY, UTAH.—Granada Theatre (2,600), 7 days, 15c-50c, Sennett All-Talking Comedy (Educ.), Synchronized Vaude. Weather, mostly fair.

Rating—100%

Behind The German Lines (Par.)

SPOKANE, WASH.—Granada Theatre (600), 7 days, 25c-35c, Comedy, News. Weather, fair and warm.

Rating—67%

Bellamy Trial, The (M-G-M)

SPOKANE, WASH.—Pantages Theatre (1,500), 7 days, 50c-75c, 5 Acts Vaud. Weather, fair and warm.

Rating—127%

SALT LAKE CITY, UTAH.—Pantages Theatre (2,500), 15c-75c, Vaude. Weather, mostly fair.

Rating—110%

WICHITA, KAN.—Miller Theatre (1,891), 3 days, 25c-35c-50c, Robert Benchley, "Lesson Number One," Cato at Organ, News, Pathe Review. Weather, unsettled.

Rating—100%

Betrayal, The (Par.)

BOSTON, MASS.—Metropolitan Theatre (435), 7 days, 35c-75c, Anita Stewart in person, Publix Presentation "Castle of Dreams," Par. News. Weather, fair, cool.

Rating—120%

Betrayal, The—Cont.

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 35c-50c-65c, 4 Vaude. Acts, Laurel-Hardy Comedy (M-G-M), M-G-M News. Weather, fair.

Rating—75%

Blockade (RKO)

SAN ANTONIO, TEXAS.—Majestic Theatre (1,700), 7 days, 25c-35c-60c, 5 Acts Vaud., Fables, Fox Movietone and Pathe News. Weather, fair and warm.

Rating—70%

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 4 days, 35c-60c, 6 Acts, Overture, Pathe News. Weather, cold and rainy.

Rating—99%

AD TIPS.—Newspaper ads relied upon to put film over. Modern note of bootleg warfare stressed in ads and advance stories. Care taken to emphasize thrill and adventure of film. Star not ballyhooed so strong as type of play. Audience appeal: all ages and classes.—Keith Palace Theatre, E. A. Lake, Mgr., Rochester, N. Y.

Blue Skies (Fox)

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c-35c, Comedy, News. Weather, fair and cold.

Rating—90%

BIRMINGHAM, ALA.—Trianon Theatre (650), 6 days, 15c-30c, "Collegians" (silent), Fox News. Weather, stormy and cold.

Rating—90%

Bridge of San Luis Rey (M-G-M)

MILWAUKEE, WIS.—Garden Theatre (1,200), 7 days, 25c-50c, "Meet the Wife," Fox News. Weather, rainy.

Rating—70%

BALTIMORE, MD.—Loew's Century Theatre (3,221), 6 days, 25c-60c, Fox and M-G-M Movietone News, Loew's-Publix Unit "Say It With Flowers," headed by Richy Craig, Jr., Orchestra, Organ, Pathe Review "Surf and Sail" (Sportlight), "Thin Twins" (Charley Chase Comedy, Ko-Ko Clown Cartoon. Weather, clear and mild with some rain.

Rating—98%

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,750), 25c-35c-50c-60c-75c, 7 days, Fox Movietone News, Fanchon-Marco stage unit "Fantasma." Weather, fair.

Rating—85%

SAN FRANCISCO, CAL.—Loew's Warfield Theatre (2,761), 7 days, 35c-65c, Fanchon and Marco "Idea," "India Summer," M-G-M and Fox Talking News. Weather, pleasant.

Rating—100%

Bridge of San Luis Rey—Cont.

MEMPHIS, TENN.—Loew's State Theatre (2,600), 6 days, 25c-50c, Fox Movietone News, 5 Acts Vaude. Weather, cool, rainy.

Rating—95%

FORT WORTH, TEX.—Palace Theatre (1,400), 15c-50c, 3 days, "Collegians," 2 Vitaphone Acts, Fox Movietone News. Weather, clear.

Rating—155%

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c-75c-$1, Eddie Peabody in Franchon & Marco Idea, Rube Wolf, Fox Movietone News.

Rating—125%

AD TIPS.—Exploit this as the novel sensation of last year is the film sensation of this year with Damita, Torrence, Torres, Alvarado and Walthall. Bill it as a Metro-Goldwyn-Mayer talking picture. Tell them Damita's dancing will prove an entrancing and beguiling thrill through the story. Audience appeal: to all who like a dramatic romance well told with an excellent musical accompaniment; all churchgoing people will enjoy it.—Loew's Century Theatre, Charles Raymond, Mgr., Baltimore, Md.

Bear down on the musical score of this film, as it is one of the most beautiful canned. We were fortunate enough to have the author, Thornton Wilder, lecture at a local university the week before the film went on. Wilder made an announcement about the picture to his audience which started interest rolling. Having not spent an extra nickel on advertising, we were surprised at the business this one rolled up.—Palace Theatre, Harry Gould, Mgr., Fort Worth, Texas.

Broadway Melody, The (M-G-M)

SEATTLE, WASH.—Fox Theatre (2,600), 7 days, 25c-35c-50c-60c-75c, "The Bath Between," Fox Movietone News, Sampietro and Master Melodists.

Rating—175%

OKLAHOMA CITY, OKLA.—Capitol Theatre (1,250), 14 days, 10c-35c-50c, Fox Movietone. Weather, fair and cold.

Rating—125% (Second Week)

BOSTON, MASS.—Orpheum Theatre (3,100), 7 days, 25c-50c, 5 Acts Vaude., Fox Movietone News, M-G-M News. Weather, fair.

Rating—135%

MILWAUKEE, WIS.—Strand Theatre (1,297), 25c-60c, "Furnace Man," Fox News. Weather, rainy.

Rating—120% (Fifth Week)

OTTAWA, ONT.—Regent Theatre (1,225), 6 days, 25c-60c, "The Lash," Fox Movietone News, Orchestra. Weather, rain.

Rating—125%

Broadway Melody, The—Cont.

CLEVELAND, OHIO.—Allen Theatre (3,300), 7 days, 30c-60c, "Confession" (M-G-M), "So This Is Berlin" (Fischer), M-G-M News, M-G-M Movietone Act. Weather, Cold.

Rating—83%

NEW YORK CITY, N. Y.—Astor Theatre (1,120), 7 days, $1-$2, 2 shows daily, 3 Sunday, M-G-M Shorts. Weather, rain and cool.

Rating—161 3/5% (twelfth week)

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 35c-50c, "Nearly Divorced" (M-G-M), M-G-M News. Weather, clear and mild with some rain.

Rating—130% (fourth week)

BALTIMORE, MD.—Parkway Theatre (1,092), 15c-35c, 6 days, "Nearly Divorced" (M-G-M), Fox M'tone News. Weather, clear and mild with some rain.

Rating—135%

WICHITA, KAN.—Palace Theatre (1,487), 7 days run, 25c-35c-50c, Fox Movietone News, Vitaphone Act. Weather, unsettled.

Rating—140%

SEATTLE, WASH.—Fox Theatre (2,450), 25c-35c-50c-60c-75c, "The Bath Between," Fox Movietone, Orchestra. Weather, fair.

Rating—100% (second week)

CHICAGO, ILL.—McVicker's Theatre (2,300), 7 days, 35c-50c-75c, "The Falls Fire Alarm Co.," 2 reel comedy short, M-G-M News.

Rating—85% (fourth week)

BIRMINGHAM, ALA.—Empire Theatre 1,000), 6 days, 25c-50c, 3rd week of showing. M-G-M News. Weather, cool and stormy.

Rating—103%

ASHEVILLE, N. C.—Plaza Theatre (1,232), 6 days, 10c-40c-50c, "Treasure Island," Tiffany, and Par. News. Weather, extremely variable, including rain and cold.

Rating—150%

SAN FRANCISCO, CAL.—Columbia Theatre (1,150), 2nd week, 7 days, 2 performances per day, 75c to $1.50, Medley of "Broadway Melody" hits, together with screen showings, Fox Movietone News, "Confession" (M-G-M), "Unaccustomed As We Are" (M-G-M). Weather, pleasant.

Rating—125%

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 5 shows daily, 25c-35c-60c, Movietone News, Shorts, Organ Novelty.

Rating—75%

DALLAS, TEX.—Melba Theatre (1,800), 7 days, 25c-35c-50c, Fox Movietone News. Weather, fair.

Rating—125%

BUFFALO, N. Y.—Century Theatre (3,000), 65c, Par. News, Vita. Comedy, Fashion News. Weather, fair and warmer.

Rating—160% (fifth week)

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,023), 75c-$1-$1.50, Vaud. Revue.

Rating—162% (thirteenth week)

AD TIPS.—Once in a life time comes a picture like "Broadway Melody" with "It." With aray of music hits, excellent co-operation is possible with music houses and radio stations. Audience appeal: all ages and all classes.—Regent Theatre, T. R. Tubman, Mgr., Ottawa, Ontario.

Had just finished exploiting this extensively for a 5-week road show run at $2 top. Billboards, window cards, heavy newspaper ads announcing this as the first all-talking, all-dancing, all-singing picture. A great deal of reader space. Then we came back with big ads announcing the popular priced run. Audience appeal: for all.—Allen Theatre, W. E. Burton, Mgr., Cleveland, Ohio.

Feature this as an all-talking, all-dancing, all-singing wow and it will sell itself to the public like ice water in the Sahara. Ads cleverly arranged to build up interest and the billboard



Marion Davies visits the M-G-M set and talks things over with Kay Johnson and Cecil B. DeMille, leading lady and director of "Dynamite"

Broadway Melody, The—Cont.

features made the local butter and egg men assemble at the State for a week's convention. We exploited this as the "Greatest of All Great Pictures." Space was given in ads to the two big songs of the film. We tied up strong with several music stores. Audience appeal: adult.—State Theatre, G. E. Greene, Mgr., Minneapolis, Minn.

Play up this picture as the screen's first musical comedy, all-talking, singing, dancing. Copy used—Anita Page, Bessie Love, Charles King, and a Galaxy of Musical Comedy Stars—Beautiful Girls—Gay Comedians. Bright Lights—Glitter of Broadway—Romance that is Different—Comedy—Pathos — Spectacle — Massive Production—All in this Sensational Triumph of the Talking Screen. You'll Live—Love—Laugh—with every character—You'll Gasp at the Magnitude—The Color—and you'll Sing—Play—Hum—The Beautiful Theme Songs—"Broadway Melody," "Wedding of the Painted Dolls" and "You Were Meant for Me." A tie-up with all music counters and dealers who featured the theme songs helped bring in the business. Audience appeal: all classes.—Melba Theatre, Harl A. Wolever, Mgr., Dallas, Texas.

Brotherly Love (M-G-M)

LOUISVILLE, KY.—Rialto Theatre (3,000), 3 days, 30c-50c, Siamese Twins on stage and 4 other RKO acts, Pathe Revue, Pathe News. Weather, rain one day.

Rating—120%

Bushranger, The (M-G-M)

FORT WORTH, TEX.—Hippodrome Theatre (700), 15c-25c, 3 days, "Uncle Tom," Pathe Comedy, Pathe News. Weather, clear.

Rating—60%

Canary Murder Case, The (Par.)

TROY, N. Y.—Troy Theatre (2,000), 4 days, 25c-40c, Vitaphone Act, Fox Movietone News. Weather, fair.

Rating—100%

CANTON, OHIO.—Valentine Theatre (850), 5 days, 15c-25c, Pathe Sound News, Aesop's Fables, All-Talking Comedy. Weather, cool and clear.

Rating—110%

Captain Careless (RKO)

WICHITA, KAN.—Kansas Theatre (800), 3 days, 20c, News and Comedy, Filmtone Acts. Weather, unsettled.

Rating—94%

Captain Lash (Fox)

TAMPA, FLA.—Strand Theatre (800), 4 days, 15c-35c-40c, Comedy, Talkie Act, Int'l News. Weather, fair and warm.

Rating—100%

Cardboard Lover, The (M-G-M)

UTICA, N. Y.—Olympic Theatre (1,300), 3 days, 25c-35c, Fox News, Comedy. Weather, rain and warm.

Rating—80%

Children Of The Ritz (F.N.)

DES MOINES, IOWA.—Strand Theatre (1,096), 7 days, 20c-30c, Drake Relay Movies, "Farewell" Collegians (U.), "Melody" (Technicolor Novelty), Par. News. Weather, pleasant.

Rating—120%

Chinatown Nights (Par.)

LITTLE ROCK, ARK.—Capitol Theatre, 3 days, 15c-50c. Weather, rain.

Rating—100%

LOUISVILLE, KY.—Mary Anderson Theatre (1,376), 7 days, 35c-50c, 2 Sound Acts, Par. News, Pathe Sound News. Weather, rain and cool.

Rating—100%

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, Presentation, 6 Acts RKO Vaude., Pathe News. Weather, rain.

Rating—100%

COLUMBUS, OHIO.—RKO Palace Theatre (3,200), 7 days, 25c-50c, Little Jack Little, and 4 other Vaudeville Acts.

Rating—110%

Christina (Fox)

NEW YORK CITY, N. Y.—Gaiety Theatre (808), 7 days, $1-$2, 2 shows daily, 3 Sat. & Sun., Fox Movietone News and Shorts. Weather, cool and rain.

Rating—76 2/5% (fifth week)

Clear The Decks (U.)

TOLEDO, OHIO.—State Theatre (2,000), 25c-35c-50c, "Collegians" Comedy, Fox News, Sound Specialties. Weather, cold and rainy.

Rating—90%

MEMPHIS, TENN.—Pantages Theatre (1,900), 6 days, 25c-50c, Pathe Sound News, 5 Acts. Weather, cool, rainy.

Rating—95%

Close Harmony (Par.)

JACKSONVILLE, FLA.—Florida Theatre (2,300), 4 days, 25c-60c, Stage Show, Sound Comedy, Par. News. Weather, fair.

Rating—80%

Columbus, OHIO.—Loew's Ohio Theatre, 7 days, 5 shows, 4,000 seats, 25c-50c, Publix Unit, Organ, Orchestra, Fox Movietone News.

Rating—100%

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 7 days, 35c-65c-75c-85c-$1, Par. News, Par. Short Talking Features. Opened with a heavy advertising campaign. Weather, cool and rain.

Rating—162 7/10% (first week)

MEMPHIS, TENN.—Loew's Palace Theatre (2,200), 6 days, 25c-50c, Fox Movietone News, Vitaphone Shorts. Weather, cool, rainy.

Rating—110%

CEDAR RAPIDS, IOWA.—Capitol Theatre (1,957), 4 days, 10c-50c, Vitaphone Short Subjects, Publix Stage Show, Fox Movietone News. Weather, rainy.

Rating—95%

AD TIPS — Rogers and Carroll make a team that's worth boosting for plenty of money, and the musical end of the picture with its backstage setting and an original story do all one could expect in backing up the anticipation the pair of stars create.—Loew's Palace Theatre, Ernest Emerling, City Mgr., Memphis, Tenn.

Cohens And The Kellys In Atlantic City (U.)

ASHEVILLE, N. C.—Imperial Theatre (1,181), 3 days, 10c-20c-50c, Tajados Mexican Orchestra and Guido Diero, accordion, Vitaphone, Fox Movietone News. Weather, rainy and cold.

Rating—95%

VANCOUVER, B. C.—Pantages Theatre (1,700), 6 days, 30c-50c, Presentation, 5 Vaude. Acts, Local Movies and Fox News. Weather, warm and showery.

Rating—150%

Coquette (U.A.)

COLUMBUS, OHIO.—Loew's Broad Theatre, 7 days, 6 shows, 25c-50c, 3,000 seats, Fox Movietone News, M-G-M Shorts.

Rating—100%

HOUSTON, MASS.—Loew's State Theatre (3,700), 7 days, 40c-75c, Vaudeville, Fox Movietone News, Metro Movietone Act. Weather, cool, fair.

Rating—125%

PROVIDENCE, R. I.—Loew's State Theatre (3,800), 7 days, 15c-50c, "Our Gang," Marion Harris, Shorts.

Rating—115% (Second Week)

SPOKANE, WASH.—United Artists Theatre, 7 days, 35c-50c, Vitaphone and Movietone. Weather, fair and warm.

Rating—142%

EVANSVILLE, IND.—Loew's New Grand Theatre (1,125), 7 days, 15c-25c-40c-50c, Talkie Acts, Movietone News. Weather, rain and moderate.

Rating—120%

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7 days, 25c-65c, Sound Presentation, Gus Edwards, Doris Walker, Selected News. Weather, fair.

Rating—125% (Second Week)

SEATTLE, WASH.—Blue Mouse Theatre (950), 14 days, 25c-35c-50c-75c, Vitaphone Acts, Fox Movietone News. Weather, clear.

Rating—150%

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-65c-75c-85c-$1, Par. News and Par. Short Talking Features. Weather, rain and cool.

Rating—93 4/5% (fourth week)

SEATTLE, WASH.—Blue Mouse Theatre (950), 35c-50c-75c, Vitaphone Acts and Fox Movietone News. Weather, fair.

Rating—110% (third week)

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c-60c, Comedy, "Wiggle Your Ears," Orchestra playing "Evolution of Dixie," Par. News. Weather, rainy.

Rating—118%

CHICAGO, ILL.—United Artists' Theatre (1,750), 7 days, 35c-50c-75c, Talking Shorts, Movietone News, Inkwell Imp Comedy. Weather, fair.

Rating—80% (third week)

HOUSTON, TEX.—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix Unit, Par. News. Weather, cold and fair.

Rating—95%

PORTLAND, ORE.—(967), 7 days, 25c-60c, Fox News, Gus Edwards Revue in Colors. Weather, fair and warmer.

Rating—125%

LOS ANGELES, CAL.—United Artists' Theatre (2,100), 35c-50c-65c, M-G-M Revue "Climbing Golden Stairs."

Rating—150% (fifth week)

Dancing Vienna (F.N.)

COLUMBUS, OHIO.—Majestic Theatre (800), 7 days, 15c-25c, Organ Presentation, Fox News, Short Comedy.

Rating—100%

Dangerous Woman, A (Par.)

CHICAGO, ILL.—Oriental Theatre (3,500), 6 days, 35c-50c-75c, Jack Osterman, The Broadway Star's Farewell Show, "Bright Lights," News. Weather, fair.

Rating—90%

LITTLE ROCK, ARK.—Capitol Theatre, 3 days, 15c-50c. Weather, fair.

Rating—100%

Desert Nights (M-G-M)

TACOMA, WASH.—Fox Colonial Theatre (965), 7 days, 25c-35c, "Hold That Monkey" (Educ.), News, Topics. Weather, rainy.

Rating—75%

Desert Song, The (W.B.)

NEW YORK CITY, N. Y.—Warner's Theatre (1,360), 7 days, $1-$2, 2 shows daily, 3 Sat. & Sun., Vitaphone Shorts. Opened at $11 top scale. Percentage based on 3 days business. Weather, rain and cool.

Rating—152 9/10% (first week)

LOS ANGELES, CAL.Warner's Hollywood Theatre (3,000), 35c-50c-65c, Phil Baker in "Spain."

Rating—85%

Divine Lady, The (F.N.)

CANTON, OHIO.—Palace Theatre (1,906), 4 days, 30c-50c, 5 Acts of Keith-Albee Vaude., Pathe Sound News, All-Talking Comedy. Weather, clear and cool.

Rating—100%

BALTIMORE, MD.—Loew's Stanley Theatre (3,654), 6 days, 25c-65c, Fox Movietone and Par. News, Orchestra, Organ, George Dewey Washington (M-G-M Talkie short). Weather, clear and mild with some rain.

Rating—103%

SAN FRANCISCO, CAL.—California Theatre (2,358), 7 days, 35c to 60c, Imperial Newsreel, Student Prince, Overture, "Old Black Joe," (Par.) "Vacation Days," colored, Castle Films. Weather, pleasant.

Rating—125%

BIRMINGHAM, ALA.—Ritz Theatre (1,800), 6 days, 25c-35c-60c, RKO Vaude., Fox Movietone News. Weather, cold and stormy.

Rating—98%

CHICAGO, ILL.—Chicago Theatre (4,800), 7 days, 35c-50c-75c, Publix Stage Show, Movietone News. Weather, fair.

Rating—85%

AD TIPS.—Names of the principal players offer good chance for exploitation, as does historical angle. Also can make profitable use of sound and dialogue accompaniment. Make some mention of plot details and use plenty of art (close-ups of stars) in ads. Audience appeal: adult.—Palace Theatre, Marc Wolf, Mgr., Canton, Ohio.

Exploit the star, Corinne Griffith as screen's most gorgeous woman in a romance of love and intrigue, with H. B. Warner and Victor Varconi. Emphasize that this is a stirring drama of the love drama of Lady Hamilton in England. See the greatest battle scenes of the Nile and Trafalga fought before your eyes. Audience appeal: all history students and lovers will enjoy this thoroughly. The spectacular sets and general atmosphere of the time will appeal to thousands of others.—Loew's Stanley Theatre, Charles Raymond, Gen. Mgr., Baltimore, Md.

Doctor's Secret, The (Par.)

OKLAHOMA CITY, OKLA.—Empress Theatre (1,200), 10c-25c-50c, 7 days, Pathe News, Talking Comedy. Weather, cold and fair.

Rating—100%

Donovan Affair, The (Col.)

BOSTON, MASS.—Keith-Albee Theatre (1,800), 7 days, 25c-75c, 5 Acts Vaude., Pathe News. Weather, fair, cool.

Rating—90%

NEW YORK CITY, N. Y.—Roxy Theatre (6,205), 7 days, 50c-75c,$1-$1.50), Fox Movietone News. Part of the stage show held over from previous week. Weather, rain and cool.

Rating—94 3/10%

Duke Steps Out, The (M-G-M)

AKRON, OHIO.—Loew's Akron Theatre (3,500), 7 days, 35c-50c-65c, Georgie Lyons, singing harpist, M-G-M News and Fox Movietone News. Weather, mostly rain.

Rating—150%

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, 2 Acts, Movietone News, "The Bee's Buzz" (Educ.), Orchestra. Weather, fair and cold.

Rating—125%

WICHITA, KAN.—Miller Theatre (1,981), 3 days, 25c-35c-50c, Octavus Cohen's "Melancholy Dame" (Par.), News, Cato at the Organ. Weather, unsettled.

Rating—94%

ANN ARBOR, MICH.—Michigan Theatre (2,200), 4 days, 10c-50c, 2 Acts of Stage Presentation, Our Gang Comedy, Fox News. Weather, cold.

Rating—70%

The Dummy (Par.)

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 3 days, 40c-50c, "Meet the Missus" (Par.), Ruth Etting (Par.), Fannie Ward, "The Miracle Woman," Par. News. Weather, generally fair.

Rating—85%

Faker, The (Col.)

SAN ANTONIO, TEXAS.—Princess Theatre (1,300), 3 days, 25c-35c, Comedy and Int'l News. Weather, fair and warm.

Rating—75%

CHOSEN

by the leading chain and independent theatres of the U. S. A.

GOLD SEAL

Registers and Tickets

AUTOMATIC TICKET REGISTER CORPORATION

Subsidiary of the Consolidated Automatic Merchandising Corporation

723 Seventh Ave. New York

Faker, The—Cont.

AD TIPS.—Outside of Jacqueline Logan, featured star, best exploitation is mystery angle, and manner in which fake spiritualists are exposed. Spook angle of picture also lends self to exploitation. Audience appeal: general, especially those who enjoy spiritualistic seances.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Texas.

Fancy Baggage (W.B.)

SPRINGFIELD, OHIO.—Majestic Theatre (950), 4 days, 10c-35c, 2 Vitaphone Acts, Par. News. Weather, rainy.

Rating—95%

ANN ARBOR, MICH.—Michigan Theatre (2,000), 3 days, 10c-50c, Stage Presentation, "Tight Places" (Christie Comedy), Int'l News. Weather, cold.

Rating—30%

Ghost Talks, The (Fox)

NORFOLK, VA.—Granby Theatre (900), 6 days, 25c-35c-50c, Vitaphone Acts, Charles Chase and Al Lyons and his Four Horsemen; "Why Gorillas Leave Home," Silent Subject, and Granby News. Weather, mostly fair.

Rating—70%

CANTON, OHIO.—Strand Theatre (711), 7 days, 25c-40c, Pathe Sound News, Pathe All-Talking Comedy, Cartoon with Sound, Color Symphony. Weather, clear and cool; warm latter half.

Rating—105%

ROCHESTER, N. Y.—Fay's Theatre (1,250), 7 days, 25c-50c, split bill with "Kid Gloves" (W.B.), Winnie Lightner in songs (Vita.), Fox Movietone News. Weather, cold and rainy.

Rating—84%

AD TIPS.—The title is suggestive of type of story, so make stir advertising play on names of principal players and fact that it is all-talking Warner Brothers Vitaphone mystery piece. Mention name of negroes who played in "Heart of Dixie" and be sure and add to advertisements warning not to reveal climax of picture to those who have not seen it. Audience appeal: good family picture, except for very young.—Strand Theatre, Joe Calla, Mgr., Canton, Ohio.

Bold type was utilized in newspaper ads to put over its thrills. Comedy element also was stressed strongly in ads. 10,000 handbills were distributed in the better class neighborhoods of the city. Audience appeal: all ages and classes.—Fay's Theatre, Arch McCallum, Mgr., Rochester, N. Y.

Geraldine (Pathe)

ROCHESTER, N. Y.—Keith Palace Theatre (3,400), 3 days, 35c-60c, 6 Acts, Overture, Pathe News. Weather, cold and rainy.

Rating—98%

Girl On The Barge (U.)

SPRINGFIELD, MASS.—Bijou Theatre (1,000), 7 days, 25c-50c, "The Gate Crasher," second feature (U.), "Sick Cylinder," Comedy, Oswald Cartoon, Int'l News. Weather, fair, rainy.

Rating—65%

Girls Gone Wild (Fox)

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, 5 Acts Vaude., Contestants for "Miss Wisconsin," Fox News. Weather, rainy.

Rating—110%

Give And Take (U.)

NEW ORLEANS, LA.—Orpheum Theatre (2,200), 7 days, 25c-50c, 5 Acts RKO Vaude., Pathe Sound News, Aesop's Fables (Pathe).

Rating—90%

Glad Rag Doll, The (W.B.)

BOSTON, MASS.—Fenway and Olympia Theatres (1,500 and 2,500), 7 days, 25c-75c, Vitaphone Acts, Paramount Comedy, Fox Movietone News. Weather, fair, cool.

Rating—120%

BALTIMORE, MD.—Warners' Metropolitan Theatre (1,500), 6 days, 15c-50c, Kinograms, "An Evening at Home with Hitchie" (Vitaphone), Born and Lawrence in "The Side Show" (Vitaphone), Zerdo's Mexican Orchestra (Vitaphone). Weather, clear, mild, with some rain.

Rating—150%

AD TIPS.—Exploit with words: Hear and see beautiful Dolores Costello in her latest and greatest all-talking Vitaphone production with Ralph Graves and Audrey Ferris, and a large supporting cast. A picture teaming with love, romance and passion. With charming Dolores Costello the center of a vertitable whirlwind of feminine vindictiveness. With Vitaphone Symphony Orchestra. Audience appeal: Miss Costello in comedy role proved very appealing to all classes. Here is a good story with Miss Costello doing excellent work that all who know her will enjoy.—Warner's Metropolitan Theatre, C. S. Langue, Mgr., Baltimore, Md.

Godless Girl, The (Pathe)

SPOKANE, WASH.—Liberty Theatre (1,000), 6 days, 35c-50c, Vitaphone and Movietone Acts. Weather, fair and warm.

Rating—87%

AKRON, OHIO.—Colonial Theatre (1,147), 7 days, 25c-50c, Comedies, Paramount News. Weather, mostly rain.

Rating—100%

NEW ORLEANS, LA.—Orpheum Theatre (2,200), 25c-50c, 5 Acts RKO Vaud., Pathe Sound News, Aesop's Fables (Pathe). Weather, fair and warm.

Rating—95%

His Lobby A School Workshop!

How An Enterprising Theatre Manager Made Community Work a Big Factor in Pulling His Theatre "Out of the Red."

An Early Issue of The News Will Give You This Interesting Story

Godless Girl, The—Cont.

DALLAS, TEX.—Old Mill Theatre (1,400), 7 days, 20c-25c-35c, Vita. Act, featuring Eddie Stanley; Charlie Chase Comedy. Weather, fair.

Rating—110%

SPRINGFIELD, OHIO.—State Theatre (1,000), 7 days, 10c-50c, 2 Movietone Acts, Fox Movietone News. Weather, rainy.

Rating—85%

AD TIPS.—Featured the picture of Cecil B. De Mille's first dialogue and sound picture. Billed the picture as a sensational melodrama, gripping in stark realism—tingling with thrills—wild passions—and the tragedy of modern youth—mocking at love—laughing at life, with an all-star De Mille cast. Audience appeal: all classes.—Old Mill Theatre, Al R. Lever, Mgr., Dallas, Texas.

Hardboiled Rose (W.B.)

MACON, GA.—Rialto Theatre (900), 3 days, 30c-45c, 2 Talkie Sketchs and Pathe Review. Weather, fair.

Rating—125%

Hearts in Dixie (Fox)

DALLAS, TEXAS.—Majestic Theatre (2,680), 7 days, 25c-35c-60c, Interstate Vaude., Fables, Fox Movietone News. Weather, fair.

Rating—150%

LOUISVILLE, KY.—Strand Theatre (1,786), 7 days, 35c-50c, 3 Sound Acts and Fox Movietone News. Weather, rainy for 5 days and nights.

Rating—75%

UTICA, N. Y.—Stanley Theatre (3,500), 4 days, 25c-35c-50c, 3 Vaude. Acts, M-G-M and Fox Movietone News. Weather, clear and cold.

Rating—125%

His Captive Woman (F.N.)

SAN ANTONIO, TEXAS.—Aztec Theatre (2,500), 7 days, 25c-35c-60c, Mel Ruck Stage Band, Comedy, Fox News. Weather, fair and warm.

Rating—80%

PROVIDENCE, R. I.—Strand Theatre (2,200), 7 days, 15c-50c, Smith and Dale, Par. News, Shorts.

Rating—80%

COLUMBUS, OHIO.—RKO Palace, 7 days, 6 shows, 25c-50c, 3,200, 5 acts vaude. and N. V. A. Specialties.

Rating—100%

SPRINGFIELD, MASS.—Broadway Theatre (1,800), 7 days, 25c-50c, 2 Vita. Acts, "Our Gang" Comedy, Pathe News. Weather, fair and rainy.

Rating—95%

NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, $1-$2-$2.50, 2 shows daily, 3 Sat. & Sun., Vitaphone Shorts. Weather, rain and cool.

Rating—60% (fifth week)

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 7 days, 4 shows daily, 35c-40c-75c, Publix Unit, Stage Band, Orchestra, Movietone News, Shorts. Weather, clear but cold.

Rating—79%

CHATTANOOGA, TENN.—State Theatre (900), 7 days, 50c, Vitaphone Presentations, Fox Movietone News. Weather, rainy and cool.

Rating—102%

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 4 days, 40c-50c, "Evening at Home With Hitchy" (Vita.), "Presto Chango" (Pathe Fables), Par. News. Weather, variable.

Rating—100%

FORT WORTH, TEXAS.—Palace Theatre (1,400), 15c-50c, 4 days, 2 Vita. Acts, Fox Movietone and M-G-M News. Weather, clear.

Rating—100%

His Captive Woman—Cont.

NEWPORT NEWS, VA.—Palace Theatre (720), 3 days, 35c-50c, Comedy, Fox News. Weather, fair.

Rating—105%

MACON, GA.—Ritz Theatre (1,000), 3 days, 25c-35c-50c, 2 Vita. Units, Aesop Fable and Par. News. Weather, fair.

Rating—130%

His Tiger Lady (Par.)

SPRINGFIELD, OHIO.—Regent Theatre (1,500), 3 days, 10c-50c, Motor Boat film, short film, M-G-M News, Lewis Mack Revue. Weather, rainy.

Rating—65%

Hole in the Wall (Par.)

LOS ANGELES, CAL.—Paramount Theatre (3,595), 35c-50c-65c, "False Alarm Fire Dept.," Publix Revue "Just Kids," Milton Charles Organ Recital, Par. News.

Rating—83%

MACON, GA.—Ritz Theatre (1,000), 2 days, 25c-35c-50c, 2 Vitaphone Units and Par. News. Weather, fair.

Rating—85%

Home Towners, The (W.B.)

OKLAHOMA CITY, OKLA.—Rialto Theatre (750), 3 days, 15c-25c, 2 Vitaphone Acts. Weather, cold and fair.

Rating—100%

NEWPORT NEWS, VA.—Rialto Theatre (873), 3 days, 35c-50c, Ko-Ko Cartoons, Par. News. Weather, fair.

Rating—112%

Hot Stuff (F.N.)

TOLEDO, OHIO.—Pantheon Theatre (922), 7 days, 25c-35c-65c, "Bees Buzz" (Educ.), Pathe News, Sound Specialties. Weather, cold and rainy.

Rating—140% (Second Week)

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, 25c-50c, Fox Movietone and Pathe Sound News, Serenaders in "Red Hot Harmony" (Vitaphone), Mayfair Quintette (Vitaphone), "Bees Buzz" (Educ.). Weather, clear and mild, with some rain.

Rating—85%

House of Horrors (F.N.)

LITTLE ROCK, ARK.—Capitol Theatre, 3 days, 15c-50c. Weather, rain.

Rating—90%

Hunting Tower (Par.)

SPOKANE, WASH.—Egyptian Theatre, 4 days, 300, 25c, Comedy, News. Weather, fair and warm.

Rating—71%

Innocents Of Paris (Par.)

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, $1-$2, 2 shows daily, 3 Sat. & Sun., Par. Shorts and Song Cartoon. Weather, rain and cool.

Rating—99 1/5 (second week)

It Can Be Done (U)

BALTIMORE, MD.—Keith's Theatre (3,016), 6 days, 25c-65c, Universal, Int'l and Fox Movietone News, with 4 Acts of RKO Vaude. Weather, clear and mild, with some rain.

Rating—75%

JACKSONVILLE, FLA.—Imperial Theatre (1,200), 3 days, 15c-40c, 2 Vita. Acts, Metro News. Weather, moderate.

Rating—75%

It Can Be Done—Cont.

FORT WORTH, TEX.—Hippodrome Theatre (700), 15c-25c, 2 days, "Kidnapped" (U.), "Sheepskin," Par. Comedy, Pathe News. Weather, clear.

Rating—70%

Iron Mask, The (U.A.)

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 75c-$1-$1.50, Movietone shorts, Fox Movietone News, Elinors Orchestra.

Rating—76%

OTTAWA, ONT.—Cntre Theatre (1,120), 6 days, 25c-60c, "The Night Court," Fox News. Weather, rain.

Rating—100%

Jazz Singer, The (W.B.)

OTTAWA, ONTARIO.—Avalon Theatre (990), 3 days, 10c-35c, "Uncle Tom," Fox Movietone News. Weather, rain.

Rating—100%

Kid Gloves (W.B.)

BOSTON, MASS.—Scollay Square Theatre (3,000), 7 days, 25c-75c, 5 Acts Vaude., Comedy, Par. News. Weather, fair, cool.

Rating—105%

LOUISVILLE, KY.—Alamo Theatre (900), 7 days, 15c-25c-40c, 3 Sound Acts and Fox Movietone News. Weather, rainy most of week.

Rating—110%

ROCHESTER, N. Y.—Fay's Theatre (1,250), 7 days, 25c-50c, split bill with "The Ghost Talks" (Fox), Winnie Lightner in songs (Vitaphone), Fox Movietone News. Weather, cold and rainy.

Rating—84%

Lady Of Chance, A (M-G-M)

UTICA, N. Y.—Olympic Theatre (1,300), 4 days, 25c-35c, Collegians, Fox News. Weather, clear and cold.

Rating—85%

Lady Of The Pavements (U.A.)

ASHEVILLE, N. C.—Imperial Theatre (1,181), 3 days, 10c-40c-50c, Tal Henry's Orchestra and Mayfair quartet, both Vitaphone and Movietone News. Weather, fair and cool.

Rating—90% (second week)

Last Warning (U.)

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 25c-50c, Presentation, Educa. Comedy, Par. News, "Double Whoopee," Parker Musical Comedy Company. Weather, warm and showery.

Rating—125%

The Leatherneck (Pathe)

TACOMA, WASH.—Pantages Theatre (1,500), 7 days, 25c to 75c, 5 Acts Vaude., News Topics. Weather, rainy.

Rating—87%

OKLAHOMA CITY, OKLA.—Orpheum Theatre (2,100), 7 days, 10c-25c-35c-50c-75c, 4 Vaude. Acts, Aesop's Fables, Topics of the Day, Loie Bridge Quartet. Weather, fair and cold.

Rating—100%

NEW YORK CITY, N. Y.—Cameo Theatre (540), 7 days, 50c-75c, Pathe Sound News, Cartoon Comedy. Weather, rain and cool.

Rating—114 1/2%

PORTLAND, ORE.—Blue Mouse Theatre (657), 25c-35c, 7 days, Fox News, Vitaphone Acts. Weather, fair and wormer.

Rating—85% (second run)

MINNEAPOLIS, MINN. — Hennepin-Orpheum Theatre (2,900), 7 days, 3 shows daily, 25c-50c-75c, 6 Acts Vaude., headlined by the Watson Sisters. Weather, clear but cold.

Rating—49½%

Letter, The (Par.)

JACKSONVILLE, FLA.—Florida Theatre (2,300), 3 days, 25c-60c, Stage Show, Fox Movietone News, Par. News. Weather, unsettled.

Rating—85%

NEW ORLEANS, LA.—Loew's State Theatre (3,285), 7 days, 15c-50c, 5 Acts Loew Vaude., Fox Movietone News.

Rating—110%

TAMPA, FLA.—Victory Theatre (1,600), 7 days, 25c-50c-60c, 4 Vitaphone Acts, Fox Movietone News. Weather, fair and warm.

Rating—125%

CANTON, OHIO.—Loew's Theatre (2,125), 4 days, 30c-50c, 5 Acts Loew's Vaude., Fox Movietone News, Topics. Weather, clear and cool.

Rating—100%

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-75c-85c-$1, Par. News, Rudy Valee and band special added attraction, Publix Unit "Bright Lights," George LeMaire-Louis Simon Comedy "At the Dentists," (Pathe), Jesse Crawford, Organist. Weather, cool and rain.

Rating—122 1/5%

DES MOINES, IOWA.—Des Moines Theatre (1,600), 7 days, 25c-50c, "Baby Blue," Gierdoff Sisters (Par.), "Ask Dad" (Educ.), Jan Rubeni (Vita.), Fox M'tone. Weather, pleasant.

Rating—130%

LITTLE ROCK, ARK.—Capitol Theatre, 3 day, 15c-50c. Weather, fair.

Rating—100%

ROCHESTER, N. Y.—Piccadilly Theatre (2,259), 7 days, 25c-50c, Van and Schenck in dialogue (M-G-M), "Dear Teacher" (Par.), Organ Novelty, Selected News. Weather, cold and rainy.

Rating—105%

UTICA, N. Y.—Avon Theatre (1,600), 7 days, 40c, 4 Vita.-Vaude. Acts, Fox M'tone News. Weather, clear, cold and rainy.

Rating—100%

MACON, GA.—Rialto Theatre (900), 3 days, 30c-45c, Two Par. Units, Fox M'tone News. Weather, fair.

Rating—110%



Letter, The—Cont.

CEDAR RAPIDS, IOWA—Capitol Theatre (1,957), 3 days, 10c50c, Publix Stage Show, Par. News. Weather, fair.

Rating—110%

AD TIPS.—A great play, a well known star and an excellent cast are the exploitation features. Two thousand "letters" were mailed out to a selected list and they seemed to have been a real puller. For adult audiences.—Victory Theatre, George E. Peck, Mgr., Tampa, Fla.

Curiosity is the point to play-up in building patronage for this picture. It was developed here by letters mailed out to the fans in which the contents of the letter was made to catch the interest. Jeanne Eagels as the star of "Rain" was also played up in the advertising. The picture did not appeal to the program run of fans, nor to the younger audiences but was well commended by those who follow the dramatic plays and by the fans of older age. —Des Moines Theatre, Lionel Wasson, Mgr., Des Moines, Iowa.

Theatre began advertising this film five weeks in advance as biggest hit so far this year of its type. Big ads run during week before play went on. In addition, 22,000 letters sent out to discriminating patrons and blotters distributed in downtown buildings. For lobby setup, automatic typewriters were mounted on small stage. All ground out "letters" which were distributed to patrons free. Jeanne Eagels given plenty of publicity, especially in connection with her success in Rain. One final little pull was carried in box at bottom of all ads: "While not offensive to adults, The Letter will neither interest or entertain children." Money invested in exploitation was well spent.—Piccadilly Theatre, Herbert Chatkin, Mgr., Rochester, N. Y.

Lone Wolf's Daughter, The (Col.)

OTTAWA, ONTARIO.—Imperial Theatre (1,220), 6 days, 15c-50c, "Living the Life of Riley," "Music Hath Harms." Weather, rain.

Rating—85%

AKRON, OHIO.—Strand Theatre (1,200), 7 days, 25c-50c, "The Old Barn" (Educ.), Par. News. Weather, mostly rain.

Rating—75%

NEW ORLEANS, LA.—Strand Theatre (2,000), 10c-30c, One Act Vaude, Par. News, Fox M'tone News, M-G-M News, Comedy. Weather, fair and warm.

Rating—90%

Love In The Desert (RKO)

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c-75c, 5 Vaude. Acts, Pathe News. Weather, fair.

Rating—90%

UTICA, N. Y.—Gaiety Theatre (1,700), 4 days, 25c-35c-50c, 5 Keith Vaude Acts, Int'l News. Weather, clear and cold.

Rating—110%

Lucky Boy (T.-S.)

NEW ORLEANS, LA.—Tudor Theatre (1,200), 25c-50c, Four Acts Vita. Vaude. Weather, fair and warm.

Rating—78%

BIRMINGHAM, ALA.—Strand Theatre (850), 6 days, 25c-50c, "Framing of the Shrew," M'tone News. Weather, cold and stormy.

Rating—90%

Madame X (M-G-M)

NEW YORK CITY, N. Y.—Harris Theatre (1,101), 7 days, $1-$2, Two Shows Daily, three Sat. and Sun, M-G-M Shorts. Weather, rain and cool.

Rating—92 3/10% (second week)



A former screen actor who has developed into one of the foremost of the talking picture directors is Lionel Barrymore, who is seen above directing a scene from M-G-M's new feature, "Madame X." Ruth Chatterton is on the right

Making The Grade (Fox)

CHICAGO, ILL.—Monroe Theatre (982), 7 days, 25c-50c, Three Reel Clark and McCullough Talkie.

Rating—90%

NEWPORT NEWS, VA.—Palace Theatre (720), 3 days, 35c-50c, "The Honor System," Oswald Cartoon, Fox M'tone News. Weather, fair.

Rating—100%

Man Who Laughs, The (U.)

CEDAR RAPIDS, IOWA—Strand Theatre (1,400), 7 days, 10c-35c, Vitaphone Talking Comedy, Pathe Sounds News. Weather, rainy, later fair.

Rating—95%

Marquis Preferred (Par.)

PROVIDENCE, R. II.—Majestic Theatre Movietone News, Par. News. Weather, un-(2,400), 7 days, 15c-50c, Karyl Norman, Robert Benchley, Shorts.

Rating—85%

Midnight Taxi, The (W.B.)

NEWPORT NEWS, VA.—Rialto Theatre (873), 3 days, 25c-35c, Comedy, Par. News. Weather, fair.

Rating—94%

Million Dollar Collar, The (WB)

TAMPA, FLA.—Strand Theatre (800), 3 days, 15c-35c-40c, Talkie Act, Comedy, Int'l News. Weather, fair and warm.

Rating—40%

Molly and Me (T.-S.)

BOSTON, MASS.—Modern and Beacon Theatres (1,800), 7 days, 25c-75c, Co-feature "Trial Marriage," Pathe News. Weather, fair, cool.

Rating—105%

Mother's Boy (Pathe)

BUFFALO, N. Y.—Great Lakes Theatre (3,100), 65c-85c, Fox Silent and M'tone News, Comedy, Orchestra. Weather, fair and warmer.

Rating—140%

My Lady's Past (T.-S.)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20c-55c, Pathe News, Bert Smith Players in "Why Girls Walk Home," with Vaude. and Chorus Comedy. Weather, clear and mild with some rain.

Rating—100%

My Lady's Past—Cont.

AD TIPS—Emphasize that Belle Bennett is in this with Joe E. Brown. Tell them to see what romance a naughty reputation brings a discarded lady. Then ask the question. Can a woman forget or forgive the man who jilted her? Audience appeal: proved quite a hit with our family trade. This story has a kick for young and old alike.—Hippodrome Theatre, Nat Keene, Mgr., Baltimore, Md.

New Year's Eve (Fox)

NEW ORLEANS, LA.—Strand Theatre (1,750), 7 days, 10c-30c, Par. News, Organ, Comedy, Stage Act. Weather, fair and warm.

Rating—90%

Noah's Ark (W.B.)

BOSTON, MASS.—Majestic Theatre (3,000), 7days), 50c-$2.00. Weather, fair, cool.

Rating—125%

NEW YORK CITY, N. Y.—Winter Garden Theatre (1,492), 7 days, $1-$2, Two Shows Daily, Three Sat. and Sun, Vitaphone Shorts. Weather, rain and cool.

Rating—59 4/5% (eighth week)

CHICAGO, ILL.—Woods Theatre (1,159), 7 days, 99 prices, all seats reserved, Vitaphone Shorts, Hope Hampton Singing "Manon Lescaut" Scenes.

Rating 80% (second month)

Nothing But The Truth (Par.)

EVANSVILLE, IND.—Loew's Victory Theatre (2,300), 3 days, 15c-25c-40c, 5 Acts Vaude., M-G-M News, Comedy. Weather, rain and moderate.

Rating—95%

SPRINGFIELD, MASS.—Fox-Palace Theatre (2,484), 7 days, 30c-60c, Fox Vaude., 3 Vitaphone Acts, Fox News. Weather, fair and rain.

Rating—95%

SALT LAKE CITY, UTAH.—Capitol Theatre (2,000), 7 days, 15c-60c, Fanchon and Marco Stage Presentation, Par. News. Weather, mostly fair.

Rating—115%

SEATTLE, WASH.—Publix Seattle Theatre (3,150), 25c-35c-50c-60c, 7 days, Donald Ogden Stuart, James Barton (Par.), Par. News, Concert Orchestra and Soloists.

Rating—85%

DES MOINES, IOWA—Capitol Theatre (1,700), 7 days, 25c-50c, "Crinoline vs. Jazz," Publix Stage Show, "Broadway Hits," Band Number, Banjo Numbers, Organ Song, Par. News. Weather, pleasant.

Rating—130%

NEW ORLEANS, LA.—Saenger Theatre (4,000), 25c-60c, Publix Presentation, Fox M'tone News. Weather, fair and warm.

Rating—100%

ATLANTIC CITY, N. J.—Virginia Theatre (1,222), 7 days, 40c-50c, "Highlowbrow" (Par.), "Glories of the Evening" (Fox), Fox M'tone News. Weather, variable.

Rating—110%

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c-60c, Color Classic "Melodies," Short "Moonshine," Par. News. Weather, Cool.

Rating—114%

ROCHESTER, N. Y.—Eastman Theatre (3,400), 7 days, 25c-40c-60c, Publix Unit, Sound Shorts and Selected News. Weather, cold and rainy.

Rating—80%

JACKSONVILLE, FLA.—Florida Theatre (2,300) 4 days, 25c-60c, Stage Show, Par. News. Weather, moderate.

Rating—80%

Nothing But The Truth—Cont.

PORTLAND, ORE.—Portland Theatre (3,068), 7 days, 25c-60c, Par. News, Harry Linden-Eddie Magill Vocalist, Par. Shorts, Fred Allen "The Installment Collector," Miss Oregon Beauty Pageant. Weather, fair and warmer.

Rating—115%

BUFFALO, N. Y.—Buffalo Theatre (3,100), 65c, Par., M-G-M and Fox M'tone News, Publix Revue. Weather, fair and warmer.

Rating—154%

COLUMBUS, O.—Loew's Ohio Theatre (4,000), 7 days, 25c-50c, Loew's Publix Unit, Organ, Orchestra, Fox News.

Rating—100%

AD TIPS—Richard Dix certainly gets across splendidly in his first talkie. Cast made up of stage personalities which register well on sound, also Helen Kane is a draw with the younger group who follow her records. Good all around entertainment with an attractive stage show.—Capitol Theatre, Jess Day, Mgr., Des Moines, Iowa.

Dix was ballyhooed strong in his first talking picture. Helen Kane and her reputation on phonograph discs also given plenty of publicity. All ads carried in bold type: "Could you tell the truth for 24 hours and get away with it? Don't bet on it." Comedy element was stressed in ads, advance stories and lobby posters. Audience appeal: all ages and classes.—Eastman Theatre, S. S. Solomon, Mgr., Rochester, N. Y.

Office Scandal, The (Pathe)

KANSAS CITY, MO.—Mainstreet Theatre (3,065), 7 days, 35c-60c, Master Ceremony Presentation, Pathe News. Weather, fair.

Rating—105%

BOSTON, MASS.—Keith Memorial Theatre (3,000), 7 days, 50c-$1.50, George Jessel in person, Vaude., Pathe News. Weather, fair, cool.

Rating—110%

One Stolen Night (W.B)

OKLAHOMA CITY, OKLA.—Criterion Theatre (1,750), 7 days, 10c-25c-35c-50c-75c, "Framing of the Shrew" (Par.), Par. News. Weather, fair and cold.

Rating—100%

On Trial (W.B.)

SAN ANTONIO, TEXAS.—Empire Theatre (1,550), 7 days, 25c-35c-50c, Vitaphone Specialties and Fox Movietone News. Weather, fair and warm.

Rating—75%

COLUMBUS, OHIO.—Grand Theatre, (1,200), 7 days, 25c-50c, Vitaphone Shorts, Fox News, Mack Sennett Comedy.

Rating—115%

The Pagan (M-G-M)

TAMPA, FLA.—Tampa Theatre (1,600), 3 days, 25c-50c-60c, Fable, Talkie Act, Par. News, Organ. Weather, fair and warm.

Rating—90%

CLEVELAND, OHIO.—State Theatre (3,400), 7 days, 30c-60c, "Fast Freight" (M-G-M) "The Last Romance (Fischer), "Fishing Fools," Aesop's Fables, Par. News, Publix Revue, "Carnival Cocktail." Weather, cold.

Rating—100%

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 25c-60c, 5 Acts Vaude., Fox M'tone News. Weather, cold and fair.

Rating—105%

BUFFALO, N. Y.—Hippodrome Theatre (2,700), 65c, Fox M'tone News, Vita. and Presentations in Fashion News. Weather, fair and warmer.

Rating—130%

Pagan, The—Cont.

DALLAS, TEX.—Greater Palace Theatre (2,350), 7 days, 25c-35c-60c, M-G-M, Publix Presentation, Volcano with Jimmie Ellard, Vita. Specialty Sammy Cohen. Par. News, Comedy, Organ Novelty With Billy Muth. Weather, fair.

Rating—100%

AD TIPS—Ramon Novarro played up as the big draw and especially featured the fact that he sings. Publicity also reminded the public of the fact that Novarro was the star of "Ben-Hur" and "The Flying Fleet." Newspaper ads featured the tropic love angle with such description as, Moonlit Lagoons—Whispering Palms—Love Untamed—Unashamed. Renee Adoree and Dorothy Janis are also stressed, the latter singing. Audience appeal: all classes. —Greater Palace Theatre, Ernest W. Morrison, Mgr, Dallas, Tex.

Parisian Love (State Rights)

COLUMBUS, OHIO.—Majestic Theatre (800), 7 days, 6 shows, 15c-25c, Int'l News, Organ, Comedies.

Rating—100%

Queen Of The Night Clubs (WB)

JOLIET, ILL.—Rialto Theatre (2,300), 1 day, 35c-60c, 3 Acts, Fox Movietone News, "Zip, Boom, Bang" (Educ.). Weather, fair.

Rating—110%

JACKSONVILLE, FLA.—Palace Theatre (2,000), 7 days. 25c-50c, Four Vita. Acts, Fox News. Weather, moderate.

Rating—85%

UTICA, N. Y.—Stanley Theatre (3,500), 3 days, 25c-35c-50c, 3 Vaude. Acts, M-G-M and Fox M'tone News. Weather, rain and cold.

Rating—135%

Quitter, The (Col.)

SAN ANTONIO, TEXAS.—Princess Theatre (1,300), 4 days, 25c-35c, Comedy, Int'l News. Weather, fair and warm.

Rating—50%

Rainbow Man, The (Sono-Art)

NEW YORK CITY, N. Y.—Selwyn Theatre (1,167). 7 days, $1-$2, Two Shows Daily, Three Sat. and Sun, Star Making Personal Appearances. Weather, cool and rain.

Rating—111 3/10% (third week)

Red Wine (T.-S.)

FORT WORTH, TEX.—Majestic Theatre (1,200), 20c-60c, 7 days, Five Acts RKO Vaude., Fox M'tone and Pathe News, Aesops Fables. Weather, clear.

Rating—125%

Revenge (U.A.)

VANCOUVER, B. C.—Strand Theatre (1,800), 6 days, 25c-50c, Presentation: Fanchon and Marco Innovations, Fox News, Jack Souders and His Band on the Stage. Weather, warm and showery.

Rating—110%

Red Sword, The (RKO)

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c-35c, Comedy, News. Weather, fair.

Rating—90%

Saturday's Children (F.N.)

TAMPA, FLA.—Tampa Theatre (1,600), 4 days, 25c-50c-60c, Cartoon, Review, Talkie Act, Par. News, Organ. Weather, fair and warm.

Rating—25%

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 35c-50c-75c. Pathe Sound and Fox Movietone News, Vitaphone Shorts. Weather, rain and cool.

Rating—91 3/5%

SYRACUSE, N. Y.—Strand Theatre (1,700), 7 days, 20c-40c, Presentation, Strand Debut, Orch., Fox Movietone, 2 Vita Acts. Weather, rain.

Rating—100%

Scandal (U.)

AKRON, OHIO.—Allen Theatre (550), 7 days, 25c-50c, Comedy, Int'l News. Weather, mostly rain.

Rating—73%

Scarlet Seas (F.N.)

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 4 days, 25c-50c, 5 Acts Vaude., Orchestra, Pathe Sound News. Weather, variable.

Rating—90%

Seven Footprints To Satan (F.N.)

FORT WORTH, TEX.—Hippodrome Theatre (700), 15c-25c, two days, "Crazy Doings," (Par.) Comedy, Pathe News. Weather, clear.

Rating—95%

Shady Lady, The (Pathe)

LOUISVILLE, KY.—Rialto Theatre (3,000), 4 days, 30c-50c, Grace Hayes and Four Other RKO Acts, Pathe Review and Pathe News. Weather, rainy and cool.

Rating—75%

Shakedown (U.)

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows daily, 25c-50c-75c, Pathe Sound News, 5 Acts Vaude. Weather, clear and cold.

Rating—60%

JACKSONVILLE, FLA.—Imperial Theatre (1,200), 4 days, 15c-40c, Two Vita. Acts, Metro News. Weather, fair.

Rating—85%

Shepherd Of The Hills (F.N.)

JOLIET, ILL.—Princess Theatre (960), 2 days, 15c-35c, Comedy, News. Weather, fair and cool.

Rating—90%

Announcing the Consolidation of

STEBBINS, LETERMAN & GATES, INC.

Insurance Brokers

1540 BROADWAY **New York City**

and

THE BEHRENDT-LÉVY INSURANCE AGENCY, INC.

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For the Purpose of Giving

COAST-TO-COAST SERVICE

To their many clients having interests throughout the United States

Shopworn Angel, The (Par.)

CANTON, OHIO.—Valentine Theatre (850), 3 days, 15c-25c, No stage presentation, Pathe Sound News, All-Talking Comedy, Aesop's Fables. Weather, warm.

Rating—110%

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 25c-50c, Presentation, Educ. Comedy, Par. News, On the Stage, Parker Musical Comedy Co. Weather, warm and showery.

Rating—100%

AD TIPS.—Since radio broadcasting has put the theme song "Precious Little Thing Called Love" to good use, make strong play in ads that this is the picture affiliated with this tune. Name of Gary Cooper also is worth mention. Parisian background, etc. Audience appeal: high school age and above.—Valentine Theatre, Joe Calla, Mgr., Canton, Ohio.

Should A Girl Marry? (Rayart)

MINNEAPOLIS, MINN.—Lyric Theatre (1,238), 7 days, 7 shows daily, 15c-25c-35c, Movietone News, Vitaphone Shorts. Weather, clear but cold.

Rating—186½%

Show Boat (U.)

TACOMA, WASH.—Blue Mouse Theatre (601), 7 days, 25c-50c-75c. Weather, rainy.

Rating—100% (Second Week)

SEATTLE, WASH.—Music Box Theatre (950), 7 days, 50c-75c-$1.00, No Shorts, No Newsreel. Weather, clear.

Rating—150%

KANSAS CITY, MO.—Royal Theatre (900), 7 days, 25c-50c-75c, Publix Sound Presentation, Selected News. Weather, fair.

Rating—150% (Second Week)

OKLAHOMA CITY, OKLA.—Liberty Theatre (1,100), 10c-25c-35c-50c, 14 days, Fox Movietone News. Weather, fair and cold.

Rating—100% (Second Week)

MILWAUKEE, WIS.—Alhambra Theatre (2,000), Premiere showing $2.50 top. Balance of week, 50c-75c. Weather, rainy.

Rating—420%

CLEVELAND, OHIO.—Stillman Theatre (1,800), 7 days, 40c-75c, Prologue to Show Boat, M-G-M News. Weather, cold.

Rating—120%

NEW YORK CITY, N. Y.—Globe Theatre (1,418), 7 days, $1-$2-$2.50. Two shows daily, three Sat. and Sun. Picture has been cut about 3,000 feet since opening. Weather, rain and cool.

Rating—86 4/5% (third week)

SEATTLE, WASH.—Music Box Theatre (950), 50c-75c-$1, No Shorts or News.

Rating—120% (second week)

DALLAS, TEX.—Capitol Theatre (1,044), 25c-50c-75c. The Capitol has established a double Dallas Record with this picture as it is the first time for any picture to hold up for four consecutive weeks at a first run theatre

Show Boat—Cont.

at any admission prices. Show Boat has established a length of run record and also a record in that it has been offered at much increased admission prices. Weather, fair.

Rating—125% (fourth week)

PORTLAND, ORE.—Music Box Theatre (1,837), 25c-75c, Fox News. Weather, fair and warmer.

Rating—90% (second week)

BIRMINGHAM, ALA.—Alabama Theatre (2,200), 6 days, 25c-35c-50c, Paramount News. Weather, cold and stormy.

Rating—105%

AD TIPS.—The picture offers an unusual field for exploitation. First there is the cast, the members of which are all well known; then the fact that it is the Edna Ferber story; it has scenes from Ziegfeld's success of the same name, and the music that is heard throughout is all popular and easily converted into means of advertising the picture. Audience appeal: all types.—Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

Bill boards, window cards, department store tie-up with Show Boat dresses, each dress named after a character in the play. Big beaverboard cut-outs over the marquee. Audience appeal: for all.—Stillman Theatre, Charles Katz, Mgr., Cleveland, Ohio.

Show Folks (Pathe)

CANTON, OHIO.—Palace Theatre (1,906), 3 days, 30c-50c, 5 Acts Keith-Albee Vaude., Pathe Sound News, All-Talking Comedy. Weather, warm.

Rating—110%

Simba (Capitol)

TOLEDO, OHIO.—Vita-Temple Theatre (1,200), 25c-35c-65c, Fox Movietone News, Mr. and Mrs. Johnson in person. Weather, cold and rainy.

Rating—110%

SYRACUSE, N. Y.—Empire Theatre (1,700), 7 days, 20c-40c, Presentation, Comedy, Personal Appearance of Martin and Osa Johnson. Weather, rain.

Rating—125%

AD TIPS.—Had Toledo Zoological Society to sponsor film. School officials were glad to make announcements to classes and did in Toledo and surrounding towns. Interurban lines seized the opportunity to display cards in all cars. Jungle animal art got a good play in newspapers. If Mr. and Mrs. Johnson appear in person with the film, give them a play. They'll deliver and please the crowd with tales of their experiences. Audience appeal: all classes.—Vita-Temple Theatre, Jack O'Connell, Mgr., Toledo, Ohio.

Singing Fool, The (W.B.)

SAN ANTONIO, TEXAS.—Texas Theatre (3,000), 7 days, 25c-35c-60c, Publix Presentation "Blue Revue," Vitaphone Specialties and Par. News. Weather, fair and warm.

Rating—125%

Singing Fool, The—Cont.

ANN ARBOR, MICH.—Wuerth Theatre (777), 7 days, 10c-50c, Fox Movietone News, Kinograms. Weather, cold.

Rating—160%

AD TIPS—For the flapper trade it can be exploited as having lots of night club whopee and Al Jolson's songs. For the more serious minded, as a smashing denunciation of the "tempermental marriage and equally thoughtless divorce." And for everybody as the perfect talkie.—Wuerth Theatre, Ann Arbor, Mich.

Sin Sister, The (Fox)

SEATTLE, WASH.—Coliseum Theatre (1,650), 7 days, 25c, Metro Movietone Shorts, Fox Movietone News. Weather, clear.

Rating—80%

Sonny Boy (W.B.)

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 25c-50c, 2 Vitaphone Acts, Fox Movietone News. Weather, variable.

Rating—105%

NEW ORLEANS, LA.—Saenger Theatre (4,000), 7 days, 25c-60c, Publix Presentation, Fox Movietone News. Weather, fair and warm.

Rating—110%

HOUSTON, TEX.—Kirby Theatre (1,654), 7 days, 25c-60c, 4 Vita. Acts, Fox Movietone. Weather, cold and fair.

Rating—90%

FORT WORTH, TEX.—Worth (2,500), 20c-60c, four days, "The Bishop's Candlestick," "Movie Nights," M-G-M Comedy and Par. News. Weather, clear.

Rating—75%

AD TIPS.—Don't make mistake we made in exploitation—that of giving the idea this is a sob story, a sort of echo of Al Jolson's "The Singing Fool." Sell this picture as a straight farce. Davey Lee charms fans of all ages.—Worth Theatre, Marsline Moore, Manager, Fort Worth, Texas.

Speakeasy (Fox)

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,650), 25c-35c-50c-60c-75c, "Off to Buffalo" M-G-M, Fox Movietone News, Fanchon-Marco stage unit. Weather, clear.

Rating—85%

NORFOLK, VA.—Loew's State Theatre (2,000), 6 days, 35c-50c, 5 Acts Loew's Vaude., M-G-M News. Weather, mostly fair.

Rating—100%

BALTIMORE, MD.—New Theatre (1,600), 6 days, 25c-50c, Fox Movietone and Fox Silent News, Clark & McCullough in "In Holland" (Fox Movietone Short), Royal Hawaiian Singers (Fox Movietone Short). Weather, clear and mild with some rain.

Rating—90%

SYRACUSE, N. Y.—Eckel Theatre (1,400), 7 days, 25c-35c, Presentation, "Collegians" (Univ.), Organlogue, Para. News. Weather, rain.

Rating—100%

VANCOUVER, B. C.—Capitol Theatre (2,400), 25c-65c, 6 days, Presentation: Vincent Lopez and His Band, "A Bird in the Hand" (Par.), Fox Movietone News, Capitol Silent News and Magazine, On the Stage: Calvin Winter and His Capitolians. Weather, warm and showery.

Rating—150%

COLUMBUS, OHIO—Grand (1,200), four days, 25c-50c, "The Bees Buzz," Talking Short, Fox News.

Rating—150%

Know Your Editor

A former newspaperman, now a successful theatre manager, points out how exhibitors can gain and hold co-operation from their local newspapers.

Watch For This Important Article

Spies (M-G-M)

MILWAUKEE, WIS.—Majestic Theatre (1,500), 7 days, 25c-50c, Al Lyons and Four Horsemen, M-G-M News. Weather, rainy.

Rating—60%

SEATTLE, WASH.—Coliseum Theatre (1,650), 7 days, 25c, Metro Movietone Acts and Fox Movietone News. Weather, fair.

Rating—75%

Spite Marriage (M-G-M)

CANTON, OHIO.—Loew's Theatre (2,125), 3 days, 30c-50c, ' Acts of Loew Vaude, Int'l News, Topics of Day. Weather, warm.

Rating—100%

ATLANTIC CITY, N. J.—Strand Theatre (1,188), 5 days, 40c-50c, "Greater Events" (in Technicolor), M-G-M News. Weather, generally fair.

Rating—110%

CHATTANOOGA, TENN.—Rialto Theatre (800), 25c-35c, 3 days, Comedy, "All Rugs," Metro News. Weather, cool.

Rating—100%

Square Shoulders (Pathe)

MEMPHIS, TENN.—New Orpheum Theatre, cool, rainy weather (2,600), 6 days, 25c-50c, Pathe Sound News, Aesop's Fables, Five Acts.

Rating—90%

Stark Mad (W.B.)

SALT LAKE CITY, UTAH—Paramount Empress Theatre (1,400), 7 days, 15c-50c, Fox Movietone News, Chas. Chase Comedy. Weather, mostly fair.

Rating—100%

MEMPHIS, TENN.—Loew's Strand Theatre (1,100), 6 days, 25c-40c, M-G-M News, M-G-M Comedy. Weather, cool, rainy weather.

Rating—75%

Stolen Kisses (W.B.)

JACKSONVILLE, FLA.—Imperial Theatre (1,200), 4 days, 15c-40c, 2 Vitaphone Acts, Synchronized Comedy, Metro News. Weather, fair.

Rating—80%

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c-35c, Collegians, Comedy "Tight Places," Metro. News. Weather, rain.

Rating—96%

Strange Cargo (Pathe)

PORTLAND, ORE.—Tebbetts Oriental Theatre (1,600), 7 days, 5 shows, 25c-35c, Frazier Stock Co., "A Merry Mix Up," Glen Shelly, organist.

Rating—100% (second run)

Strong Boy (Fox)

JOLIET, ILL.—Princess Theatre (960), 3 days, 15c-35c, Comedy, News. Weather, fair and cold.

Rating—100%

ANN ARBOR, MICH.—Majestic Theatre (1,050), 3 days, 10c-50c, "Button My Back" (Sennett Comedy), Fox Variety, Pathe Review, Par. News. Weather, cold.

Rating—60%

Syncopation (RKO)

PROVIDENCE, R. I.—Victory Theatre (1,600), 7 days, 15c-50c, Waring's Pennsylvanians, Chinese Maids and Pathe News, Shorts.

Rating—85%

JACKSONVILLE, FLA.—Palace Theatre (2,000), 7 days, 25c-50c, 4 Vitaphone Acts, Fox News. Weather, unsettled and fair.

Rating—75%



William Boyd, Pathe star of the talkie release, "The Leatherneck," is shown making love to Diane Ellis, playing the part of a Russian girl

Syncopation—Cont.

CLEVELAND, OHIO.—Keith's East 105th St. Theatre (2,300), 7 days, 25c-50c, "The Nightwatchman's Mistake" Pathe, Pathe Review, Pathe News. Weather, cold.

Rating—125%

CLEVELAND, OHIO.—Hippodrome Theatre (4,500), 7 days, 25c-50c, "Dear Teacher" (Par.), "Chinese Maidens" (Par.), Fox Movietone News. Weather, Cold.

Rating—113%

OTTAWA, ONTARIO.—B. F. Keith's Theatre (2,569), 6 days, 15c-60c, 5 Vaude. Acts, "The Eligible Mr. Bangs" (Educ.), Pathe News Weekly. Weather, rain.

Rating—100%

HOUSTON, TEX.—Majestic Theatre (2,250), 7 days, 25c-60c, 5 Acts Vaude., Fox Movietone. Weather, cold and fair.

Rating—110%

Tempest, The (U.A.)

OTTAWA, ONTARIO.—Rex Theatre (750), 15c-20c, "Diamond Master," Par. News, "Call of the Cuckoo." Weather, rain.

Rating—90%

WICHITA, KANS.—Nomar Theatre (800), 2 days, 25c, News and Talkie Acts. Weather, unsettled.

Rating—95%

Terror, The (W.B.)

WICHITA, KANS.—Nomar Theatre (800), 4 days, 25c, News and Talkie Acts. Weather, unsettled.

Rating—100%

Thru Different Eyes (Fox)

ALBANY, N. Y.—Leland Theatre (1,400), 6 days, 25c-35c, Gus Edwards Revue, "Song of the Roses;" Chic Sale in "Marching On;" Fox Movietone News. Weather, variable.

Rating—95%

SPRINGFIELD, MASS.—Fox Theatre (1,444), 7 days, 20c-50c, 3 Movietone Comedies, Fox News. Weather, fair and rainy.

Rating—110%

Trent's Last Case (Fox)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, Presentation, 6 Acts RKO Vaude., Pathe News. Weather, rain.

Rating—100%

Trial Marriage (Col.)

CLEVELAND, OHIO.—Palace Theatre (3,600), 7 days, 35c-75c, 6 Acts of Vaude., headed by Gilda Gray, Pathe Review, Pathe Sound News, Topics of the Day (Pathe), Pathe, Fox, Par. News. Weather, cold.

Rating—115%

Trial Of Mary Dugan, The (M-G-M)

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, $1-$2, two shows daily, three Sat. and Sun., Vita Shorts. Weather, rain and cool.

Rating—131 3/5% (sixth week)

LOS ANGELES, CAL.—Criterion Theatre (1,652), 6 days, 35c-50c-65c, Gus Edwards Short Revue "Mexicana," Fox Movietone News.

Rating—174%

True Heaven (Fox)

SALT LAKE CITY, UTAH—Victory Theatre (1,287), 7 days, 15c-50c, Fox Movietone News, Vitaphone Acts. Weather, mostly fair.

Rating—100%

Voice Of The City, The (M-G-M)

TROY, N. Y.—Lincoln Theatre (1,000), 7 days, 25c-35c, 1 Vitaphone Act, Comedy, Kinograms. Weather, variable.

Rating—100%

ALBANY, N. Y.—Mark Ritz Theatre (1,146), 6 days, 25c-35c, 1 Vitaphone Act, Universal Cartoon, Pathe Sound News. Weather, variable.

Rating—150%

EVANSVILLE, IND.—Loew's Victory Theatre (2,300), 4 days, 15c-25c-40c-50c, 5 Acts Vaude., M-G-M Oddities, Comedy, News. Weather, moderate, rain one day.

Rating—110%

NEW YORK CITY, N. Y.—Capitol Theatre (4,620), 7 days, 35c-50c-75c-$1-$1.50, M-G-M News, Fox Movietone News, Charlie King special added attraction to stage show, "Unaccustomed As We Are" (M-G-M), "Shades of Blue" stage unit, Dave Schooler and Stage Band. Weather, cool and rain.

Rating—108 1/10%

SYRACUSE, N. Y.—Loew's Theatre (3,000), 7 days, 25c-35c-50c, Presentation, 5 Acts Loew Vaude., Fox Movietone. Weather, rain.

Rating—125%

PORTLAND, ORE.—Broadway Theatre (1,912), 7 days, 25c-60c, Fox News, Fanchon and Marco's "Futuristic Idea," Spectacular Offering, Stan and Laurel Comedy "Wrong Again," Georgie Stoll m.c. Weather, fair and warmer.

Rating—120%

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Voice Of The City, The—Cont.

FORT WORTH, TEX.—Worth (2,500), 20c-60c, three days, "Night Club," "Par. Revue and Par. News, Slide-a-Phone. Weather, clear.

Rating—75%

Waterfront (F.N.)

SPRINGFIELD, OHIO—Regent Theatre (1,500), 4 days, 10c-50c, Short, "Run Girl, Run," M-G-M News, and Lewis Mack Revue. Weather, rainy.

Rating—60%

ROCHESTER, N. Y.—Regent Theatre (1,510), 7 days, 25c-50c, "That's My Wife" (M-G-M), "Undersea Review" (Vita.), Selected News. Weather, cold and rainy.

Rating—78%

Weary River (F.N.)

LOUISVILLE, KY.—Loew's and U. A. State Theatre (3,400), 7 days, 35c-50c, Organlogue, Two Sound Acts, Fox Movietone News and M-G-M News. Weather, rainy most of week.

Rating—126%

CHICAGO, ILL.—Roosevelt Theatre (1,500), 35c- 50c- 75c, Fox Movietone News, Two Reel "Whirls and Girls" (Educ.).

Rating—105%

AD TIPS—This was exploited locally as First National's greatest talking picture. Barthelmess and the fact that it was his first talkie was played up in newspaper advertising. We resorted greatly to outside exploitation inasmuch as the picture makes a splendid tie-up with music stores, who will be glad to have their panatropes installed in the lobby or play "Weary River" in their own stores. This picture will back up anything you promise, so "get that opening and the mouth-to-mouth advertising will carry on your business against the stiffest opposition. Audience appeal: all classes.—Loew's and United Artists State, Col. Harry E. Long, Manager, Louisville, Ky.

Why Be Good? (F.N.)

JACKSONVILLE, FLA.—Florida Theatre (2,300), 3 days, 25c-60c, Stage Show, Fox Movietone News, Par. News. Weather, fair.

Rating—65%

ANN ARBOR, MICH.—Majestic Theatre (1,050), 4 days, 10c-50c, Our Gang Comedy, Pathe Fables and Review, Par. News. Weather, cold.

Rating—60%

Wickedness Preferred (M-G-M)

EVANSVILLE, IND.—Alhambra Theatre (610), 2 days, 20c-30c, Jack Duffy Comedy, Pathe News. Weather, rain and moderate.

Rating—100%

Wild Party, The (Par.)

TACOMA, WASH.—Fox Rialto Theatre (1,350), 7 days, 10c-25c-50c-75c, "Lesson No. 1," Movietone Acts, News. Weather, rainy.

Rating—160%

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 25c-60c, Publix Sound Presentations, Robert Benchley and Frances Shelley, Selected News. Weather, fair.

Rating—120%

SEATTLE, WASH.—Publix Seattle Theatre (3,150), 7 days, 25c-35c-50c-60c, Giersdorf Sisters, "Installment Collector," Smith & Dale Shorts, Par. News, Arthur Clausen and Grand Orchestra. Weather, clear.

Rating—125%

MILWAUKEE, WIS.—Merrill Theatre (1,167), 25c-50c, Metro Movietone Revue, Charley Chase Comedy, Fox News. Weather, rainy.

Rating—90% (Third Week)



Two gentlemen of the press and a lady. Walter Huston, Millard Webb and Kay Francis, who contributed in transferring the play, "Gentlemen of the Press," to the screen for Paramount

Wild Party, The—Cont.

NORFOLK, VA.—Norva Theatre (1,800), 6 days, 35c-50c, Laurel and Hardy Comedy, "Wrong Again," Metro Movietone, Bernado de Pace, Fox News. Weather, mostly fair.

Rating—110%

SAN FRANCISCO, CAL.—St. Francis Theatre (1,435), 7 days, 35c-60c, Comedy, Howard's Flytree, "A Knight in Venice" (Par.), Kinograms News. Weather, pleasant.

Rating—90%

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), three days, 35c-50c, 4 Vita. Acts, Fox Movietone News. Weather, fair.

Rating—150%

COLUMBUS, OHIO—Loew's Broad Theatre, (3,000), 7 days, 25c-50c, M-G-M Screen Vaude, Fox Movietone News.

Rating—100%

Wolf Of Wall Street, The (Par.)

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, 2 Acts, Par. News, Vitaphone Short "The Champion Golfer," "Big Business." Weather, fair and cold.

Rating—125%

Women's Wares (T.-S.)

SAN ANTONIO, TEX.—Princess Theatre (1,300), 4 days, 25c-35c, Comedy and Int'l. News. Weather, fair and warm.

Rating—60%

AD TIPS—Evelyn Brent and Bert Lytell, great names for exploitation, as both have box-office value. Feature gowns and lingerie worn by Miss Brent. Film has many style angles which can be exploited. Climax is unexpected and dramatic. Audience appeal: especially women.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Tex.

Yellow Pass, The (Amkino)

BALTIMORE, MD.—Little Theatre (267), 6 days, 35c 50c, Paramount News, "The Ropin' Fool" (Will Rogers Comedy), "Modern Germany." Weather, clear, mild, with some rain.

Rating—95%

Younger Generaton, The (Col.)

TROY, N. Y.—Troy Theatre (2,000), 3 days, 25c-40c, 1 Vitaphone, Fox Movietone News. Weather, rainy.

Rating—95%

ATLANTIC CITY, N. J.—Strand Theatre (1,188), 3 days, 40c-50c, William O'Neal (M-G-M), M-G-M News. Weather, variable.

Rating—90%

BUFFALO, N. Y.—Lafayette Theatre (2,700), Int. Fox Movietone and Silent News, Vaude., Comedy. Weather, fair and warmer.

Rating—130%

Eastern Studio Notes

Harlem Folk On Screen

Vitaphone recently shot a comedy starring Bur Harris and Frank Radcliffe, colored comedians, who acted under the direction of Murray Roth.

Working At The RKO Studio

James V. Maresca, former transatlantic supervisor for Radio Corporation, has been appointed supervisor of recording in RKO studios. Maresca was recently director and chief engineer of station WRNY, New York. C. D. White has joined the staff of Radio Pictures as production manager. The sound-proofing of all sound stages at the studio has now been completed, more than half a million dollars having been expended on improvements. Studio workmen were used to do the work, Carroll Clark taking charge of the plans.

New Vitaphone Shorts

Bryan Foy is continuing turning out short Vitaphone subjects at the old Vitagraph studio of Warner Bros., at a fast rate these days. He is now directing "The Familiar Face," by Russell Crouse, Hugh O'Connell in the leading role and Granville Bates, Lionel Chalmers, William Shulley, Robert Buckner, Al Reese, Ralph Glover and Frank Rowan in support. Another short, "The Gay Nineties," is being made by Foy with the assistance of Murray Roth. Edmund Joseph did the story and the cast includes Sidney Toler, Leneta Lane, Gertrude Ritchie, Larry Bolton.

Spalding's 6 For Vitaphone

Albert Saplding, American violinist, has begun six short Vitaphone pictures under the direction of Bryan Foy. His accompanist, with him for 16 years, is Andre Benoist.

Old Virginny Dances

The Blue Ridgers, mountaineers from the Blue Ridge Mts. of Virginia, apeared last week before the mike and cameras at the Vitaphone Brooklyn studio. They will be seen and heard in a number of songs and dances.

Boasberg And Brock

Al Boasberg and Louis Brock have arrived in New York from the West Coast, and will make a series of six one-reelers for RCA at the Gramercy studio of the latter. "Just Among Us Girls" is the title of a talkie short scheduled for production there soon.

Casting New Elbee Film

"The Stork Arrives," the third of the series of 18 two-reel talkie comedies written by Harry Delf, is now being cast by Delf, who plans to go into rehearsals shortly. He is directing them for Elbee Pictures.

Dempsey's Court Jester

Jack White and His Montrealers," with Billy and Mary Lee and Ruth Petty, recently completed a Vitaphone Short at the Eastern plant under the direction of Bryan Foy. White was Jack Dempsey's "court jester" during the training grind for the Carpentier and Tunney fights.

HOLLYWOOD

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Coast Equity Aiding To Cast Talking Pictures

Lack Of Familiarity By Studio Casters Makes Help Of Actors' Association Necessary

Hollywood, May 9. The studios have made the local office of Actors Equity Association an unofficial call bureau for stage players since talkers have become the rule in film production.

Admitting their ignorance of most stage players and their capabilities, the casting directors and studio officials are finding the Equity office and staff of inestimable assistance for information and suggestions on possible stage players for parts in talker pictures. At the present time very few dialogue productions are cast by the studios without request for information or suggestions from the Equity office.

In selecting stage players for talker picture roles, the studio official or director remembers an actor who appeared locally in a stage play sometime during the past two years. Neither the actor's real or character name can be remembered, but an appeal is made to the Equity office to try and locate the actor in question. In other instances a director is unable to locate the exact type for a dialogue part, and appeals to Equity. The latter is generally able to suggest three or four candidates, with one generally being engaged for the role.

"Play Backs" Cost Far Too Much, So They're Canned

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—Elimination of the practice of "play backs" after each talker scene shot has been effected by all of the large coast producers. When talkers were first produced several months ago, it was the practice of the director and players to listen to the "play back" of the sound recording immediately after each scene was shot.

Murnau and Flaherty Are Negotitatng With Paramount

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—F. W. Murnau and Robert Flaherty, who plan production of a series of features in various parts of the world, are negotiating with Paramount for release of the series.

Judge Favors Western Double's Plea

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, May 9.—Risking one's neck while performing as a stunt actor, is worth something, according to the decision of Superior Judge Bowron. The judge awarded Jack Case, stunt cowboy, total judgment of $509.30 against Charles Rogers Productions, for a series of thrilling "falls" that entailed considerable risk. The actor asserted he had been hired on a weekly salary basis, with the agreement that he was to be paid additional for stunts.

Paramount Studio Filming 9 Features, Editing 5 Others

Hollywood, May 9.—Nine all-talkies are being filmed at the Paramount West Coast Studios and five others are in process of editing, a survey of Paramount production activities reveals. All of the films will have silent versions, also.

Three features head the list of those in work. They are "Burlesque," which will have both sound and color and Nancy Carroll and Hal Skelly as its leads; "Backstage Blues," featuring Moran and Mack; and "Thunderbolt," George Bancroft's second talkie with Richard Arlen and Fay Wray supporting.

The other six features include Richard Dix in "The Wheel of Life"; Charles "Buddy" Rogers in "Magnolia"; Clara Bow in "Dangerous Curves"; William Powell in "The Greene Murder Case"; Adolphe Menjou in "The Concert"; Ruth Chatterton and Clive Brook in "The Marriage Holiday."

Being prepared for release are "Stairs of Sand," with Wallace Beery, Chester Conklin and Jean Arthur; "The Sender Murder Mystery," with an all-star cast; "The Man I Love," co-featuring Richard Arlen and Mary Brian; "The Mysterious Dr. Fu Manchu," starring Warner Oland, and "A Dangerous Woman," with Baclanova, Clive Brook and Neil Hamilton in stellar roles.

Every Dog Has Its Day

Hollywood, May 9.—Flash, the dog who has appeared in several M-G-M pictures, has been signed by Publix for a tour of the de luxe presentation houses. Opening date was Saturday in Chicago, then routed East. Milton Bren, Hollywood agent, set the tour for the dog film actor.

"Mary Dugan" Is Foremost Among New L. A. Films

"San Luis Rey" Also Shows Up Well; "B'way Melody" And "Coquette" Still Good; Others Below Normal

Hollywood, May 9.—Four films led the Los Angeles field in gate receipts last week, going well over the 100 per cent mark.

"Mary Dugan" brought a 174 percentage to the Criterion, or in b. o. figures $15,000. This was for the first six days of the picture's run. Next in line, notwithstanding the fact that it has been playing the house for 13 weeks now, was "The Broadway Melody," which got the Grauman's Chinese a percentage of 162 or $27,000. "Coquette," at the United Artists, stepped along to a 150 percentage or $20,000. "San Luis Rey," at the State, took in $34,000, good for 125 percentage.

Other film grosses were: "Desert Song," in its fifth week at the Warners Hollywood, $19,000 (85 per cent); "Hole in the Wall," Paramount Theatre, $25,000 (83 per cent); "The Iron Mask," last six days at the Circle, $8,000 (76 per cent).

Select Pictures Will Pep Up Ince Film With Sound

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9. — Thomas Ince's feature comedy, "The Galloping Fish," released by First National several years ago, has been taken over by Selected Pictures and will be released with sound effects and musical score via the state rights market.

It is understood that Charles Christie, of Christie Films, is interested in the company. Officials include Ezra Skirboll, president; Roy Purdon, vice-president, and Ernest Klein, secretary. C. Kakaleinikoff is preparing the musical score.

U Plans First Talk Serial "Ace Of Scotland Yard"

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—The first sound and talker serial will be produced by Universal under the title of "Ace of Scotland Yard," sequel to "Blake of Scotland Yard." Crauford Kent will be featured with the serial to run in ten episodes. Sound effects will be included throughout each episode.

Extra Ranks Thinned Greatly Since Birth Of Talking Films

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—Film extras are feeling the effects of the widespread production of talkers, according to the figures of Central Casting Corporation for the first four months of the current year.

During those months, the average number of daily placements for extra talent totaled approximately 600. Many of these extras were used, however, in silent productions that were being made to complete the season's releases of various companies. During the same period of 1928, the average daily placement total of extras was 825, showing a reduction of 25 per cent in extra placements over last year.

It is admitted that the daily average will probably drop below the 25 per cent mark when all film producers are producing talkers in preference to the silent films. At the present time, no silent pictures are in production, except silent versions of talkies.

Badger Will Direct Irene Bordoni In F. N.'s "Paris"

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—Clarence Badger will direct Irene Bordoni in "Paris" for First National. Badger left last week for New York to see the stage musical with Miss Bordoni starred, and will immediately return to the coast to prepare for production, which starts June 8th.

Director Believes In Saving Gag Material

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, May 9.—It is reported that Fox stopped production on a current Clark and McCullough two-reel Movietone comedy with a reason new to Hollywood production circles.

Instead of scrapping the picture, the director informed officials that the material so far shot was too funny to continue in view of that fact they had secured enough footage to cut into regulation two-reel footage. He further declared that the rest of the comedy situations in the story could be used much better in another picture with the comedy pair.

With Roach And Metro

Mauri Grashin has joined the Hal Roach scenario department as gag man and dialogue writer. Grashin was formerly with the Shuberts as a comedy constructionist. Signing with M-G-M recently was Jack Benny, vaude. star who plays in the "M-G-M Revue of Revues."

Forbstein F. N. Musical Director

Leo Forbstein has been engaged as musical director at First National Studios, where he will be in charge of musical numbers and scoring for Vitaphone productions

Muni Lead In "Frozen Justice"

Fox has selected Paul Muni to play the lead in "Frozen Justice," all talker with Arctic background which Allan Dwan will direct.

In "Magnolia"

Paramount will use June Collyer for a featured lead in "Magnolia." Miss Collyer was borrowed from Fox for the part. Charles Rogers will have the principal male role, while Mary Brian will be featured also. Walter McGrail, Anderson Lawlor, Henry B. Walthall, Wallace Beery and Mrs. George Fawcett will have principal roles. Richard Wallace will direct. Adaptation, dialogue and continuity are being prepared by Dan Totheroh, Ethel Doherty and John V. A. Weaver.

Writers Signed By Columbia

Norman Houston has been signed by Columbia to take entire charge of dialogue in future productions. Enid Hibbard and Gladys Lehman have just been added to the scenario department.

New Schildkraut-LaPlante Vehicle

Joseph Schildkraut and Laura La Plante, Universal stars in "Showboat," will be costarred in "Evidence," an original story by Edward J. Montaigne. William Wyler will direct.

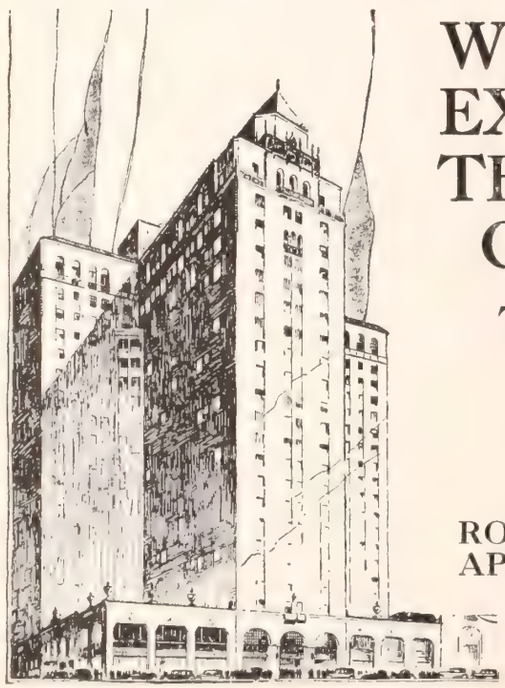
Santell Will Direct Irene Bordoni

Al Santell will direct Irene Bordoni in "Paris," a First National Vitaphone musical. Miss Bordoni will sing the musical numbers in English, French, Italian and German.

Requiem

The wife of Maurice Revnes, Pathe producing supervisor, died recently in Paris, France, while on a trip abroad. The deceased was known on the stage as Sybil Carmen.

(*Continued on page* 1648)



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Opinions on Pictures

Mother's Boy

An Example Of What A Talkie Shouldn't Be

(Reviewed by Freddie Schader)

THIS is a perfect example of how not to make a talking picture. The story is weak, the direction and acting terrible, the lighting worse and the sound recording atrocious. Outside of that it's a good picture, except when the operators in the booth at the Cohan Theatre got to talking it over in some of the scenes and overshadowed the talk on the screen. How the executives of Pathe could have looked at this one and had the nerve to put it in a Broadway house at a $2 top scale will ever remain a mystery.

Morton Downey, a former vaudeville and night club tenor, is the star of the picture. Downey has a voice for the singing of those Irish melodies and sentimental ballads, but one would never know it from this picture, so bad is the recording of his various singing efforts. As for Downey's acting the less said the better, and before he again tries to appear before the camera he should go into training and take off a flock of weight. As little as Downey can act, his supporting cast in some instances is worse. This is true of the leading lady, Helen Chandler, who neither has looks nor can troupe and also of Barbara Bennett. Brian Dunlevy, who plays the star's brother, gets by, while Beryl Mercer, as an Irish mother, displays a fine English accent. The only characterization in the entire picture that rang true was that contributed by John T. Doyle as the father.

The story is that of a young New York boy who is turned out of his home because the father believes he has tapped the sugar-bowl savings. The mother's heart breaks, but the boy goes forth and makes good in a night club, is taken up by society and is about to open as the star of a revue when he receives word his mother is dying and throws his chance of a career to the winds to rush her to bedside.

There are songs dragged in by main force every little while without reason or rhyme, until one becomes tired of them.

Drawing Power: Possibly in Irish neighborhoods where one could stress Downey's singing.

Produced and distributed by Pathe, Inc. **Story** and **dialogue** by Gene Markey, **supervised** by Clark Robinson. Produced under the personal **supervision** of Robert T. Kane. **Directed** by Bradley Barker. **Length**, 7,423 feet. **Running time**: an hour and thirty-two minutes. **Released**: May 12, 1929.

THE CAST

Tommy O'Day	Morton Downey
Mrs. O'Day	Beryl Mercer
Bart O'Day	John T. Doyle
Harry O'Day	Brian Donlevy
Rose Lyndon	Helen Chandler
Sturmberg	Osgood Perkins
Joe Bush	Lorin Raker
Beatrix Townleigh	Barbara Bennett
Mrs. Apfelbaum	Jennie Moskowitz
Mr. Apfelbaum	Jacob Frank
Mr. Bumble	Louis Sorin
Gus LeGrand	Robert Gleckler
Duke of Pomplum	Tyrrell Davis
Dinslow	Allan Vincent
Evangelist	Leslie Stowe

Betrayal

A Draggy Jannings Tragedy

(Reviewed by Freddie Schader)

A VERY draggy piece of screen entertainment is what the "Betrayal," the latest Emil Jannings Paramount release proves to be. The story in the first place leaves rather a bad taste in the mouth and is mainly for adult audiences. The direction by Lewis Milestone is about as good as could be expected with the material that he had handed to him. The picture as a whole is pretty bad. It wouldn't have stood much of a chance in the days of the silent films and in this day of talk it looks like a dead one, that is, as far as the box office is concerned.

It is the tale of a young artist who woos a rustic maid and then promises to return to her after a visit to the city. When he gets back she is being married to the mayor of the town. Later when she is happy with her husband and there are a couple of young sons, the artist continues to pay annual visits. Finally he tells the wife that he wants his son, which is the first she bore, so that he can educate him. But there is an accident and the wife is killed and the former lover fatally injured. It is then that the husband learns that one of the children was fathered by another and at the dying man's bedside he insists that he shall be told which is which. To protect his own son the artist names the later arrival. In the end the distraught widower discovers which is his own and discovers that he loves them both equally well. Thus the story ends.

From the time that the accident occurs until the end of the picture there is a slowness of tempo that makes the picture decidedly draggy. Fifteen minutes could have been cut from the last half of it to advantage.

Gary Cooper and Esther Ralston are the featured players with Jannings as the star. The two youngsters are played by Douglas Haig and Jade Weller, both kiddies doing very well indeed.

Drawing Power: Jannings' name is about all that this one has. The tragedy may appeal in some localities where there is a large foreign population.

Produced and **distributed** by Paramount Famous Lasky. **Story** by Victor Schertzinger and Nicholas Soussanin; **adapted** by Hans Kraly; **directed** by Lewis Milestone. **Length** synchronized, 6,492 feet; **silent** 6,614 feet. **Released** May 11, 1929.

THE CAST

Poldi Moser	Emil Jannings
Vroni, his wife	Esther Ralston
Andre Frey	Gary Cooper
Hans	Jada Weller
Peter	Douglas Haig
Andre's mother	Bodil Rosing

In "Lummox"

Robert Ullman, whose father, George Ullman, managed the affairs of the late Rudolph Valentino, will have a role in "Lummox," the forthcoming United Artists production. The boy is five years old and his godfather was the deceased movie idol.

Short Subjects

"Cold Shivers"

(Educational Talkie—Two Reels)

(Reviewed by William A. Johnston)

HERE again is an excellent example of the new sound comedy treatment of an old theme. The haunted house comes forth with brand new appeal in a new dress of talk and sound effects.

Jack White has maintained his high-speed action but sound adds many new thrills and laughs. Raymond McKee has satisfactory voice register and gives an excellent account of himself in every way.

The story is that of a rich uncle who announces his death and then receives his relatives in his home on a stormy night to attend the reading of his will.

Surrounding McKee in the principal roles are Lucille Hutton, Eva Thatcher, Al Tohmpson, Robert Graves, Ray Turner and Floyd Schaeckelford. Stephen Roberts did the directing. Dwight Warren was cameraman and John W. Murphy and Homer Ackerman sound recording men.

"Ship Mates"

(Educational Talkie—Two Reels)

(Reviewed by William A. Johnston)

IF we are to judge by the first Lupino Lane sound comedy, this well-known comedian will deliver a rattling good series. The sound comedy has already proven its capacity to furnish many new and fetching situations, and Lupino Lane's expert versatility is pretty sure to take full advantage of these novelties.

In "Ship Mates" old situations furnish the background of the many laughs, but the new angle of sound gives it new mirth appeal even to the throwing of custard pies. Some brand new gags are introduced like the banjo incident, which is rendered possible only by sound.

The situations center around the adventurous experience of a rookie on a battleship.

Henry W. George directed a cast containing besides Lane, the following supporting players: Stanley Blystone, Wallace Lupino, Charlotte Meriam, Francis J. Martin and Tom Whitley. W. C. Smith and Tom Lambert supervised the sound recording apparatus and J. Turner attended to the photography.

"In Spain"

(Vitaphone Talkie—One Reel)

(Reviewed by Freddie Schader)

PHIL BAKER minus his accordion doing a straight comedy skit. It looks as though the material might have served for an "in one" scene in some revue that Baker had appeared in. It concerns Baker's trying to enter an arena in Spain to witness a bull fight. He is a day late, but when one of the bull fighters shows up he proceeds to give Baker a description of a bull fight. It is fairly funny although a little broad in spots. These spots may do for Broadway but in some of the outlying towns they will be censorable. Running time seven minutes.

Nordlinger Promoted By "U"

Victor Nordlinger, casting director at Universal for the past two years, has been promoted "U" production supervisor. Nordlinger's first assignment will be "The Drake Murder Case," which Edward Laemmle will direct.

"Oft In The Silly Night"
(Christie-Paramount—Two Reels)
(Reviewed by Walter R. Greene)

ALL the comedy and humor of Birmingham's colored folk, described in the stories by Octavus Roy Cohen, is retained in this, the third of the series produced by Christie.

The story unfolds the love of a chauffeur for the daughter of his employer. The girl is leader of tthe colored social set, and also secretly in love with her servant. Through an auto accident, each learns of the other's love, and climax things by gaining consent of the girl's father to their marriage.

There is more than a thread of story to the picture, and plenty of laughs. Avrid Gustrom directed, and turned in a thoroughly enjoyable piece of work. Action is not allowed to lag, and interest is retained throughout. The dialogue and sound via Movietone is particularly clear.

"Oft In A Silly Night" rates as a fine attraction for key theatres and those houses whose audiences appreciate clean comedy without custard pies and slapstick.

"Playing False"
(Universal—Two Reels)
(Reviewed by Raymond Ganly)

BOB CURWOOD stars in a miniature western, with all the familiar habiliments that go with this type of film entertainment. It can be classified as an average release, redeemed by fast action shots. The direction was done by Walter Fabian

The hero is settling an account with the villain of the piece, who has something on his friend. Officiating as the clerk of the town's leading lawyer, the villain has had many an opportunity to steal his master's funds. His guilt is discovered by Bob, but the latter is forced to make a getaway when the villain accuses him of would-be robbery. In his flight, Bob meets the girl of the story, the lawyer's daughter, and is aided by her to escape. Upon learning this and the fact that his treachery is known to his boss, the villain abducts the girl, is pursued and overpowered by Bob in a rather weak fist fight. Of course, Bob wins the girl, the villain confessing all and clearing his friend.

Rather thin story material.

"Don't Get Jealous"
(Pathe-Sennett—Two Reels)
(Reviewed by Raymond Ganly)

IN this Mack Sennett comedy for Pathe, Vernon Dent again plays the husband fearfully jealous of his wife's affections. The slick Billy Bevan and Carmelita Geraghty are the other two sections of the triangle. Carmelita being Dent's wife. Billy is a lady-killer who takes Carmelita out to a night club, just to show Dent that there's nothing to be jealous about. Dent follows him there after having been tricked by Bevan. Disguised as a waiter, he sees his wife enjoying Bevan's attentions. The two boys get banged up considerably when the complications of the plot get agoing, and Dent is a sadder but wiser man at the finish.

A gay, prattling air infests this Sennett effort and it is successful in its endeavors to stir the laugh pulse. Directed by Phil Whitman, who did his job under J. A. Waldron's supervision, it is good comedy fare.

"Young Hopefuls"
(Pathe Sportlight—One Reel)

THE name of Grandland Rice immediately identifies a short as holding forth an entertaining ten minutes during its screening. This one is no exception. Its contents deals with the younger—the youngster—generation in the field of sport. Such attractive youngsters as Baby Stribling are seen doing some of their feats in their naturally winning manner. Their work and the good editing, photoplay and the general high calibre of the reel give it the rating of an excellent short.—RAYMOND GANLY.

"Chaperones"
(Universal-Stern—Two Reels)
(Reviewed by Raymond Ganly)

MIKE and Ike have just a wee bit better line of fun than is generally the case with their comedies. They seldom have a gag that can claim originality and in this effort, although they have a snappy tempo, their humor consists of things done in slapstick. Still, "Chaperones" is an improvement over some of their others. On the average non-discriminating fans should find it agreeable.

Mike and Ike, bringing their girls home, discover that the latters' chaperone has stayed up the night through in order to give the night owls a clouting. In endeavoring to make a quiet entrance, the garden hose is accidently turned on, the surrounding houses are sprayed with water, the chaperone awakens, pies are thrown and everything is in a slapstick disorder. Dismissed, the boys later met their girls at a private jazz party where they are tracked by the chaperone. One of them secures her as his partner for an exhibition of Apache dancing. The dame gets tusseled up but she seems to enjoy it until she penetrates the disguises of Mike and Ike and then she parades off the scene with the girls. Samuel Newfield directed.

The use of a new set wouldn't hurt these Stern comedies in the least.

"On Guard"
(Universal Movietone—Two Reels)
(Reviewed by Raymond Ganly)

THIS talking "Collegians" comedy, while not up to the measure of its two immediate predecessors, is good fan fare. It pursues further the adventures of Ed Benson and Don Trent, but in this case the lines given the characters are quite juvenile and the whole piece does not smack of the savory collegiate flavor which the other two releases had.

All the story does is work upon the old gag of suspense. Ed is unable to play in the hockey game between Calford and Midvale, as the latter students have had him kidnapped. The game goes on without him and Don is unable to carry the burden of attack with the result that Calford is far behind. June (Dorothy Gulliver) also a captive of the Midvale students, escapes and frees Ed, the two of them rushing to the game in time to brace up Don, and through his and Ed's teamwork pull the game out of the fire.

It is quite an appropriate bit for the fans to consume as it has the popular coating of dialogue and a good synchronization. Nat Ross directed the old tried-and-true tale.

"Television George"
(Universal-Stern—Two Reels)
(Reviewed by Raymond Ganly)

THIS "Let George Do It" comedy contains some good fun patterned after the usual "dumb" comedy style of its star, Sid Saylor, who does effective work as a gamboling husband kissing the girlies in a television broadcasting room. His wife awaiting him at home sees his performance through her receiving set and hurries to the station to pummel her guilty better half and a rough and tumble fight is the result. As a prelude to the climax, Saylor puts over some good gags in various scenes showing him trying desperately to get away from the Missus who keeps him occupied with various jobs about the house. The number releases a high proportion of merriment. It will go over in neighborhood theatres.

"Pathe Review No. 19"
(Pathe—One Reel)

A TOUR of Hollywood, a view of galloping horses on Montana ranges, characteristics and customs of the Kavirondos and scenes of toddling infants make up the diversified table of contents of this new Pathe Review, edited with its customary skill and presenting, once again, a well-conceived and presented screen chat of interesting and educational topics.—RAYMOND GANLY.

"The Rivals"
(Universal—Two Reels)
(Reviewed by Raymond Ganly)

JEALOUSY between two girls is the motif of this Collegian and as directed by Nat Ross and played by the cast, it is a highly successful story of young blood. June (Dorothy Gulliver) is the star of the Calford basketball team and when a blonde rival makes her appearance and bids fair to outshine her, June petulantly resigns from the game. When she is repentant and anxious to return, her uncle takes her home because of her activities in sport and it appears to the school that she would rather pass them by than play on the same team with the blonde.

The boys, however, learn what's what and they steal her away from uncle. June arrives in time to play in the game and ring up a superior score, subduing her jealousy and working hand in hand with her rival.

It's livened up with some good dialogue and music and Dorothy Gulliver, George Lewis and Eddie Phillips and the unknown blonde are all good.

"Go Easy Doctor"
(Pathe Talkie—Two Reels)
(Reviewed by Raymond Ganly)

LAUGHS in bulk are to be had in this latest of the successful series of talkie shorts George LeMaire is producing for Pathe. Here they skillfully produce the giggles by means of both lines and action. Louis Simon is again seen in the role of a patient and LeMaire is again a doctor as was the case in "At the Dentist's." That piece, if you remember, didn't do any plodding along the laugh route; as a matter of fact it skimmed along in winning style and aroused many fun wavelets. "Go Easy, Doctor" realizes its share of success and can be labeled sure-to-please comedy material for any house.

LeMaire's rough house treatment upon Simon is the structure upon which the comedy hangs. Simon had ducked into his office to dodge another fellow eager to give him a thrashing and LeMaire, thinking him a patient for his osteopathism, gives him the "works." The rough and tumble highlight goes over well.

"Tomato Omelette"
(Pathe—Two Reels)
(Reviewed by Raymond Ganly)

THE usual little boy and girl capers are executed in this new "Smitty" comedy by Donald Haines, Jackie Coombs and Betty Jane Graham, the leads, and their support. The fun is standardized and all the comedy does is live up to the old pattern of juvenile comedy reels. Its movement is labored and certainly not spontaneous and its plot slackens so much that they've had to drag in one of those splattering, untidy fights as a finale. The "Smitty" and "Micky McGuire" reels are practically identical in the type of material that they employ.

Harry Edwards directed for the Amedee J. Van Beuren outfit responsible for its production. The story tells of Smitty's army started in opposition to Vera's "swell" boy friend. Kids in general should find it entertaining. Richard Carle, the stage actor, has a small part.

"Stripes And Stars"
(Universal Sound Cartoon—One Reel)

SOUND lifts this Oswald, just about an average cartoon, into the laugh realm and makes of it a bright reel that'll liven up programs handicapped by deadwood features. The rabbit is a porter delegated to capture a lawbreaking bear terrorizing the police force. He gets his man and hauls him before his chief to collect the reward of a judgeship. Several really good ideas, the work of the nimble-witted cartoonists, decorate the affair and push it along to a laugh finis. Walter Lantz, billed as the director, is probably chiefly responsible for its success.—RAYMOND GANLY.

"The Newlyweds Camp Out"
(Universal-Stern—Two Reels)
(Reviewed by Raymond Ganly)

THE Newlyweds and Snookums wreck a car and entertain a horde of in-laws in this Stern Bros. comedy, geared with a few laugh wheezes, but, on the whole, a better vehicle for the trio than some of their previous efforts, "The Newlyweds' Excuse," for instance. Francis Corby megaphoned the proceedings.

The youngster is the troublesome darling who annoys his papa driving a second-hand automobile. Their car is wrecked when the gasoline tank explodes and, disconsolate, they return home where further troubles arrive in the guise of doting relations. The kid gets even with the in-laws when they lord it over the home, making life miserable for them during the night.

Interspersed throughout the scenes are enough laugh occurrences to please the average movie-going crowd.

"The Wicked West"
(Universal Sound Cartoon—One Reel)

THIS Oswald, presented with synchronized score and sound effects, proves highly entertaining, its cartoon work, apart from the musical advantage, being top-notch. I. Frelong directed.

Oswald is a cowboy adventurer, who plays a grumpy bear a game of checkers, winning all his dough, because the bear took the advice of a kibitzing spectator. This highlight is well done ond scenes showing the rabbit doing a Ken Maynard upon his horse are also funny.—RAYMOND GANLY.

"Pathe Audio Review No. 5"
(Pathe—One Reel)

"ROUND-UP," and "Hicks," the two bits of entertainment compressed into the length of this Pathe Review in sound offer an interesting ten minutes for the ears and eyes. In the first, scenes of wild horses roaming the Montana plains, are contained pictorial and interesting subject matter. It is the second piece however, that'll get the attention of thte fans. It portrays a typical night club entertainment, Don Dickerman presiding over the festivities and such celebrities as William Beebem, Tony Sarg, Norman Rockwell and others among the guests. It is novel.—RAYMOND GANLY.

"The Ball Park"
(Pathe—One Reel)

THE Aesop Fable folk congregate at the ball grounds in this new conception of the Terryites. Old Al officiates as umpire and everything is going smoothly with him until a husky ape slams the pill, is forced out by a novel piece of ballplaying by the cat out-fielder, and takes out his wrath on Falfa when the latter declares him out.

Lively, laughable, "The Ball Park" is a good Aesop and will entertain theatre audiences.—RAYMOND GANLY.

"Pathe Review No. 18"
(Pathe—One Reel)

RURAL England again appears to good advantage in the delicate Pathechrome views of Shropshire that are featured in this new Review. Fine photography is also in evidence in the scenes of a Canadian wheatfield, the soft shades of sunlight reflected on the wheat being particularly good. "Speed," in a jazzy tempo, of course, and "Dear Paris" also contribute their part to make an effective one-reeler.—RAYMOND GANLY.

Thomson Estate Sold

Frances Marion, scenario writer and widow of Fred Thomson, sold their Beverly Hills estate of 14 acres to L. S. Barnes, oil operator, for $540,000.

"Pressing His Suit"
(Pathe Topical Quips—One Reel)

THOSE behind the Topics of the Day in Talk have got to be given credit for trying something new, even if their innovation does not pan out so well. This Topical Quips, No. 5 is different from other releases of the series as it presents the same characters throughout the reel and introduces its jokes through these two instead of jumping from gag to gag with each put over by a different group in appropriate make-up. A noticeable drawback to this new system is that the scene grows monotonous, the eye being forced to take in the same two figures —a boy wooing a girl—for almost a whole reel. If the lines were sprightly and real laugh-pullers, then this criticism would not be necessary, but they are not so in this case. There is no action and the characters just sit around and talk. With the old style there was more variety. However, the Pathe boys deserve a hand for trying something new. With further experiment they may, perhaps, hit upon just the right method.—RAYMOND GANLY.

"Pathe Audio Review No. 3"
(Pathe—One Reel)

WITH two silent subjects sychronized with music and effects and its other subject taken on the spot with the recording truck, this Audio Review provides a good line of entertainment, particularly the last-mentioned bit. This is "Pepita," exhibiting a fair Mexican dancer, and it is an exhilarating scene to watch her dance with Spanish grace. The other two, combined with this sound offering, make an advantageous reel.—RAYMOND GANLY.

Zane Grey Back

Zane Grey returned to the United States Friday after a nine months' expedition in the South Seas. Grey made a film record of his trip, which will likely be split up in a series of one reelers for Paramount release.

Berlin Will Do "Mammy"

Irving Berlin, now on the coast, has been engaged by Warners to write story, dialogue and original songs for Al Jolson's next starring production, "Mammy."

"Hot Times"
(Educational—Two Reels)
(Reviewed by Raymond Ganly)

AL ST. JOHN as a goofy college freshie elicits some real laughs in this Mermaid, done with a slapstick collegiate turn. Estelle Taylor is the object of Al's affections, Harold Goodwin, his bitter rival, and A. Thompson and Minnie Davenport, two elderly folk, who get mixed up in the fraternity fracas that comes about when Al defies Harold. Stephen Roberts did the direction for this one.

Al is the goat, the butt of all the gags that Harold tosses at him, but finally at the frat party he retaliates and the guests as well as the college boys become involved in the fight. The comedy is rough in one or two spots, the only legitimate objection that can be raised against it.

"Pathe Audio Review No. 2"
(Pathe—One Reel)

INCLUDING Nathalia Crane, of "Janitor's Boy" fame, in a talkie interview, and synchronized silent shots of the waters of the Mississauga and the Bal Tabaran café, this Audio Review presents entertainment short, sweet and to the point. It is adequate for inclusion on a sound program.—RAYMOND GANLY.

"Pathe Review No. 21"
(Pathe—One Reel)

WOMEN should express a deep interest in the first portion of this Pathe Review which sets forth the latest in dainty feminine attire. These flashes come under the label of "Chic" and that's just the word to describe them. Other attractions in the Review are shots in color of Madrid, a typical old-world city, and "Riding Sky Trail," also in color. In this last item are several scenes fraught with great pictorial loveliness. On the whole, the Review is well balanced and interesting.—RAYMOND GANLY.

Change Of Title

Paramount has changed release title of "The Woman Who Needed Killing" to "A Dangerous Woman."



A new Tin Pan Alley has sprung up in Hollywood. Nine former tenants of New York's Melody Lane are now habitues of the Warner Coast studio where they are writing theme songs for Vitaphone releases. They are Ray Perkins, Norman Spencer, Joe Burke, Harry Akst, Grant Clark (below center), Al Dubin, Al Bryan and George Meyer

Hollywood

Says "Why Be Good" Title Is His Own, Sues F. N.

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—H. G. Coulter filed an injunction suit in Superior Court against First National for use of the name "Why Be Good" on a Colleen Moore production. Coulter, who asked $100,000 damages, asserted he wrote and produced a play under the title of "Why Be Good," and shortly after the film company announced the name as title for Miss Moore's picture.

First National claims the title was chosen for the picture several months before Coulter's play was staged, and that a restraining order would cost them $500,000. Judge Gates took the matter under advisement.

Nagel Divides His Time Between M-G-M And W. B.

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—Conrad Nagel, featured player just signed to another year's contract by M-G-M, is in reality working for two companies, the arangement being the same that was in effect last year. Under the contract with M-G-M, Nagel is to work in a total of five pictures during the year for Warner Brothers; with the balance of his time available for M-G-M productions.

Madame Alda

A short feature is now being made by Madame Alda, opera star, at the Warner Bros. studio.

Blanche Ring With Vitaphone

A Vitaphone short has ben completed by Blanche Ring, musical comedy star, under Bryan Foy's direction. She was seen recently in "Houseboat on the Styx."

More Warner Shorts

The Hauser Brothers, Babe Bob and Jack, have completed a short talkie at the Warner plant under the direction of Murray Roth.

Stuart Stewart To Vitaphone Post

Stuart Stewart has been appointed casting director of the Warner Bros. Vitaphone Studios and will have charge of all work in connection with the newly organized casting offices.

Nathan States Rights Producer

Al Nathan is planning production of a series of two reel talker comedies that will be released on the state right basis. He has established headquarters at Tec-Art Studios.

Fannie Hurst On The Coast

Fannie Hurst, well known novelist, has been brought to the coast to assist in preparing the talker adaptation of "Lummox," claimed to be her current "best seller." United Artists will produce, with Herbert Brenon directing. Winifred Westover, divorced wife of William S. Hart, comes out of a nine-year retirement to play the lead.

TheScenesAndDialogue Tell The Story

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, May 9. — "Twin Beds," new talkie production for First National, was shot by the director in a way that enables the film to be shown with or without the dialogue synchronization. The silent picture, containing the exact sequence of scenes of the talker, tells the complete story without the aid of titles. The sound dialogue records, also, can be run without the film, and tell the entire story in dialogue and music.

Studio "Cabinet" Is Latest Wrinkle At Fox Coast Plant

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—Formation of a studio "cabinet" composed of three executives is announced by Fox. Chandler Sprague, scenario head; George Middleton, dialogue director, and Malcolm S. Boylan, title writer, compose the trio to direct the entire new Fox production schedule. Sol Wurtzel and Winfield Sheehan will act in advisory capacities to the "cabinet."

"The Genius" To Be All-Talkie, Hersholt Starring

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—Paramount has definitely decided to make "The Genius" as an all-talker, and has signed Jean Hersholt for the feature lead. Edwin Knopf and Louis Gasnier will direct the picture.

Rebuilding Wesco House

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—Reconstruction has already started on West Coast's Wilmington Theatre, Wilmington, Cal., which was partially destroyed by fire recently. The audience of more than 1,000 in the house when the fire started, filed out quietly and without injury to anyone. Damages are estimated at $7,000.

At Universal City

Robert Ellis has been signed by Universal to play opposite Laura La Plante in "Evidence," an all talker. Victor Nordlinger, former casting director for "U," has been promoted to supervisor and will handle "Drake Murder Case."

Perez' Titling Job For F. N.

Paul Perez is titling "The Girl in the Glass Cage" for First National, also collaborating on dialogue for "The Isle of Lost Ships."

The Masquers' "Public Revel"

The masquers will hold their "Public Revel" at Warner's Hollywood Theatre Saturday night, May 25, starting at 11.30 P.M. The Masquers is the actors' club in the film colony, rating on the coast the same as the Lambs and Friars in New York. The organization promises that over 500 prominent actors will take part during the evening program.

Nazimova Will Speak In 3 Languages In Talk Series

(Hollywood Bureau, Motion Picture News)

Hollywood, May 9.—Nazimova will return to the screen in a series of talkers for Edward Small. The Russian actress will enact her dialogue roles to register French, Russian and English; and part-talker sessions will be made in each of the three languages.

"The Bed of Innocence" has been selected as Nazimova's first. Story is by George Watters in collaboration with Howard Estabrook. The English version is slated to carry full dialogue, while talk will be inserted in the French and Russian versions only in those scenes between Nazimova and her leading man.

Fox-Wesco Managers Will Hold 3 Regional Meetings

(Hollywood Bureau, Motion Picture News)

Los Angeles, May 9.—Fox West Coast Theatres will hold three regional meetings of theatre managers in Los Angeles, Portland and San Francisco under personal supervision of Harold B. Franklin.

First is scheduled for San Francisco April 15. Franklin and other officials then move to Portland for a meeting of managers in that district on April 18, with final meeting for Los Angeles section slated for April 23rd.

New Columbia Productions

Columbia will produce "Flight," an airplane story of the army. Frank Capra will direct, with Ralph Graves featured. Howard J. Green wrote the original and dialogue. "The Road to Broadway" will be directed by Erle C. Kenton as the first special to be made under Edward Small's supervision. Howard Green and Gladys Lehman are collaborating on the dialogue. "Father and Son" has been definitely selected as the title for the production heretofore called "Father Love."

Denny's New Film

Merna Kennedy has been selected to play opposite Reginald Denny in "Companionate Troubles," by Earle Snell and Gladys Lehman, his next starring talker for Universal. William Austin, Virginia Sale, Greta Granstedt, Mary Foy and Otis Harlan have been signed for comedy roles. William James Craft is directing.

New Story For Alice White

First National will produce "The Girl From Woolworths," with Alice White starred. Story is an original by Adele Commandina; William Beaudine slated to direct. Cast will include Charles Delaney as the lead. It will precede "No, No, Nanette" on the F. N. schedule.

W. B. Sign Vivienne Segal

Vivienne Segal will be featured in "Rainbow," a filmusical Vitaphone production with Ray Enright directing. John Bolles has also been signed for the picture, which will be made entirely in Technicolor.

(*Continued on page* 1666)

MANAGERS' ROUND TABLE CLUB

CHARLES E. LEWIS
Chairman and Editor

A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress



CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"Just Some Facts"

AT the rate the Round Table Club has been traveling lately it would seem that, before very long, there will be mighty few "real" showmen not belonging to the organization. Each mail brings in another batch of applications, and they come from large and small theatres, well-known and unknown managers. All have apparently decided that they meet in the Round Table Club on a common footing where all men admit they were created equal and they must show the whole world whether they are better than their brother showmen. This is as it should be. No one will deny that somewhere there is hidden some managers with the "guts" in them to handle the biggest executive job that the show business offers. No one will, likewise, deny that somewhere there are theatre managers making up newspaper ads that are far superior to some being made up by high priced men in the key cities. And certainly no one will deny that in some unknown theatres there exists men who are capable of operating the finest theatres in the land.

How can we find these men? How can we know who they are? What means can we employ to bring them to the attention of the industry?

HOW?

Through the MANAGERS' ROUND TABLE CLUB.

That's the answer. Let them crawl out of their places of darkness, out of their obscurity, out of their corners and come right into center of activity, to be judged by what showmanship they possess.

The Round Table Club has never boasted that they were instrumental in helping any manager advance himself because of the fact that he kept in touch with the whole industry through the Club columns. But that is no reason why anyone should believe that such was not the case. We have helped many a manager over the rough spots and watched them step higher, but to us it was just a natural occurrence; we were delighted, but we did not shout it from the housetops. Those men who so benefited will, no doubt, some day do the shouting for us.

The Round Table Club has been fittingly called the "Idea Exchange" of the show business. The moving spirit of inter-communication between showmen all over the country. The clearing house for exploitation and theatre operation. These are but a few of the titles that managers themselves have created in describing the Club. But we are not selling titles, we are merely functioning in the capacity for which we were created.

Truly, the spirit of the Round Table Club is without a precedent so far as our knowledge serves us, and may we long continue to be "All for One and One for All."

C. E. L.

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* * *

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* * *

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* * *

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* * *

"Big Parade" of New Members is Still On

MANAGERS' ROUND TABLE CLUB

"Hot Weather", Our Annual Opposition Is Now Due

With the coming of summer and hot days, which in many cases mean cold receipts, the thought occurs that we ought to start the old brain aworking to figure out various ways and means of combating this yearly trouble maker. Why not alter your general routine this summer and prepare for the coming of the warm weather rather than crying about it after it arrives and hits business between the eyes? Last spring and early summer many valuable suggestions were received and published through the Club columns pertaining to many different ways of fighting poor business during the summer months. This year we ought to make every possible effort to make it less troublesome than in the past.

The Round Table Club pages would welcome some letters from members and readers telling of what they did last summer to help keep the house out of the red. If there was any stunt or idea that you found successful why not shoot it in right away? We will gladly side-track some of the regular stuff to make room for this timely topic. Get busy boys and let's all pull together to see if we can't help one another make this summer a money-maker instead of a heart-breaker.

But while doping out the above, don't, by any means, lose sight of some good old fashioned advice about the appearance of your lobby, foyer and theatre auditorium. A change in color scheme in your lobby to a cool green, with plenty of greens, etc., plus a few fans (when the weather warrants it) will go a long ways towards giving the patrons a cool feeling when they enter the house. If you maintain a staff of ushers, a change to white duck trousers or skirts will also carry a good effect. Also keep in mind that the serving of cool drinks on those hot afternoons will put the customers in pretty good spirits even if the theatre is a little stuffy (for want of better ventilation, etc.). The above suggestion is surprisingly inexpensive and is heartily recommended.

We will look forward to some good suggestions from our many members all in the spirit of the Club—"One For All And All For One." Come on boys, we're waiting.

McManus Knows How To Sell 'Em In Dayton, Ohio

A mighty popular way to boost any picture locally is the way that Manager John McManus, of Loew's Dayton Theatre, an active member of the Round Table Club, exploited "Alias Jimmy Valentine" out in Dayton, Ohio. John arranged a newsboy matinee through the Dayton Herald and secured a large announcement in that paper which in our own language means that McManus bagged some nice, free publicity for his theatre and the picture.

As "Mac" puts it, "No one can make more noise . . . than a newsboy," and we are quite ready to agree with him. These youngsters were all boosters for the picture long after they saw the show as guests of the house.

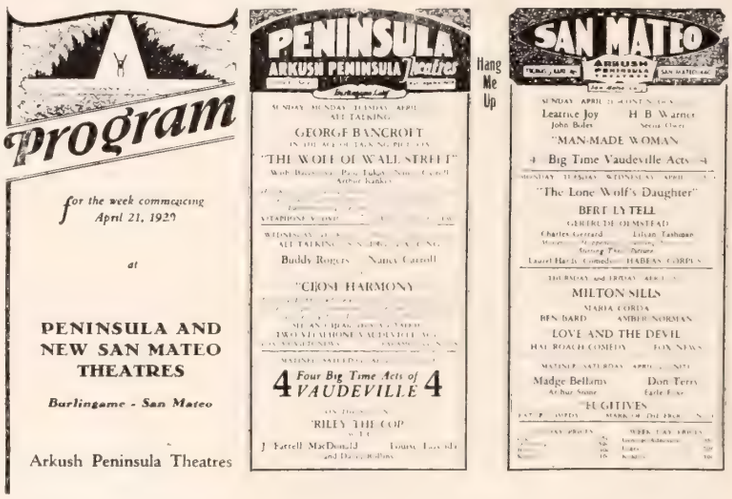
As part of his campaign on this picture, Mr. McManus also distributed hundreds of souvenir booklets on the picture, placing them on tables in the leading hotels, restaurants, doctor's offices, etc. He also tied up with the Hamilton Safe Co. for an elaborate window display, which included some fine stills and billing for the theatre.

Although described here rather briefly, because of lack of space just at this time, the campaign was nevertheless carefully and finely worked out. Mr. McManus deserves plenty of credit for himself and his theatre. Let's hear more from you, "Mac," and try to get a picture or two to better illustrate your stunts. Thanks in advance.

Here's A Program And Picture (?) Of Thos. J. Kane

Thos. J. Kane, manager of the San Mateo Theatre in California for the Arkush Circuit made a "snappy" comeback to our request for his photo. Says Tom—"Regarding my sending you a photo of myself . . . I have hit upon a much simpler plan. I know most of the members know what Charlie Chase looks like, so all they have to do is look at Charlie Chase . . . He and I could pass as twins, same height, same weight, looks, mustache and everything, so that settles that."

So now, boys, if you are at all interested in knowing what brother Kane looks like, just find Chase's picture, and there you are. Simple, eh wot?



But on the serious side of his letter, Tom informs us that his theatre has adopted a newer style program, which as before combines both the San Mateo and the Peninsular Theatres in the same form. As this latest one differs from the one we recently showed on these pages, we are giving you the illustration of the new one. This is printed on card stock and each week the color changes, you will also note that it has a hole punched in the top centre of the inside spread with the invitation to "Hang Me Up." We rather like this idea and cheerfully recommend it to members and readers who want to make some sort of a change in their program make-up. We are certain that the cost is much less than the other style program and since the saving is not reflected in the program itself, then it is real sensible economy.

Thanks kindly, Tom for your good wishes, I'll let you know about a year from now whether this marriage business is all that it's cracked up to be. (Here's hoping the new "Mrs." don't see this.)

—NEXT WEEK—
FIRST ANNIVERSARY EDITION OF THE MANAGERS' ROUND TABLE CLUB

MANAGERS' ROUND TABLE CLUB

Merton Osborne Is Cashing in on R.R. Co-operative Tieup

From the Winter Garden Theatre in Freedonia, N. Y., we have finally heard from Merton Osborne, manager of that enterprising house. Mert has been busy working on the sound picture angle which recently made its bow in the Winter Garden, so we can understand that he has been kept on his toes lately. He is, however, quite enthused over the installation and tells us that it is one fine installation. He has not been asleep and we want to call your attention to the card which we are reproducing on this page. This was one of Mert's latest tie-ups and one that brought plenty of free advertising and co-operation. The B. & E. Railroad Co. carried these cards (which measure about 12 by 22 inches) in all their cars and in every ticket office on the route, which covered quite a large area. Mert tells us that the stunt is hitting on all cylinders and it is bringing in new people every day. Boiled down to plain facts this is the "two for one" idea brought up to date with a profitable tie-up.



Another piece of good showmanship engineered by Mr. Osbone was to invite all the members of the Chamber of Commerce to a special private showing of "The Godless Girl," and on this one we are told that over 100 people were present who had never been in the theatre before. Who will deny that if these people were satisfied with the show and the theatre that they would become regular patrons of the house?

Thanks, Mert, for your compliment to the Club and the great value you find it in the operation of your theatre, we hope you continue to use every bit of the Club news to good advantage and we are awaiting your promised letter telling us all about the Winter Garden and Freedonia. Don't put it off too long, and shoot your photo in with it. We insist on having it.

"Use The News" Applies To This Idea Very Well

Once again J. D. Marpole showed good judgment and showmanship. You will recall that the Club paid Mr. Marpole quite a tribute for his fine work out in Lodi, Cal. J. D. showed the Motion Picture News with the story to his local editor who thought so well of what we had to say that he reprinted the entire story augmented by an introduction explaining the story, he introduced the article as follows: "The current issue of Motion Picture News, published in New York City, has just been received here. It contains a very interesting account of the Tokay Theatre's opening with talking pictures and pays a very high tribute to J. D. Marpole, manager of the theatre. The many patrons of the Tokay will be interested in this article:" here followed the story reprinted from the News.

There are many good points in having your local papers reprint items regarding managers. First: it is another way to get some free space in the papers and, regardless of the personal angle, the theatre is brought into it just the same. Second: it makes the manager stand out among the other folks who feel flattered that their local theatre manager should receive such recognition from the leading trade publication of this industry.

Those of you who have had stories printed in the Club columns should certainly take advantage of this angle and see if you cannot get your own papers to publish them. But don't forget to credit the NEWS and the CLUB when so using the stories.

M. A. Baker Makes Up An Inexpensive Atmospheric Front

An inexpensive, yet effective, atmospheric front was arranged by Manager M. A. Baker of the Colfax Theatre in South Bend, Ind., to exploit "The Iron Mask." The entire display, representing castle walls were built of beaverboard which incased the box office and display frames. You will note that display space on the frames was not sacrificed in making up this front. Above the box office you will see a regulation cut-out made from one of the exchange posters and which materially adds to the effect. So those of you who have come back at us because of expense involved in past atmospheric fronts suggested, try this one because it is far more simpler than it even looks. The cutting out of the star and picture title is certainly far from a difficult task, and when the entire job is finished who will deny that it is a corker?



Another Store Tie-Up Which Created Real B. O. Business

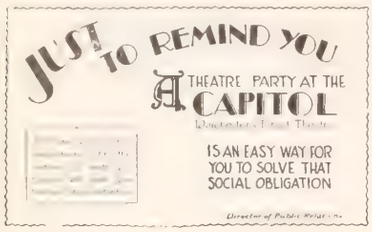
Another fine story tie-up was effected recently when Manager E. Brodie of the Palace Theatre in Haverhill, Mass., made a co-operative arrangement with a large local men's furnishing store. Through the tie-up, Mr. Brodie had the store make up a large and attractive window display with an assortment of shirts, everyone of which was tagged, "George Jessel—Lucky Boy Shirts." Plenty of stills and other valuable advertising material was used generously throughout this window display and besides Brodie sold the store an idea that resulted in their running a special box in all the newspaper ads reading—"See Our Window! George Jessel "Lucky Boy" Shirts, Now on display—Don't Miss It—It's A Wow."

Here is one, boys, that you can pull on a number of different pictures, providing you are smart enough to effect the proper store tie-up and co-operation. Even the extra newspaper advertising part of this stunt is not an impossibility if you go about it in the right way. Why not chalk this one up for near future use, we are sure it will help along any picture you tie it up to.

MANAGERS' ROUND TABLE CLUB

Boucher's "Theatre Parties" Prove Good Promoters

Here is one member we really owe an apology to because he has been in touch with us continually but we have always been waiting for time to build some of his stuff into a little story. BUT (there are always buts to these stories) we never got around to it. So, F. M., we must crave your forgiveness and assure you that it won't happen again. Really, Boucher, I find your letters so darned interesting that I am continually putting them aside for further readings.



The latest letter from this peppy member enclosed a card which you see with this story, the object of which was to drum up theatre party trade for the Capitol Theatre in Winchester, Va., one of the theatres managed by Mr. Boucher. The theatre party idea has been very successfully worked in many towns and cities and with better results than the box office alone might show. Good will and the backing of many women organizations are but two of the valuable assets this angle opens up to those who have never used them before. Encourage and plug the "Theatre Party" idea for all it is worth and should you succeed in getting some of them for your theatre, invest a few cents to see that they are made happy. Serve some tea and cakes on the mezzanine or promenade or lobby of the theatre. See that special attention is paid to those in the party. Put yourself out and see that your staff does likewise. It's too good a gag to pass over thoughtlessly.

You will read more about Boucher in early issues of the Club columns because we must make up for past performances. Thanks a lot for your many courtesies, F. M., and keep up the great work you are doing for the Club.

L. J. Carkey Sells "Flying Fleet" With A Great Campaign

Showing every indication of having used a lot of good common sense and care in laying out his plans for selling "Flying Fleet" in Watertown, N. Y., L. J. Carkey, who manages the Avon and Olympic Theatres in that city for the Schine Circuit, put over one of the finest of its kind ever brought to our attention. Not that every part of this campaign was original with Mr. Carkey, we do not believe he himself makes that claim, but merely in the fact that he worked it out with great care. The first great item that we call attention to is the two separate full page merchant tie-ups that L. J. engineered in two separate papers. This, in itself, is an achievement, because experience has taught us that when one paper co-operates on such an arrangement the other stays out of it. But in this case both papers got behind the idea with the theatre and the accompanying illustration shows to what success they put it over. A wealth of free publicity and thousands of inches of free space was the theatre's gain on this item alone. Just remember that this one angle would be sufficient to sell any theatre or picture in any man's town, but Carkey was not content to sit back and rest on only one angle. He tied up with the Watertown Flying Club and gave free rides to patrons of the theatre under certain conditions. This angle created another tremendous amount of interest in both the picture and the theatre. Besides, the Flying Club had a three-minute speaker at the theatre every night for a week prior to the play dates and this also drummed up the attention of the theatre-goers and keyed them up to a high point. This speaker told them about the picture and the wonderful future of flying in this country. The entire marquee and lobby was decorated with miniature airplanes. He planted a Ford motor on the roof of his marquee to give out a noise like an airplane, which further added to the aviation atmosphere of the picture. 10,000 hand bills were mailed outside the city limits of Watertown. They uncovered the fact that a young man from Watertown had something to do with the filming of the picture and so played that angle up through the papers to a great extent.

This is the type of exploitation that carried a terrific punch and shows showmanship of the highest calibre. Mr. Carkey deserves a whole lot of credit for what he accomplished and we do not wonder for a single instant that the picture broke all records. More about L. J. later on. Watch for it.



Monty MacLevy Joins Club To Improve Showmanship

This little story and photo will just serve, for the present, to introduce to you, Monty McLevy, manager of the Arcade Theatre in Lynbrook L. I. "Mac" is another of the young and peppy type of showmen who are rapidly coming into their own in this fast moving business of ours. Just to give you some idea about this latest Round Tabler we will give you a few facts about him. Monty is just 23 years old. Started in the show business by doing publicity and managing a swimming pool in Freeport, L. I. Later he became assistant manager to Leonard Freund at the Marine Theatre in Brooklyn, and he sure is a great booster of Freund's. Then he stepped into the present position he now occupies. Short but snappy advancement which should certainly continue until he has set himself into a fine berth as time and experience accumulates. In addition to his managerial duties, Monty also looks after the publicity for the Plaza Theatre in Freeport, owned by the same company.



Among the latest stuff that he has engineered was school tie-ups on "Simba" (seems like this was a school natural). Worked balloon matinees to good profit and attendance. He also used

MANAGERS' ROUND TABLE CLUB

the school baseball schedule with the theatre's compliments to good returns and they were well distributed by the team coach throughout the school.

From a man of MacLevy's type we shall expect to hear great things, so we hope that we won't be disappointed. What do you say, Monty?

"Ladies Matinees" Are B. O. Builders For H. T. Kimmel

Stimulating business via Ladies Special Matinees has been the saving of many a theatre in the past few years, and I do not believe that anyone will argue the point that such stuff is good for any theatre even if they are doing a fair business.

H. T. Kimmel, Manager of the Victory Theatre in Salisbury, N. C., used the card we are reproducing here to make his Ladies Matinees known to all the patrons. At the same



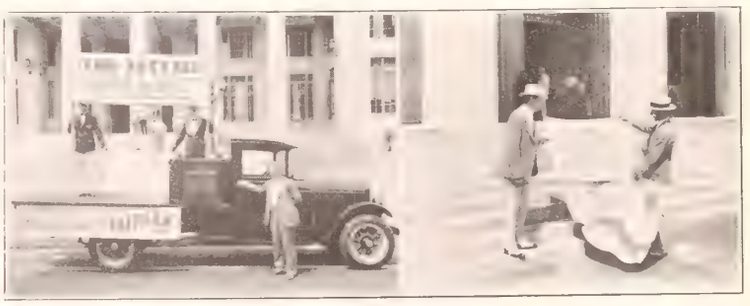
time, you will note, he finds room on the neat card to let them known more about his policy. This card was printed on buff colored stock and measured 3 x 5 inches. If you have never worked a Ladies Special Matinee stunt before we certainly suggest that you investigate the advantages of such specials and see if you cannot make use of it to pep up business on some off afternoon, especially now with the warmer weather coming on. Mr. Kimmel also sends us a very attractive newspaper ad on "The Barker" which we had to pass up for this issue due to lack of space, but we hope to find room for it in an early issue.

Cartledge Sends A Good One To Pep Up Business

Manager James Cartledge got more than a good break of publicity on "The Letter," playing in the Fairfax Theatre down in Miami, Fla., when a huge letter containing an invitation to the Mayor and Councilmen to a private showing was carried on a bannered truck. As you will note from the pictures, the invitation was of immense size and it was held up by two ushers on a flat bottom truck. The sign above the truck also added to the publicity stunt a great deal.

Practically every newspaper in the city and surrounding towns picked up the story and gave it plenty of free space in prominent parts of their papers. Many of the papers used the photograph showing the mayor receiving the invitation. Somehow, we feel that this stunt could be used to mighty good advantage in many other towns and cities and properly handled you should encounter very little difficulty in getting the mayor's co-operation. Why not place this one where it is handy for use in the near future? After all, with warm weather coming on and other little depressions in the business, something like this is apt to kick up no end of talk in the town.

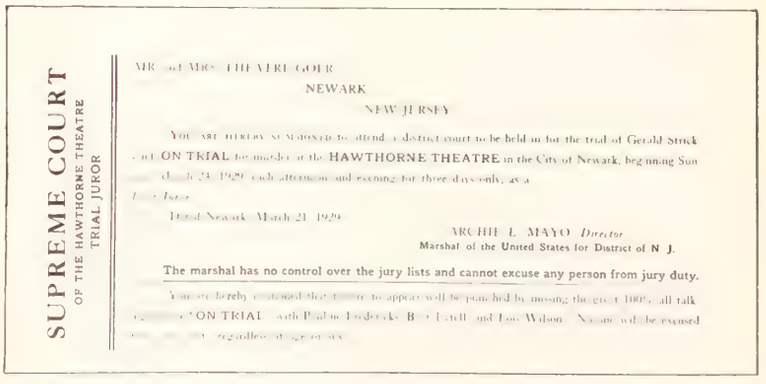
Cartledge was not content with this one part of his campaign for "The Letter" but also tied up with a stationery store resulting in a co-operative window display. This also created a lot of good talk in the town and backed up with the Fairfax's advertising the picture was well sold in and around Miami. We always like to bring these stunts to the fore and especially if the managers take the little trouble to get a photograph of them. It goes much further in explaining the story than mere words could possibly do.



Here's hoping Jimmy sends us more like this one. What do you say J. C.? We will watch the mails from now on.

Paul Doblin Uses "Jury Notice" For Good B. O. Booster

Paul Doblin makes his bow into the Club via his application and a couple of recent stunts used at the Hawthorne Theatre in Newark, N. J., a Stanley-Fabian house. Paul, like ourself, is an "ex" of the Schwartz Circuit in New York and so we kind of feel like brothers under the skin (whatever that might be). But let us call your attention to the "jury notice" form used by Doblin to exploit "On Trial," and regardless of who originated this one we all must admit that it's a good gag in any man's town. It approaches, as close as any we have seen, the real "notice" and therefore must have attracted attention from all who received one. Look it over and see if you cannot make use of this or a similar idea in connection with some picture you are going to run in the very near future. If not, don't lose sight of it, so file it where you can find it when you need something like it.


SUPREME COURT
OF THE HAWTHORNE THEATRE
TRIAL JUROR

MR. and MRS. THEATREGOER
NEWARK
NEW JERSEY

YOU ARE HEREBY SUMMONED to attend a district court to be held in for the trial of Gerald Strick ... ON TRIAL for murder at the HAWTHORNE THEATRE in the City of Newark, beginning Sun ... March 24 1929 each afternoon and evening for three days only, as a ... Juror.

Dated Newark March 21 1929

ARCHIE L. MAYO *Director*
Marshal of the United States for District of N. J.

The marshal has no control over the jury lists and cannot excuse any person from jury duty.

You are hereby ... to appear will be punished by missing the great thrill ... all talk ... 'ON TRIAL' with Pauline Frederick, Bert Lytell and Lois Wilson. No one will be excused ... regardless of age or sex.

Still another stunt of Paul's was to distribute envelopes with playing cards on "Queen of the Night Clubs" and the face of the envelope informed the receiver that if it contained the "Queen of Clubs" they would be admitted free to the performance. There have been so many different kinds of playing card stunts that we were despairing of laying hands on a new angle to it, but this fills the want and should come in handy for many other members.

Keep up the good start, Paul, and see if you can't become one of our regular "active" members. And being so close to New York we want you to stop in at the Club headquarters and say hello. (Bring your photo with you, Oak?)

MANAGERS' ROUND TABLE CLUB

Everybody's Joining The Club

F. M. GERE is the hustling manager of the Glove, Hippodrome and Family Theatres, all located in Gloversville, N. Y. From the moment we received F. M.'s application we rather suspected that we had found what we like to term, an active member. You will read more about Gere in an early issue, but keep your eye on that town of his because he is constantly pulling fast ones. Keep us posted F. M.

* * *

MARTIN H. ROGERS handles the Circle Theatre in Annapolis, Md. (looks like Md. is getting the breaks this issue) and being in a busy theatrical part of the country should qualify him to pass on some interesting dope to the rest of us. Start it off Martin with your own photograph plus a nice snappy letter enclosing some of your recent programs and newspaper ads.! Thanks in advance.

* * *

F. L. CLAWSON manages the Orpheum Theatre in Ogden, Utah., and with the variety of policies which his house is running at present, F. L. should certainly be in a good position to pass on some valuable tips for the other members. How about a starter with your own photo, Clawson? It would be a corking way to greet the rest of the Round Tablers right out in the open. Make it soon.

* * *

EARLE M. HOLDEN handles the Florida Theatre in Daytona Beach, Fla, a first run sound house. What Earle should do first thing, is to make the better acquaintance of the entire Club membership by sending us his photo and a little letter telling us something about the Florida Theatre and Daytona Beach. What's the chances Earle?

* * *

HARRY BROWN, JR., better known as the "Exploiteer" for the Keith Capitol Theatre in Trenton, N. J. has found his way to the Club pages recently with his great "Syncopation" campaign, but "through the window you must go" Harry so therefore this second introduction. More about Harry soon on the other part of the Club news.

* * *

GEORGE J. RIESTER has his hands full handling the Ohio and Majestic Theatres out in Mansfield, Ohio, one of our last summer's stopping off spots. Now with talkies in both houses we would certainly like to know whether George is pulling any real fast ones to pull 'em in. Can you tell us something Riester?

* * *

FREDERICK W. DEMARA runs the Palace Theatre in Lawrence, Mass., for the Empire Company but before we can vouch for him we must coax a little letter out of him on how he is running that house of his and getting the customers to his Box Office. Hop on the band wagon Fred and shoot us some of the "dope." We are all anxious to know you better.

THOMAS J. KANE manages the New San Mateo Theatre out in California and it seems kind of funny to start introducing Tom at this late day after all we have said about him in past issues. But the same alibi holds good here as for the others who were introduced after we have published some of their activities. But in the event you have not "met" Tom as yet, rest assured he is worth saying hello to any time. Shake hands, boys, with a real showman.

* * *

FRED E. WALTERS runs the Castle Theatre, a 1600 seater, in Irvington, N. J., for the Stanley-Fabian Circuit, and we have every reason to suspect that Fred can pass on some valuable tips to his brother members. For a starter we would like to know something about you personally and your photo as well. Can you accommodate us, Fred?

* * *

J. D. O'REAR is kept busy managing the Colonial Theatre in Bethlehem, Pa., and clocks up another peppy showman from that state. For a better introduction to his many brother members we are going to ask J. D. to send us his photo and some information on his many activities. Will we get it, J. D.? Thanks in advance.

WILL YOU BE NEXT??

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Theatre .....

Address .....

City .....

Policy .....

Capacity .....

State .....

Wm. A. Johnston — **Honorary Chairman**

C. E. Lewis — **Chairman**

COME ON!!

SHOOT IT IN—NOW!!

RUSSELL A. BOVIM has already been introduced to you via his story and picture in a recent issue of the Club pages, but since this is the regulation medium through which all new members say 'hello' to the old-timers, then Russ will have to stand for a second introduction. Not a bad break for him. Let's hear more about your activities in the Loew Theatre in Canton, Ohio, will you Russ? Thanks.

* * *

WILLIAM P. MURPHY manages the Floral Theatre in Floral Park, N. Y. for a fast growing circuit on the Island, and we are sure interested to know how he is making out in the Floral. A nice starting-off letter, briefly outlining how you are selling the shows down there, together with your photo would serve as a perfect method of making the better acquaintance of all the other Club members.

* * *

RINEY J. HIEHLE managing the Smoot Theatre in Parkersburg, W. Va. has already been made known to the Club because he is related to Ed. Hiehle from Newark, Ohio, but this happens to be the regulation "entrance" for all new members, so through this portal you must pass Riney. How about our last request for some "dope" from that Smoot Outfit out there? No cheating Hiehle. We are waiting.

* * *

HAROLD G. CUMMINGS is the manager of the Rialto Theatre in Roslindale, Mass., a modern theatre equipped to show the latest styles in sound and talkies. We have several other managers of the Netoco outfit on our rolls and we are hoping that Harold becomes one of the real active boys. We would like to show his photo, providing he will send us one. What do you say H. G.?

* * *

E. W. HAFERKAMP, in association wih H. A. Hill, operates the Hollywood Theatre in Chicago, Ill. Their house is now equipped with a Dramaphone for the showing of sound pictures. Now what we would like to know, is; how are you selling your shows to the customers. Supply us with the info. and we will pass it on E. W. Is that fair enough? Then come on into the circle of Round Tablers.

* * *

A. D. NATELSON, we want you all to know, runs the Lakeside Theatre in Chicago, Ill., and we crave a little attention from that "burg" right now, so A. D. will have to furnish us with some information on how the L. & T. Circuit sells the pictures in that great city. Can we expect something from you soon? Thanks in advance Natelson.

* * *

RAYMOND E. SMITH manages the Amherst Theatre in Amherst, Mass for the Lawlor Brother Outfit and being in a college town should qualify him to tell the rest of us how he keeps them coming to his house. Suppose you start off with a little letter explaining how things are going up your way. That would be a good start.

Regional News from Correspondents

Panic Averted In Blaze At Toronto Theatre

PROMPT action on the part of Manager Harvey Williams and attendants probably averted a serious situation at the Beach Theatre, Toronto, Famous Players, when fire broke out during a performance attended by approximately 1,000 persons. The ushers jumped to their emergency posts, all exit doors were thrown open and the orchestra played its prearranged emergency selection while the people proceeded from the building in orderly fashion.

Inmates of the Montreal Home for the Blind and of the School for the Blind were the guests of Manager George Rotsky at the Palace Theatre, Montreal, last week.

F. G. Spencer Company, Limited, St. John, N. B., operating 15 moving picture theatres in the Maritime Provinces of Canada, has floated a bond issue of $200,000, following the organization of this new company to take over the assets of F. G. Spencer and the Queen Realty Company, Ltd.

The Princess, Montreal, Quebec, one of the few remaining legitimate houses in Canada, is being wired and will shortly become the Montreal home of United Artists productions, with other occasional special films.

The Regina, Regina, Sask., which was damaged to the extent of $50,000 by fire last winter, is being rebuilt. The theatre is controlled by Famous Players Canadian Corp.

Harris Theatres, Limited, has started erection of new moving picture theatre in Chatham, Ontario, M. Harris being the head of the organization, which is backed by Sarnia, Ontario, business men.

A new Empress Theatre is being built at Lloydminster, Sask., at a cost of $30.000 by Charles Coombes and Gordon Hudson, to replace the theatre which was destroyed by fire several months ago. The new house will seat 700 and will have a sound installation. It will open in July.

Famous Players Canadian, Toronto, has acquired the Auditorium, Quebec City, where F-P had made arrangements for the erection of a big house.

Three of the principal cities of Eastern Canada, Toronto, Montreal and Ottawa, stepped into Daylight Saving on April 28.

Feeling that they were losing business to other nearby cities because of the lack of an attractive local theatre, merchants of Galt, Ontario, are supporting a campaign to raise $150,000 for the erection of a moving picture theatre and amusement center. Allan Holmes is organizer.

There are rumbles of discontent among exhibitors in Canada over the increasing cost of sound pictures. Mention is made that the rental for synchronized news reels is approximately three times greater than for the silent weeklies. Some exhibitors complain that they are being "nicked" considerably for sound trailers.

Legal tangles over sound film patent rights in Canada have apparently not yet been settled in spite of a court decision at Montreal throwing out the priority claim of DeForest Phonofilm of Canada, Limited. The latter has now issued a public statement announcing that "the only Canadian patents granted to date on devices for reproduction of sound on film are the DeForest patents which are held by the company." The warning is issued that any theatre or person "operating or using equipment for reproducing sound on film in Canada infringing the DeForest patents without a license from the undersigned company will be proceeded against to the full extent of the law."

General Sound Equipment, Limited, has been appointed exclusive Canadian licensee and distributor for DeForest Phonofilm.

The King George at St. Catharines, Ontario, has been added to the list of wired houses.

As a further step in the campaign of the Quebec Provincial Government against Sunday shows, arrangements have been made with the Canadian Post Office Department for the use of a stamp cancellation postmark reading "Observe Sunday" on all letters mailed in Quebec cities and towns.

The whole interior of the Rideau, Smith Falls, Ontario, is being rebuilt by Premier Theatres, Limited, all but the four walls being torn down. The Rideau will be used exclusively as a moving picture theatre. Seating capacity is being increased to 900.

H. T. Scully, Boston Film Man, Dead

HENRY T. SCULLY, formerly branch manager for United Artists exchange at Boston, later branch manager at New Haven, and special representative for Pathe, died at his home in Newton, Mass., on Friday. He was for 15 years with the motion picture industry. He was a brother of John J. Scully, branch manager of Educational Films at Boston. He leaves a wife, five children, mother, three brothers and three sisters.

The Malden Auditorium at Malden, Mass., one of the pioneer stock theatres of New England, having run stock continuously since 1903, announces that it will close stock May 11th and will reopen the theatre as a motion picture theatre on May 19th. Sound equipment is being installed. Stanley James will continue as manager.

The Town Hall at Holliston, operated by M. Sidman, has been closed temporarily.

The Depot, at Manchester Depot, N. H., has been closed, following the death of its owner, M. Shapiro.

Sound equipment is being installed at the Weymouth at Weymouth, Mass.; Capitol at Buzzards Bay, Mass., and the Webster and Athol. Movietone is being installed in the first two and Western Electric equipment in the last two.

Broadway-Strand Theatre Co., Boston, has incorporated with 1,000 shares no par value. James H. Doyle, Philip Smith and Samuel Markell are the incorporators.

Contract has been awarded W. H. Barker, of Taunton, for the new theatre at East Central and Hayes Streets, Natick, for the Harris Theatre Corp.

Lewis Newman, former assistant manager at the Washington Street Olympia, Boston, has been appointed manager of the Fields Corner. Harry Cox, former manager of the Fields Corner, has been appointed manager of the Capitol, Allston, where he succeeds Walter League. Joseph A. Cronin is the new assistant manager at the Washington Street Olympia and is succeeded as chief of service by William Ferri.

Wm. Cuddy, Harry Smith, Jack Rice and Ed Urschel, of the booking department of Pathe, paid a visit to the Albany exchange over the week end. En route the auto in which they were making the trip went off the side of Lebanon Mountain when sideswiped by a woman motorist and was headed for a lake at the bottom of the mountain when it brought up against a tree. Nobody was hurt but the car was badly wrecked.

George Hanscomb is manager of the talkies at the Netoco's new theatre, a 1,500-seat house in North Attleboro.

A program of 16 weeks of stock is contemplated for the Empress Theatre at Danbury, Conn.

Three widely known men in the film industry at New Haven are soon to sail for Europe and on May 6 will be tendered a complimentary dinner at Waverly Inn, Cheshire, on May 6th, by the New Haven film representatives. They are Lou Gordon, Samuel Webber and Samuel Rosen.

Harold Browning, general manager of the Keith-Albee theatres in Boston, and Frank Eldridge, house manager of the B. F. Keith Memorial, Boston, have resigned. Bart Brady, manager of the Keith-Albee, Boston, has been appointed manager of the Keith Memorial. Steve Fitzgibbons is the new manager at the Keith-Albee.

H. G. Stithington, who operates theatres in Stonington, Me., and Brooklyn, Me., recently paid a visit to Boston.

Nate Hoffman plans to reopen the Regent, Arlington, Mass., with sound.

The Gem, at Peak's Island, Me., has been sold by Leo O'Brien to Agger & Goffin.

Salt Lake House Badly Damaged By Fire

FIRE burned the stage and front end of the Rex, Salt Lake, last week. Al Hager, manager, estimated loss between $4,000 and $5,000.

The final meeting of the Film Board of Trade at Butte, Montana, held recently decided to continue arbitration meetings each month.

F. S. McDermond is reported making preparations to take over the Thorley to add to the chain in Southern Utah.

W. E. Shipley and P. C. Peterson of the Gem and Empire, Salt Lake, returned recently from Cuba.

Exhibitor visitors include: T. M. Chesler, Bingham, Utah; J. W. Simmons, Orpheum, Oakley, Idaho; Mr. and Mrs. Littlejohn, Price, Utah; R. L. Wicker, Delta, Utah; Earl Steele, Nephi, Utah; Albert Van Wagenor, Pleasant Grove, Utah; Mrs. G. B. Dickinson, Mackay, Idaho; Andy Murdock, Heber City; J. H. Parry, Goshen, Utah; A. Wurston of Preston, Idaho. John Ruger, Egyptian, American, Orpheum, Park City, Utah; J. E. Ryan, Liberty, Brigham City; Ben Winzler, Liberty Tremonton, Utah; Mr. and Mrs. Walter Mendenhall, Pinney, Baise, Idaho; W. M. Hanson and son, Rex, St. Anthony, Idaho.

S. M. Feinstein has been appointed branch manager of the Salt Lake RKO exchange in place of Fred Lind, promoted manager of Seattle exchange.

Edwin J. Lustig has been appointed branch manager of the Sheffield Salt Lake branch.

The State, Salt Lake, Joe Lawrence, manager, has a non-synchronized musical device developed by Salt Lake Electrical Supply Co.

The sale of the Granada, formerly the American, Salt Lake, by W. T. Grant Co., of New York, A. L. Glasmann of Ogden to the was announced May 1st. The consideration was in excess of $500,000. The new owners will not take possession of the property until January 1, 1930, or after, when they will remodel the building for their new Salt Lake store.

With the renovation and embellishment of the old opera house, Richfield, can now boast of two first class motion picture houses.

Western Theatres Incorporated, of Southern Utah, have purchased sound equipment for Cedar City and Milford houses.

Verle McKay of the Elite Theatre at Mt. Pleasant, Utah, has closed his house for remodelling and installing sound.

The Lyric, Richfield, operated by J. D. Johnstone, has just opened up, after having been remodeled.

The Kinema, Richfield, Utah, operated by A. L. Stallings, has opened with sound.

Yeggs Almost Get Cash Of Seattle Pantages

BANDITS who entered the Pantages, Seattle, last Monday morning as the receipts from the previous day were being prepared for the bank were foiled in their attempt to steal the $5,000 by the quick-wittedness of employees who hurriedly threw the money sacks into the safe and turned the combination lock, at the same time telling the bandits that the police escort for the money was due at any moment.

John Danz, head of Sterling Chain Theatres, Inc., last week announced the appointment of John Falk to the Capitol house staff.

F. C. Weskil, exhibitor of Idaho, passed through Seattle en route to Sand Point, Idaho, last week.

Carrol Barney of Arlington, Washington, spent a short time on the Row last week. He announced the recent acquisition of the Bijou Marysville.

A possible panic at the Gala, Seattle, was averted last week by the quick action of Mrs. M. L. Allerman, wife of the proprietor, who explained to audience that a slight fire in the projection room was causing the heavy cloud of smoke that issued into the auditorium.

Joe Bradt, operator of the Roycroft was passing cigars on the Row last week in celebration of the arrival of a baby boy.

Among exhibitor visitors the past week were Lon Brown, Snohomish, A. Y. Pechio, Eatonville, and M. W. Mattacheck, Hood River, Ore.

Sidney Schubach, former manager of the Madrona Gardens, for Universal Chain Theatres, last week was appointed booker of the local RKO exchange.

Dominic Constanti, exhibitor of Tacoma, spent a day in Seattle last week.

Wisconsin Legislature Kills Censor Bill

THE Wisconsin legislature recently killed a censorship bill, providing for a tax on films and a fine for the showing of banned films, the proceeds of which were to be used in paying salaries of the censors.

Blue laws, which have long been dead-letter rulings in Wisconsin, have been repealed by the House, and are now being considered by the Senate.

Madison's over-seated problem of theatres was considerably reduced this winter by the closing of Fischer's Majestic and the Madison.

The Miramar, Milwaukee, was sold by Al Bartelt to Jacob Ramer.

Nate Blumberg has sold his interest in the M. A. J. theatre circuit, the Parkway Amusement Co., and the Vander Bilt Realty Co. to Harry Perlowitz and John Ludwig.

Ed. Michaelson, Madison, bought the Majestic there from Brin Theatre Circuit.

Charles Trampe is taking over the Princess and Majestic, Plymouth, from Mr. and Mrs. M. Gilman. Herbert Swan is managing them. Sound equipment will be installed in the Majestic.

Two vacancies in the board of directors of M. P. T. O. of Wis., were filled by the appointment of C. L. Roser, Baraboo, and Henry Goldenberg, Milwaukee.

Out-of-town exhibitors in Milwaukee this week included H. J. Altschwager, the Rudolph, Columbus, and Dan Kulassewics, Rex at Bessmer, Mich.

Construction of A. P. Desormeaux's new East Side theatre, Madison, Wis., began Wednesday. Theatre is to seat 1,000 people, and will have the only atmospheric style of architecture in this locality. A large motor parking area will be provided.

Claim for a lien for $25,000 against thte Stevens Point, Wis., property at Main and Union Street, upon which the Fischers Paramount Theatres Corp. plans the erection of a three-story theatre and apartment building, has been filed in Stevens Point by Hooper and Janusch, architects, Chicago. Their claim, they say in the lien, is for labor and services rendered in the preparation of preliminary sketches and similar work, their last performance of such service being Aril 17, 1929, the claim for lien asserts. Fred W. Janusch, president of the firm, signature is on the claim.

3 N.C. Theatres Under New Proprietorship

THREE theatres in North Carolina passed into new control last week.

The Piedmont Amusement Co., Winston-Salem, has sold the Pilot in that city to J. Bonner Sams.

J. D. Massey has sold the Playhouse, Salem, N. C., to R. W. Strickland.

R. P. Rosser has sold the Dixie, Aberdeen, and the Carolina Hamlet, N. C., to the S. S. Stevenson Amusement Co.

Stouch Brothers are opening their Davidson at Davidson, N. C., with sound.

Invitations have been received to formal opening of High Point's suburban Ritz, with sound Equipment.

North Carolina visitors in Charlotte were Ken Finlay, of the Opera House, Goldsboro; R. H. Mason, of Mason's at Aberdeen and the Carolina at Hamlet; George Stevenson, of the Carolina at Burlington; S. S. Stevenson, of the Stevenson Theatres, Inc., of Henderson; D. Holt, of the Troy at Troy; C. A. Peeler, of the Universal and Imperial at Lenoir; Louis Mitchell, of the Lyric at Elkin, and G. G. Mitchell, of the Imperial at Newton.

The Royal, Memphis neighborhood house at Trigg Avenue and Lauderdale Street, was open again Tuesday night after a freak windstorm that Sunday morning ripped the projection booth from the rear of the building and caused a loss to the tune of $2,000.

Fred Jahrries, New Castle Theatre, New Castle, Ky., was a visitor at the Louisville, Ky., exchange last week; also A. N. Miles, Eminence Theatre, Eminence, Ky.

The Savoy, Louisville, of which Major C. B. Blake is manager, inaugurated sound policy, starting last Sunday.

The many friends of Pete Cassanelli, former manager of the Liberty Theatre at Bulan, Ky., will regret to hear of his death last week.

The Auditorium, Winston-Salem, N. C., has changed its policy from feature sound pictures and stage vaudeville to summer stock, opening April 18 with the Shelton-Amos Players for an indefinite engagement.

Des Moines Branch Of RKO Has New Mgr.

THE RKO office in Des Moines has a new manager in B. J. McCarthy who this week takes over the duties of the office. Mr. McCarthy comes from the Omaha office of RKO. Harry Frankel, who has been manager for RKO and before that for the F.B.O. exchange, is leaving this office to take over duties with the Talk-a-Phone Co. in Des Moines, of which he is president.

Al. Shepard, owner and manager of the Princess, Livermore, Iowa, last week sold the house to S. E. Collins.

Joe Hop, formerly owner of several theatres at Rock Island, Ill., has been meeting a number of old friends while in this territory for Universal as playdate man.

Paramount entertained a number of callers this week in E. A. Dehoet of the Monroe at Monroe, F. P. Hageraman of the Grand at Independence and John Waller of the Lyric at Osceola.

RKO was visited by several exhibitors setting in pictures this week. W. P. Kale of the Crown at Truro was caller early in the week, and H. P. Hageraman of the Palace at Waverly was a midweek visitor.

Mrs. W. R. Campbell, secretary to Manager Copeland of Paramount entertained the girls of the Paramount office at her new home.

The Temple at Mt. Pleasant installed the new Gennett synchronizer.

The Star at Sioux City has been permanently closed.

A temporary end to the Sunday movie fight at Lewis, Iowa, was made when fire gutted the theatre in an early morning blaze. The fire was of unknown origin.

The building is owned by H. R. Johnson of Columbus Junction, whose loss is more than $4,000. The theatre equipment was owned by Ames and his loss is estimated at more than $1,000. No insurance was carried on the building or movie house equipment.

Ames announced he will open another theatre in Lewis as soon as a suitable building can be obtained.

The Strand at Sioux City opened with Dramaphone equipment.

Jess Day, manager of the Capitol, Des Moines, announces that a new rubber screen is the latest in equipment at this theatre.

Members of the stage band at the Capitol Theatre have been notified that effective May 5 their services will no longer be needed at the theatre. Bandmen said that they hold a contract for their services at the theatre and that the agreement does not expire until September.

Kansas Enforcing Its Ancient Blue Law

OFFICIALS of Kansas towns are beginning to enforce the ancient Sunday closing law of that State as a result of an order recently from the attorney general's office of Kansas. R. L. Helvering of the Liberty, Maryville, Kas., and R. E. Berner, Isis, Waterville, Kas., have been fined $5 each.

At first Governor Clyde M. Reed of Kansas, got "hard boiled" and demanded that the state censor board be more strict in passing on films. Consequently, the board took exceptions to two films. After seeing them privately the governor instructed the censors to reconsider their decision.

The Municipal Corporations Committee of the Mo. House of Representatives has reported unfavorably on a proposed bill to create a censorship board and levy a 10 per cent tax on all amusements.

Many small town theatres of Missouri were dark this week as a result of flood waters preventing film shipments.

Although the case probably will be appealed, it is believed in Kansas City that the decision of Judge Merrill E. Otis of the federal court, in upholding the rights of theatres and hotels to receive copyright music by radio from a central broadcasting station, has definitely settled that question.

A petition is being circulated in conference between city officials, Independence, Mo., asking for a Chambers of Commerce and church groups to consider opening film theatres on Sunday.

Secrecy surrounds the giving of two weeks' notice to the musicians of the Mainstreet, Kansas City. The management denies that the action is a fore-runner of giving over the theatre exclusively to talkies. A representative of the Musicians Association of Kansas City said the contract could be terminated only by the theatre's closing.

The Globe theatre, Kansas City, which is undergoing a change in sound equipment, will be ready for re-opening next week, it was announced. Dramaphone is being substituted for Western Electric equipment.

Among out-of-town exhibitors in the Kansas City market last week were: Mrs. O. L. Dusenberry, Bertha Theatre, Ionia, Kas.; C. M. Pattee, Pattee Theatre, Lawrence, Kas.; Glenn Dickinson, Dickinson chain, Lawrence, Kas.; F. G. Weary, Farris Theatre, Richmond, Mo.

Remodeled Evansville Ind., House Reopens

THE American, Evansville, Ind., shut for several weeks for remodeling and talkie installation, reopened Thursday, May 2, under the new management of the Southern Amusement Co. of St. Louis, with Maurice Davis in charge.

Bernard Thomas, formerly manager of Loew's Vendome, Nashville, Tenn., last week took over the management of the New Grand, Evansville, which was recently acquired by Loew.

3 New Cinemas In As Many Florida Towns

THREE new theatres have joined the ranks of Florida houses.

G. M. Tobias opened a theatre for colored people in Clewiston this week.

Weirsdale is to have a movie show. R. D. Douglas is building an airdome theatre there.

Work is progressing rapidly on the Ritz, colored house at Jacksonville, Fla., according to L. D. Joel, who will operate it. The house will have a seating capacity of approximately 700.

The Park, Tampa, announce a new policy which will be in operation starting Sunday. A stock company of 35 people will present stage successes, one bill a week.

With the closing of the schools this week, the Tampa discontinued the Kiddies Saturday morning matinees.

William Redmond, of Lake Wales, and George Stoniaris, the Royal, Wauchula were recent visitors to Jacksonville.

C. B. Ellis, RKO manager is convalescing from recent illness.

Cincinnati Exhib Head Hurt When Auto Skids

LITERALLY and figuratively, John A. Ackerman, owner of the Glenway Theatre, Cincinnati, and president of the Cincinnati M. P. Exhibitors' Assoc., has very little to say these days. Ackerman sustained a badly fractured jaw, severe cuts about the head and face and possible internal injuries, when his automobile skidded and crashed into a bridge near Cincinnati.

The Empress, Cincinnati, burlesque house, will inaugurate a policy of pictures, beginning May 12.

A court decision which will undoubtedly establish a precedent in Ohio was handed down at Portsmouth, Ohio, when a jury acquitted four projectionists who were on trial for violation of the Sunday laws, the case being heard in the municipal court.

The Buzz, Dayton, O., suburban house, is the latest to install talkie equipment.

The Palace, Hamilton, is installing a new cooling and ventilating system.

The Virginia, North Baltimore, Ohio, is closed for redecoration and the installation of sound equipment, Manager H. O. Bishop claims.

Angelo Papulias has disposed of the Scio, Ohio, to John Scio.

The Trainor Opera House, Greenville, Ohio, has been leased to Chakeres Theatre Co., Springfield, Ohio, Vitaphone and Movietone equipment will be installed, and the name of the house changed.

The Broadway, Wellston, Ohio, operated by E. D. Jenkins, is being redecorated, the projection booth enlarged, and sound equipment installed.

C. F. Pfister, head of the Troy Amusement Co., Troy, Ohio, is installing sound equipment in the Mayflower.

The Sunday fight is on in full blast at Troy, Ohio. Manager Ffister, of the Mayflower, who was recently arrested and fined $25 and costs for Sunday operation, has agreed to keep the house closed hereafter. However, Pfister's attorney will see to it that no other place of business is open on the Sabbath day.

For the fourth time in as many weeks, Francis McDonald and Ronald Risley, Portsmouth, O., Theatre managers were fined by Municipal Judge W. R. Sprague for showing movies on Sunday in violation of state blue laws. Each was fined $50.

A. E. Kaufman has plans under way at Montpelier, O., for a new vaudeville-movie theatre. The building will be 33 by 132 feet and will seat about 500 persons. The front will be of pressed brick and marble.

New $260,000 House Going Up In Maryland

A THEATRE is being built at Ocean City, Md., to seat 2,500 persons and to cost about $260,000. When completed the house will be operated by the Ocean City Amusement Co., and managed by Warren Smith, Wilmington, Del.

A new cooling system is to be installed in the Stanley Crandall Metropolitan, Washington.

The Liberty and Hippodrome, Washington, D. C., operated by Sidney B. Lust, are having sound reproducers installed.

The former Garden Theatre Co., Baltimore, Md., has been dissolved by a decree signed by Judge Eli Frank. J. Harry Gruver has been appointed receiver.

Canton motion picture first-run houses are eliminating vaudeville from their programs for the summer.

C. A. Young is once more owner and manager of the Crescent and Capitol, Hicksville.

Fred E. Johnson, manager of the C. & M. houses in Cambridge and Marietta, is spending a few weeks in Magnetic Springs, Ohio, recovering from a nervous breakdown. Harry J. Rees and Peet Maikelta are managing the houses in his absence.

Carl Hohage has inaugurated the Exhibitors Service Bureau to take care of any theatre service required either in Cleveland or in one of the surrounding towns.

The staff of every Loew theatre in Cleveland gathered on May 7th to participate in the presentation of a bronze tablet in memory of Marcus Loew's fifty-ninth birthday.

Walter Brandt steps into first place as manager of the Cleveland First National exchange. He succeeds Carl Lesserman who returns to Chicago as branch manager. Gradwell Sears has been made western district sales manager of First National.

George W. Erdmann, secretary of the Cleveland M. P. Exhibitors Assoc., spent week-end with his mother in Albany.

The Imperial, Brunswick, Md., is being operated now by The Brunswick Theatres Corp.

The Jefferson, Charlottesville, Va., has had sound mechanism installed by F. W. Twyman, manager.

Milton Road Crandall, 67, father of Harry M. Crandal, of the Stanley-Crandall Co., Washington, D. C., died at his home that city recently. Beside his son Harry, he is survived by his widow, another son and two daughters.

Many Houses In Ga. & Other Areas Wired

CHAMPION disc installations: G. L. Wynne's Alamo, Newnan, Ga.; P. J. Henn's Haven, Canton, Ga.; F. W. Zimmerman's Palace, San Marcos, Tex.; E. D. Foy's Columbia, Dallas, Tex.; W. N. Shelnutt's Gypsy, LaFayette, Ala.; H. G. Jenkin's Palace, South Pittsburg, Tenn.; F. W. Smith's Rose, Dublin, Ga.; Ellison Dunn's Olive, Donaldsonville, Ga.; Low's Milan, Milan, Tenn.; D. W. McGowan's Dreamland, Ocilla, Ga.; the Selba, Central City, Ky.

Fred M. Jack, manager of First National's Memphis exchange, was last week named manager of the Atlanta exchange, succeeding C. A. Clegg.

W. G. ("Billy") Evans, recently resigned as manager of the Kincaid, Experiment, Ga., has joined the Rialto, Atlanta, as exploitation man.

Cinephone sound-on-film and sound-on-disc equipment is being installed in the Lyric, Rocky Mount, N. C., operated by C. H. Arrington.

Atlanta Film Row visitors during the past week include the following: W. C. Sullivan, the Ocoee, Copperhill, Tenn.; C. H. Simpson, The Princess, Millen, Ga.; Mrs. L. W. Holland, the Madison, Madison, Ga.; Mr. and Mrs. M. L. Curry, the Colonial, Milledgeville, Ga.; George L. Wynne, the Alamo, Newnan, Ga.; Mrs. F. T. Wood, the Strand, Washington, Ga.; Joe Johnson, the Colonial, Jasper, Ala.

D. W. McCowen, the Dreamland, Ocilla, Ga.; F. L. Wadsworth, Jr., the Rose, Tuskeegee, Ala.; L. W. Thomas, the Kincaid, Experiment, Ga.; Mrs. W. M. Kimbro, who operates the Greenland, Greensboro, Ga.; John B. Snider, who operates the Grand, Bessember, Ala.; E. C. Smith, the Daffin, Tallahassee, Fla.; Roy S. Campbell, formerly of the Bohemia, Cleveland, Tenn.; Mrs. F. L. Liggett, who operates theatres at McRoe, Hawkinsville, Eastman and Cochran, Ga.

Walter Price, last week joined First National's Sales Force.

Ben Y. Cammack, formerly manager of Universal's local branch, paid a brief visit to Film Row last week, the first since his recent return from a trip to Europe. At present he is residing in New York.

3 More Texas Houses Acquired By Dent

T. B. NOBLE, general manager, announces that the Dent Theatres, Inc., have taken over the Queen, Capitol and Texas at Brownsville, Texas.

Karl Hoblitzelle will build a new theatre at Beaumont, Texas, and report says that he will acquire or build theatres at El Paso and also in Oklahoma key towns.

Dewey Denson has purchased the Joy at Foreman, Ark.

Sam Bullman, former Dallas and Fort Worth theatre man, who died in Baltimore, was buried in Dallas, Monday. Mr. Bullman was once manager of the Dallas Majestic, and also of the Ritz at Fort Worth.

Griffith Bros. have opened their Ritz at Wellington, Texas. C. J. Callahan, manager.

Milton Dureau, with Universal at Dallas, has been transferred to the Universal branch at Manila, Philippine Islands.

The Majestic at Gainesville, Texas, is being remodeled for sound.

J. E. Weaver has been appointed as manager of the Queen at Mart, Texas.

F. D. Nance is appointed manager of Hall Industries Theatre at Sinton, Texas.

East Texas Theatres will erect a new theatre at Henderson, Texas, soon.

Seibert Worley purchased theatre at Erick, Texas.

The rebuilt Palace at San Saba, Texas, will reopen with sound soon.

W. L. Knight is erecting a new theatre at Tahoka, Texas.

H. G. Stein has opened his new theatre at Luling, Texas.

The Orpheum at Oklahoma City is being equipped with RCA Photophone.

Fox West Coast is said to be entering the Phoenix, Arizona, field. The company is reported to have offered to lease from the City of Phoenix a portion of the city hall block for 50 years at a yearly rental of $14,000. As part of the terms of the lease, Fox West Coast would agree to build a theatre or a theatre, store and office building. It is known that should the offer be accepted, construction will start at once.

After playing stock for past seven months, The Palace, San Antonio, Tex., has reverted to pictures. The house is being wired.

Corpus Christi, Texas, will get a $300,000 Movie theatre with a seating capacity of 2,000. Plans call for work of construction to start July 1 and to be finished by Jan. 1, 1930. The theatre will be one of the R. and R. chain in Southwest Texas. Scott Dunn, Dallas architect has been engaged to draw the plans.

EMPIRE FILM VAULTS INC.

MODERATE PRICE FILM STORAGE

1 to 10	Containers	$ .75	Over 100 Containers	$ .35
11 to 50	"	.50	Cases per month, 20 to 25 reels	1.00
51 to 100	"	.40		

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Delaware Theatre Is Bought By New Firm

THE Parkway, Wilmington, has been turned over to the Parkway Co., Inc. The Parkway Co., Inc., formed to develop the theatre property further, is a corporation formed under the laws of Delaware.

E. Warren Smith, who purchased the theatre from the estate that formerly owned it, is the president of the new firm. The purchase price mentioned is $77,500. The new corporation has installed "talkie" apparatus. Other improvements were also made. Among directors are William L. Todd, Mrs. Mary T. Gambrill, Mr. Smith, chairman, and George Isenberg, secretary and treasurer.

The Wilmington, Del., Stanley theatres, the Arcadia, Aldine and Queen, now have men ushers, replacing women ushers who have been in service for several years. The arrangement was recently attempted and has proven satisfactory. There were scores of men applicants for the positions when the proposed policy was announced.

The fancy plastering and decorative painting is under way in the interior of the new State Theatre which Louis Handloff is erecting on Main St., Newark, and work is being rushed for an early opening. All of the equipment for the new showhouse has arrived, including the apparatus for sound and talking pictures and the $10,000 organ.

The Savoy is the latest of the Wilmington theatres to install Vitaphone.

Announcement is made of a new manager at the Opera House at Dover. He is Walter Q. Keen, who will be resident manager.

Newsy Bits Of Doings In Denver Circles

THE Victory, of Denver, recently taken over from Publix by J. B. Melton, has been fully equipped with Bristolphone.

Morgan Walsh, new Western Division Manager for Warner, spent the past week in Denver. With Mr. George Haldson, of the Warner home office he definitely made arrangements for the opening of a Vitaphone Exchange in Denver.

Al H. Vincent, assistant of the Sheffield Exchange System office, of Denver, has returned to his desk after an attack of influenza and tonsilitis.

Recent Denver exhibitor visitors were T. C. Palmer, of the Royal, Gering, Nebr.; Mrs. Lee Mote, of the Acme, Riverton, Wyo.; H. A. Gordon, of the Chief, Steamboat Springs, Colo.; Thomas Love, of the Opera House, Hanna, Wyo.; M. W. Kessey, of the Isis, Victor, Colo.; H. C. Morehouse, of the Black Hills, Hot Springs, S. Dak.; and Hobart Kincaid, of the Rialto, Florence, Colo.

Theatres which will soon present sound motion pictures are: The Big Horn, Greybull, Wyo., and the Whiting, Thermopolis, Wyo.

The first Traveltone sound equipment to be installed in the Denver Territory has just been put into the Hiawatha by A. J. Hamilton owner.

C. C. Perry, Publix Manager in Denver, denies the rumor which has been making the rounds to the effect that within thirty days the big Denver Theatre, a Publix house, would discontinue their stage presentations.

The Orpheum Theatre of Denver will close for the summer season.

The Palm, Littleton, Colorado, has been sold by C. W. Kelly to J. R. Ruberson.

3 Pa. Theatre Firms Pool Their Interests

TO meet conditions growing out of the general business depression in the anthracite regions of Pennsylvania, three theatre-owning groups in Shamokin are reported to be planning to pool their interests for the sake of economy. The Chamberlain Amusement Enterprises control the Victoria and Strand theatres; J. J. Higgins, the Majestic, and the Arcadia Utilities Corporation, the Capitol theatre. Chester Tharp and George Clark are the principal stockholders of the Capitol. If the plan is effected it is said the Victoria will become the highest-priced house, from the viewpoint of admittance; the Capitol, second, and the Majestic third, with the prospect of one of the houses closing during the summer.

Though there has been revival this year of agitation for daylight saving in Reading, Pa., officials declare the city will remain on standard time. Harrisburg also will stick to standard time.

Because of improved business during April, the Orpheum, Reading, has continued the stock company for at least three more weeks.

The auditorium of the new town hall, Fleetwood, has been leased to the Equity Theatres, Inc., of Reading.

Cyril Ainsworth, Director of the Bureau of Industrial Statistics of the Pennsylvania Department of Labor & Industry, has announced that the rules and regulations governing safe construction of theatres and other buildings which the bureau was authorized to prepare under the terms of the "Fire and Panic" act of 1927, have been completed.

The St. Clair Corp., Norristown, which has announced it will erect a combined theatre, stores and apartments building in Pottstown, has selected H. Reingold and W. E. Groben, of Philadelphia, as architects. The theatre will seat 2,500.

The Orpheum, Hummelstown, Pa., closed March 30.

The Palace, Warrior's Run, and the Garden, Buttonwood, have been purchased from Steve Podsiadilk by the latter's son, A. Podsiadilk, and A. Black.

It is reported that the Summit, Harrisburg, idle for half a year, is soon to be reopened.

The Park, Meadville, has been sold by the Meadville Theatre Corp. to the Park Building Co. New owners, local business men, took possession first of May.

E. L. Keesling is the new manager of the Freeman, Northfork, W. Va.

Richard Brown is the new manager of Warner's Liberty, East Liberty. "Dick" succeeds Harry Thomas, who has gone to Braddock to manage the Capitol for J. B. Clark.

The first Pittsburgh Mellaphone installation has been made at the Cadogen, Cadogen, Pa.

Pete Alderman has instituted spring cleaning and painting at his Pastime.

A charter has been granted the Fairmont Theatres Co., Fairmont, W. Va., authorizing issuance of $375,000 capital stock. Incorporators are: J. E. Watson, Jr., Robert L. Watson, A. J. Colboran, Edward F. Holbert and L. H. Randall, Fairmont.

Regional Items From Okla. Territory

YALE THEATRE CORPORATION, Okmulgee, Okla., capital stock $90,000, have incorporated. Incorporators, C. Haniotis, Geo. Haniotis and W. J. Peterson.

Simpson & Nelson Theatres, Inc., have purchased the Lyric and Spur and Palace, Anson, Texas.

The Frederick Theatre Co., will erect a new 950 seat theatre at Frederick, Okla., in the near future.

Fred C. Gleich, 54, stage manager for 25 years of the Maesjtic, Houston, Texas, is dead.

The Rialto, Beeville, Texas, was robbed Sunday.

J. R. Predy has taken over the Texas, Austin, Texas, from J. J. Brown.

D. C. Caraway has purchased the Cliff-Tex, Clifton, Texas.

Joseph Mills and W. T. Chaney have leased the Texas, Graford, Texas.

The Palace, San Saba, Texas, after having been destroyed by fire, has been rebuilt and opened April 22—with sound.

Construction on the new theatre at Marshall, Texas, commences soon.

J. F. Jones, R. & R. manager at Sherman, has been transferred to Palestine, Texas, succeed M. L. Moore.

E. F. Barnes has been appointed manager of Loew's Palace, Memphis, Tenn.

H. S. Cole, exhibitor from Bonham, Texas, and brother of H. A. Cole, was in Dallas, Texas, last week closed a deal for Photo-Talker for early installation.

G. L. Coleman opened his new Coleman Theatre at Miami, Okla., April 18, 1929.

Ollie A. Bentley and M. E. Friss, minor stockholders brought suit in district court against A. H. Emenheiser, L. M. Karcher and David Trent for $40,000 damages for alleged mismanagement and irregularities in connection with the lease upon which the theatre stands.

Situations Wanted

MANAGER, who is a real go-getter showman of proven ability, desires connection with circuit or independent house. Thoroughly experienced in house management. Pictures, vaudeville and exploitation. Unquestionable reference as to character and ability. Go anywhere. Live wire. Result producer. Sanely progressive. Address Showman, care of Motion Picture News, 729 7th Ave., New York City.

ORGANIST—play all type pictures and please public, slide novelties, seven years. Two or three manual organ. Age 26, married. Best of references. Sound installation cause of this ad. Floyd Yurth, 809 Concert, Keokuk, Iowa.

VITAPHONE-MOVIETONE experienced projectionist, thoroughly understands all phases of sound equipment. Anything considered. Non-union. Box 525, Motion Picture News, 729 7th Ave., New York City.

Wanted

WANTED TO LEASE: Theatre under 800 seats. Long Island preferred. Write full particulars. Box 530, Motion Picture News, 729 7th Ave., New York City.

Upper New York State Theatre Notes

KENNETH FRITCH, former Syracusan and recently of New York, has succeeded Luther Williams as assistant manager of Loew's State in Syracuse.

Albert P. Kaufman, former managing director of both the Eckel and Empire, Syracuse, returned to Syracuse April 29 as Fox-Schine representative at the Eckel.

Ralph W. Thayer, in charge of the Eckel, Syracuse, for the last eight months, retires to assume direction of the Orpheum in Omaha, Neb., May 1st, for RKO.

John Donaldson, assistant manager of Keith's Theatre, was married to Miss Dorothy Cross of Fayetteville, April 23.

C. F. Lawrence, manager of the Avon, Utica, N. Y., has been transferred to the Eckel, Syracuse, N. Y. Al Kaufman replaces Mr. Lawrence at the Avon.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Katorga				
Krassin	Special Cast	Feb. 19	7000 feet	
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Prisoners of the Sea	Russian Cast	April 13		
Shanghai Document, A	Travelogue	Oct. 13	5000 feet	
Ten Days That Shook the World	Russian Cast	Nov. 2	7000 feet	
Three Comrades and One Invention	Russian Cast	Oct. 13	6000 feet	
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The				
Yellow Pass, The	Russian Cast	Dec. 8	6600 feet	

COLUMBIA

Title	Star	Rel. Date	Length	Reviewed
Apache, The	Alvarado-Livingston	Nov. 19	5818 feet	
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (F. & D.) (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Driftwood	Alvarado-M. Day	Oct. 15	6267 feet	
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Nothing to Wear	Logan-Von Eltz	Nov. 5	5701 feet	
Object—Alimony	Wilson-Allan	Dec. 22	6266 feet	
Power of the Press	Fairbanks, Jr.-Ralston	Oct. 31	6465 feet	
Quitter The	Lyon-Revier	April 1	5671 feet	
Restless Youth	M. Day-Forbes	Nov. 30	6085 feet	
Stool Pigeon	Borden-Delaney	Oct. 25	5792 feet	
Sideshow, The	Prevost-Graves	Dec. 11	5999 feet	
*†Submarine (D)	Holt-Revier	Nov. 12	8192 feet	
	(Silent Version)	Nov. 12	8192 feet	Sept. 15
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
*†§Broadway Hoofer, The				
*†§Fall of Eve				
*†§Father Love (tentative)	Holt-Revier-Chadwick			
*†§Flying Marine, The	Lyon-Mason-Robards			

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
All In Fun	Jerry Mandy	Oct. 21	1 reel	Oct. 27
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
America's Pride	Our World Today	Oct. 7	1 reel	Oct. 6
Auntie's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Bee Ny King	Lupino Lane	Dec. 9	2 reels	Nov. 10
Best Dressed Woman In World	Our World Today	Feb. 17	1 reel	Mar. 30
Bumping Along	Stone-Ruth	Nov. 18	1 reel	Nov. 3
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Come to Papa	"Big Boy"	Oct. 14	2 reels	Oct. 13
Companionate Service	Dorothy Devore	Oct. 7	2 reels	Oct. 6
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fisticuffs	Lupino Lane	Oct. 28	2 reels	Oct. 27
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Follow Teacher	"Big Boy"	Dec. 16	2 reels	Nov. 17
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Glorious Adventure	Hodge-Podge	Oct. 14	1 reel	Oct. 27
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	April 28	2 reels	Mar. 16
Hay Wire	Stone-Dale	Nov. 4	1 reel	Oct. 27
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	April 20
Hold That Monkey	Monty Collins	Nov. 11	2 reels	Oct. 27
Hot or Cold	Al St. John	Dec. 2	2 reels	Nov. 10
Hot Times	Al St. John	May 26	2 reels	
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar. 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
In the Morning	Vernon Dent	Dec. 30	1 reel	Nov. 24
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Lucky Duck	Billy Dale	Oct. 7	1 reel	Sept. 15
Magic City	Our World Today	Nov. 11	1 reel	Nov. 3
Making Whoopee	Goodwin-Bradley	Oct. 28	2 reels	Oct. 13
Meandering Thru the Menagerie	Hodge-Podge	April 28	1 reel	
Misplaced Husbands	Dorothy Devore	Nov. 25	2 reels	Nov. 24
Moving Movie Show	Hodge-Podge	Mar. 31	1 reel	
Murder Will Out	Vernon Dent	Dec. 16	1 reel	Nov. 10
Only Her Husband	Jerry Drew	May 19	2 reels	
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	
Patchwork of Pictures	Hodge-Podge	Nov. 18	1 reel	Nov. 24
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Permanent Wave Railroad	Our World Today	Dec. 9	1 reel	Dec. 1
Playful Papas	Jerry Mandy	Dec. 1	1 reel	Dec. 1
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Quiet Worker	Jerry Drew	Nov. 4	2 reels	Oct. 6
Richest Street in the World	Our World Today	April 21	1 reel	April 20
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Shifting Scenes	Hodge-Podge	Dec. 16	1 reel	Mar. 30
Skywayman, The	Reed Howes	Nov. 18	2 reels	Nov. 3
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Stage Frights	George Davis	Oct. 21	2 reels	Oct. 6
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	
Wives Don't Weaken	Drew-Bradley	Dec. 16	2 reels	Dec. 15

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad (F)	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The (F)	Gribbon-Clyde	April 7	2 reels	
*†§Bride's Relations (F)	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues (F)	Johnny Burke	Mar. 10	2 reels	April 27
*†§Cold Shivers (F)	McKee-Hutton	May 19	2 reels	
*†§Eligible Mr. Bangs (F)	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute (F)	Lloyd Hamilton	May 5	2 reels	
*†§Lion's Roar (F)	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Old Barn (F)	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Right Bed, The (F)	E. E. Horton	April 14	2 reels	
*†§Ship Mates(F)	Lupino Lane	April 21	2 reels	
*†§Whirls and Girls (F)	Gribbon-Clyde	Feb. 24	2 reels	Feb. 18
*†§Zip! Boom! Bang! (F)	McKee-Conlin-Glass	Mar. 17	2 reels	

FIRST NATIONAL

Title	Star	Rel. Date	Length	Reviewed
*†Adoration (D)	Billie Dove	Dec. 2	6381 feet	Jan. 19
*†§Barker, The (D)	Sills-Compson	Dec. 30	7800 feet	Dec. 15
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz (D)	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Companionate Marriage	Bronson-Walling	Oct. 21	6227 feet	
Crash, The	Sills-Todd	Oct. 7	6225 feet	
Dancing Vienna	Lyon-Mara	Jan. 13	5683 feet	
*†§Divine Lady, The (D)	Griffith-Warner	Mar. 31	9914 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
Do Your Duty	Charlie Murray	Oct. 14	6027 feet	
Glorious Trail	Ken Maynard	Oct. 28	5806 feet	
*†Haunted House (D)	Kent-Todd	Nov. 4	5755 feet	Dec. 22
*†§His Captive Woman (D)	Sills-Mackaill	April 7	7992 feet	April 6
	(Silent Version)	Feb. 3	7692 feet	Jan. 19
*†§Hot Stuff (D)	Alice White	May 5		
	(Silent Version)	April 21		Mar. 9
*†§Lilac Time (D)	Moore-Cooper	Nov. 18	8490 feet	Mar. 24 '28
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	Billie Dove	April 7		
	(Silent Version)	Mar 17		
*†Naughty Baby (D)	White-Mulhall	Dec. 16	6360 feet	Feb. 9
	(Silent Version)		6406 feet	
*†Outcast (D)	Griffith-Lowe	Nov. 11	6622 feet	Dec. 8
Phantom City	Ken Maynard	Dec. 23	5887 feet	
*†Saturday's Children (D)	Corinne Griffith	April 14		
	(Silent Version)	Mar. 10	6727 feet	
*†Scarlet Seas (D)	Barthelmess-Compson	Dec. 9	6337 feet	Jan. 5
*†Seven Footprints to Satan (D)	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†Synthetic Sin (D)	Colleen Moore	Jan. 6	6852 feet	Jan. 12
Ware Case, The	Special Cast	Nov. 25	6185 feet	
*†§Weary River (D)	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good (D)	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies (A. T.) (D)	Alice White			
California Mail	Ken Maynard	April 7		
*†§Careers (A. T.) (D)	Dove-Moreno-Myers			
*†§Careless Age, The (A. T.)				
*†§Dark Streets (D)	Milton Sills			
*†§Drag (D)	Barthelmess-A. Day			
*†§Girl in the Glass Cage (D)	Dorothy Mackaill			
*†§Hard to Get (A. T.) (D)	Mackaill-Burns			
*†§House of Horrors (D)	Todd-Hale-Fazenda	April 28		
	(Silent Version)	April 7	6700 feet	Sept. 22
Lawless Legion	Ken Maynard	Mar. 3	6109 feet	
*†§Lilies of the Field (D)	Corinne Griffith			
*†§Prisoners (D)	Corinne Griffith	May 19		
	(Silent Version)	May 5		
Royal Rider, The	Ken Maynard	May 5		
*†§Smiling Irish Eyes (A. T.) (D)	Colleen Moore			
*†§Squall, The (A. T.) (D)	Joyce-Loy	May 26		
	(Silent Version)	May 12		
*†§Twin Beds (A. T.) (D)	Mulhall-Miller			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Two Weeks Off (D)	Mackaill-Mulhall	May 12		
	(Silent Version)	April 28		
Wells Fargo Express	Ken Maynard			

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Blindfold	O'Brien-Moran	Dec. 9		
	(Silent Version)	Dec. 9	5598 feet	Jan. 5
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
*†Dry Martini	Astor-Moore	Oct. 7	7176 feet	Nov. 10
	(Silent Version)	Oct. 7	6828 feet	
*†Exalted Flapper	Carol-Norton	May 26		
*†Far Call, The	Morton-Hyams	April 28		
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†Great White North	Special Cast	Dec. 30	5560 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 24	5232 feet	April 27
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
Homesick	Sammy Cohen	Dec. 16	5153 feet	
*†§Hearts In Dixie (A. T.)	Clarence Muse	Mar. 10	6650 feet	Mar. 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	May 5		
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28	10116 feet	Sept. 22
*†§Mother Machree	Bennett-McLaglen	Oct. 21	6807 feet	Mar. 17 '28
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
Masked Emotions	George O'Brien	May 19		
*†Me Gangster	Terry-Collyer	Oct. 14	6042 feet	Oct. 27
*†Not Quite Decent	Collyer-Dresser	April 7		
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
*†Prep and Pep	Rollins-Drexel	Nov. 18	6806 feet	Jan. 5
*†Protection	Elliott-Phillips	May 12		
*†Romance of the Underworld	Astor-Boles	Nov. 11	6162 feet	Jan. 12
*†Riley the Cop	McDonald-Drexel	Nov. 25	6132 feet	Dec. 8
	(Silent Version)	Nov. 25	5993 feet	
*†Red Dance	Del Rio-Farrell	Dec. 2	9250 feet	June 30
*†Red Wine	Collyer-Nagel	Dec. 23	6194 feet	
*†Sunrise	O'Brien-Gaynor	Nov. 4	8393 feet	Oct. 14
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
	(Silent Version)		5526 feet	
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
Taking a Chance	Rex-Bell	Nov. 18	4876 feet	
*†Trent's Last Case	Griffith-Day	Mar. 31		
*†§Through Different Eyes (A. T.)	Baxter-Lowe	April 14	4991 feet	April 20
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Paul Muni	May 12		
*†Veiled Woman, The	Tora-Vinceni	April 14		
*†Woman from Hell, The	Astor-Armstrong	April 21		

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
*†Black Magic	Dunn-Holland	June 2		
Chasing Through Europe	Stuart-Carol	June 9		
Chasing Through Europe	Stuart-Carol			
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
Fox Follies	Special Cast			
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost In the Arctic	Special Cast			
One Woman Idea, The	LaRocque-M. Day	June 16		
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
Protection	Burgess-Elliott-Page			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Azure Coast, The	Variety	May 26	1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9	1 reel	
Bonnie Scotland	Variety	July 21	1 reel	
Call of the Deep	Variety	July 7	1 reel	
Cup of Coffee, A	Variety	June 23	1 reel	
Changing Seasons	Variety	June 9	1 reel	
Desert Skyscrapers	Variety	Nov. 25	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Down The Mississippi	Variety	Aug 4	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Glories of the Evening	Variety	Nov. 11	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 17	1 reel	
Low Necker	Marjorie Beebe	Dec. 16	2 reels	Jan. 14
Magic Sands	Variety	May 12	1 reel	
Monument Valley	Variety	Nov. 25	1 reel	
Neapolitan Days	Variety	Sept. 2	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Northwest Corner, The	Variety	Oct. 14	1 reel	
Snowbound	Variety	Aug. 19	1 reel	
Spanish Craftsman	Variety	Sept. 30	1 reel	
Squadrons of the Sky	Variety	April 13	1 reel	
Steeplechase	Variety	Oct. 14	1 reel	
Storied Palestine	Variety	Dec. 23	1 reel	
Through Forest Aisles	Variety	Sept. 16	1 reel	
Vest Pocket Republics	Variety	April 28	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Belle of Samoa, The (A. T. (F)	Moran-Clark & McCullough		2 reels	
*†§Beneath the Law (A. T. (F)	Clark & McCullough		2 reels	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
Forget-Me-Note (F)			3 reels	
*†§Friendship (A. T.) (F)	Gallagher-Edeson		2 reels	
*†§Furnace Trouble (A. T.) (F)	Robert Benchley		2 reels	
*†§George Bernard Shaw	Interview			June 30
*†§Ghosts	Mutt & Jeff Cartoon		1 reel	
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Happy Birthday (A. T.) (F)				
*†§In Holland (A. T.) (F)	Clark & McCullough		2 reels	
*†§Interview, The	Clark-McCullough			
*†§Knife, The (A. T.) (F)	Lionel Atwill			
*†§Knights Out (A. T.) (F)	Clark & McCullough		2 reels	
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The (A. T.) (F)	Clark & McCullough		2 reels	
†§Miller & Farrell (F)	3 Songs			
†§Mind Your Business (F)	Herbert & Bard		2 reels	
*†§Music Fiends, The (A. T.) (F)	Clark & McCullough		2 reels	
*†§Napoleon's Barber (A. T.) (F)	Otto Matieson		3 reels	
*†§Nightie Knights	Clark-McCullough		2 reels	
†§Old Tunes for New (F)	Dr. Sigmund Spaeth			
*†§On the Beach at Atlantic City (F)	Friedland & Revue			
*†§Pagliacci—Prologue (F)	Richard Bonelli		1 reel	
†§Royal Hawaiian Singers (F)	Song Program			
*†§Schubert's Serenade (F)				
*†§Serenade (Schubert)	Harold Murray			Sept. 8
†§Sound Your A (F)			3 reels	
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§Stewed, Fried and Boiled (A. T.) (F)	Robert Benchley		2 reels	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Waltzing Around (A. T. (F)	Clark & McCullough		2 reels	
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8
†§Why Be Serious? (F)	Will Mahoney			

GENERAL PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelor Club, The	Talmadge-Worth			
Heroic Lover, The	St. Leo-Bedford			
Wild Heart of Africa	Special Cast	(Parthenon Pictures)		

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Head of the Family, The	Russell-Corbin	Dec.	6250 feet	
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†Baby Cyclone (D)	Cody-Pringle	Nov. 3	5053 feet	
*†Brotherly Love (D)	Dane-Arthur	Oct. 13	6053 feet	
Bushranger, The	Tim McCoy	Nov. 17	5220 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7880 feet	
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 16
Dream of Love	Crawford-Asther	Dec. 1	7987 feet	Jan. 5
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	April 20
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Honeymoon	Flash-Moran	Dec. 29	4823 feet	
Lady of Chance	Norma Shearer	Dec. 22	7126 feet	Jan. 26
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
Masks of the Devil	John Gilbert	Nov. 17	6575 feet	Dec. 1
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Napoleon	Special Cast	Oct. 27	6893 feet	Feb. 16
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Shadows of the Night	Flash-Gray	Oct. 6	5448 feet	
*†Show People	Davies-Haines	Oct. 20	7453 feet	Nov. 17
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Spies	Special Cast	Dec. 8	7999 feet	Mar. 9
*†§Spite Marriage	Buster Keaton	April 6	7047 feet	
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†Wind, The (D)	Gish-Hanson	Oct. 27	6721 feet	Nov. 17
*†§White Shadows in the South Seas	Blue-Torres	Nov. 10	7968 feet	Aug. 18
West of Zanzibar	Chaney-Nolan	Nov. 24	6150 feet	Jan. 5
*†Woman of Affairs (D)	Garbo-Gilbert	Dec. 15	8319 feet	Nov. 3
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
All Parts	Charley Chase	Oct. 27	2 reels	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Assorted Babies	Ufa Oddities	Nov. 5	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
*†Booster, The	Charley Chase	Nov. 24	2 reels	
	(Silent Version)	Nov. 24	2 reels	
Boy Friend	Roach Stars	Nov. 10	2 reels	Dec.
Call of the Cuckoo	Max Davidson	Oct. 15	2 reels	
Chasing Husbands	Charley Chase	Dec. 22	2 reels	
Do Gentlemen Snore?	Roach Stars	Oct. 13	2 reels	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Early to Bed	Laurel-Hardy	Oct. 6	2 reels	Nov. 3
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Feed 'Em and Weep	Roach Stars	Dec. 8	2 reels	
Foundations of Eold	Ufa Oddities	May 16	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Habeas Corpus	Laurel-Hardy	Dec. 1	2 reels	Jan. 12

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Kisses Comes High	Ufa Oddities	Dec. 8	1 reel	
Leader, The	Ufa Oddities	April 27	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
	(Silent Version)	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Lonely Lapland	Ufa Oddities	Nov. 10	1 reel	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Madame Du Barry		Nov. 17	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
*†Noisy Noises	"Our Gang"	Feb. 9	2 reels	
	(Silent Version)	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
*†Ol' Gray Hoss	"Our Gang"	Oct. 20	2 reels	Oct. 13
	(Silent Version)	Oct. 20	2 reels	July 28
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding	Ufa Oddities	April 13	1 reel	
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Savage Customs	Ufa Oddities	Nov. 24	1 reel	
*†School Begins	"Our Gang"	Nov. 17	2 reels	Sept. 29
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
*†Spanking Age	"Our Gang"	Dec. 15	2 reels	
Strange Prayers	Ufa Oddities	Dec. 22	1 reel	
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
	(Silent Version)	Dec. 29	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Two Tars	Laurel-Hardy	Nov. 3	2 reels	Dec. 8
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
*†We Faw Down	Laurel-Hardy	Dec. 29	2 reels	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
	(Silent Version)	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	
Wives for Sale	Ufa Oddities	Oct. 27	1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13	1 reel	Nov. 3
*†Wrong Again	Laurel-Hardy	Feb. 23	2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
China Bound	Dane-Arthur	May 18	6 reels	April 20
Deadline, The	Flash-Lorraine-Gray			
Desert Rider	Tim McCoy	May 11		
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Eva the Fifth (A. T.)	Love-Hackett-Doran			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Green Ghost, The				
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (A. T.) (D)	Nagel-Love-Hyams			
*†§Last of Mrs. Cheney	Norma Shearer			
*†§Madame X	Ruth Chatterton		8806 feet	April 20
Man's Man, A	Haines-Dunn	May 25		
*†§Marianne	Davies-Shaw			
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly-Barrymore			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			
Redemption	Gilbert-Nagel-Adoree			
Single Standard, The	Flash-Gray-Lorraine			
Sioux Blood	McCoy-Frazer		4811 feet	April 30
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Thunder	Chaney-Haver			
*†Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Where East Is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
Bob Nelson (F)	3 Songs	Mar. 16	1 reel	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (A. T.) (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Duci de Kerekjarto (D)	2 Violin Solos	Feb. 23	1 reel	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi & Nat Ayer (F)	2 Songs	Nov. 24	1 reel	
Elsa Ersi and Nat Ayers (F)	2 Songs	Mar. 23	1 reel	
Ella Shields (F)	2 Songs	Oct. 27	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Frances White (F)	3 Songs	Nov. 17	1 reel	
Fuzzy Knight (F)	2 Songs	Oct. 13	1 reel	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (F)	2 Songs	Oct. 27	1 reel	
George Dewey Washington (F)	2 Songs	Nov. 17	1 reel	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Dewey Washington (D)	3 Songs	Mar. 23	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gordon and Squires (D)	3 Songs	Mar. 2	1 reel	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
Irving Aaronson's Commanders (D)	3 Band Nos.	June 1	793 feet	
Jan Garber's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Jimtown Speakeasy (F)	Miller & Lyles	Nov. 10	1 reel	
Johnny Marvin (F)	2 Songs	Sept. 29	1 reel	
Johnny Marvin (F)	2 Songs	Nov. 3	1 reel	
JosephRegan (F)	2 Songs	Oct. 13	1 reel	
Joseph Regan (F)	2 Songs	Nov. 3	1 reel	
Keller Sisters and Lynch (D)	3 Songs	Mar. 30	1 reel	
Leo Beers (F)	3 Songs	Oct. 6	1 reel	
Locust Sisters (F)	2 Songs	Oct. 6	1 reel	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Sept. 29	1 reel	
Marion Harris (F)	2 Songs	Oct. 20	1 reel	
Marion Harris (F)	2 Songs	Nov. 17	1 reel	
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Mayor of Jimtown The (F)	Miller & Lyles	Oct. 13	1 reel	
Metro Movietone Revue No. 1 (F)	All-star Cast	Nov. 3	(T. color) 2 reels	
Metro Movietone Revue No. 2 (F)	All-star Cast	Nov. 24	(T. color) 2 reels	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Metro Movietone Revue No. 4	All Star Cast	April 27	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
Odette Myrtil (F)	2 Songs	Oct. 20	1 reel	
On the March (F)	William O'Neal	April 27	1696 feet	
Ponce Susters (F)	2 Songs	Oct. 20	1 reel	
Ponce Sisters (F)	2 Songs	Nov. 10	1 reel	
Revellers, The (D)	3 Songs	Mar. 2	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels (F)	8 Victor Artists	Mar. 9	1 reel	April 13
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Spitalny Band Revue	April 20	2042 feet	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Spitalny and His Orchestra (D)	Band Nos. and Revue	Mar. 16	2 reels	
Stepping Along (D)	Sunshine Sammy	Mar. 30	1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
Tita Rufto (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
*†§Unaccustomed As We Are (A. T.)	Laurel-Hardy	May 4	2 reels	
Van and Schenck (F)	2 Songs	Sept. 29	1 reel	
Van and Schenck (F)	2 Songs	Oct. 27	1 reel	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (F)	2 Songs	Mar. 9	1 reels	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 6
Vincent Lopez (D)	Piano and Orchestra	Feb. 16	1 reel	
Vincent Lopez (D)	Piano Solos	Nov. 10	1 reel	
Walt Roesner & Capitolians (F)	2 Band Nos.	Oct. 6	1 reel	
William O'Neal (D)	3 Songs	Feb. 23	1 reel	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

Title	Star	Rel. Date	Length	Reviewed
Avalanche	Jack Holt	Nov. 10	6099 feet	
*†§Abie's Irish Rose (D)	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Behind the German Lines (D)	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Chinatown Nights (A. T.) (F)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Doctor's Secret, The (A. T.) (F)	Edeson-Chatterton	Jan. 26	5832 feet	Feb. 9
	(No Silent Version)			
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton	Mar. 9	5354 feet	Mar. 9
	(No Silent Version)			
His Private Life	Menjou-Carver	Nov. 7	4690 feet	Nov. 17
*†§Hole in the Wall (A. T.) (D)	Colbert-Robinson	Mar. 23	5850 feet	April 20
	(Silent Version)			
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
Hunting Tower	Harry Lauder	Nov. 3	5812 feet	
*†§Interference (A. T.) (F)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6643 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels	April 13	5886 feet	Mar. 16
	(Silent Version)			
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Moran of the Marines	Dix-Elder	Oct. 13	5444 feet	Nov. 3
*†§Manhattan Cocktail	Arlen-Carroll	Nov. 24	6051 feet	Jan. 12
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Dix-Kane-Hall	April 20	7256 feet	April 27
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
*†§Sins of the Fathers	Jannings-Chatterton	Dec. 29	7845 feet	Feb. 2
	(Silent Version)	Dec. 9	7724 feet	
*†§Shopworn Angel, The (D)	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
	(Silent Version)	Jan. 12	7112 feet	
Someone to Love	Rogers-Brian	Dec. 1	6323 feet	Dec. 8
Sunset Pass	Holt-Conklin	Feb. 9	5862 feet	
Take Me Home	Daniels-Hamilton	Oct. 13	5614 feet	Oct. 27
Three Week Ends	Bow-Hamilton	Dec. 8	5962 feet	Dec. 15
*†§Tong War (A. T.) (See Chinatown Nights)				
*†§Varsity (D)	Rogers-Brian-Conklin	Oct. 27	6348 feet	Nov. 3
	(Silent Version)	Oct. 27	6063 feet	
*†Wedding March, The (D)	Von Stroheim-Wray	Oct. 6	10659 feet	Oct. 20
*†Woman from Moscow, The	Negri-Kerry	Nov. 3	6916 feet	Nov. 10
What a Night	Daniels-Hamilton	Dec. 22	5378 feet	Jan. 5
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
	(Silent Version)		6036 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Beaches and Scream	Krazy Kat Cartoon	Oct. 27	1 reel	
Believe It or Not (Christie)	Frances Lee	Nov. 24	2 reels	
Call Again	E. E. Horton	Oct. 20	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27	2 reels	
Flying Yeast	Krazy Kat Cartoon	Feb. 16	1 reel	
Footlight Fannie (Christie)	Frances Lee	Feb. 9	2 reels	
Footloose Wimmin (Christie)	Bobby Vernon	Dec. 8	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gobs of Love (Christie)	Billy Dooley	Dec. 15	2 reels	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hat Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Home Girl, The	Gilmore-Kruger	Dec. 1	2 reels	
Hot Sparks (Christie)	Bobby Vernon	Nov. 3	2 reels	
Joint Affair, A	Krazy Kat Cartoon	Mar. 16	1 reel	
Ko-Ko's Act	Inkwell Cartoon	Dec. 15	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
KoKo Beats Time	Inkwell Cartoon	Feb. 9	1 reel	
Ko-Ko's Courtship	Inkwell Cartoon	Dec. 29	1 reel	
KoKo's Crib	Inkwell Cartoon	Mar. 23	1 reel	

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Title	Star	Rel. Date	Length	Reviewed
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
KoKo's Hot Ink	Inkwell Cartoon	Mar. 9	1 reel	
Ko-Ko in the Rough	Inkwell Cartoon	Nov. 3	1 reel	
KoKo's Knock-down	Inkwell Cartoon	April 20	1 reel	
Ko-Ko's Magic	Inkwell Cartoon	Nov. 17	1 reel	
Ko-Ko on the Track	Inkwell Cartoon	Dec. 1	1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6	1 reel	
KoKo's Reward	Inkwell Cartoon	Feb. 23	1 reel	
KoKo's Saxophonies	Inkwell Cartoon	April 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lay On, MacDuff (Christie)	Jack Duffy	Nov. 17	2 reels	
Liar Bird, The	Krazy Kat Cartoon	Nov. 24	1 reel	
Lone Shark, The	Krazy Kat Cartoon	April 13	1 reel	
Loose Change (Christie)	Jack Duffy	Oct. 6	2 reels	
Love Spats	Jack Duffy	April 27	2 reels	
Nicked Nags	Krazy Kat Cartoon	Nov. 10	1 reel	
Nifty Numbers (Christie)	Frances Lee	Dec. 29	2 reels	
Night Howls	Krazy Kat Cartoon	Dec. 22	1 reel	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13	2 reels	
Reduced Weights	Krazy Kat Cartoon	Feb. 2	1 reel	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
Sheepskinned	Krazy Kat Cartoon	Mar. 30	1 reel	
She-Going Sailor, A (Christie)	Billy Dooley	Nov. 10	2 reels	
Should Scotchmen Marry? (Christie)	Jack Duffy	Dec. 22	2 reels	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Still Waters	Krazy Kat Cartoon	Dec. 3	1 reel	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Torrid Toreadors	Krazy Kat Cartoon	April 7	1 reel	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Vanishing Screams	Krazy Kat Cartoons	Mar. 2	1 reel	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§After Seben (A. T.) (F)	James Barton	May 18	2 reels	
*†§Apartment Hunting (A. T.) (F)	Special Cast	Mar. 9	2 reels	
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb.2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston (No Silent Version)	Feb. 23	1911 feet	
*†§Booklovers (tentative) (A. T.)	Special Cast	June 15	2 reels	
*†§Boyhood Days (F)	Borrah Minnevitch (No Silent Version)	Jan. 26	1510 feet	
*†§Blue Songs (D)	Ruth Etting (No Silent Version)	Jan. 5	1 reel	Mar. 2
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
†§Crooning Melodies (A. T.) (F)	Giersdorf Sisters	Mar. 16	1 reel	
*†Daisy Bell (D)	Song Cartoon	June 1	1 reel	
*†§Dear Teacher (A. T.) (F)	Special Cast	May 4	2 reels	
*†§Dear Vivian (Christie A. T.) (F)	Special Cast	June 22	2 reels	
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
†§Favorite Melosies (A. T.) (F)	Ruth Etting	Mar. 16	1 reel	
*†§Florida Nightmare, A (A. T. (F)	Special Cast	June 15	1 reel	
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§His College Chums (A. T. (F)	Eddie Peabody	April 13	1 reel	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorough Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 ree s	
*†§Just One Word (A. T.) (D)	Special Cast (No Silent Version)	Jan. 26	615 feet	
*†§Kisses (A. T.) (F)	Special Cast	Feb. 9	2 reels	
*†§Knights in Venice (A. T.) (F)	Special Cast	Mar. 23	1 reel	
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 reels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†Mother Pin a Rose on Me	Song Cartoon	July 6	1 reel	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
*†§Oft in the Stilly Night (Christie A. T.) (F)	Special Cast	June 8	2 reels	
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor (No Silent Version)	Feb. 23	2 reels	
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†§Schubert's Friends (D)	Famous Composer Series	April 27	1 reel	
*†§Schubert's Inspiration (D)	Famous Composer Series	Mar. 30	1 reel	
*†§Schubert's Masterpiece (D)	Famous Composer Series	May 18	1 reel	
*†§Schubert's Songs (D)	Famous Composer Series	Feb. 23	1 reel	
*†§Schubert's Unfinished Symphony (D)	Famous Composer Series	June 29	1 reel	
*†Sidewalks of New York (D)	Novelty	Feb. 2	1 reel	
*†§That Party in Person (D)	Eddie Cantor (No Silent Version)	Jan. 5	805 feet	
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Americans (A. T.) (F)	Walter Huston	June 1	2 reels	
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§Vital Subjetcs (A. T.) (F)	Butterworth	June 8	1 reel	
*†§What Is It? (A. T. (D)	Elinor Glyn	Feb. 16	1 reel	
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	
*†Yankee Doodle Boy, A (D)	Song Cartoon	Mar. 2	1 reel	
*†Ye Olde Melodies (D)	Song Cartoon	May 4	1 reel	
*†§Ziegfeld Midnite Frolic (A. T.) (F)	Eddie Cantor	May 4	2 reels	Mar. 0

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Backstage Blues (A. T.)	Moran & Mack			
*†Betrayal, The (D)	Jannings-Ralston-Cooper	May 11		
*†§Brothers (A. T.)	Morris-Brent			
*†§Burlesque	Carroll-Skelly-Review			
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Concert, The (A. T.)	Adolphe Menjou			
*†§Dangerous Curves (A. T.)	Bow-Arlen			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†Four Feathers	Wray-Arlen-Beery			April 20
*†§Genius is Born, A. (A. T.)	O. P. Heggie			
*†§Gentlemen of the Press (A. T.) (F)	Walter Huston (No Silent Version)	May 4		
*†§Glorifying the American Girl	Mary Eaton			
*†§Greene Murder Case The (A. T.)	Powell-Chatterton			
*†Grounds for Divorce	Adolphe Menjou			
*†§Innocents of Paris, The (A.T.) (F)	Maurice Chevalier	May 25		April 20
*†§Insidious Dr. Fu Manchu (A. T.)	Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Magnolia (A. T.) (D)	Rogers-Brian-Arthur	June 29		
*†§Man I Love, The (A. T.) (F)	Arlen-Brian (No Silent Version)	May 25	7 reels	April 27
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			
*†§Rainbow Man, The (A. T.)	Dowling-Nixon-Darro			
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder, The (A. T.) (F)	Eldridge-Oland-Conklin (No Silent Version)	June 1		
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 15		
*†§T N T	Harold Lloyd			
*†§Wheel of Life, The	Dix-Ralston			
*†§Wheel of Life, The (A. T.) (F)	Richard Dix	June 22		
*†§Woman Who Needed Killing, The (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23

PATHE
FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Annapolis (F)	Brown-Loff	Dec. 2	7957 feet	
	(Silent Version)	Nov. 18	7008 feet	
Border Patrol, The	Harry Carey	Dec. 23	4598 feet	
*†Captain Swagger (F)	La Rocque-Carol	Nov. 18	6124 feet	Dec. 29
	(Silent Version)	Oct. 14	6312 feet	
Celebrity	Armstrong-Basquette	Oct. 7	6145 feet	Aug. 11
Flying Buckaroo, The	Wally Wales	Nov. 25	4751 feet	
Forbidden Love	Lily Damita	Oct. 28	6787 feet	Jan. 19
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine (F)	Quillan-Nixon	Jan. 20	5959 feet	Mar. 9
	(Silent Version)	Jan. 20	5587 feet	
*†§Godless Girl, The (F)	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
*†§Godless Girl, The	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)	Mar. 31	9019 feet	
	(Silent Version)		9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§King of Kings, The	Warner-Logan	Sept. 30	10259 feet	
	(Silent Version)	Sept. 30	10196 feet	Apr. 29 '27
*†§Leatherneck, The (F & D)	William Boyd	Mar. 24	6965 feet	April 13
	(Silent Version)		6898 feet	
Love Over Night	La Rocque-Loff	Nov. 25	5737 feet	
*†§Marked Money (F)	Junior Coghlan	Dec. 5	5490 feet	
	(Silent Version)	Nov. 11	5506 feet	
*†Ned McCobb's Daughter (F)	Irene Rich	Jan. 12	6015 feet	Feb. 9
	(Silent Version)	Dec. 2	6070 feet	
*†§Noisy Neighbors	Quillan-Vaughan	Jan. 27	5998 feet	
	(Silent Version)	Jan. 27	5735 feet	
*†§Office Scandal (F)	Phyllis Haver	Mar. 3	6511 feet	
	(Silent Version)	Mar. 3	6511 feet	
*†§Sal of Singapore (F)	Haver-Hale	Jan. 4	6349 feet	
	(Silent Version)	Nov. 4	6988 feet	Aug. 22
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Show Folks (F)	Quillan-Basquette	Dec. 16	6566 feet	Dec. 15
	(Silent Version)	Oct. 21	6581 feet	
*†§Shady Lady, A (F)	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)	Jan. 20	6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Spieler, The (F)	Hale-Adoree	Dec. 30	5600 feet	Mar. 2
	(Silent Version)	Dec. 30	5816 feet	Oct. 20
*†§Square Shoulders (F)	Junior Coghlan	Mar. 3	5438 feet	
	(Silent Version)	Mar. 3	5477 feet	April 6
*†§Strange Cargo (A. T.) (F)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
	(Silent Version)	Mar. 31	6134 feet	
Yellow Contraband	Leo Maloney	Oct. 28	5937 feet	Oct. 2

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 10	2 reels	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Bargain Hunt, The	Jackson-Hiatt-McKee	Oct. 14	2 reels	Oct. 8
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Game	"Aesop Fables"	Oct. 21	1 reel	Oct. 27
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30
Break of Day, The	"Aesop Fables"	Jan. 27	1 reel	
Burglar, The	Jackson-Hiatt-McKee	Dec. 9	2 reels	
Button My Back	Billy Bevan	Feb. 24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb. 3	2 reels	
Camping Out	Donald Haines	Dec. 16	2 reels	Dec. 22
Campus Vamp The	Sennett Girls	Nov. 25	2 reels	Nov. 24
Caught in the Draft	"Aesop Fables"	Nov. 11	1 reel	Dec. 1
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar. 3	1 reel	
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cure or Kill	"Aesop Fables"	Oct. 7	1 reel	Oct. 6
Cycle of Erosion, The	Educational Film	Jan. 20	1 reel	
Day Off A	"Aesop Fables"	Dec. 9	1 reel	Dec. 1
Defensive Ends, The	Football Sense	Oct. 28	1 reel	Oct. 27
Defensive Half Backs, The	Football Sense	Oct. 7	1 reel	Sept. 29
Defensive Line, The	Football Sense	Oct. 21	1 reel	Oct. 20
Dogging It	Sportlight	Mar. 17	1 reel	
Eagle of the Night (Serial)	Frank Clarke	Oct. 14	10 episodes	Oct. 6
Fair Catch, The	Football Sense	Oct. 14	1 reel	Oct. 27
Fire Detective, The (Serial)		Mar. 3	10 episodes	
Fishing Fool, The	"Aesop Fables"	Dec. 2	1 reel	Dec. 8
Fight Game, The	"Aesop Fables"	April 28	1 reel	May 4
Flying Hoofs	"Aesop Fables"	Dec. 23	1 reel	Dec. 15
Foolish Husbands	Bevan-Dent	Mar. 17	2 reels	Mar. 16
Forest People of Central Africa	Educational Film	Jan. 20	1 reel	
Girls Will Be Boys	Sportlight	Feb. 17	1 reel	Feb. 9
Getting Together	Sportlight	Oct. 28	1 reel	Oct. 20
Glaciers	Educational Film	Feb. 10	1 reel	
Grandma's House	"Aesop Fables"	Feb. 24	1 reel	Feb. 16
Great Ice Age of North America	Educational Film	Mar. 24	1 reel	
Gridiron Demons	"Aesop Fables"	Oct. 28	1 reel	Oct. 27
Head Hunters of Solomon Islands	Educational Film	Feb. 3	1 reel	
His New Stenographer	Billy Bevan	Dec. 30	2 reels	
Hubby's Latest Alibi	Billy Bevan	Nov. 4	2 reels	Nov. 17
Hubby's Week-End Trip	Bevan-Dent	Dec. 2	2 reels	Dec. 8
Jim Jam Janitor, A	Johnny Burke	Nov. 11	2 reels	Nov. 3
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Lad and His Lamp, A	"Aesop Fables"	Mar. 10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar. 3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Laundry Man, The	"Aesop Fables"	Nov. 4	1 reel	Nov. 17
Little Game Hunter, The	"Aesop Gables"		1 reel	May 4
Matchmaking Mamas	Burke-Eilers-Kemp	Mar. 31	2 reels	Mar. 30
Masai, The	Educational Film	Jan. 6	1 reel	
Mild or Mighty	Sportlight	Feb. 3	1 reel	
Monkey Love	"Aesop Fables"	Oct. 14	1 reel	Oct. 27
Muscle Marvels	Sportlight	Oct. 14	1 reel	Oct. 13
Night Watchman's Mistake, The	Johnny Burke	April 23	2 reels	April 27
No Children	Haines-Coombs	Mar. 10	2 reels	
No Picnic	Haines-Coombs-Dempsey	Oct. 7	2 reels	Sept. 29
No Sale	Haines-Coombs	Nov. 18	2 reels	
No Vacation	Haines-Coombs	Jan. 13	2 reels	
On the Links	"Aesop Fables"	Nov. 25	1 reel	Dec. 1
Pink Pajamas	Bevan-Dent		2 reels	April 13
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polar Flight, A	"Aesop Fables"	Nov. 18	1 reel	Nov. 10
Queen Bee, The	"Aesop Fables"	Feb. 17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Rodeo, The	Star Cast	Mar. 24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar. 3	1 reel	
Smith Catalina Rowboat Race	Jackson-Hiatt-McKee	Oct. 21	2 reels	Oct. 13
Snapping the Whip	"Aesop Fables"	Jan. 20	1 reel	Jan. 19
Spartan Diet	"Aesop Fables"	Nov. 11	1 reel	Dec. 8
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Targets	Sportlight	Nov. 25	1 reel	
Taxi Beauties	Jack Cooper	Dec. 23	2 reels	
Taxi Dolls	Jack Cooper		2 reels	April 13
Taxi Scandal, A	Jack Cooper	Oct. 28	2 reels	Oct. 27
Taxi Spooks	Jack Cooper	Feb. 17	2 reels	
Tiger's Shadow, The	McConnell-Allan	Dec. 23	10 episodes	
Under Dog, The	"Aesop Fables"	Mar. 31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan. 27	2 reels	
Water Wonders	Sportlight	April 21	1 reel	April 20
Watch My Smoke	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2
Young Hopefuls	Sportlight	April 28	1 reel	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's (D & F)	LeMaire-Simon	Mar. 24	2 reels	Mar. 23
*†§Crystal Champions	Sportlight		1 reel	April 27
*†§Dancing Around (D & F)	LeMaire-Phillips		2 reels	April 13
*†Dinner Time (D & F)	"Aesop Fable"		1 reel	
*†Faithful Pup (D & F)	"Aesop Fables"		1 reel	
*†§Go Easy, Doc or (D & F)	LeMaire-Simon		2 reels	
*†§Her New Chauffeur (D & F)	Simon-Teasdale		2 reels	
*†§Lincoln (Special reel) (D & F)	George Billings	Feb. 10	1 reel	Feb. 2
*†Presto Changes (D & F)	"Aesop Fables"		1 reel	
*†Skating Hounds (D & F)	"Aesop Fables"	April 28	1 reel	April 27
*§Stage Struck (D & F)	"Aesop Fables"		1 reel	
Three Acts	Sportlight		1 reel	
*†§Pathe Audio Review	Released Every Week		1 reel	
*†§Pathe Sound News	Released Twice Every Week		1 reel	
*†§What a Day (D & F)	Simon-Mallory		2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Field College	Sally O'Neil			
*†§Flying Fool, The (A. T.) (D & F)	Boyd-Prevost-Gleason		5715 feet	
*†§High Voltage (A. T.) (D & F)	Boyd-Prevost-Hale			
*†§Listen Baby (A. T.) (D & F)	Eddie Quillan			
*†§Mother's Boy (D & F)	Morton Downey	May 12	7423 feet	
*†§My Lady's Man (A. T.) (D & F)	Morton Downey			
*†§Paris Bound	Ann Harding			

RKO

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steele	April 7	5081 feet	
Avenging Rider	Tom Tyler	Oct. 7	4808 feet	
*†§Blockade	Anna Q. Nilsson	Dec. 16	6408 feet	
*†§Circus Kid	Darro-Brown	Oct. 7	6085 feet	
	(Silent Version)			Sept. 22
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Headin' for Danger	Bob Steele	Dec. 16	5265 feet	
Hardboiled	O'Neil-Tashman	Fen. 3	5940 feet	
Hey Rube!	Olmsted-Trevor	Dec. 23	6262 feet	
His Last Haul	T. Moore-Owen	Nov. 11	5797 feet	
Idaho Red	Tom Tyler	April 21	4783 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
King Cowboy	Tom Mix	Nov. 26	6269 feet	
Lightning Speed	Bob Steele	Oct. 21	4647 feet	
Love in the Desert	Borden-Trevor	Mar 17		
Orphan of the Sage	Buzz Barton	Dec 23	4923 feet	
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Rough Ridin' Red	Buzz Barton	Nov. 4	4714 feet	
Red Sword	Nixon-Collier Jr	Feb. 17		
Sally's Shoulders	Lois Wilson	Oct. 7	6279 feet	
Singapore Mutiny	Taylor-Ince	Oct. 14	6812 feet	Oct. 13
Sinners in Love	Olive Borden	Nov. 4	6310 feet	Oct. 20
Son of the Golden West	Tom Mix	Oct. 1	6037 feet	Sept. 29
Stolen Love	M. Day-O. Moore	Dec. 2	6223 feet	
*†§Taxi 13	Conklin-Sleeper	Nov. 18	5760 feet	
Tracked	Ranger	Nov. 4	4957 feet	
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Tropic Madness	Leatrice Joy	Dec. 9	6217 feet	
Tyrant of Red Gulch	Tom Tyler	Nov. 25	4823 feet	
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Actualities	Curiosities	Jan. 30	1 reel	
Almost a Gentleman	Al Cooke	June 25	2 reels	
Beef Steaks	Hellum-Davis	Dec. 30	2 reels	
Big Hearted Toots	Duncan-Hill	Feb. 3	2 reels	
Birds and Beasts	Curiosities	Feb. 13	1 reel	
Casper's Night Out	Duncan-Hill	Mar. 3	2 reels	
Casper's Week-End	Hill-Duncan	Dec. 9	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Curiosities No. 2	Novelty	Oct. 10	1 reel	
Curiosities No. 3	Novelty	Oct. 24	1 reel	
Curiosities No. 4	Novelty		1 reel	
Curiosities No. 5	Novelty		1 reel	
Curiosities No. 6	Novelty	Dec. 5	1 reel	
Curiosities No. 7	Novelty	Dec. 19	1 reel	
Don't Say Ain't	Hill-Duncan	July 21	2 reels	
Faces	Curiosities	April 24	1 reel	
Follies of Fashion	Curiosities	May 21	2 reels	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Here and There	Curiosities	May 7	1 reel	
His Wife's Secret	Hill-Duncan	May 26	2 reels	
Honey Balks	Hellum-Davis	Dec. 2	2 reels	
Horsefeathers	Barney Hellum	Dec. 9	2 reels	Sept. 29
Horse on Barney, A	Hellum-Davis	April 21	2 reels	
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Just a Stall	Hellum-Davis	May 19	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Big Game Hunt	Mickey Yule	Dec. 23	2 reels	
Mickey's Brown Derby	Mickey Yule	May 12	2 reels	
Mickey's Explorers	Mickey Yule	Feb. 17	2 reels	
Mickey's Great Idea	Mickey Yule	Jan. 30	2 reels	
Mickey's Initiation	Mickey Yule	July 7	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Last Chance	Mickey Yule	Apr. 14	2 reel	
Mickey's Menagerie	Mickey Yule	Mar. 17	2 reels	
Mickey's Northwest Mounted	Mickey Yule	June 9	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Mickey the Detective	Mickey Yule	Oct. 28	2 reels	
Mild But She Satisfies	Alberta-Vaughn	Oct. 14	2 reels	
Neigh, Neigh, Spark Plug	Barney Hellum	Mar. 24	2 reels	
Novelties	Curiosities	Feb. 27	1 reel	
Odds and Ends	Curiosities	June 4	1 reel	
*†§Odd Facts	Curiosities	April 10	1 reel	
Okmnx	Barney Hellum	Oct. 7	2 reels	
Orienta	Curiosities	Mar. 13	1 reel	
Pace That Thrills, The	Hellum-Davis	June 16	2 reels	
Pot Pourri	Curiosities	Jan. 17	1 reel	
Kummin' Thru the Rye	Barney Hellum	Jan. 27	2 reels	
Seeing's Believing	Curiosities	Jan. 2	1 reel	
Six Best Fellows	Alberta Vaughn	Oct. 27	2 reels	
Slide, Sparky, Slide	Hellum-Davis	July 14	2 reels	
Smile, Buttercup, Smile	Duncan-Hill	Jan. 6	2 reels	
Spareribs Reforms	Hill-Duncan	April 28	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
Sunshine's Dark Moment	Barney Hellum	Feb. 24	2 reels	
That Wild Irish Pose	Alberta Vaughn	Oct. 24	2 reels	
Toots' Big Idea	Duncan-Hill	Mar. 31	2 reels	
Watch Your Pep	Alberta Vaughn	Oct. 7	2 reels	
What a Wife	Duncan-Hill	Oct. 14	2 reels	
Who's the Boss?	Hill-Duncan	June 23	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Headwork (A. T.)				
*†§Your Own Home Town (A. T.)	Russ Brown			

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Big Diamond Robbery	Tom Mix	May 13	6114 feet	
*†§Forty-Ninth Street	3 Moore Bros.			
Laughing at Death	Bob Steele	June 2		
Little Savage	Buzz Barton	May 19	4781 feet	
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Special Cast			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			
Woman I Love	Morris-Kerry	May 26		

RAYART (S. R.)

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anne Against the World	Mason-Mower	April 15		
Black Pearl, The	Lee-Hallor	Jan. 1	5261 feet	
Brothers	Keefe-Bedford	Feb. 1	6092 feet	
City of Purple Dreams	Bedford-Frazer	Oct. 1	5937 feet	
Devil's Chaplain, The	Keefe-Faire	Mar. 15	5451 feet	
Isle of Lost Men	Tam Santschi	Oct.	5800 feet	
Shanghai Rose	Irene Rich	Mar. 1	6539 feet	
Ships of the Night	Logan-Rankin-Sojin	Dec. 15	5940 feet	
*†§Should a Girl Marry? (D)	Foster-Keith	Nov. 1	6525 feet	
Sisters of Eve	Anita Stewart	Sept. 15	5675 feet	
Some Mother's Boy	Carr-Ralston-Robards	Feb. 15	5901 feet	
Sweet Sixteen	Foster-Olmstead	Dec.	5991 feet	
Two Sisters	Dana-Lease	April 1		
When Dreams Come True	Costello-Lease	Jan. 15	6242 feet	

FILMTONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Overture of 1812 (Tschaikowsky) (D)	Filmtone Harmonies	Nov. 1	400 feet	
Val and Ernie Stanton (D)	Songs	Nov. 1	400 feet	
At the Night Club (D)	G. Read & Shaw's Hawaiians	Nov. 1	400 feet	
Dancing Colleens (D)	Tap Dancers	Nov. 1	400 feet	
Radio Franks, The (D)	Songs	Nov. 1	400 feet	

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FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
About Trial Marriage	Corliss Palmer	Circle Pict.	Oct. 15		
Appassionata	Leon Mathot	Franco Film	April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod		5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchl			
Devil Dogs	Holmes-Alt	Crescent		5608 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Muriat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict.			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star		Rel. Date	Length	Reviewed
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Linda	Baxter-Foster-Beery	First Division		6775 feet	
Livingston in Africa	English Cast	Amer.-Anglo		5799 feet	
Lookout Girl, The	Jacqueline Logan	Quality Dist.	Nov.	6413 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mother of Mine	Special Cast	Zakoro	Oct.	7200 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry?	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.		5573 feet	Sept. 15
On the Divide	Bob Custer	Syndicate	Oct. 15	4657 feet	
Orchid Dancer, The	Cortez-Lagrange	Franco Film	April 15	7200 feet	
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Oct.	6100 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Scarlet Youth	Corliss Palmer	Circle Pict.	Oct.		
Shanghai Document	Russian Cast		Oct. 13	5000 feet	
Shiraz	Hindu Cast	Amer.-Anglo		8065 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
Ten Days That Shook the World	Russian Cast	Amkino	Nov. 2	7815 feet	Nov. 24
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Three Comrades and One Invention	Russian Cast	Amkino	Oct. 13	6000 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Amerangle		7300 feet	
Untamed Justice	Faire-Glass	Biltmore		5770 feet	
U-Boat 9	Foreign Cast	Jofa Prod.		6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star		Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European		7 reels	
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield		5200 feet	
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone			
Dancer of His Majesty, The	Special Cast	Amkino		7000 feet	
Duty to be Silent	Maria Albana	Aff. European		6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer			
Full Dressed Thieves	Nils Asther	Aff. European		7 reels	
German Underworld	Special Cast	Aff. European		7 reels	
§Great Power, The	Special Cast	Bell Tone			
Great Unknown, The	John Loder	Aff. European		6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern			
Her Viennese Lover	Asther-Nolan	Aff. European		6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield			
Just Off Broadway	Keith-Christy	Chesterfield			
Milak of the Snowlands	Special Cast	Ufa-Eastern			
Our Daily Bread	Mary Nolan	Aff. European		7 reels	
Poet and Czar	Special Cast	Amkino		8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial			
	(Silent Version)	Imperial			
*†§Rainbow Man The (A. T.)	Eddie Dowling	Sono-Art Prod.			
Two Days	Special Cast	Amkino		6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European			
Verdun	Special Cast	Richmount			
Vera Miezewa (tentative)	Derussa	Aff. European		7 reels	
Water The	M. Chekhov	Amkino		7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern		6714 feet	

SOUND SHORTS

Title	Star		Rel. Date	Length	Reviewed
*†§Asleep at the Switch (A.T.) (D)		Roseland	Mar. 15	1 reel	
*†§At the Photographers (A. T.) (F)	Harry Delf	Elbee		2 reels	
*†§Club Alabam (A. T.) (F)	Abbie Mitchell	Intl. Dist. Corp.		1 reel	
*†Clyde Doerr & His Saxophone Sextet (F)	Jazz Nos.	Intl. Dist. Corp.		1 reel	
*†§Friend Husband (A. T.)		Burr		2 reels	
*†Galloping Gaucho	Mickey Mouse Cartoon	Disney Cartoon Corp.	Feb. 1	1 reel	
*†§Hoak (A. T.) (F)	Frawley & Smith	Inctl. Dist. Corp.		1 reel	
*†§Join the Party (A. T.) (D)		Roseland	Mar. 1	1 reel	
*†§Little Friends of All the World (F)	Junior Dunkan	Bray	Dec.	1 reel	
	(Silent Version)	Bray	Dec.	1 reel	
*†§Marionettes, The No. 1 (F)	Novelty	Intl. Dist. Corp.		1 reel	
*†§Marionettes, The No. 2 (F)	Novelty	Intl. Dist. Corp.		1 reel	
*†§Meal Hound, The (A. T.) (F)	The Nugents	Intl. Dist. Corp.		1 reel	
*†§Meet the Family (A. T.) (F)	Harry Delf	Elbee		2 reels	
*†§Miser, The (A. T.) (F)	Bransy Williams	Intl. Dist. Corp.		1 reel	
*†§Monkey Squawks (A. T.)		Burr		2 reels	
*†Opry House	Mickey Mouse Cartoon	Disney Cartoon	May	1 reel	
*†§Party, The (D)		Safrus		1 reel	
*†Plane Crazy	Mickey Mouse Cartoon	Disney Cartoon	Mar.	1 reel	
*†§Radio Franks & Four Bachelors (F)	Song Program	Intl. Dist. Corp.		1 reel	
*†§Signed, Sealed and Delivered (A. T.)		Burr		2 reels	
*†Steamboat Willie	Mickey Mouse Cartoon	Disney Cartoon	Jan.	1 reel	
*†§This and That (D)		Safrus		1 reel	
*†§Ticket Please (D)		Safrus		1 reel	
*†Trip to the Zoo, A (F)	Animal Cast	Intl. Dist. Corp.		1 reel	
*†§Varieties (D)		Safrus		1 reel	
*†§Vaudeville (D)		Safrus		1 reel	
*†§When the Clock Struck 12 (A. T.) (F)	Welch-Malcomb	Intl. Dist. Corp.		1 reel	

SILENT SHORTS

Title	Star		Rel. Date	Length	Reviewed
Aladdin Bonzo	Bonzo Cartoon	Roseland	Jan. 15	1 reel	
Bonzolina	Bonzo Cartoon	Roseland	Jan. 1	1 reel	
Booster Bonzo	Bonzo Cartoon	Roseland	Mar. 15	1 reel	
Detective Bonzo	Bonzo Cartoon	Roseland	Mar. 1	1 reel	
Down Hawaii Way	Color Novelty	Castle	Jan. 1	1 reel	
Fatal Warning, The (Serial)	H. Costello-Graves	Mascot		10 episodes	
Flaming Canyons	Color Novelty	Castle	Feb. 1	1 reel	
Kids and Pets	Color Novelty	Castle	Mar. 15	1 reel	
Love's Witchcraft	Ufa Short	Ufa-Eastern	Feb. 1	1 reel	
Nature's Tiny Tragedies	Ufa Short	Ufa-Eastern	Jan. 15	1 reel	
Peculiar Households	Ufa Short	Ufa Eastern	Jan. 1	1 reel	
Polo Bonzo	Bonzo Cartoon	Roseland	Feb. 1	1 reel	
Salt Water Millinery	Ufa Short	Ufa-Eastern	Mar. 15	1 reel	
Sixty Minutes from B'way	Color Novelty	Castle	Jan. 15	1 reel	
Spook Bonzo	Bonzo Cartoon	Roseland	Feb. 15	1 reel	
Sunshine	Color Novelty	Castle	Mar. 1	1 reel	
Tally-Ho	Ufa Short	Ufa-Eastern	Mar. 1	1 reel	
Trailing the Western Sun	Color Novelty	Castle	Feb. 15	1 reel	
We Parents	Ufa Short	Ufa-Eastern	Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 18
*†§Cavalier, The	Bedford-R. Talmadge	Nov. 1	6775 feet	Oct. 27
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
Floating College, The	O'Neill-Collier, Jr.	Nov. 10	5477 feet	
Gun Runner, The	Cortez-Lane	Nov. 20	5516 feet	
*†§Lucky Boy	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
Man in Hobbles, The	Lee-Harron	Dec. 20	5957 feet	
*†§Marriage by Contract	Miller-Gray	Dec. 1	7780 feet	Oct. 20
*†§Molly and Me	Brown-Bennett-Vaughn	April	8250 feet	
	(Silent Version)		7476 feet	
Naughty Duchess, The	Warner-Southern	Oct. 10	5271 feet	
Power of Silence, The	Belle Bennett	Oct. 20	5554 feet	
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation	Keane-Standing			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Toilers, The	Ralston-Fairbanks, Jr.	Oct. 1	7256 feet	Oct. 20
Tropical Nights	Miller-McGregor	Dec. 10	5449 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Gold	Color Classic		1 reel	
*†§Hawaiian Love Call, The	Color Symphony	Dec. 15	1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	
*†§In a Persian Market	Color Symphony	Oct. 1	1 reel	Nov. 17
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	
Little Vagabond	Color Classic	Feb. 1	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Lover's Paradise	Color Classic	Jan. 15	1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
*†§Toy Shop, The	Color Symphony	Nov. 1	1 reel	
Twinkle Toes	Color Classic	Mar. 1	1 reel	
†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream	Cortez-Windsor	June 1		
Miracle, The	Southern-Pidgeon			
*†§Molly and Me	Alberta Vaughn		8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past	Bennett-Brown	April 1		
*†§New Orleans	Cortez-Bennett	June 20		
*†§Two Men and a Maid	Collier-Jr.-Bennett	June 15		
*†§Whispering Winds	Southern-McGregor	May 1		

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 18
*†§Awakening, The (D)	Banky-Baron	Nov. 17	7972 feet	Jan. 12
*†Battle of the Sexes (D)	Bennett-Hersholt-Haver	Oct. 13	8180 feet	Oct. 20
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April 12		Mar. 23
	(No Silent Version)			
*†§Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	
*†Revenge (D)	Dolores Del Rio	Nov. 3	6541 feet	Dec. 15
*†Woman Disputed (D)	Talmadge-Roland	Oct. 29	8041 feet	Nov. 17

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§City Lights (D)	Charlie Chaplin			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†Evangeline (D)	Del Rio-Drew			
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Lummox (A. T.) (D)		Aug. 3		
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§She Goes to War (F)	Boardman-Rubens-Holland	June 22		
	(Silent Version)	June 22		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This is Heaven (D)	Banky-Hall	June 22	7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Dec. 16	4179 feet	
Body Punch, The	Daugherty-Faire	Oct. 28	4786 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The	Special Cast	April 14		
	(Silent Version)	April 7		
Clearing the Trail	Gibson-Gulliver	Oct. 7	5311 feet	
*†§Clear the Decks	Reginald Denny	Mar. 3	5740 feet	
	(Silent Version)		5792 feet	
*†§Cohens and Kelleys in Atlantic City, The	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across (D & F)	Basquette-Howes	April 28		
Crimson Canyon, The	Ted Wells	Dec. 16	4179 feet	
Danger Rider, The	Hoot Gibson	Nov. 18	5357 feet	Dec. 22
Eyes of the Underworld	William Cody	April 28	4208 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Freedom of the Press	Stone-Keith-M. Day	Oct. 28	6474 feet	Oct. 20
Gate Crasher, The	Glenn Tryon	Dec. 9	5597 feet	
*†§Girl on the Barge, The	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
*†§Give and Take	Sidney-Hersholt	Dec. 23	7089 feet	Dec. 29
	(Silent Version)	Dec. 23	6552 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
Hero of the Circus	Special Cast	Dec. 2	5606 feet	
Honeymoon Flats	Lewis-Gulliver	Dec. 30	6057 feet	
How to Handle Women	Tryon-Nixon	Oct. 14	5591 feet	July 14
*†§It Can Be Done	Tryon-Carol	Mar. 24	6090 feet	
Jazz Mad	Hersholt-Nixon-Lewis	Nov. 11	6832 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
*†§Last Warning, The	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
*†Man, Woman and Wife	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
*†§Melody of Love (A. T.)	Pidgeon-Harris,Winton	Dec. 2	6733 feet	Oct. 27
Michigan Kid	Nagel-Adoree	Oct. 21	6030 feet	July 7
One Rainy Night	Laura La Plante	Dec. 9		
Phyllis of the Follies	M. Moore-A. Day	Nov. 25	5907 feet	
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
Price of Fear, The	Cody-Thompson	Oct. 28	4230 feet	
*†§Red Hot Speed	Denny-Day	Jan. 27	6621 feet	Feb. 26
	(Silent Version)	Jan. 27	6621 feet	
Red Lips	Nixon-Rogers	Dec. 2	6957 feet	
*†§Shakedown, The	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18	4616 feet	
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	
Wolves of the City		Dec. 2		
*†§You Can't Buy Love (D & F) (A. T.)	Hersholt-Crawford-Chase	May 26		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All for Geraldine	Sid Saylor	Dec. 5	2 reels	Nov. 17
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
Alp ne Antics	Oswald Cartoon	April 1	1 reel	
And Morning Came	Young-La Salle	Dec. 19	2 reels	
At the Front	Arthur Lake	Feb. 25	1 reel	Feb. 18
Beyond the Smoke	Edmund Cobb	Mar. 23	2 reels	Feb. 23
Bookworm Hero	Lewis-Gulliver-Phillips	Dec. 17	2 reels	
Boundary Battle, The	Edmund Cobb	Nov. 17	2 reels	Oct. 27
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Bull-oney	Oswald Cartoon	Nov. 28	1 reel	Sept. 29
Calford in the Movies	Lewis-Gulliver-Phillips	Oct. 15	2 reels	Oct. 6
Calford on Horseback	Lewis-Gulliver-Phillips	Dec. 10	2 reels	Dec. 1
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Cleaning Up	Arthur Lake		1 reel	April 27
Clean Sweep, A	Bob Chandler	Dec. 1	2 reels	Nov. 24
Close Shaves		May 22	2 reels	April 27
Come on, Horace	Arthur Lake	Oct. 8	2 reels	
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	Oct. 13
*†§Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
	(Silent Version)	May 27	2 reels	
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Daring Chances	Jack Hoxie	Dec. 15	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Dead Game	Art Acord	Oct. 7	2 reels	
Dear Old Calford	Lewis-Gulliver-Phillips	Nov. 26	2 reels	
Death's Head	Bob Curwood	Dec. 8	2 reels	Dec. 15
Delivering the Goods	Trimble-Hardwick and Dog	May 29	2 reels	April 27
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Farmyard Follies	Oswald Cartoon	Dec. 24	1 reel	
Fiery Fireman, The	Oswald Cartoon	Oct. 15	1 reel	
Fighting Forester, The	Edmund Cobb	Oct. 20	2 reels	
Fighting for Victory	Lewis-Gulliver-Phillips	Nov. 12	2 reels	Oct. 27
Fighting Tenderfoot, A	Bob Chandler	Dec. 29	2 reels	
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
	(Silent Version)	April 29	1 reel	
Fish Stories	Young-La Salle	Nov. 21	2 reels	Oct. 20
Footprints	Laemmle Novelty	Nov. 19	1 reel	Oct. 27
Fun in the Clouds	Arthur Lake	Nov. 5	1 reel	Oct. 20
	(Silent Version)	Feb. 4	1 reel	
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
*†Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
	(Silent Version)	Mar. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	2 reels	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Horse Tail, A	Oswald Cartoon	Dec. 10	1 reel	
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	
Just Monkeys	Laemmle Novelty	Mar. 11	2 reels	Feb. 9
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
Kidnapped	Bob Curwood	Mar. 16	2 reels	Feb. 9
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
	(Silent Version)	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Look Pleasant	Sid Saylor	Oct. 10	2 reels	
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
	(Silent Version)	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Mystery Rider, the (Serial)	Desmond-Perdue	Nov. 26	10 episodes	
Newlyweds' Court Trouble	Snookums-Perdue-Egan	Oct. 31	2 reels	Sept. 29
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	Dec. 28
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26	2 reels	Dec. 1
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Nght Watch, The	Arthur Lake		1 reel	Mar. 30
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Paddling Co-Eds	Lewis-Gulliver-Phillips	Oct. 29	2 reels	Oct. 27
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	Oct. 13
Phantom Riders		Feb. 16	2 reels	
Private Business	Sid Saylor	April 26	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16

Title	Star	Rel. Date	Length	Reviewed
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Red Warning	Jack Hoxie	Nov. 1	2 reels	
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	
	(Silent Version)	April 15	2 reels	
Rocks and Saddles	Oswald Cartoon	Nov. 12	1 reel	Oct. 20
Romeo of the Range	Bob Curwood	Oct. 6	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Saps and Saddles	Bob Chandler	Oct. 27	2 reels	Oct. 16
Secret Outlaw, The	Bob Curwood	Nov. 10	2 reels	Oct. 6
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
	(Silent Version)	Feb. 18	1 reel	
Sleeping Through	Arthur Lake	Dec. 31	1 reel	Dec. 8
South Pole Flight, A	Oswald Cartoon	Nov. 26	1 reel	Dec. 1
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	
	(Silent Version)	May 13	1 reel	
*†Steamboat Willie	Oswald Cartoon		1 reel	
*†Stripes and Stars	Oswald Cartoon	May 27	1 reel	
	(Silent Version)	May 27	1 reel	
*†Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
	(Silent Version)	Mar. 18	1 reel	
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	Oct. 20
Television George	Sid Saylor	Feb. 27	2 reels	
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	Mar. 16
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Two-Gun Morgan		Feb. 28	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	Dec. 8
Wax Figures	Laemmle Novelty	Oct. 22	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Woman's Man, A	Arthur Lake	Dec. 3	1 reel	Nov. 17
Wooden Soldier, The	Laemmle Novelty	Dec. 17	1 reel	Dec. 1
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 5

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain in the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Blow for Blow	Hoot Gibson	June 23		
Born to the Saddle	Ted Wells		4126 feet	
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§Broadway (A. T.)	Tryon-Brent-Kennedy			
	(Silent Version)	Mar. 3	5729 feet	
*†§College Love (D & F) (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence (D & F)	Laura La Plante			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
*†§Harmony Lane	Eddie Leonard			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day (D & F)	Reginald Denny	May 12		
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
Man Disturber, The	Reginald Denny	May 19		
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night (D & F)	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Scandal (D & F)	Laura LaPlante	May 5	6475 feet	April 27
	(Silent Version)	April 21		
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat (D & F)	La Plante-J. Schildkraut		13 reels	April 20
*†§That Blonde	Laura La Plante	May 5		
*†§Under the Southern Cross	Special Cast		6500 feet	April 27
	(Silent Version)			Jan. 26
Wagon Master, The	Ken Maynard			
Watch My Speed	Reginald Denny			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§Love Birds	Pat Rooney and Family		2 reels	
*†§Three Brox Sisters	Songs	Jan. 14	1 reel	Mar. 6
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

Title	Star	Rel. Date	Length	Reviewed
*†§Beware of Bachelors (D)	Audrey Ferris	Oct. 27	5778 feet	
	(Silent Version)	Dec. 1	5278 feet	
*†§Conquest (A. T.) (D)	Blue-Warner-Wilson	Dec. 22	6779 feet	Feb. 16
	(Silent Version)	Jan. 19	4706 feet	
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§From Headquarters (D)	Monte Blue	April 27		
	(Silent Version)	June 6		
*†§Frozen River (D)	Rin-Tin-Tin	April 20		
	(Silent Version)	May 26		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30		
	(Silent Version)	May 4		
*†§Home Towners, The (A. T.) (D)	Bennett-Kenyon-Brockwell	Nov. 3	8693 feet	Oct. 27
	(Silent Version)	Dec. 15	4841 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Land of the Silver Fox (D)	Rin-Tin-Tin-Nye-Hyams	Oct. 13	5179 feet	
	(Silent Version)	Nov. 10	5079 feet	
*†§Little Wild Cat, The (D)	Ferris-Hall-Dawson	Dec. 8	5644 feet	Jan. 29
	(Silent Version)	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Midnight Taxi, The (D)	Moreno-Costello	Sept. 1	5729 feet	Nov. 24
	(Silent Version)	Oct. 6	5057 feet	
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
*†§My Man (D)	Fanny Brice	Dec. 15	9247 feet	Jan. 5
	Silent Version)	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	Feb. 16	6921 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20		
*†§On Trial (A. T.) (D)	Frederick-Lytell	Dec. 1	8290 feet	Nov. 3
	(Silent Version)	Dec. 29	5455 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14		
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool, The (D)	Jolson-Bronson-Dunn	Sept. 29	9551 feet	Sept. 29
	(Silent Version)	April 13		
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6001 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	Mar. 4	4917 feet	
*†§Terror, The (A. T.) (D)	McAvoy-Horton	Sept. 8	7654 feet	Aug. 25
	(Silent Version)	Oct. 20	5443 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T.) (D)	Thomas Meighan			
*†§Desert Song, The (D)	Boles-King	May 11	13 reels	April 20
*†§Glad Rag Doll, The (D)	Dolores Costello			
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 5
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.) (D)	Sophie Tucker			
*†§Hottentot, The (A. T.)	Horton-Miller		7 reels	April 2
†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien		9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda			
*†§Sap, The (D)	E. E. Horton			
*†§She Knew Men (D)	Bronson-Lee-Olmsted			
*†§Time, the Place and the Girl The (D)	Olmsted, Withers-Kirkwood			
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Beau Night	El Brendel			
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Paintor	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Family Affair, A	Arthur Byron			
Family Ford, The	Jim and Marion Harkins			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview		Mar. 16	
Meet the Wife	Frank Orth & Co.			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros.		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Typical Types	Bobby Folsom			
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†§Kitty (D & F)	Brody-Stuart			
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Whirl of Life, The	Lerch-George		7000 feet	
Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman in White, The	Blanche Sweet		7 reels	

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Hollywood—*Continued*

RKO Borrows Oakie

Jack Oakie has been borrowed by RKO from Paramount to appear in "The Viennese Charmer," which Wesley Ruggles will direct.

Hoxie Buys Ranch, Will Produce

Jack Hoxie, western movie star, has bought a large ranch in Real County in the Big Bend country of Western Texas, where he plans to produce a number of pictures. He intends to get away from the old type of Westerns.

Gilbert And Garbo Films

Following "Redemption," now in production, with Fred Niblo directing, John Gilbert will be starred by M-G-M in "Olympia," an original that will be produced as an all talker. "The Single Standard," Greta Garbo's new vehicle, went into work recently on the Coast under John Robertson's direction. Adela Rogers St. Johns did the story and Johnny Mack Brown has a featured role, support being Mahlon Hamilton, Joel McCrea, Dorothy Sebastian, Robert Castle, Kathlyn Williams, Lane Chandler and Prince Yucca Troubetskoi.

"Chasing Thru Europe" A Remake

Fox is planning to re-make with talk "Chasing Through Europe," produced abroad last summer under direction of David Butler. Frederick Hazlett Brennan, writer of several recent Saturday Evening Post stories, has been assigned to write a film vehicle that will utilize as much of the material shot in Europe as will be possible. Al Werker has been given the job of directing the re-make.

Eve Southern Hurt

Eve Southern, Tiffany-Stahl contract player, was slightly injured when her car collided with another in downtown Los Angeles.

"Joe College" For Quillan

Earl Baldwin is writing the dialogue for "Joe College," Eddie Quillan's next for Pathe. Jeanette Loff and Sally O'Neil will be leads. Leo McCarey has been engaged to direct. Story is by Cory Ford and will soon appear in "College Humor." Joseph Franklin Poland did the scenario.

"U" Signs Snookums And Saylor

Universal has signed Sunny McKeen and Sid Saylor on term contracts to be featured in two of the series of 52 two reel talker comedies which the company will release next season.

"Thirteenth Chair" For Browning

Tod Browning is now preparing to produce "The Thirteenth Chair" as an all-talker for M-G-M. "The Thirteenth Chair" was an outstanding stage hit a number of years ago, and one of the most popular mystery melodramas ever presented.

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Motion Picture News

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Vol. XXXIX No. 20

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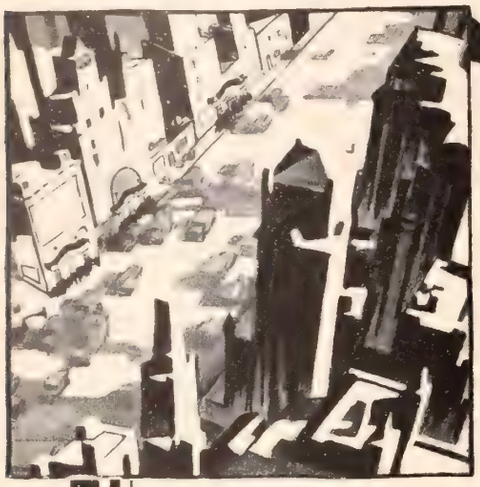
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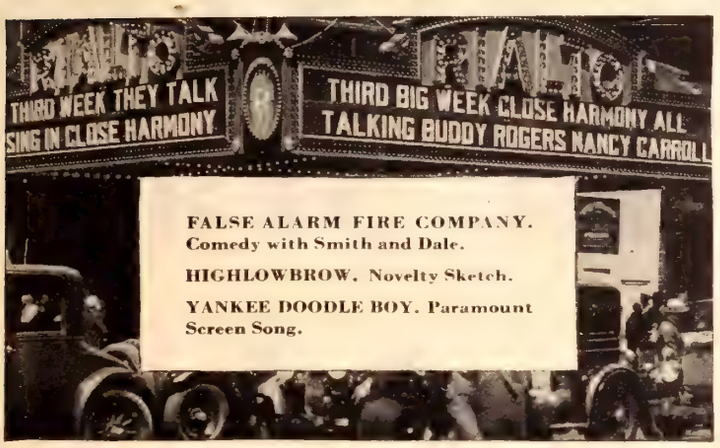
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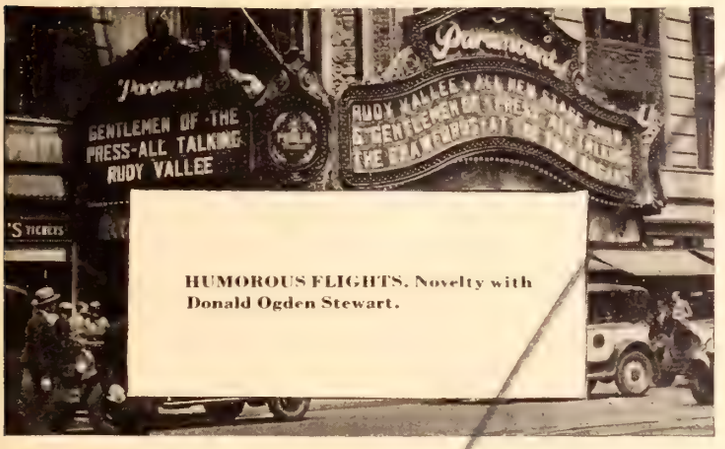
YANKEE DOODLE BOY. Paramount Screen Song.



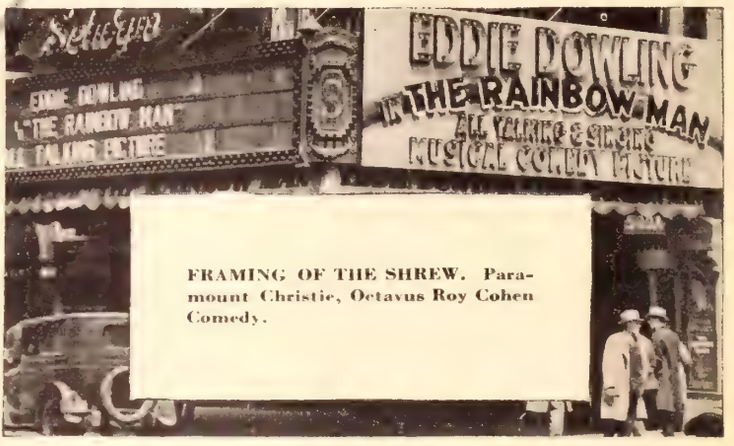
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LILLIAN ROTH and Her Piano Boys.

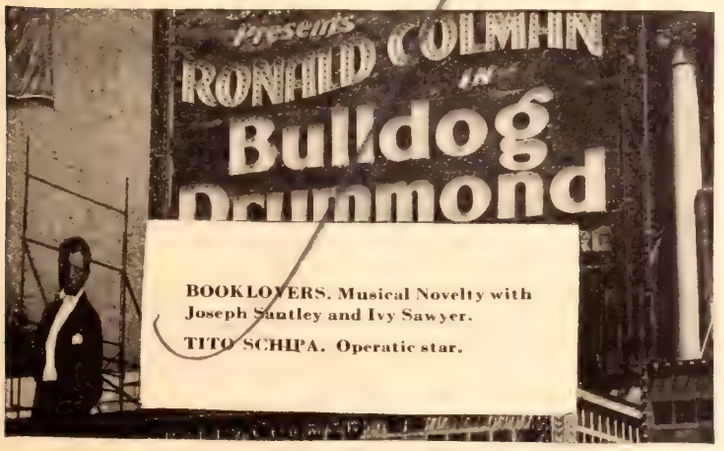
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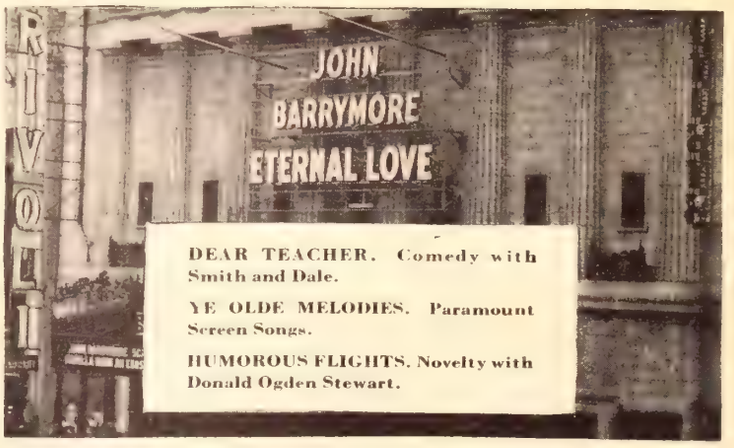


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Paramount Gets in Lead On Its Dialog Product

Exhibs Beginning to Size Up Companies—Ahead of All With Consistently Good Product

NEW YORK, May 6—As the time approaches for the announcement of 1929-30 season programs by all the big producer-distributors, exhibitors are beginning to take tabs on the various companies and their product in an effort to decide tentatively if not definitely, whose pictures they will buy beginning August 1.

Unquestionably, Paramount leads in talking picture product. It has had more consistently good pictures with dialog than any other company, and the average exhibitor knows this full well. As a result, a big quota is expected to get on the Paramount band wagon for 1929-30. Since Interference, its first all-talking picture, Paramount sales have soared, and those who figured the usual consistency of Paramount product, maintained for years on silents, would not obtain with talkies, have been fooled with The Letter, The Dummy, Nothing But The Truth, The Wild Party, Close Harmony, Innocents of Paris and others having followed Interference.

Many others are due to be released between now and August 1 and on these the advance reports are excellent, the pictures including among others Jealousy and The Cocoanuts which confidential sales reports favor highly.



MAURICE CHEVALIER in "Innocents of Paris" $2 Talking, Singing Success.



"A DANGEROUS WOMAN." All-Talking, with Baclanova, Clive Brook, Neil Hamilton.



"THE MAN I LOVE." All-Talking, with Richard Arlen and Mary Brian, Baclanova.



GEORGE BANCROFT in "Thunderbolt." Wray, Arlen. Bigger than "Wolf of Wall Street."



RICHARD DIX in "The Wheel of Life." Esther Ralston. Big All-Talking drama.



"DIVORCE MADE EASY." Al Christie's hit. Douglas MacLean, Marie Prevost.



"GENTLEMEN OF THE PRESS." All-Talking with big Broadway cast.



"THE RAINBOW MAN." Eddie Dowling's Sono-Art $2 Talking, Singing Success.



"THE STUDIO MURDER MYSTERY." Bigger than "Canary." Warner Oland and all-star cast.



CLARA BOW in "Dangerous Curves." Richard Arlen. Better than "The Wild Party."



CHARLES "Buddy" ROGERS in "A Man Must Fight." Mary Brian, Wallace Beery, June Collyer.



"THE CONCERT." Starring Adolphe Menjou, Fay Compton. All-Talking Smash.

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BLACK WATERS	British and Dominion, released by World-Wide
DOUGLAS MACLEAN	"The Carnation Kid" and "Divorce Made Easy"
EDWARD EVERETT HORTON	in "The Eligible Mr. Bangs" and other comedies for Educational.
LLOYD HAMILTON	"His Big Minute" and other talking comedies for Educational.
THE MELANCHOLY DAME	and other great Octavus Roy Cohen story hits from Christie.
CHRISTIE TALKING PLAYS	- - sensationally successful talking short features for Paramount.

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HELL'S ANGELS	Caddo's tremendous epic of the air.
JAMES CRUZE'	big special production
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SYD CHAPLIN	in a British International production

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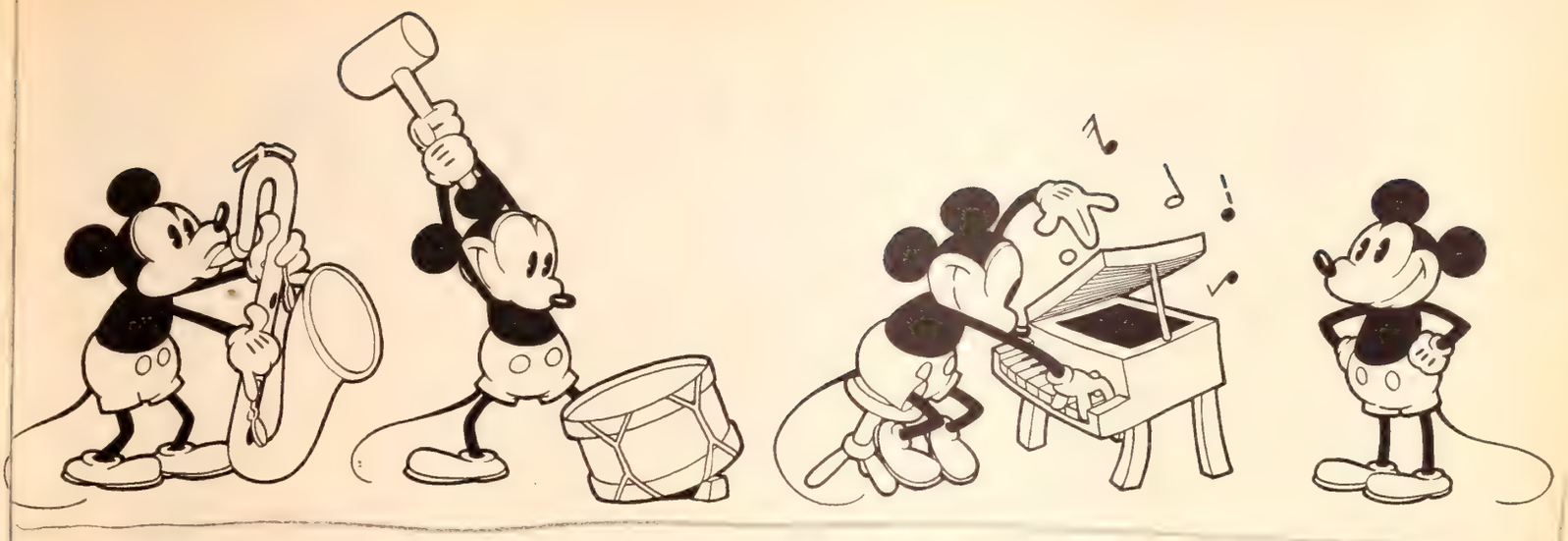
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and

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Motion Picture News
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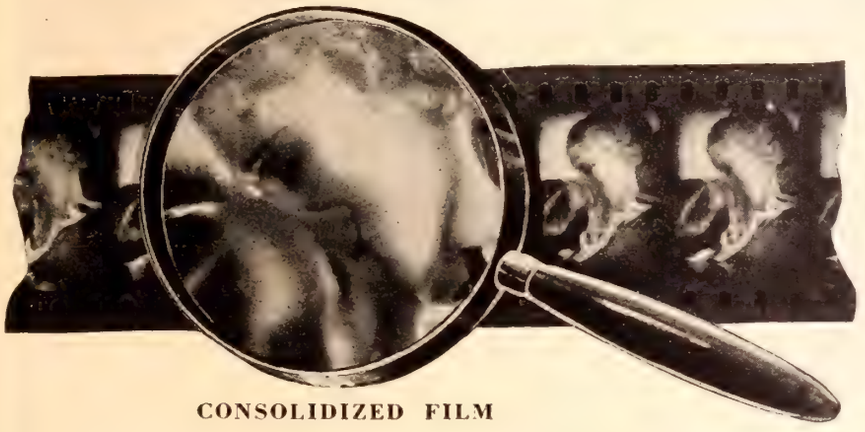
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Motion Picture News

Volume XXXIX NEW YORK CITY, MAY 18, 1929 No. 10

The Danger Line

Overmuch Dialogue And The Foreign Market

By William A. Johnston

ONE of the most interesting reports on the sound picture situation to date comes from George Rotsky, manager of the Palace Theatre in Montreal.

The Palace audience, he estimates, is two-thirds French. In this theatre and others of the chain in the Province of Quebec, titles of silent pictures have heretofore been run in French and English.

Under the circumstances he faced the advent of talking pictures with considerable trepidation. However, the die was cast—last Fall, and it now appears that talking pictures have not only proven a smashing success but the report even exceeds those we receive from many all-English speaking localities in the United States.

We speak of the matter here, of course, because of its bearing upon what is unquestionably the heaviest problem immediately facing the American film industry, namely its foreign trade, which, previous to the invasion of sound pictures, had been mounting till it exceeded forty percent of the total business done by the American film companies.

It will be said that Canada is an adjacent country, that Montreal is a bilingual city: even so, however, you cannot argue away the fact that in Montreal and even in Havana the American talking picture holds to an amazing degree the interest of people of another tongue.

We hesitate to argue the matter one way or another. We are content to submit facts, and our interest is confined to business angles only. We are aware enough of the fact that governments themselves will find this talking film problem even a greater one than that of the silent film, and the latter, assuredly, is disturbing enough.

The plain business facts are there:

American talking pictures have a far and away lead today. A number are big commercial successes. The American trade is already reformed around the popular favor accorded the talking picture. The production forces are deep in it; so are the producers of theatre machines. It would appear that nothing can stop the sweep of the American sound picture.

There is a grave lesson, however, in the Montreal situation for the American producers of sound pictures; and there is, equally, encouragement for the European producers, whether British, German or French.

The lesson is this: not to put too much talk in the talking pictures. Let picture action, songs, sound effects, emotional exclamations accompanied by action and facial expression —let these express the story as much as is skilfully possible.

I believe that the talking pictures which have succeeded most in Mr. Rotsky's theatre have been those in which talk was not relied upon too much to express the drama.

Take "The Singing Fool" for instance. A clear and full understanding of the spoken lines is not necessary to gain the story and emotions of this picture.

And, as we say, if the American picture can so be made intelligible to people of other tongues, the foreign-made picture can also be made expressive to the American public.

The danger line is overmuch dialogue.

Picture Dates On Percentage Solution Of Sales Problems Since The Arrival Of Talkers

All Exchanges Working Out Plans For Percentage System; B'way Long Run Films To Play On That Basis

THE playing of motion pictures on a percentage basis has arrived with a tremendous force since the advent of the talking pictures in the general market. The exhibitors who have been crying against the increased rental costs on talkers are willing to play them on percentage, and through this a general realignment of the sales system of the industry is about to come to pass.

With the coming of the new season the chances are that the majority of contracts with exhibitors will be made on the basis of a guarantee and percentage for all dates on talking productions. At present all of the bigger talking successes that have been on Broadway for a run are playing the outlying towns and the smaller theatres on percentage.

Metro-Goldwyn-Mayer, with the release of "Broadway Melody," "The Trial of Mary Dugan," "The Idle Rich," and "Wonder of Women" in June will add four additional pictures to those that are now playing on percentage. "The Fox Follies" is also to play on a percentage basis. The Warner Bros. are releasing "The Singing Fool" and "Noah's Ark" also on that basis, while Paramount are filling percentage dates with their talkers.

Within the last week one of the nationally known detective agencies made an investigation into this new method of playing pictures and are going to develop an organization of checkers for the accommodation of the exchanges throughout the country. The agency expects to have a local headquarters for checkers in each of the exchange centers.

In working out the details of percentage playing it is possible that the motion picture exchanges will develop a plan that will be similar to that which legitimate theatres utilized for years in the playing of stage attractions.

The theatres booked the attractions on a percentage basis, in some cases guaranteeing the show first money. The producer of the show would provide the company, the paper, cuts and accessory advertising, while the house manager would provide his theatre, lights, stage hands and musicians, as well as the regular amount of newspaper advertising. Any amount of advertising over the regular appropriation would be shared on by both the house and the attraction.

It may take a year or even two before the percentage plan is fully worked out as applicable to the motion picture industry needs, but it is certain that the percentage form of playing pictures is coming in to stay.

Publix May Purchase Saenger Interests

THERE is a possibility that the Saenger circuit in the South may be purchased by Publix. Both Julian Saenger and E. V. Richards are in New York on the deal. Up until late Thursday afternoon there had been no closing, but it was admitted by intimates of both sides that the deal was in progress.

From one source the information was given that this was the first of several big deals that Publix was to swing to obtain 100 per cent control in all of their partnership holdings.

When this is completed, another deal, of far greater importance that might involve both Publix and Paramount, would be consummated.

Warners are said to have offered $75 a share for the Paramount stock; this offer is said to have been topped by William Fox who offered $86 providing that Paramount could deliver 100 per cent control of all of their partnership affiliations.

Theatre Men Win Special Election For Sunday Shows

Three Week War In Iowa Town Brings Two To One Victory With Tradesmen's Help

A three weeks' theatre war in Massena, Ia., during which 21 of the town's 540 citizens were arrested, ended last week when a spirited election resulted in defeat for Sunday vaudeville, a victory for Sunday movies by a vote of 152 to 84.

The election settles the controversy which recently arose when the Massena Theatre, allowed to operate on Sunday by a vote of the town council, introduced a vaudeville program. Nate Newton, retired farmer, filed information against Mr. and Mrs. Philip Griffith, owners of the theatre, and the vaudeville actors. They were arrested under an obsolescent blue law of the state, and fined $5 and costs each.

Out of sympathy for the show people, Massena business men had themselves arrested for violation of the law prohibiting buying and selling on Sunday, were all fined.

Later the special election was agreed upon, deciding that the theatre could be operated Sundays for the presentation of motion picture shows. Vaudeville performances will be limited to week days.

Fox "Follies" Are Being Released In 35 Towns At Once

Musical Talkie Won't Have Runs But Will Be Generally Issued May 25

The much heralded Fox "Follies" on the production of which more than nine months have been spent and which was heralded as certain to be a tremendous innovation in talking and singing pictures is to be released simultaneously in 35 cities of the country on May 25. There will be no prerelease long runs for the production but instead it will go into the regular week stand grind houses.

The picture was previewed on the Coast at both Riverside and Long Beach and, while considered a good picture of program calibre, it was not considered up to the mark for special runs. It was stated that this picture would be the first of the Fox product to be shown on the Grandeur oversized film, but while the Fox home office has prints of the production in both the regular and the oversized film is it quite certain that the regular size will be the one shown, even in the case of the Roxy, New York, where it is to play.

A tremendous amount of money was expended in the making of this picture with little of it showing on the screen. Scene after scene was shot that never saw the light of day other than in the studio projection rooms. Fox wanted to be the first on the screens with a musical production, but both the Warners and M-G-M beat them to the punch.

Studio Extras Are Now Up Against The "Wind Clause"

Extra players receiving calls at the First National Burbank studios must go to the job with the understanding that the company will not owe them anything if rainy weather ensues. This "wind clause" has just been added to First National contracts with extras, it deriving its name from the fact that a unit was recently held up because the mike recorded a wind storm going on at the time.

Qualitone Office In L. A.

An office on the film row of Los Angeles has been opened by the Qualitone Corporation, manufacturing talking picture projection devices. The new branch is located on 1956 South Vermont Ave. Production headquarters will be maintained at 5360 Melrose Ave. Other branches have been opened in San Francisco and elsewhere with others scheduled to follow shortly.

Publix Rebuilding DesMoines?

Des Moines theatrical circles are speculating that perhaps Publix is planning to begin reconstruction of the Des Moines Theatre, Iowa, announced a number of months ago, in the very near future. Publix officials were uncommunicative about the story.

Court Dismisses 'Abie' Suit; Nichols To Appeal Verdict

Author Unsuccessful In Claim Of Infringement Brought Against Universal

Judge Goddard, in the U. S. District Court of the So. District of New York, on Tuesday dismissed the suite of Anne Nichols, authoress of "Abie's Irish Rose," against Carl Laemmle and Harry Pollard and the Universal Pictures Corp. The writer sued on the grounds that the Universal production "The Cohens and Kelleys" was an infringement and asked for an accounting.

In dismissing the action, Judge Goddard declared that the Universal picture was not an infringement of Miss Nichols' copyright and in his decision referred to several other plays of long standing that had their basic plot inter-racial strife.

The action was originally started in 1926.

Had the contentions of counsel for Miss Nichols been successful in this action, the victory for them would have established a precedent that would have undermined the very foundations of the present copyright law.

Miss Nichols has announced she will appeal the verdict.

Proctor Houses Bought By R.K.O. Price Not Stated

The Radio-Keith-Orpheum interests purchased the holdings of the veteran showman, F. F. Proctor, in the circuit of vaudeville theatres in New York bearing his name. The details of the purchase, whether it was outright or only involved an exchange of stock of the Radio-Keith-Orpheum Corp. are not stated. The addition of the Proctor houses to the RKO chain strengthens it materially in Greater New York and other parts of the State.

The houses will be taken over by the new owners on August 1 of this year.

F. F. Proctor made his debut as an owner of theatres by building a house in Albany, N. Y. in 1884, five years later he came to New York City and built Proctor's on West 23d Street. Later he had theatres on East 58th and 125th Streets, and then took over the Fifth Avenue Theatre, which had been a legitimate house and converted it for stock and later vaudeville.

U. A. Closes Deal With Terra-Films In Germany

The deal recently closed between United Artists and Terra-films of Germany has caused considerable interest in the European trade. The deal provides for a joined distributing organization of both concerns throughout Germany, the contract being in force since May 1st. All the United Artist product will in future be handled through these channels whilst some of the Terra product will get an American release thru U.A.

S. R. Kent To Remain With Paramount Under Contract; "No Merger Deal", He Says

Publix Leasing Theatres In Middle West

PARAMOUNT FAMOUS LASKY CORPORATION has leased the Palace Theatre, Canton, Ohio, according to an announcement made by Marc Wolf, manager of the Palace, which was opened two years ago with a seating capacity of 2,000. The house is one of ten Indiana and Ohio theatres and operated by the Young Amusement Company. The transaction was carried out through the Indiana-Ohio Theatre Corporation, which, it is reported, will be headed by Sam Katz. This corporation is affiliated with Publix Theatres.

Theatres included in the deal in addition to the Canton house are located in Marion, O. and Gary, Anderson, Kokomo and Indianapolis, Ind. Further announcements are to be made June 1, when it is understood the new owners will assume management.

Steffes Control To Be Attacked At Convention

W. M. Miller, Minn. Exhibitor, Launching Criticisms Of The Present Regime

Minneapolis, May 15.—The control of the Minnesota M. P. T. O. by W. A. Steffes will be the target of attack on the part of W. M. Miller, theatre owner of Cloquet, Minn., at the convention of the organization here on May 21-22. Steffes will find charges loosed by Miller hurtling about his head. Miller states that the present administration is one where "mismanagement and favoritism under Steffes have characterized the year." Miller attacked Steffes at the convention last year, and on this occasion he is demanding a thorough house-cleaning.

He states that the organization is composed of 75 per cent slackers, 20 per cent willing workers, and 5 per cent active workers. He points out as especially suspicious the fact that neither Finkelstein and Rubin or Publix have appeared before the arbitration board in two years.

"There will be ample evidence that both the organization and its president and officers have failed miserably in the prime purpose of their existence," says Miller. "I propose to call a halt on favoritism to Publix or any other circuit on the part of both the organization and its president."

Abrahams Appointed

A. P. Waxman has appointed Sanford M. Abrahams, member of the Warner press staff, as assistant to Tom Namac, publicity-advertising manager for Vitaphone shorts.

"Paramount Will Remain In Business No Matter What Happens" His Manner Of Quashing Rumor Of Zukor Sellout

"I AM under contract to Paramount and I am not going to run out on any contract that I have made," is the manner in which S. R. Kent, general manager of Paramount, denied the rumor that he was to leave that organization and become identified with General Motors.

The Kent rumor hit the street this week with one to the effect that Adolph Zukor had or was about to sell out his interests in Paramount and become identified with certain large banking interests downtown; that Sam Katz was to head a combination of the Paramount-Warner-First National-Publix-Stanley interests; that Eugene Zukor was to become the head of Publix Theatres, and that there was to be a general realignment in the industry.

In speaking of the "deals," Mr. Kent stated he was certain that Paramount would remain in business no matter what happened. He also laid to rest the report that the Paramount Theatre and Building were on the market with the remark that Adolph Zukor would as soon part with his heart as to relinquish title to the building which was built as a monument to the progress of Paramount and himself.

"If there is a deal on with Radio-Keith-Orpheum I don't know anything about it, and if there was a deal the chances are that I would know. The same is true of any deal with Warner Brothers or anyone else."

This was emphatic enough, but still he was asked whether there was any truth to the report that the only hitch that there was in the possibility of a deal between R-K-O and Paramount was the fact that the former wanted to exchange R-K-O stock, while the Paramount executives insisted that Radio Corporation stock would have to be the medium of exchange if there was to be a deal.

Again came the reply, "If there is a deal I don't know about it, and it's pretty safe that there is no deal."

"You know," continued Mr. Kent, "taking over Paramount isn't like taking over some small lunch room around the corner. This is a mighty big institution and it represents a lot of money, and, besides that, Adolph Zukor is not willing to step out of the picture for anyone. No matter what happens, Paramount will continue in business and be doing business at the same old stand."

Warners Buy "The Gorilla"

The Warner Brothers have purchased the dialogue rights to the stage play "The Gorilla" from the authors.

Motion Picture News Survey Quoted In Offical Report Of Gov't. Economic Committee

Development Of Motion Picture Industry Caused Shifting Of Trade According To Finding Laid Before President

(Special Dispatch to Motion Picture News)

WASHINGTON, May 15.—Official recognition of the theatre statistics gathered by Motion Picture News was made today in the Report of the Committee on Recent Economic Changes of the President's Unemployment Conference, of which President Hoover is chairman. The Committee recently completed a survey of all industries and business conditions of the country.

The report, pointing out that the number of picture theatres in the United States is declining, says in part:

"The development of the moving-picture business has been one of the causes for the shifting of trade, but it has also felt the effects. Accurate figures for the number of moving picture theatres in the United States are available only for 1926, 1927 and 1928. In 1926 the total number of motion picture theatres was 14,976.

Quotes News' Survey

"On March 1, 1927, the total number, according to a survey by the Motion Picture News, was 15,119 and on March 1, 1928, the number was 14,235. An inquiry among men familiar with the business resulted in an estimate for the number of theatres in 1920 as 15,000. The tendency, therefore, seems to have been for a slight decline, particularly during the last year, in the number of moving picture theatres. The theatres that were closed were chiefly small theatres in small towns, and their disappearance was much more than offset by the larger size of new theatres built. The Motion Picture News stated:

"'This disappearing group is composed almost entirely of the 'shooting gallery type,' which have passed their era of usefulness and are therefore giving place to the modern theatre either in the same town or in the nearby natural trading center.

"'The great increase in good roads and the use of the automobile is a decisive factor in the change that is going on.'"

The figures, as well as the accompanying comment which have now been adopted as authoritative by a highly important Governmental body, were incorporated in an article published on Page 1197 in the April 14, 1928, issue of Motion Picture News, following the completion of the survey conducted by this publication.

The Committee on Recent Economic Changes is composed of the following:

President Hoover, Postmaster General Brown, Reniek W. Dunlap, President Green of the American Federation of Labor; Julius Klein, Assistant Secretary of Commerce; John S. Lawrence, Max Mason, George McFadden, Adolph C. Miller of the Federal Reserve Board, Lewis E. Pierson, John J. Raskob, Arch W. Shaw, Louis J. Taber, Daniel Willard, Clarence H. Woolley, Owen D. Young and Edward Fyre Hunt, secretary of the body.

More than a hundred economists, statisticians and sociologists, under the direction of the National Bureau of Economic Research, aided the Committee in its work.

Mgr.'s Eviction Of An Alleged Rowdy Okayed

A THEATRE manager can remove a person from his theatre for alleged misconduct, an Indianapolis, Ind., jury ruled in superior court in refusing to award $5,000 damages to a youth who alleged he was ousted rudely from a West Side film house. Defendants were Mr. and Mrs. Frank Bonas, operators of the Princess Theatre.

Fox Taking Over Grauman's Chinese For $3,000,000

Schenck Sells His And U. A. Shares, Grauman To Do Likewise; Policy Same

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—Harold B. Franklin, president of the Fox-West Coast Theatres has closed a deal with Joseph M. Schenck whereby the latter will sell his interests and those of United Artists in the Grauman Chinese Theatre. Grauman is also to dispose of his interest in the house.

The reported price for the theatre and the property on which it stands on Hollywood Boulevard opposite the Roosevelt Hotel, is $3,000,000. This seems somewhat high when one considers the fact that the building houses only the theatre and two small stores.

Grauman undoubtedly is willing to leave the exhibiting field as far as this house is concerned because of the inroads that the Warner Bros. Theatre has made on his business. The present Warner house has been doing a tremendous business since it opened and with a new theatre in the process of building Grauman possibly feels that the opposition will be too great for him to stand-off.

Franklin in making the announcement of the taking over of the Chinese stated that the policy of extended runs at $2 top would be continued.

The Egyptian, the former Grauman house on Hollywood Boulevard, is now also Fox-West Coast operated as a grind house.

U's "Broadway" Opening At Globe After "Show Boat"

The Million Dollar Talkie Makes Debut On May 27; "Show Boat" Moves

"Broadway," Universal's $1,000,000 talkie production, is to have its world's premiere in New York at the Globe Theatre on May 27. Universal paid Jed Harris $255,000 for the screen rights to the stage production, and with the proviso that the picture would not be made until the run of the play had finished. Since then any number of screen production and stage plays have utilized the night club theme for their plots. Because of this interest centers in the manner of reception that the picture will have at the hands of the public. In a measure the situation is parallel with that of "The Big Parade" and "What Price Glory."

Tilt With Union Forces New Penn. Theatre To Close

Because of differences between the management and employes as the result of the recent installation of sound devices, the Wilmer & Vincent Theatre Co. closed its new million-dollar State Theatre in Harrisburg on May 11. It will remain closed until Fall by which time C. Floyd Hopkins, Wilmer & Vincent representative in Harrisburg, believes the difficulties will be adjusted.

In a published statement Mr. Hopkins said that the demands of the union employes made it unprofitable to continue operating the theatre

So. Cal. Theatre Owners Elect Officers For 1929

(Hollywood Bureau, Motion Picture News)

Los Angeles, May 16.—At the annual election of officers of Motion Picture Theatre Owners of Southern California, the following members were elected to office for the ensuing year. R. D. Whitson, president; L. L. Bard, vice president; Murray Hawkins, treasurer; B. Benamjin, secretary. Board of directors include A. L. Sanborn, Russell Rogers, S. Lazarus, and C. A. Ferry.

Wedding Bells Ring For M. P. Wear of Educational

"Mike" P. Wear, of the Educational publicity department, this week forsakes the ranks of the bachelors, and on Saturday, May 18, will wed Alice Bentley, stage actress. Mr. Wear is a former newspaper man from Wyoming.

Lustberg Quits Excellent

Jack Lustberg, sales manager and supervisor of exchange distribution for Excellent Pictures Corporation, has severed affiliation with that company to enter the film distribution field independently.

Hot Weather Hurts Business On The Coast

But Five Out Of Seven Houses Play To Better Than 100%; "Show Boat" Opens Big

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—Business in the Los Angeles and Hollywood houses was visibly effected by the warm weather which has been prevalent here for the past ten days. Still five out of the seven houses reported on did better than the 100 per cent average. "The Show Boat" opened at the Biltmore Theatre, in downtown Los Angeles, as a regular two-a-day attraction, and has been doing good business getting $15,000 on the week.

The other downtown houses and attractions are "The Pagan," at Loew's State, $31,000; Paramount, "Gentlemen of the Press," with the Publix Unit "The Perfect Girl," got $25,000; United Artists, with "Coquette" in its sixth week, played to $13,500; while the Criterion, playing "The Trial of Mary Dugan" in its second week, got $16,500.

In Hollywood, Warner Brothers Theatre the last four days of the run there of "The Desert Song" brought $9,000.

At Grauman's Chinese, where "The Broadway Melody" is in its 14th week playing at $1.50 top, the returns were $25,500. This picture is due to leave within the next two weeks to be followed by the "M-G-M Follies."

"The Black Watch," the John Ford production with Victor McLaglen as the star, opened fairly big at the Carthay Circle and drew $16,500.

"Jango," African Hunt Film, To Have Broadway Premiere

"Jango," a new feature-length African jungle picture shortly to be released by Davenport-Quigley Expeditions, Inc., will also be given its Broadway premiere in the near future. The film recently received the endorsement of the Belgian Counsul-General, the British Counsul-General and the Belgian Ambassador, whose government sponsored the expedition.

W. B. Are Pre-Releasing "Noah's Ark" On June 15

The Warner Bros. special Vitaphone production, "Noah's Ark," will be prereleased throughout the country on June 15. It has already been shown in New York, Los Angeles, Chicago, Boston, Philadelphia, Detroit and Atlantic City.

Imperial Forms Subsidiary For Record Manufacturing

Musical Disc Productions, Inc., has been formed by Imperial Pictures, Inc., Herman J. Weinberg president, as a subsidiary to manufacture musical records for theatre use.

Five B'way Grind Theatres Drew Over 100% Last Week; "Singing Fool" Holds Over

"Oath To Flag" Author Raps The Talkies

FRANCIS BELLAMY, of Tampa, Fla., who composed the "oath to the flag," repeated daily by the nation's school children, takes a slap at the talkies in an article in a Tampa paper. He expresses great disappointment in this new form of entertainmnt through the fact that the recording was so poorly done at the performances he has attended that much of the lines could not be understood. He strongly advocates the silent drama, with titles, which is understood by all.

Musicians Draw Pay For 6 Months' Term Without Performing

Omaha, May 17.—Honoring the contract with the Omaha Musicians association, Publix officials in Omaha last week agreed to continue the salaries of the 15 musicians formerly at the Riviera until September 1, though the men will not play in the renamed Paramount Theatre.

The orchestra, which played both pit and stage, were given their notices three weeks ago when Publix decided to put the Riviera on an all-sound basis and change its name.

The musicians will draw nearly one thousand dollars each week while vacationing with pay until the expiration of their present contract. The average individual weekly salary of the men is $65.

Approximately 90 Houses For Butterfield In Mich.

In the neighborhood of 90 theatres in the state of Michigan will be realized by the Butterfield Circuit by July 1, 1930, was the prediction made by W. S. Butterfield, who has just returned with his wife to Michigan from a three months' trip to Hollywood and Hawaii. The theatre magnate stated that about 90 per cent of his important houses are sound equipped.

The Butterfield interests have finished purchase of land in Jackson and Muskegon and will erect two theatres, as well as closing a deal for a new house in Sault Ste. Marie.

Madisonite Purchase Wis. Theatre At $125,000 Figure

Flickering figures will be replaced by wax figures at the Madison theatre, Madison, Wisconsin. The theatre was sold recently to John Kelly, Madison, by the Fischer-Paramount theatre corporation for $125,000. The transfer marks a new "high" in theatre sales prices in Madison. Kelly will remodel the building and reopen it in the spring as a combination store and apartment building.

"Desert Nights" A Silent Feature Withstood Sound Opposition; Six Of Run Films Top Average Business

FIVE of the theatres playing a grind policy topped better than 100 per cent average in business last week. "The Singing Fool," at the Strand, by playing to a little better than $50,000, got a rating of 144 3/10 per cent, and the picture has been held over for another week. The chances are that it will run three weeks. The interesting fact on the street was that "Desert Nights," the John Gilbert silent feature at the Capitol, withstood sound opposition successfully and finished the week with $74,308.40 for 109 1/10 per cent.

The remaining three are the Paramount, with a combination of "Betrayal" and Rudy Vallee, which got $81,000. The Rialto, with the second week of "Close Harmony," took $31,700, and the little Cameo, playing "Why Be Good," hit $6,800. "Why Be Good" is the first Colleen Moore starring picture which has failed to get a Broadway showing at one of the bigger houses.

The Roxy, for the fourth week in succession, has fallen way below average in business. Last week, with "Not Quite Decent" a talking feature, the house got $86,084, which is an 83 per cent average. "Coquette," at the Rivoli in its fifth and final week, played to $24,300 for 86 1/10 per cent.

13 *Two-A-Days*

In the legitimate houses, where there are 13 features showing twice daily, there are six films that remain in the hit class. All of these qualified with 100 per cent or better, with "The Broadway Melody," in its 13th week, leading them with $23,354.75 for 158 3/5 per cent; "The Desert Song," at Warner's, $18,683.75 for 110 7/10 per cent; "The Squall," at the Central on the first two days of its run, got $5,924.50 for 111 4/5 per cent; while "The Trial of Mary Dugan," at the Embassy, got $7,907.50; "The Rainbow Man," at the Selwyn, $13,398; and "Bulldog Drummond," at the Apollo, $21,200, nearly capacity at the house.

"Mother's Boy," which came in last week, got bad notice and immediately resorted to selling at cut rates and using a telephone campaign to boost business. On the week they managed to get about $7,000, which is under 30 per cent of what the house can hold. "Alibi," at the 44th St., played to $15,874; "The Show Boat," at the Globe," to $16,892, and "Madame X," at the Harris to $17,791.

"Christina," at the Gaiety, fared very badly with $6,481.50, while "Noah's Ark," at the Winter Garden, dwindled to $18,045.

"Don't Let 'The Sound-Panic' Make You Forget Other Phases," Says Woodhull To Exhibitors

Sound Questions at M.P.T.O. Meetings Flying Around Thick As Hornets, He Declares

CUT down on the conversation and get to work can be summarized as R. F. ("Pete") Woodhull's advice to those exhiibtors who have worried themselves into a panicky state of mind on the subect of sound. Recently returned from a several weeks' trip into convention territories, the National President of the M. P. T. O. A. was outlining his views on today's theatre problems to a member of the Motion Picture News staff:

"A lot of exhibitors," Woodhull declared, "are so worked up on the subject of sound installations and several other phases of the situation that there isn't any room in their minds for other important matters which concern every theatreman. Ninety per cent of the time given to conventions is taken up with discussion of sound. 'What machine shall I buy?' 'How much should I pay?' 'Will I go broke if I buy one?' 'Will the high film rentals for talking pictures and the cost of sound installations and service charges bankrupt me?' are just a few of the questions shooting around all sections of every exhibitor convention headquarters."

Individual Problems

The problems in the main are individual ones, Woodhull thinks. "Do a little less talking about what to buy and what to pay and study your own case thoroughly. What are the conditions in your town or city? Are you operating a small theatre adajcent to a big time town with a modern automobile road or other transit facilities connecting the two? If so, watch your step. It looks as though dark days were ahead for the small theatre that has to meet this kind of competition. Once the small towner gets a taste of the big time sound shows and flash acts it's difficult to keep him home when there is but a short distance to travel."

"On the other hand there is the case of the theatre in a town of say, ten to twelve thousand population, far enough away from the lure of another city. Here is a different situation which might call for less hesitation on the part of the theatreowner. By virtue of distance his is the greater opportunity to hold his patrons. Also, for the same reason, he can be said to have less need to hurry.

"In both cases, however, I deplore haste. Haste as applied to the individual. The exhibitor must meet his own particular problem before herding in a movement like a lot of sheep. There are plenty of things to consider. Not a great way into the future may witness many changes. Heavy production of sound and talking pictures will eventually bring about a reduction in film rentals. The same rule applies to the necessary apparatus for sound reproduction. Weigh every detail of your own situation and if you can stand the gaff go to it. The sound picture is here to stay. But if you don't think you can carry the load, go slow."



Cyclones change to Sound Storms out Kansas way—As visualized by Cartoonist "Jolly Bill Steinicke"

Governor Fisher Frees Newsreels From Censorship

Prior to signing the new legislation in Pennsylvania which has freed all newsreels showing in that state from the toils of censorship, Governor Fisher made the following statement at the State House, Harrisburg, Pa.:

"The bill I am now considering is one which removes from censorship those reels known as newsreels which are used to depict current events. I can sign this bill in good conscience because experience has demonstrated the uselessness of censorship over such reels. I have never known or heard of an exhibition in violation of the law given under what was known as the newsreel. The movie industry itself, if it were ever open to criticism in this respect, has cleansed itself. We all know that it has been raised into a higher plane since it was organized on a large scale, and has been taken up from small irresponsible operators and consolidated in the hands of those who feel a moral responsibility for the performance that they give. In this view I am about to sign this bill so that in the future all operators of newsreels will be exempt from the censorship of the Pennsylvania Board."

Co. Roadshowing Talkies In The West With Portable Device

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—Roadshowing talking pictures with portable apparatus in small towns through Utah has been launched by Shagnin Brothers Road Show Co.

The Shagnins have arranged with Tiffany-Stahl exchange to book the talker version of "Lucky Boy" on a flat rental basis per town. They book the combination of talker and portable reproducer into the small town theatres on a straight percentage of the gross intake, and handle operation of the equipment themselves.

Eleven towns in Utah have been booked for showings of "Lucky Boy" by the Shagnins. The brothers go into only those towns that do not have a wired theatre for sound pictures.

"Queen Kelly" Shelved By Gloria Swanson

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—Gloria Swanson has temporarily shelved the talkie version of "Queen Kelly" and will make an all-talkie immediately from an original Edmund Goulding story, with the latter directing.

All preparations for the "Queen Kelly" talkie are off.

Bristolphone Inventor Is Preparing Smaller Model

A small model Bristolphone system is being perfected by Professor William H. Bristol, inventor of the device that the Consolidated Bristolphone is now marketing. Mr. Bristol has been making a survey of the smaller theatre for the past several months, studying the requirements of these houses with regard to mechanical and acoustical needs.

Movie-Phone Cost Reduced, 550 Installations Claimed

A drastic reduction of the price of Goetz Movie-Phone disc and sound-on-film equipment has just been made effective, according to L. E. Goetz, general manager and national distributor for Movie-Phone. The corporation claims over 550 installations throughout the country at the present time.



Governor Fisher (seated), of Pennsylvania, has just signed the newsreel Bill

Solving The Problem Of The Deaf Patron In The Sound House

California Exhibitor Adopts Simple Plan Which Should End Protests To Newspaper Editors And Picture Producers

THE rapid increase in production of talking pictures and proportionate fall in number of silent pictures which are being shown in theatres at the present time has brought forth many protests from the deaf and partly deaf people. Newspapers have been literally deluged with letters from individuals and organizations from all over the country and it has also been learned that producers on the coast and elsewhere have received a like number of communications from the same sources.

It is well known that the motion picture in its silent form has been one of the chief forms of diversion and amusement for the deaf and the hard of hearing. Aside from reading it has, in reality, been the one form of recreation in which they could equally participate with the unafflicted. Designed for eye-entertainment the motion picture made this possible.

From an authoritative source it is learned that there are 10 million deaf and partly deaf people in the United States, of which 3 million are classified as children. Relatively, to a community, the number afflicted among theatre attenders would be comparatively small. However, there is the good will angle which is always an important one to the theatreman. At small cost Loper's plan suggests a simple remedy.

The Plan

At last a simple plan, costing but very little, has come from a California manager whereby the deaf may enjoy dialogue and sound picture entertainment. It is a simple method of providing individual sound facilities for the afflicted. For those exhibitors who are confronted with this problem, the following plan of Bernie Loper's, manager of the Gateway and Bards Theatre, Glendale, is presented:

The successful trial of Loper's plan came after several weeks of experimentation following complaints he had received from several of his regular patrons that they could not enjoy the sound pictures because they were unable to hear them.

Last week he invited a delegation from the Los Angeles League of Hard of Hearing to attend a special showing of "Close Harmony" at his theatre. The picture contained all of the elements of the newer vogue in sound films—dialogue, singing and music. The party of six deaf people sat enthralled and amazed at the clarity with which they received every sound from the film.

"It was just wonderful," declared Mrs. Jane Bigelow, secretary of the league after the film finished. "I have tried various times through numerous contrivances to enjoy talking films but this is the first time that I ever heard every word and note without trouble. I think talking pictures are wonderful. Mr. Loper should be congratulated on his clever device. It will prove a boon to persons with impaired hearing."

The "device" is so simple that any theatre manager can equip his theatre with similar facilities at very little cost.

The Hook-Up

The individual sets required for each seat so equipped consists of a pair of ear phones and an individual choke coil regulated by a dial. Through the latter the listener can adjust the volume to suit the needs of his own ears. Those phones are connected in series with a small microphone placed in front of the horns backstage. Thus every sound is greatly amplified before entering the microphone. Experiments will have to be made to find the most suitable place to locate this device for the best ear phone reception.

The phones cost little as many second hand ones can be purchased cheap at radio stores. The choke coils can be purchased for a few cents at any 5 and 10 cent emporium. The house carpenter can wire the equipment through to the seats in a short time.

Loper has converted the "crying rooms" in his two theatres into "deaf" rooms. He has installed a dozen extra chairs in each one and equipped them for his deaf patrons. Mothers with crying infants create no disturbance as the listeners are unable to hear the child's crying over the heavily amplified sound. Thus the "crying room" now serves a dual purpose.

He has received numerous compliments from his deaf patrons. Many phone him ahead of time to make sure of having seats in the "deaf" section.

His Hearing Revived

The biggest achievement came when a retired minister who had been unable to hear a thing for fifteen years, enticed by the wide publicity Loper had received, gave the phones a try. He was able to amplify the sound to such a degree that he heard the entire picture in a satisfactory manner. He declared afterward that it was the first time he had heard music since he was stricken.

Since Loper's initial success other theatres on the west coast have taken up the idea and are following suit in providing facilities for their deaf patrons.

As told, Loper's plan would seem to be practicable for any de luxe house which has a children's room, or other room which could be set aside for the use of deaf patrons.

Also, the low cost of the earphones and other equipment would bring it within the reach of theatres without any great outlay of money.

Exhibitors who may have other plans for meeting the problem of the deaf patron in the sound house are invited to submit them for publication in the NEWS. The Loper plan appears to be the first simple, workable solution of the problem.

Turns His Lobby Into A School Display And Wins Community

THE "Community Idea" and its value as a builder of theatre good-will is again well expressed in a campaign worked out by Gilbert P. Josephson, manager of the De Witt theatre, Bayonne, New Jersey. That his plan is a practical one is shown in the fact that when Josephson took over the management of this house the books were in the proverbial "red." To-day it is turning in an exceptionally fine profit.

A New Method

Josephson's method of enlisting aid from a school and its students is a direct turn-about from the old system. Instead of seeking out the pupils to act as mediums in the distribution of programs or other theatre-attendance propaganda he accomplished the amazing result of bringing the school, and those interested in the school, to the theatre. Here is his plan, briefly set down:

Josephson focussed his attention on the local vocational school as his campaign opener. Here was a thriving institution in his community and he planned to show citizens just what work was being done in it. His first move was to devote the entire space of his lobby to the display of samples of all work turned out by students of the school.

On Monday, Tuesday and Wednesday, the display idea was carried out. A full sized stairway built by the carpentry students was among the first exhibits. Then, a motor-driven lathe designed and built by the machine shop workers, and samples in tool-making, etc., from the same department. In another corner, two drafting tables were placed where two students could be observed working on machine assembly and architectural problems. Other displays included samples of wood turning, cabinet-making, printing, photography, dress designing and making and many other activities.

> *This theatre manager chose the Vocational School of his city as the means of arousing Community Spirit. In every city, there are various institutions and relief funds which will enthusiastically respond to co-operative effort, and in practically all instances reflect a bond of good feeling between these organizations and the theatreman. Increased attendance is the net result.*

An Important Factor

A most important factor which contributed its full share to the success of Josephson's plan was the Vocational School department of *The Bayonne Times*. Reporters from this newspaper covered the exhibition in the lobby and fired with Josephson's enthusiasm, the editorial page also carried a generous amount of space devoted to comment on the scheme.

With his plan proceeding smoothly and local interest mounting from the effect of newspaper publicity and lobby display, Josephson next arranged to show a three-reel motion picture filmed in the school. This was scheduled for Thursday, Friday and Saturday of the same week. During the forepart of the week students were stationed at the theatre with information bulletins and they stood ready to answer all questions relating to the school.

The foregoing was the beginning of the extensive campaign waged by Josephson to acquaint the citizens of Bayonne with the facilities their own school had to offer. It brought the work of their own institution to them in a manner which had never been accomplished before. The net result was the building of a close relationship between theatre and community.

Try This One

Another act which endeared Josephson to the poor people of Bayonne happened last Christmas. He arranged to give away 3,000 stockings filled with candy, nuts and toys. This was also commented on editorially by the local newspaper and the whole town talked about the De Witt Theatre.

In a forthcoming issue of Motion Picture News another notable example of winning community good will by co-operation with schools will be presented. In this instance, the theatre virtually put on a city-wide drive, in which were enlisted all the social and welfare organizations of the community, culminating in an exhibition, very extensive in scope, in the lobby of the theatre.

The plan of campaign followed will be outlined in detail in this article which cannot fail to prove of vital interest to many exhibitors.



Gilbert P. Josephson, of the DeWitt Theatre, Bayonne, N. J., who took this house out of red ink to black. He is a member of the Stanley-Fabian organization

THE BAYONNE TIMES

The Vocational Exhibit

The high development of the vocational department of our public educational system is comparatively recent, and it is therefore probable that there are many people of this city who are still not fully aware of the importance of this branch of the school's' activity.

For this reason it is pleasing to note that a number of products of the Bayonne Vocational School are on exhibition in the lobby of a local theatre, where they may be viewed by large numbers of people. And they deserve close attention, for they constitute substantial evidence that Bayonne is not laggard in practical educational progress.

Academic instruction in this city has reached a high point of development. Bayonne's public school system easily ranks with the best in the state, and since New Jersey's reputation as a commonwealth with an uncommon educational structure extends far beyond her own borders, it may be seen that the city's pride in its attention to the problem of the mental development of its younger generations is entirely justifiable. But all over the country in recent years there has been a growing recognition of the importance of manual as well as intellectual training; and here, too, Bayonne has given hearty response.

The exhibition in the theatre lobby is the material evidence of that response. It is a credit to the city in general and to the directors of the Vocational School's work in particular.

An illustration of how Josephson's campaign appealed to the editor of a Bayonne newspaper

Motion Picture News Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Abie's Irish Rose (Par.)

SAN DIEGO, CAL.—Fox Cabrillo Theatre (740), 7 days, 40c-50c-60c, Mickey Mouse Sound Cartoon, Fox Movietone News. Weather, good.

Rating—125%

AD TIPS—Book, window and music tie-ups only; play's reputation sold the picture.—Fox Cabrillo Theatre, H. L. Hartman, Mgr., San Diego, Cal.

Alibi (U. A.)

NEW YORK CITY, N. Y.—44th Street Theatre (1,323), 7 days, $1-$2, two shows a day, three Sat. & Sun. Paramount talking shorts. Weather, rain and fair.

Rating—92 9/10% (Fifth Week)

SALT LAKE CITY, UTAH.—Granada Theatre (2,600), 11 days, 15c-50c. Weather, fair.

Rating—125%

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c-60c, "Eddie Peabody and His College Chums," Color Classic: "Toy Shop," News. Weather, fair.

Rating—105%

AD TIPS—Exploit as "100 per cent spoken underworld thriller" and used local street car weekly tickets, says Dave Schayer, Mgr. Granada Theatre, Salt Lake City. Picture appeals to most any class, he believes. The manager of the Tivoli Theatre, Chattanooga, Tenn., sees the film as appealing to adults and advises exploiting its smashing all-dialogue and its crook characters and night club life. Mention the original play, "Night Stick," he tells us.

Bachelors' Club, The (General)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20-55c, Pathe News, Bert Smith Players in "Please Get Married," with vaudeville and chorus. Comedy. Weather, clear and mild rain one day.

Rating—90%

AD TIPS—Exploit Talmadge and Murphy in a Family Treat. Explain: "He was president of the Bachelors' Club, but when he met Dot he didn't care a jot, and married her just the same. See this season's greatest laugh riot." Audience appeal: to all who like plenty of wholesome fun of the brand Dick Talmadge has made popular. It went fine with our family trade.—Hippodrome Theatre, Nat Keene, Mgr., Baltimore, Md.

Behind The German Lines (Par.)

SALT LAKE CITY, UTAH.—Victory Theatre (1,287), 7 days, 15c-50c, Vitaphone Acts and Movietone News. Weather, fair.

Rating—100%

Behind The German Lines—Cont.

AD TIPS—Exploited as official and authentic war picture actually photographed on battlefields. Audience appeal: practically any class that enjoys historic and sensational films.—Victory Theatre, Ray Hendry, Mgr., Salt Lake City, Utah.

Betrayal, The (Par.)

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-75c-85c-$1, Para. News and Technicolor Fashion Review. Donald Ogden Stewart comedy "Humorous Flights" a talkie, Rudy Vallee and Stage band, Frank Cambria's Publix Unit "Castles of Dreams," Jesse Crawford organ specialty. Weather, rain and fair.

Rating 112%

Bellamy Trial, The (M-G-M)

ANN ARBOR, MICH.—Majestic Theatre (1,050), 4 days, 10c-50c, Rice Sportlight, Pathe Review, Para. News. Weather, cool.

Rating—60%

AD TIPS—Exploit the fact that there is a mystery story so real that even the confirmed fans are made to believe it is all real and has actually happened. Audience appeal: adult.—Majestic Theatre, Ann Arbor, Mich.

Black Pirate, The (U. A.)

JOLIET, ILL.—Princess Theatre (960), 2 days, 15c-35c, Comedy, News. Weather, clear and cold.

Rating—85%

AD TIPS—Exploited as being returned by popular demand. Billed it as an unforgettable spectacle with Douglas Fairbanks at his best. Audience appeal: for everyone, especially children.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Black Watch, The (Fox)

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 75c-$1.-$1.50, "Unaccustomed As We Are" (M-G-M), Fox Movietone News, Elinor's Orchestra. Weather, hot.

Rating—125%

Blindfold (Fox)

TACOMA, WASH.—Fox Colonial Theatre (965), 25c-35c, Fox News, Topics and Comedy. Weather, raining early and then fair.

Rating—75%

COLUMBUS, OHIO.—Majestic Theatre, (1,000), 7 days, 15c-25c, Pathe News, Organ.

Rating—85%

AD TIPS—Radio, newspaper and billboards angles. Audience appeal: all classes.—Fox Colonial Theatre, Doug. Kimberley, Mgr., Tacoma, Wash.

Blindford—Cont.

O'Brien's and Moran's popularity was stressed by the management of the Majestic Theatre, Columbus, O., as well as the reputation for underworld stories that the author of the story, Charles Francis Coe, possesses.

Blockade (RKO)

HOUSTON, TEX.—Majestic Theatre (2,250), 7 days, 25c-60c, 5 Acts Vaud., Fox Movietone News. Weather, fair and warm.

Rating—80%

AD TIPS—We advertised action, rum-running story, and Nilsson in first talkie.—Majestic Theatre, Houston, Tex.

Broadway Melody, The (M-G-M)

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 35c-75c, Paramount News. Weather, rainy.

Rating—140% (Third Week)

TAMPA, FLA.—Victory Theatre (1,600), 7 days, 25c-50c-60c, Fox Movietone News, Vitapone Act. Weather, hot.

Rating—150%

VANCOUVER, B. C.—Capitol Theatre (2,400), 6 days, 25c-65c, Presentation, Two-Reel Talkie "The Lash," Fox Movietone News, Calvin Winter and His Capitolians. Weather, fine and bright.

Rating—165%

SAN ANTONIO, TEX.—Empire Theatre (1,550), 7 days, 25c-35c-50c, Vitaphone Acts and Fox Movietone News. Weather, fair and warm.

Rating—150%

MILWAUKEE, WIS.—Strand Theatre (1,297), 25c-60c, Comedy, Fox News. Weather, unsettled.

Rating—90% (Sixth Week)

BIRMINGHAM, ALA.—Empire Theatre (1,000), 6 days, 25c-40c, Pathe Review, M-G-M News. Weather, variable and cool.

Rating—105% (Fourth Week)

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 35c-50c, M-G-M News, "Nearly Divorced" (M-G-M). Fifth consecutive week at this playhouse after one week at Stanley and with one week at Parkway. Weather, clear, mild rain one day.

Rating—86%

NEW YORK CITY, N. Y.—Astor Theatre (1,120), 7 days, $1-$2, two shows a day, three Sat. & Sun. M-G-M talking shorts. Weather, rain and fair.

Rating—158 3/5% (Thirteenth Week)

AKRON, OHIO—Loew's Akron Theatre (3,500), 7 days, 35c-50c-65c, Fox Movietone News, five vaudeville acts. Weather, rainy, cold.

Rating—180%

Broadway Melody, The—Cont.

JACKSONVILLE, FLA.—Florida Theatre (2,300), 25c-60c, Stage Show, Para. News. Weather, unsettled.

Rating—110%

BUFFALO, N. Y. — Century Theatre (3,000), 65c, Fox Movietone News, Comedy, Presentations. Weather, fair and warm.

Rating—160% (Fifth Week)

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,023), 75c-$1.-$1.50, Vaudeville Revue. Weather, hot.

Rating—153% (Fourteenth Week)

AD TIPS—Advertised it three weeks before it opened, going strong in the newspapers and utilizing store window displays, reports Lloyd Dearth, Mgr., Capitol Theatre, Vancouver, B. C., who believes that the picture appeals to everyone and every class. Mgr. H. J. Thatcher, Mgr. of the Empire Theatre, San Antonio, agrees that the appeal of the film is for everyone. It has every angle, he says, and he gives each of the stars a boost. The music is bound to appeal to both old and young in his opinion.

It has general appeal and should be played up as an all-talking, all-singing, all-dancing revue of back stage life, declares Mr. Wm. E. Mick, Mgr. of the Strand Theatre, Milwaukee, Wis. These same angles were stressed by Bert Hollowell, Mgr. of the Empire Theatre, Birmingham, Ala., when he played "Broadway Melody." He also agrees that it has universal appeal. The all-singing, all-dancing and all-dialogue angles are also recommended by Geo. B. Peck, Mgr. of the Victory Theatre, Tampa, Fla. He thinks the work of the cast is great and advises all to go strong on the peeps behind the scenes and the shots from the front as well. Universal appeal, says Mr. Peck.

Kept up extensive exploitation and tie-ups, declares John Howard, Mgr. of the Rialto Theatre, Omaha, Neb. His campaign included window displays and theme-tune plugging in local restaurants and dance halls. He also mailed out 5,000 postcards with appropriate copy and through a tie-up with nearby railroads distributed 10,000 throw-aways within a vicinity of 100 miles of Omaha, the throw-aways also offering reduced rates on week-end trips to Omaha.

The heavy advertising campaign of Manager D. J. Nolan, of Loew's Akron Theatre, Akron, Ohio, stressed the music ,love theme, the stars. The jazz sequence, The Wedding of the Painted Doll, was mentioned prominently in the billing as the screen's glittering best. It has universal appeal, declares Mr. Nolan.

Bulldog Drummond (U. A.)

NEW YORK CITY, N. Y.—Apollo Theatre (1,270), 7 days, two shows a day, three Sat. & Sun., $1-$2, Par. talking shorts. Weather, rain and fair.

Rating—100% (Second Week)

Bridge Of San Luis Rey, The (M-G-M)

MACON, GA.—Ritz Theatre (1,000), 3 days, 25c-35c-50c, Krazy Kat, two Vitaphone units and Par. News. Weather, fair.

Rating—85%

ROCHESTER, N. Y.—Regent Theatre (1,510), 7 days, 25c-50c, "Songs of Roses" (M-G-M), "Dear Old Calford" (U), Selected News. Weather, clear to rain.

Rating—130%

AD TIPS—The fact that the picture is a faithful screen record of the novel was emphasized in the ads of Howard Amos, Manager of the Ritz Theatre, Macon, Ga., and Martin Dryer, Manager of the Regent Theatre, Rochester, N. Y. Mr. Amos also mentioned that the film was dressed with sound effects. In addition to advance stories and extra ad space, Mr. Dryer distributed 1,500 bookmarks to get



The chorus in "Broadway," the Universal feature film form a heart on the "U" set. They shake their shoulders and limbs in the screened play of stage life which Director Paul Fejos brought to the screen

Bridge Of San Luis Rey—Cont.

readers and booklovers interested. Special stories and a picture of Damita relating to the story of her romance with a German prince was carried in a German daily. Pictures and cut out letters naming the film were displayed in the lobby a week in advance. Photos were placed in downtown windows and the cast was stressed in the advertising campaign that Mr. Dryer carried out.

Canary Murder Case, The (Par.)

ANN ARBOR, MICH.—Wuerth Theatre (777), 4 days, 10c-50c, Movietone short, and Fox Movietone News, Kinograms. Weather, cool.

Rating—100%.

AD TIPS—Exploit the fact that Van Dine is said to have told Paramount that the picture is better than the book. Many of our patrons thought so, too. Arranged pre-showing for police commissioners, officers and city officials and business men. Stopped show and handed out slips to fill in the name of character they thought was guilty. Gave ground for lots of exploitation. General appeal.—Wuerth Theatre, Ann Arbor, Mich.

Captain Swagger (Pathe)

ALBANY, N. Y.—Proctor's Theatre (1,800), 3 days, 35c-75c, Vaudeville Acts. Weather, fair.

Rating—90%

AD TIPS—Exploited that this picture had life and love with rich, thrilling sound effects. Audience appeal, all classes.—Proctor's Theatre, Joseph Wallace, Mgr., Albany, N. Y.

Carnation Kid, The (Par.)

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 3 days, 40c-50c, "The Framing of the Shrew" (Par.), Bernie Cummins and his Biltmore Orchestra (Vita.), Par. News. Weather, generally fair.

Rating—80%

AD TIPS—Exploit Douglas MacLean in his first talking comedy. Audience appeal: general. —Stanley Theatre, Jos. Jordan, Mgr., Atlantic City, N. J.

Children Of The Ritz (F. N.)

OKLAHOMA CITY, OKLA.—Empress Theatre (1,250), 3 days, 10c-25c-35c-50c, Pathe News and Vitaphone Comedy. Weather, fair and cold.

Rating—100%

Chinatown Nights (Par.)

ANN ARBOR, MICH.—Wuerth Theatre (777), 3 days, 10c-50c, two Movietone shorts, Fox Movietone News and Kinograms. Weather, cool.

Rating—57%

Chinatown Nights—Cont.

ROCHESTER, N. Y.—Piccadilly Theatre (2,259), 7 days, 25c-60c, "Wiggle Your Ears" (M-G-M), Jess Strafford and band (M-G-M), Organ, Pathe News. Weather, clear to rainy.

Rating—85%

AD TIPS—Beery's first talkie. Play up the real Chinatown scenes and make 'em gory. It appeals to most patrons as there is plenty of suspense and the talking is good.—Wuerth Theatre, Ann Arbor, Mich.

Thrills of underworld life given play in advance stories and ads, with no outside hookups. Stress laid on Beery's first talking film. Ads told public the film was a faithful translation of Chinatown joss houses and tea rooms. Large character sketch by artist in all ads. Audience appeal: all ages and classes.—Piccadilly Theatre, Herbert Chatkin, Mgr., Rochester, N. Y.

Christina (Fox)

NEW YORK CITY, N. Y.—Gaiety Theatre (808), 7 days, $1-$2, two shows a day, three Sat. & Sun., Fox Movietone Shorts, Movietone News. Weather, rain and fair.

Rating—69 2/5% (Sixth Week)

Circus Kid, The (RKO)

CEDAR RAPIDS, IOWA.—Strand Theatre (1,400), 3 days, 10c-25c-35c, "Deadshot Dick" Short Comedy, Pathe Sound News. Weather, rainy.

Rating—95%

AD TIPS—Feature picture of true circus life; whole circus troupe taking part. Emphasized thrills. Audience appeal: all classes, all ages.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Iowa.

Clear The Decks (U.)

VANCOUVER, B. C.—Pantages Theatre (1,700), 6 days, 30c-50c, Presentation, 6 Vaudeville Acts, Local News Reel. Weather, fine and bright.

Rating—40%

ROCHESTER, N. Y.—Rochester Theatre (4,000), 7 days 25c-35c-60c, Six Acts, "Galloping Gaucho" (S.R.), Int'l News. Weather, clear to rainy.

Rating—85%

AD TIPS—Exploited strong comedy angle. All aboard for sailing the seas of merriment with R. Denny. A rollicking, rib-tickling farce that will make you laugh at a love-sick, sea-sick hero. Audience appeal: general.—Pantages Theatre, Lloyd Pantages, Mgr., Vancouver, B. C.

Denny was given the big play as the most important thing about the film in H. M. Addison's handling of the picture when it played his theatre, the Rochester, Rochester, N. Y. He billed it chiefly as a side-splitter and made mention that it was 40% in dialogue. Appeals to all ages and classes, believes this manager.

Close Harmony (Par.)

KNOXVILLE, TENN.—Tennessee Theatre (2,001), 25c-50c, 3 days, Vitaphone Numbers, Organ, Par. News. Weather, rainy.

Rating—110%

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-60c, 2 Acts, Educational Comedy, News. Weather, clear and cold.

Rating—115%

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 7 days, 35c-65c-75c-85c-$1,, Paramount News, Paramount talking shorts. Weather, rain and fair.

Rating—110 2/5% (Second Week)

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 4 days, 40c-50c, "Joe's Vacation" (Para.), Curiosities—In Sound, Paramount News. Weather, generally fair.

Rating—100%

Close Harmony—Cont.

MACON, GA.—Rialto Theatre (900), 3 days, 30c-45c, Pathe News, Universal Cartoon, Paramount unit. Weather, fair.

Rating—140%

AD TIPS—Exploit this as an all-talking, all-song, all-dance romance. Names of Rogers and Carroll worth plugging. Feature it as musical sensation with big time acts shown. Also feature romance. Audience appeal: universal. —Rialto Theatre, Joliet, Ill.

The team of Carroll and Rogers was played up by both the management of the Stanley Theatre, Atlantic City, N. J., and Monty Salmon, Mgr. of the Rialto Theatre, Macon, Ga. The former also exploited it as a big jazz revue screened with all singing and good dancing. He also played up the teamwork of Oakie and Gallagher. Mr. Salmon's idea was to emphasize the behind the footlights angle. He considers it great for youth.

Cohens and Kellys in Atlantic City, The (U.)

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, Fox News, Fanchon & Marco "Rollin' On" with Gene Morgan as master of ceremonies. Stage show pulled up percentage. Weather, rainy.

Rating—115%

AD TIPS—Exploitation of picture held down due to extensive campaign on opening week of Fanchon & Marco units. Advertised extensively in newspapers as all-talking comedy riot, etc.—World Theatre, Ralph D. Goldberg, Mgr., Omaha, Neb.

Coquette (U. A.)

KNOXVILLE, TENN.—Tennessee Theatre (2,001), 25c to 50c, 3 days, Vitaphone Numbers, Organ, Par. News. Weather, fair.

Rating—110%

TACOMA, WASH.—Pantages Theatre (1,500), 7 days, 10c to 75c, 3 Acts of Vaudeville. Weather, rainy early and then fair.

Rating—100%

SAN ANTONIO, TEX.—Texas Theatre (3,000), 7 days, 25c-35c-60c, Publix Presentation "Volcano," Vitaphone Specialties and Par. News. Weather, fair and warm.

Rating—75%

SAN FRANCISCO, CAL.—Granada Theatre (2,900), 7 days, 35c to 60c, Severi Orchestral Program, Par. News. Weather, fair.

Rating—100% (Second Week)

CANTON, OHIO.—Loew's Theatre (2,125), 7 days, 30c-50c, Vaudeville done away with for week. On screen, Fox Movietone News, Phil Spitalny in "Ship Ahoy," Movietone, and Hal Roach Comedy "Movie Night," Organlogue featuring "Coquette." Weather, clear and cool entire week.

Rating—150%

SEATTLE, WASH.—Blue Mouse Theatre (950), 25c-35c-50c-75c, Par. Sound Comedy and Fox Movietone News. Weather, clear.

Rating—85% (Fourth Week)

SAN DIEGO, CAL.—Plaza Theatre (600), 21 days, 40c-60c, Vitaphone Acts, News Reel. Weather, good.

Rating—65%

BALTIMORE, MD.—Loew's Stanley Theatre (3,654), 6 days, 25c-65c, Fox Movietone and Par. News, Orchestra, Organ, "Al Wohlman," (M-G-M talkie short). Weather, clear mild, rain one day.

Rating—134%

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-65c-75c-85c-$1, Par. News, Par. Talking Shorts. Weather, rain and fair.

Rating—86 1/10% (Fifth Week).

ASHEVILLE, N. C.—Imperial Theatre (1,181), 6 days, 10c-40c-50c, Two Vitaphone Acts, Movietone News. Weather, rain every other day.

Rating—100%

Coquette—Cont.

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, M-G-M Revue: "Climbing Golden Stairs."

Rating—100% (Sixth Week)

AD TIPS—Several methods of ballyhooing this film were utilized by various managers included among this week's reports. Al Fourmet, Mgr. of the Texas Theatre, San Antonio, Tex., played up Pickford in her role of the piquant flirt in his ads, boosting it as a literal stage production. For all ages and classes, he declares. A heavy advertising campaign a week in advance and an elaborate and early use of 24 sheets helped C. D. Miller, Mgr. of the Pantages Theatre, Tacoma, Wash., to sell the picture. A great picture for all classes, he asserts, although appealing mostly to women.

The Granada Theatre, San Francisco, Cal., used a larger ad campaign than usual, playing up the fact that it was the star's first talkie. Such phrases as "intense, loving passionate," a "heart thrill every woman would regret not seeing" and "a golden voiced bob-haired grown up Mary" were used with good effect. Appeal to all classes and ages, in the opinion of the Granada management.

Don't concentrate on the name of the star, advises Russell Bovim, Mgr. of Loew's Theatre, Canton, O. Go strong, he says, on the fact that it is a 100% talkie. He featured the theme song "Coquette" and also included the names of the other players in his ads. The star was exploited as appearing in a grown up role in her first talkie by John Hamrick, Mgr., of the Blue Mouse Theatre, Seattle, Wash., and the angle of its adaptation from the stage play was also stressed. Appeals to everyone but the kids, declares this manager.

M. F. Anyon, Mgr. of the Plaza Theatre, San Diego, Cal., brought the idea into play of sending out postcards postmarked Hollywood and showing the "new Mary Pickford." A letter on studio stationery was also sent out; it asked patrons to see the picture. Other ideas employed by Mr. Anyon were street car ads and the opportunity offered the fans to hear the star's voice. The fact that it was Mary's first talkie, that it contained Johnny Mack Brown of "Dancing Daughters," that Miss Pickford wears a boyish bob and makes use of flirty eyes were emphasized by Charles Raymond, Gen. Mgr. of Loew's Stanley Theatre, Baltimore, Md. He emphasized such lines as "see and hear Mary rise to emotional heights. You will sob with her, laugh with her and cry with her. A powerful drama of love's sacrifice."

Dancing Vienna (F. N.)

UTICA, N. Y.—Gaiety Theatre (1,700), 4 days, 25c-35c-50c, 5 Keith Vaudeville acts, Int'l News. Weather, rain and warm.

Rating—125%

A Dangerous Woman (Par.)

SALT LAKE CITY, UTAH.—Capitol Theatre (2,000), 7 days, 15c-60c, Fanchon and Marco Stage Presentation, Par. News. Weather, fair.

Rating—100%

AD TIPS—Exploited as a "Melodrama of Jungle Passion," also 100 per cent talking. Audience appeal: practically all classes.—Capitol Theatre, George E. Carpenter, Mgr., Salt Lake City, Utah.

Desert Nights (M-G-M)

NEW YORK CITY, N. Y.—Capitol Theatre (4,260), 7 days, 35c-50c-75c-$1-$1.50, M-G-M and Fox Movietone News, Hal Roach-Our Gang comedy, "Dreams of Hawaii" an Arthur Knorr stage production, Dave Schooler and stage band. Weather, rain and fair.

Rating—109 1/10%

Desert Song, The (W. B.)

NEW YORK CITY, N. Y.—Warner's Theatre (1,360), 7 days, $1-$2, two shows a day, three Sat. & Sun., Vitaphone shorts. Weather, rain and fair.

Rating—110 7/10% (Second Week)

LOUISVILLE, KY. — Strand Theatre (1,735), 7 days, 35c-50c, Three sound acts and Fox Movietone News. Weather, rainy and cool.

Rating—140%

LOS ANGELES, CAL.—Warner's Hollywood Theatre (3,000), 35c-50c-65c, Phil Baker in "Spain." Weather, hot.

Rating—75%

AD TIPS—Played up the fact that this is first Vitaphone operetta and then stressed the big musical hits of the piece. Also mentioned prominently the fact that Boles is former musical comedy star and insisted that screen version of operetta was like stage play. Audience appeal: adult.—Strand, C. C. Atkinson, Mgr., Louisville, Ky.

Divine Lady, The (F. N.)

PROVIDENCE, R. I.—Majestic Theatre (2,400), 15c-50c, 7 days. Weather, fair.

Rating—85%

SEATTLE, WASH.—Fox Theatre (2,450), 25c-35c-50c-60c-75c, 7 days, Pathe Sound Comedy, Fox Movietone News. Weather, clear.

Rating—110%

JACKSONVILLE, FLA.—Florida Theatre (2,300), 3 days, 25c-60c, Stage show, Fox Movietone News, Par. News. Weather, stormy.

Rating—85%.

AD TIPS—It is well to bill Corinne Griffith as the aristocrat of the screen, laying stress on her sartorial splendor in this film, to intrigue women. Likewise play up the fact that the star sings in this, advises Sol Braunig, Mgr., Majestic Theatre, Providence, R. I. Exploited names in cast, historical angle, beauty of scenes and production highlights, love interest. Audience appeal: everyone, reports the Fox Theatre, Lew Golden, Mgr., Seattle, Wash.

Doctor's Secret, The (Par.)

OTTAWA, ONT.—Avalon Theatre (990), 3 days, 10c-35c, "Boyhood Days," Fox Movietone News. Weather, mostly rain.

Rating—95%

No question about it

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Doctor's Secret, The—Cont.

AD TIPS—This is a high-class all-talking feature in which the story is strong and very well acted, outdoor action being restricted to one incident. It is one of the most substantial pictures of its type. Audience appeal: adults.—Avalon Theatre, Ambrose Nolan, Mgr., Ottawa, Ont.

Donovan Affair, The (Col.)

OKLAHOMA CITY, OKLA.—Liberty Theatre (1,100), 7 days, 10c-25c-35c-50c, "Nearly Divorced," Movietone Act, Movietone News, Int'l News. Weather, fair and cool.

Rating—100%

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, 25c-50c, Fox Movietone and Pathe sound news, Eddie Cantor in "Ziegfeld's Midnight Frolic," Lester Allen in "The Installment Collector," Smith and Dale in "Knights in Venice" (Paramount talkie shorts). Weather, clear, mild, rain one day.

Rating—85%

DALLAS, TEX.—Capitol Theatre (1,044), 7 days, 15c-25c-35c, Vitaphone Acts—Winnie Lightner and Arnheim's Band, Collegians and Oswald the Rabbit in sound. Weather, fair.

Rating—105%

ATLANTIC CITY, N. J.—Strand Theatre (1,188), 5 days, 40c-50c, "Fast Freight" Our Gang, "The Belle of Samoa," Clark and McCullough, M-G-M News. Weather, generally fair.

Rating—110%

NEWPORT NEWS, VA.—Palace Theatre (720), 4 days, 35c-50c, Comedy, Fox Movietone News. Weather, fair.

Rating—110%

AD TIPS—Play up great mystery thriller, with climaxing drama. Audience appeal: all classes.—Liberty Theatre, Oklahoma City, Okla.

Holt and Revier were presented in the ads as appearing in an all-talkie mystery drama from Owen Davis stage success with a prominent supporting cast, according to Frank Price Jr.'s recountal of his presentation of the picture. He told his fans that it was direct from the Roxy in New York and advised them as follows: The management suggests that patrons try to arrive at the theatre to see the picture from the start due to its mysterious plot. Then he told them the starting time of the feature. In his opinion it appeals to all who like mystery films. The stars were also exploited by Ray Stinnette, Mgr. of the Capitol Theatre, Dallas, Tex., and he also billed it as a 100% talkie. The cast, the smooth-running mystery, the laughs, and Holt's forcible role was stressed by Andrew D. Mustard, Mgr. of the Strand Theatre, Atlantic City, N. J. Practically the same lines of exploitation were utilized by William Gordon when the film played at his Palace Theatre, Newport News, Va.

Duke Steps Out, The (M-G-M)

ALBANY, N. Y.—Leland Theatre (1,400), 6 days, 25c-35c, Comedy, Fox Movietone News. Weather, fair.

Rating—100%

Duke Steps Out, The—Cont.

UTICA, N. Y.—Avon Theatre (1,600), 7 days, 40c, 2 Vita-vodvil acts, Fox Movietone News. Weather, rain and warm.

Rating—95%

AD TIPS—Exploited not only Haines but also Joan Crawford and Karl Dane, who have many followers in this city. Audience appeal: all classes.—Leland Theatre, Alex Sayles, Mgr., Albany, N. Y.

Fancy Baggage (W. B.)

ROCHESTER, N. Y.—Fay's Theatre (1,250), 7 days, 25c-50c, "No Defense" (W.B.) (extra feature) Idle Chatter (Vita.), and "Serenade" (Movietone), Fox News. Weather, clear to rain.

Rating—84%

AD TIPS—Photos of Ferris carried in ads to put over idea of fast moving comedy, with touch of mystery, built up around good star. Advance stories also stressed the comedy had its touches of drama. No outside hookups used. Audience appeal: older children and up, all classes.—Fay's Theatre, Arch McCallum, Mgr., Rochester, N. Y.

Fazil (Fox)

OTTAWA, ONT.—Rex Theatre (750), 3 days, 10c-20c, Tiger's shadow, Little Rube, Par. News. Weather, mostly rain.

Rating—98%

AD TIPS—Those who can play this as a sound picture should grab it even though it has had first run as a silent feature, because the music adds much to the theme. It is a colorful love-in-the-East story. Audience appeal: women of all ages and adult men.—Rex Theatre, P. J. Nolan, Mgr., Ottawa, Ont.

Fugitives (Fox)

UTICA, N. Y.—Olympia Theatre (1,300), 4 days, 25c-35c, "Mickey McGuire" comedy, Fox News. Weather, rain and warm.

Rating—90%

Gentlemen Of The Press (Par.)

BALTIMORE, MD.—Loew's Century Theatre (3,221), 6 days, 25c-60c, Fox and M-G-M Movietone News, Loew-Publix Unit "Pearls of Bagdad" headed Jacques Cartier, "Big Business" (Laurel-Hardy Comedy), Ko-Ko Cartoon, Pathe Review. Weather, clear, mild, rain one day.

Rating—85%

AKRON, O.—Colonial Theatre (1,147), 7 days, 25c-50c, comedy, Par. News. Weather, rainy, cold.

Rating—100%

BUFFALO, N. Y.—Buffalo Theatre (3,100), 65c, Vitaphone acts, Fox Movietone and Silent News, Comedy, and Publix Revue. Audience appeal: for all ages. Weather, fair and warm.

Rating—135%

LOS ANGELES, CAL.—Paramount Theatre (3,595), 35c-50c-65c, Paramount News, Publix unit "Perfect Girl," Milton Charles, organist. Weather, hot.

Rating—83%

A Community Good-Will Campaign

How a theatre turned its lobby into an exhibition of the activities of all the school and welfare organizations in the town, and won enduring good-will.

An Early Issue of The News Will Tell You How It Was Done.

Gentlemen Of The Press—Cont.

DALLAS, TEX.—Greater Palace Theatre (2,350), 7 days, 25c 35c-60c, Publix Presentation, Singers Midgets which consists of 35 Midget actors and 20 animals, Jimmie Ellard and Billie Muth, Par. News. Weather, fair.

Rating—150%

AD TIPS—Played up the fact that this is a newspaper story with something different, interestingly told and packed with good laughs, A. N. Roy, Mgr. of the Tampa Theatre, Tampa, Fla., declares. He estimates that the cast is worthy of special attention, that the drunk in the picture is sure fire for belly laughs and that he should be played up. Adult audiences of all classes will enjoy the film, believes Mr. Roy.

The featuring of the newspaper angle is also advised by the Mgr. of the Tivoli Theatre, Chattanooga, Tenn., who tells exhibitors to mention the star reporter who was too busy to attend his dying daughter. The stars and dialogue should also be played up as well as the fact that the film is a picturization of a stage success with leading stage stars in the roles. At its pre-view showing the Chattanooga management invited all of the city's newspaper men to see the picture. He agrees with Mr. Roy that it contains appeals mainly for adults.

A midnight screening for all newspaper folk was held by W. E. Burton, Mgr. of the Allen Theatre, when the film played in Cleveland, O. The show was held under the auspices of the Women's Press Club. Lunch was served in the theatre tea room and written opinions on the picture were obtained and later published in the newspaper ads. Mr. Burton thinks that the picture appeals to a limited class—to those interested in newspapers.

Have advertisement appear as if it is breaking through a newspaper. Exploit as a Paramount all talking hit or drama behind the headlines with Walter Huston. Without question the finest all talking picture to date. Greater than anything the stage could offer. An amazing experience such as you have never had in a theatre before. Audience appeal: a 100% puller with all members of the newspaper profession and the best inside newspaper stuff ever put on the screen which should appeal to many.—Charles Raymond, Gen. Mgr., Loew's Century, Baltimore, Md.

Exploit as an all talking drama of the newspaper world. Feature brilliant cast of Broadway stage stars. Billed as the Dramatic Sensation of the Season. Audience appeal: all classes, especially men patrons.—Greater Palace Theatre, Ernest W. Morrison, Mgr., Dallas, Texas.

Called it best of newspaper pictures and had good notices to back it up. Huston proved hit with women. Great human drama. Appeal: adult audiences.—Colonial Theatre, L. B. Cool, Mgr., Akron, O.

Play this very good newspaper play in the highlights. Have the newspapers cooperate on some press stunt.—Buffalo Theatre, Vincent P. McFaul, Mgr., Buffalo, N. Y.

Ghost Talks, The (Fox)

UTICA, N. Y.—Stanley Theatre (2,500), 3 days, 25c-35c-50c, 3 Vaudeville acts, M-G-M and Fox Movietone News. Weather, clear and warm.

Rating—115%

Girls Gone Wild (Fox)

JOLIET, ILL.—Rialto Theatre (2,300), 1 day, 25c-60c, Fox Movietone News, 3 Acts. Comedy and Fable. Weather, clear and fair.

Rating—100%

CLEVELAND, OHIO.—Palace Theatre (3,600), 7 days, 35c-75c, Sportlight (Pathe), Pathe Review, Pathe Fables, Fox Variety, Pathe Sound News, Pathe Par. and Fox News, 6 Acts Vaudeville, headed by Mae Murray. Weather, clear.

Rating—90%

Girls Gone Wild—Cont.

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 3 days, 25c-50c, 5 acts vaudeville, 'Ma'tchmaking Mamas" (Pathe), Pathe Audio Review, Orchestra, Pathe Sound News. Weather, generally fair.

Rating—100%

ANN ARBOR, MICH.—Majestic Theatre (1,050), 3 days 10c-50, selected short subjects, Par. News. Weather, cool.

Rating—45%

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, Presentation, 6 acts RKO Vaudeville, Pathe News, Comedy. Weather, rain.

Rating—95%

AD TIPS—Both Managers Roy Rogan, of the Rialto Theatre, Joliet, Ill., and Frank A. Hines, of the Palace Theatre, Cleveland, Ohio agree that the picture is for youth. Mr. Rogan featured its sound effects, music and Carol-Stuart team and that it is a story of mad youth, while the same exploitation ideas were also carried out by Mr. Hines.

Had a lot of fun advertising to come and see how girls act when they are supposed to have gone wild, and are not just naturally so. Audience appeal is general.—Majestic Theatre, Ann Arbor, Mich.

Exploit Carol in jazzy feature. Audience appeal: flapper type.—B. F. Keith's Theatre, John J. Burns, Mgr., Syracuse, N. Y.

Glad Rag Doll, The (W. B.)

MILWAUKEE, WIS.—Garden Theatre (1,200), 7 days, 25c-50c, Mack Sennett Comedy, Vitaphone Short, Movietone News. Weather, unsettled.

Rating—125%

BALTIMORE, MD.—Warner's Metropolitan Theatre (1,500), 6 days, 15c-50c, Kinograms. "An Evening at Home with Hitchy" (Vita.), Born and Lawrence in "The Side Show", Zerdo's Mexican Orchestra Vita.) Weather, clear, mild, rain one day.

Rating—125%

JACKSONVILLE, FLA.—Palace Theatre (2,000), 7 days, 25c-50c, Four Vita. acts, Fox News. Weather, unsettled.

Rating—95%

BUFFALO, N. Y.—Great Lakes Theatre (3,000), 65c 85c, Fox Movietone and Silent News, Vitaphone acts and Presentations. Weather, warm.

Rating—125%

AD TIPS—Bring out the name of Costello; her name is well known; she has a large following. Audience appeal: a large percentage of women.—Garden Theatre, L. K. Brin, Mgr., Milwaukee, Wis.

Exploited Costello as star of picture.—Palace Theatre, John J. Crovo, Mgr., Jacksonville, Fla.

One of the first comedy picture of this kind Miss Costello has ever played in, she is a good star and well known, play up the publicity.—Great Lakes Theatre, Buffalo, N. Y.

The Godless Girl (Pathe)

PROVIDENCE, R. I.—Victory Theatre (1,600), 7 days, 15c-50c.

Rating—80%

AD TIPS—Play up the jazzy nature of this film. Posters in lobby also helped out here. Find these lobby displays to be good for business as folks read them and then buy a ticket. Trade on piquant title of "Godless Girl."—Matt Reilly, Mgr., Victory Theatre, Providence, R. I.

Hard Boiled Rose (W. B.)

SPRINGFIELD, MASS.—Palace Theatre (2,428), 3 days, 30c-60c, Fox Vaudeville (3 Acts), 3 Vitaphone Acts, Fox News. Weather, fair.

Rating—75%



Ramon Novarro in his role of the South Sea islander in "The Pagan," new M-G-M feature filmed at Tahiti by W. S. Van Dyke and in which the star has the titular part

Hard Boiled Rose—Cont.

AD TIPS—Cast stressed and sound classification exploited in "ads." Not ballyhooed. Audience appeal: to those who like melodrama.—Palace Theatre, Samuel Torgan, Mgr., Springfield, Mass.

Hearts In Dixie (Fox)

BIRMINGHAM, ALA.—Ritz Theatre (1,800), 6 days, 25c-35c-60c, RKO Vaudeville. Weather, variable and cool.

Rating—100%

AD TIPS—Exploited story as true picture of South 50 years ago. Played up cast of real negroes, singing of spirituals and Stepin Fetchit. Audience appeal: all ages.—Ritz Theatre, Vernon Reaver, Mgr., Birmingham, Ala.

His Captive Woman (F. N.)

TAMPA, FLA.—Tampa Theatre (1,600), 3 days, 25c-50c-60c, Two Vita. acts, Par. News, Organ concert. Weather, hot.

Rating—75%

CANTON, OHIO.—Palace Theatre (1,906), 4 days, 30 and 50c. First week of new policy: all-sound screen program, instead of five acts of Keith-Albee vaudeville. Pathe News, Mack Sennett all-talking comedy, Educ. and Movietone act. Overture by orchestra. Weather, clear and cool.

Rating—150%

HOUSTON, TEX.—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix Unit, Par. News. Weather, fair and warm.

Rating—90%

ASHEVILLE, N. C.—Plaza Theatre (1,232), 3 days, 10c-40c-50c, Two Vitaphone acts, Par. News. Weather, rain and warm.

Rating—100%

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 7 days, 35c-60c, six acts, overture, Pathe News. Weather, clear to rainy.

Rating—105%

AD TIPS—A nicely worked out trial scene, with cut-backs to the scenes described and the South Sea Island portion of the picture are the exploitation features. The stars and the cast deserve special mention. All classes.—Tampa Theatre, A. N. Roy, Mgr., Tampa, Fla.

Any number of good angles for advertising are offered by this film. All-sound production worth mentioning, along with names of Sills and Mackaill. Go strong on thrills, adventure along Broadway and then in the South Seas. Unusual climax that should not be revealed, etc. Audience appeal: high school age and above.—Palace Theatre, Marc Wolf, Mgr., Canton, Ohio.

The talking angle, title, and recalling the work of Sills, and Mackaill in "The Barker," are best exploitation points. Picture will hold up to advance notices. Audience appeal is to young people and adults.—Metropolitan Theatre, Houston, Tex.

Film was given play over good bill of vaudeville in newspaper ads, taking up more than two-thirds of the space. Billed as "the last word in talking pictures," the play was billed as a thrilling love drama with two top-notch stars. Photos of Mackaill and Sills were carried in ads. Shaded box carried testimonals from New York newspapers. Film was found to be real puller. Audience appeal all classes, high school age and up.—Keith Palace Theatre, E. A. Lake, Mgr., Rochester, N. Y.

His Captive Woman—Cont.

Hole In The Wall, The (Par.)

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, Fanchon and Marco "Ideas," Fox News. Weather, unsettled.

Rating—85%

SYRACUSE, N. Y.—B. F. Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, Presentation, 6 acts RKO, Pathe News, comedy. Weather, rain.

Rating—95%

AD TIPS—This may be exploited as a mystery play. Colbert is known as a legitimate stage actress of note, and her name may well be played up. The picture can also be exploited from the angle of the novel and stage play on which it is based. Audience appeal: draws the type who read and are acquainted with stage successes and popular books.—Wisconsin Theatre, W. O. James, Mgr., Milwaukee, Wis.

Exploit as real thriller, revealing way some spiritualists work. Also White's first talkie. Audience appeal: those who like drama.—B. F. Keith's, John J. Burns, Mgr., Syracuse, N. Y.

Hot Stuff (F. N.)

OKLAHOMA CITY, OKLA.—Empress Theatre (1,250), 10c-25c-35c-50c, 7 days, Pathe News. Vitaphone Talking comedy. Weather, fair and cool.

Rating—150%

CANTON, OHIO.—Palace Theatre (1,906), 3 days, 30c-50c, No vaudeville, but replaced by unit sound program. Overture, by Palace orchestra, Pathe Sound News, and three Movietone acts. Weather, cool and clear.

Rating—125%

LITTLE ROCK, ARK.—Capitol Theatre, 3 days, 4 shows a day, 15c-50c, Synchronized comedy. Weather, intermittent showers.

Rating—100%

SAN ANTONIO, TEX.—Aztec Theatre (2,500), 7 days, 25c-35c-60c, Mel Ruick and stage band, Comedy and Fox News. Weather, fair and warm.

Rating—80%

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 25c-50c, Par. News, "Wrong Again" (M-G-M), Al Lyons and 4 Horsemen (WB). Weather, rainy.

Rating—100%

MACON, GA.—Ritz Theatre (1,000), 3 days, 25c-35c-50c, Pathe Fable, Two Vitaphone units and Par. News. Weather, fair.

Rating—100%

AD TIPS—Played up title and star for good draw. Tie-ups with glove and perfume departments of two large stores, and had windows in two other stores. Audience appeal: general. Rialto Theatre, John Howard, Mgr.

White in a campus romance, that's full of pep and interest from start to finish. Hotter than "Show Baby." Spirit of whoopee multiplied by two, and then some. An exceedingly clever picture and one that is sure to please all seeing it. T. H. Boland, Mgr., Empress Theatre, Oklahoma City, Okla.

Play up Alice White in her first talking picture. Howard Amos, Mgr., Ritz Theatre, Macon, Ga.

Play this one up as the collegiate story of a girl who wants to be bad without paying the piper. Star's, of course, is the name to play strong in the ads and lights, along with the fact that this fast-moving collegiate story is her first venture in the field of talkies. A

Hot Stuff—Cont.

bright and swift little comedy that is good entertainment for everyone. Don't play the name too much, as it may detract the results, for this comedy is good enough to have a better title. Audience appeal: all ages and classes. Palace Theatre, Marc Wolf, Mgr., Canton, Ohio.

Innocents of Paris (Par.)

SAN FRANCISCO, CAL.—California Theatre (2,358), 7 days, 35c to 60c, Comedy, O. R. Cohen's colored cast in "Framing of the Shrew," Fox Talking News and Colored News Items. Weather, fair.

Rating—135%

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, $1-$2, two shows a day, three Sat. and Sun., Par. talking shorts and song cartoon. Weather, fair and rain.

Rating—78 7/10% (Third Week)

AD TIPS—Larger ads than usual with cut of Chevalier, who was especially played up in picture, who was star and life of it. Note made that he was giving his first Hollywood reproduction and that it was "all-talking, singing, laughing" picture. The star co-operated with the orchestra, although he was on the screen. Audience appeal: all classes and all ages.—California Theatre, Nat Holt, Mgr., San Francisco, Cal.

Iron Mask, The (U. A.)

OTTAWA, ONT.—Centre Theatre (1220), 6 days, 25c-50c, "The Night Court," Fox News. Weather, mostly rain.

Rating—75% (Second Week)

AD TIPS—The attractive part of this picture is that it is "more of Fairbanks in more of The Three Musketeers." Fairbanks is as athletic as ever and many incidents are breathtaking. Seldom is there a feature with more story color. Audience appeal: all ages. Centre Theatre, Don Stapleton, Mgr., Ottawa, Ont.

Jazz Age, The (RKO)

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 4 days, 25c-50c, "The False Alarm Fire Company," 5 acts vaud., orchestra, Pathe Sound News. Weather, generally fair.

Rating—90%

Kid Gloves (W. B.)

SPRINGFIELD, MASS.—Palace Theatre (2,484), 4 days, 30c-60c, Fox vaudeville, "Dancing Husbands," 3 Vitaphone acts, Fox News. Weather, fair.

Rating—70%

DES MONIES, IA. — Strand Theatre (1,096), 3 days, 20c-30c, "Reckless Rosy" (Par.), Par. News, "If I Had You" (song novelty). Weather, variable.

Rating—120%

AD TIPS—Played up two featured performers (Nagel and Wilson) in a story of "love and hate." "Ads" carried catch query: "What would you do if a gangster thrust a gun into your ribs and forced you to marry a girl you had never seen before?" Audience appeal: general. Palace Theatre, Springfield, Mass.

Nagel is well known here and he was played up. Also the talkie draws. Story has general appeal. George Watson, Mgr., Strand Theatre, Des Moines, Ia.

Lady Of The Pavements (U. A.)

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, 2 acts, Vitaphone short with Phil Baker, Fox Movietone News. Weather, clear but cold.

Rating—110%

CEDAR RAPIDS, IOWA—Capitol Theatre (1,957), 3 days, 10c-25c-50c, 'The 'Installment Collector," short comedy, Publix stage show, Par. News. Weather, rainy..

Rating—85%



Eddie Dowling's friend, Al Smith, congratulates the new motion picture star for his work in "The Rainbow Man," new Sono-Art production now on Broadway. The ex-governor of New York and recent presidential candidate introduces the Dowling film via a talking reel at the Selwyn Theatre in New York where it is now appearing.

Lady Of The Pavements—Cont.

HOUSTON, TEXAS. — Kirby Theatre (1,451), 7 days, 25c-50c, 4 Vitaphone acts, Fox Movietone News. Weather, fair and warm.

Rating—90%

DALLAS, TEXAS—Melba Theatre (1,800), 7 days, 25c-35c-50c, Vitaphone acts, Dave Bernie and Orchestra in "Here Come the Showboat," Frank Crumit in "One Man Glee Club," Elinor Painter and the all-talking comedy "The Lion's Roar," Fox Movietone News. Weather, fair.

Rating—100%

AD TIPS—Velez sings Irving Berlin's "Where is the Song of Songs for Me." Also feature fact that the picture was directed by Griffith and includes Boyd in the cast. A tie-up with local music dealers was used featuring the theme song of the picture. Audience appeal: all classes. Melba Theatre, Harl A. Wolever, Mgr., Dallas, Texas.

Featured songs of Irving Berlin. Exploited Velez in title role. Advertised it as stirring romance of a heart-thief. Audience appeal: general. Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Velez in a colorful romance is the keynote to the advertising. Audience appeal: all classes, picture for adults mainly. Capitol Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Iowa.

Velez and the singing features were stressed in our advertising. Picture did not hold up well, though warm weather is responsible for a general slump in business. Audience appeal: young folks and adults. Kirby Theatre, Houston, Texas.

Leatherneck, The (Pathe)

DALLAS, TEX.—Majestic Theatre (2,680)-7 days, 25c-35c-60c, Interstate Vaud, Aesops Fables, Fox Movietone News. Weather, fair.

Rating—110%

AD TIPS—Exploit fact that Boyd talks. Play up picture as a speedy story of the United States Marine Corps with romance the world over. Also play up the cast. The greater amount of publicity on this program was allotted to "Crockett's Kentucky Mountaineers," who headlined the vaudeville bill. Audience appeal: especially the men patrons.—Majestic Theatre, Sid Henry, Mgr., Dallas, Texas.

Letter, The (Par.)

ASHEVILLE, N. C.—Plaza Theatre (1,-232), 3 days, 10c-40c-50c, 2 Vitaphone Acts, Par. News. Weather, rain and cool.

Rating—110%

Letter, The—Cont.

SAN FRANCISCO, CAL.—St. Francis Theatre (1,435), 7 days, return engagement, 35c to 60c, Roy Octavus Cohen, all-talking, colored cast comedy, Kinograms, News. Weather, fair.

Rating—105%

SEATTLE, WASH.—Publix Seattle Theatre (3,150), 25c-35c-50c-60c, 7 days, Par. Sound Shorts, Par. News, Musical Specialties. Weather, fair.

Rating—85%

COLUMBUS, OHIO.—Loew's Broad Theatre (3,000), 7 days, 25c-50c, Vitaphone Shorts, Fox Movietone News, Laurel-Hardy Talkie.

Rating—115%

AD TIPS—Advertised as "Triumphant Return Engagement" and "Paramount's Greatest All-Talking Picture." The stars and players were mentioned. Audience appeal: to all classes and ages.—St. Francis Theatre, E. Karlin, Mgr.; Lucas, Ass't Mgr., San Francisco, Cal.

Exploit Eagels; picturization of famous stage play; tease on "letter" angle; play up tropical angles; use lines from film. Audience appeal: adults who appreciate good drama.—Publix Seattle Theatre, Bob Blair, Mgr., Seattle, Wash.

Eagels' name alone is big box-office number. Played up dramatic incident of fight of mongoose with deadly cobra exotic setting, and success of Broadway run.—Loew's Broad Theatre, Columbus, O.

Lone Wolf's Daughter, The (Col)

ALBANY, N. Y.—Clinton Square Theatre (800), 6 days, 25c, Grantland Rice Sportlights, Par. News. Weather, fair.

Rating—85%

AD TIPS—Featured heavily fact that Lytell was the star on account of his having played in stock in this city years ago and is a great favorite. Audience appeal: all classes.—Clinton Square Theatre, John Garry, Mgr., Albany, N. Y.

Looping The Loop (Par.)

NEWPORT NEWS, VA.—Rialto Theatre (873), 3 days, 35c-50c, Comedy, Par. News. Weather, fair.

Rating—94%

AD TIPS—Circus sequences were played highly; interesting descriptions of foreign shows and the like were run in local papers and picture was exploited as accurate representation of European circus life. Audience appeal: mostly adults.—Rialto Theatre, E. T. Crall, Mgr., Newport News, Va.

Love And The Devil (F. N.)

DES MOINES, IOWA.—Strand Theatre (1,096), 4 days, 20c-30c, "Framing of the Shrew" (Par.), "When Summer Is Gone," Song Novelty. Weather, variable.

Rating—90%

AD TIPS—This picture is just a fair attraction and in playing up Sills you cannot say that this is one of his best. The story has general appeal but played against strong competition this picture was not a strong draw.—Strand Theatre, George Watson, Mgr., Des Moines, Iowa.

Madame X (M-G-M)

NEW YORK CITY, N. Y.—Harris Theatre (1,101), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun., M-G-M Shorts. Weather, rain and fair.

Rating—89 4/5% (Third Week)

Man's Man, A—Cont.

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 25c-35c-50c, 4 Vitaphone Acts, Fox Movietone News. Weather, fair.

Rating—75%

Mollie And Me (T.-S.)

OKLAHOMA CITY, OKLA.—Orpheum Theatre, 10c-25c-50c, 7 days, 5 Acts Vaudeville, Fox News, Aesop's Fables, Topics of the Day. Weather, clear and cool.

Rating—85%

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 25c-60c, 5 Acts Vaudeville (Blackstone), Fox Movietone News. Weather, fair and warm.

Rating—105%

AD TIPS—Exploit as a singing, dancing, talking picture. Audience appeal: everybody will like the picture that sees it.—Orpheum Theatre, Oklahoma City, Okla.

Best exploitation angles are Bennett, singing, and backstage story, although this type of story is being overdone. Audience appeal is general. —Loew's State Theatre, Houston, Texas.

Mother's Boy (Pathe)

NEW YORK CITY, N. Y.—Cohan Theatre (1,314), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun., Pathe Sound News and Magazine, Pathe George LeMaire Comedy. Reviews all bad. Resorting to cut rate sale of tickets to help picture. Weather, rain and fair.

Rating—48%

AD TIPS—Exploited Downey, "Broadway's golden-voiced star." Sunday "ad" pointed out that picture was brought here at great expense and prices were not increase. Audience appeal: all classes and particularly to mothers and families.—Capitol Theatre, Walter Merkel, Mgr., Springfield, Mass.

Nature And Love (Ufa)

BALTIMORE, MD.—Little Theatre (267), 6 days, 35c-50c, Paramount News, "Friends" (Biograph 2 reeler made in 1912 with Mary Pickford, H. B. Walthall, Harry Carey and Lionel Barrymore, directed by D. W. Griffith), "Goofytone News" (Burlesque). Weather, clear, mild rain one day.

Rating—90%

Naughty Baby (F. N.)

SPRINGFIELD, MASS.—Broadway Theatre (1,800), 7 days, 25c-50c, 2 Vitaphone Acts and Paramount Talkie "If Men Played Cards as Women Do," Pathe News. Weather, fair.

Rating—90% (Double Feature)

AD TIPS—Title good draw. White exploited as fast stepping star of fast comedy. Entire bill stressed as "laughfest."—Broadway Theatre, C. H. Preston, Mgr., Springfield, Mass.

Ned McCobb's Daughter (Pathe)

TAMPA, FLA.—Strand Theatre (800), 3 days, 15c-35c-40c, Talkie Act, Int'l News, Great Events. Weather, hot.

Rating—38%

AD TIPS—The star and the fact that this is a Theatre Guild success are the high-lights of this one. All classes.—Strand Theatre, A. B. Heston, Mgr., Tampa, Fla.

Noah's Ark (W. B.)

NEW YORK CITY, N. Y.—Winter Garden Theatre (1,492), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun., Vitaphone Shorts. Weather, rain and fair.

Rating—48 3/5% (Ninth Week)

No Defense (W. B.)

ROCHESTER, N. Y.—Fay's Theatre (1,250), 7 days, 25c-50c, "Fancy Baggage" (W.B.) (extra feature), "Idle Chatter" (Vita.) and "Serenade" (Movietone), Fox News. Weather, clear to rain.

Rating—84%

AD TIPS—Thrills and stars were given equal play in exploitation of this film. Photographs of Blue and McAvoy carried in ads.

No Defense—Cont.

Romance angle was stressed by questions carried in black type: The limited wrecked and her lover shielding the blame? Who was he shielding and why? Audience appeal: all ages and classes.—Fay's Theatre, Arch McCallum, Mgr., Rochester, N. Y.

Nothing But The Truth (Par.)

BIRMINGHAM, ALA.—Alabama Theatre (2,200), 6 days, 25c-35c-40c, "Dear Teacher," full sound presentation, Par. News. Weather, variable and cool.

Rating—95%

CEDAR RAPIDS, IOWA—Capitol Theatre (1,957), 4 days, 10c-25c-50c, Publix Stage Show, Fox Movietone News. Weather, fair.

Rating—100%

UTICA, N. Y.—Stanley Theatre (3,500), 4 days, 25c-35c-50c, 3 Vaudeville Acts, M-G-M and Fox Movietone News. Weather, rain and warm.

Rating—135%

AD TIPS—Exploited picture as first all-talking production for Dix in story best suited to star. Audience appeal: all ages.—Alabama Theatre, Charles G. Branham, Mgr., Birmingham, Ala.

In our advertising we emphasized Dix in his first all-talking picture, and a comedy. Audience appeal: all classes, young and old.—Capitol Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Iowa.

Not Quite Decent (Fox)

NEW YORK CITY, N. Y.—Roxy Theatre (6,205), 7 days, 50c-75c-$1-$1.50, Fox Movietone News (Lew White at Organ, Margaret McKee, Rothfael starge show of four units. Weather, rain and fair.

Rating—83%

BIRMINGHAM, ALA.—Trianon Theatre (650), 6 days, 15c-30c, Aesop's Fables, Fox News Reel. Weather, variable and cool.

Rating—90%

AD TIPS—Exploited Dresser in a new mother role in story filled with heart throbs. Audience appeal: high school age and over.—Trianon Theatre, George Steele, Mgr., Birmingham, Ala.

Office Scandal, The (Pathe)

OMAHA, NEB.—Orpheum Theatre (3,000), 7 days, 25c-60c, Olsen & Johnson and 3 other RKO Acts, Pathe News. Weather, rainy.

Rating—125%

LOUISVILLE, KY.—Rialto Theatre (3,000), 4 days, 30c-50c, 5 RKO Vaudeville Acts, Pathe Review and Pathe News. Weather, rainy.

Rating—80%

AD TIPS—Haver's marriage and announced retirement from screen played up to advantage in advertisements. Picture exploited as clever newspaper story, but box office gross due to stage bill. Audience appeal: general.—Orpheum Theatre, Ralph Thayer, Mgr., Omaha, Neb.

Haver and Hatton both were exploited. Hatton does some very good work as a city editor of newspaper. Haver gets crowd. Not necessary to tell what type of story but doesn't hurt if newspaper angle is mentioned. Audience appeal: general.—Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

Pagan, The (M-G-M)

OKLAHOMA CITY, Okla.—Criterion Theatre (1,750), 7 days, 10c-25c-35c-50c-75c, "The Little Spitfire," National Players; Par. News and Par. talking unit. Weather, clear and cool.

Rating—125%

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 25c-35c-50c, "Melancholy Dame" (Par.-Christie), M-G-M News. Weather, fair.

Rating—100%

Pagan, The—Cont.

MACON, GA.—Rialto Theatre (900), 3 days, 30c-45c, Krazy Kat Comedy, "Dear Teacher" (Par.), Fox Movietone News. Weather, fair.

Rating—125%

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c-75c-$1, Fanchon-Marco "Beach Nights Idea," Rube Wolf and Band, M-G-M News.

Rating—115%

AD TIPS—Exploit as drama of romance and adventure in the south seas. Novarro brings them in.—Rialto Theatre, Monty Salmon, Mgr., Macon, Ga.

Prep And Pep (Fox)

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 25c-50c, Presentation, Our Gang Comedy Stage Act "Bing Boys in Barcelonia." Weather, fine and bright.

Rating—60%

NEWPORT NEWS, VA.—Palace Theatre (720), 2 days, 35c-50c, "The Family Picnic," Fox Movietone News. Weather, fair.

Rating—98%

AD TIPS—Featured Drexel and Rollins; pretty flappers and peppy cadets. Audience appeal: chief appeal to younger set.—Dominion Theatre, I. Ackery, Mgr., Vancouver, B. C.

Exploited fact that picture was filmed at Culver Military Academy, youth of cast, action of plot. Audience appeal: general.—Palace Theatre, Mrs. William Gordon, Mgr., Newport News, Va.

Queen Of The Night Clubs (WB)

CANTON, OHIO.—Strand Theatre (711), 7 days, 25c-35c-50c, Int'l News, Pathe Sound News, "Collegians," Series with Sound and Dialogue and Sound Novelty "Dancing Around" (Pathe). Weather, clear and cool.

Rating—100%

TOLEDO, OHIO.—Vita-Temple Theatre (1,200), 25c-35c-65c, 7 days, Sound Specialties, Movietone News. Weather, fair.

Rating—70%

AD TIPS—Guinan bringing all the flavor of Broadway and the salty tang of her own sweeping jocularity in this new story of New York life. The name of Guinan is the big exploitation, followed by play on the bang-up court scene and excellent work of other members of the cast in this story of the playboys and playgirls of the great white way. Sound accompaniment should be featured. Audience appeal: adult.—Strand Theatre, Joe Calla, Mgr., Canton, Ohio.

Exploited Guinan and that the story was of Broadway night life with Texas reproducing scenes characteristic of her night club. Audience appeal: all except children.—Vita Temple Theatre, Jack O'Connell, Mgr., Toledo, Ohio.

Rainbow Man, The (Par.)

PROVIDENCE, R. I.—Strand Theatre (2,200), 7 days, 15c-50c.

Rating—125%

Standard
VAUDEVILLE
for
Motion Picture Presentation
THE FALLY MARKUS AGENCY
Astor Theatre Building
N. W. Cor. 45th St. & Broadway
Lackawanna 7876

Rainbow Man, The—Cont.

NEW YORK CITY, N. Y.—Selwyn Theatre (1,167), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun., Par. Talking Shorts. Weather, rain and fair.

Rating 100 3/10% (Fourth Week)

AD TIPS—Billed Dowling as the hometown's pride but in other cities his musical comedy reputation should be played up big and the fact that he sings the film's three song hits. Frankie Darro, too, should be played up strong in the billing.—Strand Theatre, Ed. Reid, Mgr., Providence, R. I.

Redskin (Par.)

TROY, N. Y.—Troy Theatre (2,000), 3 days, 25c-40c, 1 Vitaphone Act, Fox Movietone News. Weather, fine.

Rating—94%

AD TIPS—Featured heavily the fact that Dix was the star in this picture. Audience appeal: all classes.—Troy Theatre, Walter Roberts, Mgr., Troy, N. Y.

Saturday's Children (F. N.)

TROY, N. Y.—Lincoln Theatre (1,000), 7 days, 25c-35c, 1 Vitaphone Act, Fox Movietone News. Weather, fair.

Rating—100%

TOLEDO, OHIO.—Pantheon Theatre (922), 7 days, 25c-35c-65c, Sound Vaudeville, Pathe News. Weather, fair.

Rating—110%

CLEVELAND, OHIO.—State Theatre (3,400), 7 days, 30c-60c, Thundering Troupes (M-G-M), M-G-M Movietone Acts, Par. News, Publix. Weather, clear.

Rating—100%

COLUMBUS, OHIO.—RKO-Palace Theatre (3,200), 7 days, 5 Acts Vaudeville, 25c-50c, Fox News.

Rating—100%

AD TIPS—Exploited Griffith as the star of this picture. Audience appeal: mature.—Lincoln Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Exploited Griffith and her "million dollar" voice which made its talkie debut in this film. Audience appeal: all classes.—Pantheon Theatre, Langdon Kumler, Mgr., Toledo, Ohio.

Stressed Griffith's name in large type. Audience appeal: for all.—State Theatre, Sanford Farkus, Mgr., Cleveland, Ohio.

Principal play in advertisements was on vaudeville bill—however, Corinne Griffith was played up as special attraction in this film. RKO-Palace Theatre, Columbus, Ohio.

Scandal (U.)

SPRINGFIELD, MASS.—Bijou Theatre (1,000), 7 days, 25c-50c, "King of the Rodeo," Short; Oswald Cartoon, Int'l News. Weather, fair.

Rating—70%

BALTIMORE, MD.—Keith's Theatre (3,016), 6 days, 25c-65c, Universal, Int'l and Fox Movietone News, 4 Acts of RKO Vaudeville, headed by Jane and Katherine Lee. Weather, clear, mild, rain one day.

Rating—80%

Scandal—Cont.

AD TIPS—Exploited as Laura La Plante's first talkie. Played up Boles's singing and subject matter of picture. Audience appeal: high school age up.—Bijou Theatre, Al Anders, Mgr., Springfield, Mass.

Exploit star, the Magnolia of "Show Boat," in a great talking picture. The absorbing drama of a society girl who became the central figure in a scandalous mystery. From the Cosmopolitan Magazine story by Adela Rogers St. Johns. Hear Boles, star of "The Desert Song," sing theme song. With Gordon and Winton. Audience appeal: this has an appeal for everyone; mystery, romance, scandal in society and love.—Keith's Theatre, J. Lawrence Schanberger, Mgr., Baltimore, Md.

Scarlet Seas (F. N.)

TAMPA, FLA.—Strand Theatre (800), 4 days, 15c-35c-40c, Song Cartoon, Vitaphone Act, Int'l News. Weather, hot.

Rating—100%

CEDAR RAPIDS, IOWA.—Strand Theatre (1,400), 4 days, 10c-25c-35c, Short Comedy "Whirls and Girls," Vitaphone Vaudeville, Pathe Sound News. Weather, fair.

Rating—105%

AD TIPS—The star is the big card with this one. You can play up the sea story with lots of action and atmosphere of the men who go down to the sea in ships. Adult audience.—Strand Theatre, A. B. Heston, Mgr., Tampa, Fla.

Feature Barthelmess and Compson, popular screen lovers. A good follow for "Weary River." Audience appeal: all classes.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Iowa.

Seven Footprints To Satan (F.N.)

JOLIET, ILL.—Princess Theatre (960), 3 days, 15c-35c, comedy and news. Weather, clear and cold.

Rating—80%

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 3 days, 25c-50c, 5 Acts Vaudeville; Vitaphone Short Subject, Orchestra, Pathe Sound News. Weather, generally fair.

Rating—95%

AD TIPS—Feature this as picture with 1,001 thrills. Use posters showing unusual make-up of cast. Has appeal for those who like the mysterious.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Shakedown, The (U.)

CLEVELAND, OHIO.—Hippodrome Theatre (4,500), 7 days, 25c-50c, "Jed's Vacation" (Par.), Fox Movietone News. Weather, clear.

Rating—80%

LOUISVILLE, KY.—Alamo Theatre (900), 7 days, 15c25c-40c, 3 Sound Acts and Fox Movietone News. Weather, cool and rainy.

Rating—90%

AD TIPS—Advertised this as a gang war picture with plenty of comedy. Audience appeal: general.—Hippodrome Theatre, Wm. Watson, Mgr., Cleveland, Ohio.

Independent vs. Chain

An independent exhibitor goes into a town where a chain is intrenched, builds a fine theatre and puts it over with great success.

Watch For This Article in An Early Issue of Motion Picture News

Shakedown, The—Cont.

Exploited the human interest angle with definite promises regarding the performance of nine-year-old Jack Hanlon. Also don't fail to mention Murray's first talkie. Audience appeal: general.—Alamo Theatre, John Blunk, Mgr., Louisville, Ky.

Show Boat (U.)

TACOMA, WASH.—Blue Mouse Theatre (601), 25c to 75c.

Rating—100% (Third Week)

KANSAS CITY, MO.—Royal Theatre (900), 7 days, 25c-50c-75c, Selected News, Movietone Sound Shorts. Weather, rainy.

Rating—125% (Third Week)

MILWAUKEE, WIS.—Alhambra Theatre (2,000), 25c-75c. Weather, unsettled.

Rating—300% (Second Week)

BIRMINGHAM, ALA.—Strand Theatre (850), 6 days, 25c-40c, Fox Movietone News. Weather, variable and cool.

Rating—100% (Second Week)

CLEVELAND, OHIO.—Stillman Theatre (1,800), 7 days, 40c-75c, Show Boat Prologue, M-G-M Movietone. Weather, clear.

Rating—90%

SEATTLE, WASH.—Music Box Theatre (950), 50c-75c-$1.00, No Shorts. Weather, clear.

Rating—110% (Third Week)

CHATTANOOGA, TENN.—State Theatre (900), 6 days, 50c, Vitaphone Presentation, Fox Movietone News. Weather, clear.

Rating—126%

NEW YORK CITY, N. Y.—Globe Theatre (1,418), 7 days, $1-$2-$2.50, 2 shows a day, 3 Sunday, Universal Shorts. Weather, rain and fair.

Rating—84% (Fourth Week)

SYRACUSE, N. Y.—Eckel Theatre (1,400), 7 days, 35c-50c. Weather, mostly rain.

Rating—150%

AKRON, OHIO.—Strand Theatre (1,200), 7 days, 50c-75c, Par. News. Weather, rainy, cold.

Rating—125%

AD TIPS—Exploit fact that Ziegfeld hits of the show are in the prologue to the picture. Feature La Plante as winning the popularity contest in England. Fact that it was the biggest and best road show on Broadway the past year. The book by Edna Ferber. Also caliope playing song hits of the show as it goes through the main streets. Audience appeal: all types and classes.—Eckel-Schine Theatre, C. F. Lawrence, Mgr., Syracuse, N. Y.

Stressed that it was Edna Ferber's great novel with the benefit of Ziegfeld's musical show. Played up names of LaPlante and Schildkraut. Used serial story tie-up with papers.—Strand Theatre, Ray Brown, Mgr., Akron, O.

Found that the public expected more of a musical comedy effect, because of Ziegfeld's prologue advertising in advance. So overcame that with frank statements to relieve this situation. Audience appeal: to older generation.—Blue Mouse Theatre, Ned Edris, Mgr., Tacoma, Wash.

A large photograph of a night scene of the theatre, showing large crowds trying to battle their way into the theatre, along with the announcement that the picture was in its third week and "it's all they say it is," was used in newspaper advertising. Audience appeal: all classes.—Royal Theatre, C. S. Coppock, Mgr., Kansas City, Mo.

Advertise the cast, the members of which are all well known to picture patrons; it is an Edna Ferber story which is also well known; the music is well known, use it in advertising; make use of the fact that the picture has scenes from Ziegfeld's success of the same name. Audience appeal: general, all classes.—Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

Show Boat—Cont.

Exploited need for extended run, playing up Edna Ferber story and melodies from Ziegfeld show. Audience appeal: all ages.—Strand Theatre, C. D. Haug, Mgr., Birmingham, Ala.

Tremendous campaign, including one-sheets, window cards, 150 store window tie-ups, Show Boat sundaes. Audience appeal: for all.—Stillman Theatre, Charles Katz, Mgr., Cleveland, Ohio.

Exploit Ziegfeld name and his principals in prologue; play up music; feature names of featured players; advertise as picturization of Edna Ferber book. Audience appeal: everyone.—Music Box Theatre, Robert Murray, Mgr., Seattle, Wash.

Play up screen version of Edna Ferber's best seller and Ziegfeld's stage success. Feature Ziegfeld plantation singers, headed by Morgan and Bledsoe in prologue singing hits from stage version. Exploit LaPlante and Schildkraut in powerful drama of the Misssissippi river. Tie up with music and book stores. Appeal to all classes.—State Theatre, Chattanooga, Tenn.

There is much to play up in this picture but the title itself is so well known that it is easy to advertise through that. The stars are also good draws and the bill is one which has general appeal.—Des Moines Theatre, Jess Day, Mgr., Des Moines, Iowa.

Simba (Capitol)

CANTON, OHIO.—Valentine Theatre (850), 7 days, 25c-40c, Chic Sale in All-Talking Comedy, Cartoon with Sound Accompaniment and Pathe Sound News. Weather, clear and cool.

Rating—175%

AD TIPS—First showing in Canton and this "animal story" of African jungles. Played at popular prices. Four years to make and two hours to show. Advertise the fact that it was not "staged" in any way, but represents real scenes shot in the jungles. Go strong on unusual animal close-ups, thrills. Audience appeal: all classes.—Valentine Theatre, Joe Calla, Mgr., Canton, O.

Singing Fool, The (W. B.)

OKLAHOMA CITY, OKLA.—Rialto Theatre (750), 7 days, 10c-20c-25c. Weather, clear and cool.

Rating—100%

OTTAWA, ONT.—Regent Theatre (1,125), 6 days, 25c-60c, Orchestra Overture, Fox Movietone News. Weather, mostly rain.

Rating—115%

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 35c-50c-75c, Fox Movietone and Pathe Sound News Reels, Vitaphone Short Subjects. First N, Y. run at popular prices. Weather, rain and fair.

Rating—144 3/10% (First Week)

Single Man, A (M-G-M)

LOUISVILLE, KY.—Rialto Theatre (3,000), 3 days, 30c-50c, Gilda Gray in person and 4 other acts of RKO Vaude., Pathe Review and News. Weather, fair but cool.

Rating—110%

AD TIPS—Advertised this picture as a gay and delightful comedy of the frothy sort with Cody, Pringle and Day providing the fun. Found that the audience liked it very much. Audience appeal: general.—Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

Sin Sister, The (Fox)

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c-35c, Comedy and News. Weather, clear.

Rating—100%

AKRON, OHIO.—Allen Theatre (550), 7 days, 25c-50c, comedy, Int'l News.

Rating—70%

Sin Sister, The—Cont.

AD TIPS—Exploit this as new Carroll vehicle. Bill it as story of north in which a snowbound party learns the meaning of love. Appeal: general.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Depended largely on title in advertising. Nancy Carroll given good play. Used lines on thrilling drama and frozen north. Appeal: all classes.—Allen Theatre, J. B. Allman, Mgr., Akron, Ohio.

Sonny Boy (W. B.)

SYRACUSE, N. Y.—Strand Theatre (1,700), 7 days, 20c-30c-40c, Presentation, 2 Vitaphone Acts, Fox Movietone, Orchestra. Weather, mostly rain.

Rating—100%

OMAHA, NEB.—Riveria Theatre (2,900), 7 days, 25c-60c, "Humorous Flight" (Par.), Par. News, Publix Unit with Jay Mills. Weather, rainy.

Rating—85%

TROY, N. Y.—Troy Theatre (2,000), 4 days, 25c-40c, 1 Vitaphone, Fox Movietone News. Weather, fair.

Rating—100%

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 25c-60c, Vitaphone Sound Shorts, News. Weather, rainy.

Rating—105%

LITTLE ROCK, ARK.—Royal Theatre, 6 days, 4 shows a day, 15c-50c, 3 Vitaphone showings. Weather, intermittant showers.

Rating—100%

SAN DIEGO, CAL.—Superba Theatre (800), 14 days, 40c-50c, 3 Vitaphone Acts, Fox Movietone News, Sportlight. Weather, good.

Rating—80%

AD TIPS—Lee heralded as "Jolson's million dollar find;" also advertised as singing "Sonny Boy." Other names in cast played up also. Audience appeal: general, mostly kids.—Riviera Theatre, Ray Jones, Mgr., Omaha, Neb.

Exploited the name of Lee, the new child star. Audience appeal: all classes.—Troy Theatre, Walter Roberts, Mgr., Troy, N. Y.

Lee was given a big play in all advertising as the youngster who starred with Jolson in "Singing Fool." The fact that he sings and talks in the picture also was featured in newspaper advertising. Audience appeal: all classes, especially youngsters.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

Used window cards in suburban districts. Distributed 7,000 small packages of gum with circulars to picked list. Heavy posting. 10,000 advance rotogravue circulars. Tie up with musical stores. 24-5inch sare tier discs on taxicabs. 2,000 cookie tie-up with drug stores. Stressed Lee and his part in "The Singing Fool." Audience appeal: children and elderly people.—Superba Theatre, Jack Rosenberg, Mgr., San Diego, Cal.

Exploit Lee. Recall that he is the youngster who played with Al Jolson. Audience appeal: all classes and ages.—Strand Theatre, Walter McDowell, Mgr., Syracuse, N. Y.

Speakeasy (Fox)

TACOMA, WASH.—Fox Rialto Theatre (1,350), 10c-25c-50c-75c, Movietone News, Revue and "The Music Fiends." Weather, rainy early, then fair.

Rating—100%

SAN DIEGO, CAL.—Fox California Theatre (2,100), 7 days, 40c-50c-75c, Fanchon & Marco stage "Idea," ("Oddities"), Laurel & Hardy comedy and Fox Movietone News. Weather, good.

Rating—125%

COLUMBUS, OHIO.—Neth's Grand Theatre (1,200), 7 days, 25c-50c, "The Bees Buzz," Sennett Talking comedy, Fox Movietone News.

Rating—90%

Speakeasy—Cont.

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, "Family Picnic" (Fox), "Sick Cylinder" (U), Fox News, Fanchon & Marco's "Hollywood Studio" idea. Weather, rainy.

Rating—125%

AD TIPS—Billboard, radio tieup, morning and night, increased newspaper space, playing up romance angle. Perfect talking picture angle. Audience appeal: all classes.—Fox Rialto Theatre, Doug Kimberley, Mgr., Tacoma, Wash.

Sold as New York City talkie; strong publicity campaign to overcome possible unfavorable reaction to title; ballyhoo at local fight coliseum on opening night.—Fox California Theatre, H. L. Hartman, Mgr., San Diego, Calif.

Advertised as "the voice of New York" and stressed typical New York atmosphere.—Neth's Grand Theatre, Columbus, O.

Six special window displays depicting speakeasy atmosphere, beer keg with contents flowing out, etc. Two window cards placed in downtown district. Audience appeal: general.—World Theatre, Ralph D. Goldberg, Mgr., Omaha, Neb.

Spite Marriage (M-G-M)

SPRINGFIELD, MASS.—Broadway Theatre (1,800), 7 days, 25c-50c, Vitaphone Shorts, Par. Short "If Men Played Cards as Women Do," Pathe News. Weather, fair.

Rating—90% (Double Feature)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 4 days, 10-50c, stage presentation (unit), Mermaid Comedy, Fox News. Weather, cool.

Rating—70%

AD TIPS—Keaton drawing card enough. Billed as high-powered laugh-getter. Audience appeal: all ages and all classes.—Broadway Theatre, C. H. Preston, Mgr., Springfield, Mass.

This picture offers plenty of opportunities for advertising cracks on the title of this one. Work in the comedy angle, showing how nothing but the most perverted imagination could imagine a spite marriage being anything else but tragically funny. Found that in newspaper advertising, the long faced cuts of Keaton drew attention. Appeal, however, seems to be somewhat limited to male audiences.—Michigan Theatre, Ann Arbor, Mich.

Squall, The (F. N.)

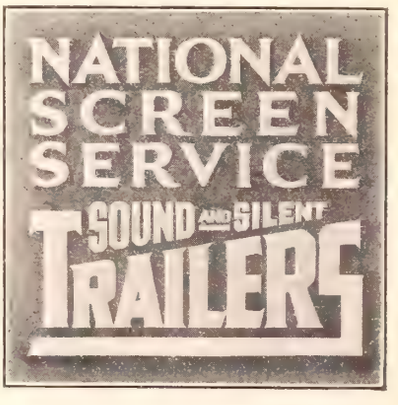
NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun., Vitaphone Talking Shorts Opened on Thursday night; per centage based on business for two days. Weather, fair.

Rating—111 4/5%

Stark Mad (W. B.)

ALBANY, N. Y.—Mark Ritz Theatre (1,146), 6 days, 25c-35c, 1 Vitaphone, Comedy, Pathe Sound News. Weather, fair.

Rating—85%



Stark Mad—Cont.

DALLAS, TEX.—Old Mill Theatre (1,400), 7 days, 20c-25c-35c, Vitaphone acts, Mexican National Tipica Orchestra, and Morrisey & Miller Review. Weather, fair.

Rating—100%

AD TIPS—Exploited the fact that patrons would see and hear every haunting scream, cry and whisper in this rair-raising mystery with Warner the star. Audience appeal: mature.—Mark Ritz Theatre, Charles Smakwitz, Mgr., Albany, N. Y.

Exploit the cast as the screen's foremost talking stars, and play up the mystery angle and the fact that it is all all-talkie. Audience appeal: all classes.—Old Mill Theatre, Al R. Lever, Mgr., Dallas, Tex.

Strange Cargo (Pathe)

LITTLE ROCK, ARK.—Capitol Theatre, 3 days, 4 shows a day, 15c-50c, Synchronized Comedy. Weather, intermittant showers.

Rating—75%

OTTAWA, ONT.—B. F. Keith's Theatre (2,596), 6 days, 15c-60c, 5 vaudeville acts, "The Lion's Roar" (Edu.), Pathe Weekly, Æsop's Fables. Weather, mostly rain.

Rating—100%

LOUSIVILLE, KY. — Mary Anderson Theatre (1,386), 7 days, 35c-50c, two sound acts, Pathe Sound News and Par. News. Weather, cool and rainy.

Rating—80%

The cast as a whole must be played up with particular attention to the stage experience of all of them. Worth mentioning as all-talkie, perhaps. Audience appeal: adult.—Mary Anderson Theatre, A. B. McCoy, Mgr., Louisville, Ky.

Syncopation (RKO)

NORFOLK, VA.—Granby Theatre (900), 6 days, 25c-35c-50c, Vitaphone acts, Frank Orth and Marlowe and Jordan, Comedy, "Footlight Fanny," Granby News. Weather, fair.

Rating—125%

BUFFALO—Lafayette Theatre, (2,700), 65c, Int'l News, Vitaphone News and Vaudeville. Weather, fair and warm.

Rating—130%

AD TIPS—Featured Waring's Pennsylvanians, with newspaper ads tied with phonograph record displays and other outside combinations. Full emphasis laid on this orchestra to win. Audience appeal: all the younger generation.—Granby Theatre, Norfolk, Va.

Waring and his orchestra are very well known just let your city know.—William Raynor, Mgr., Lafayette Theatre, Buffalo, N. Y.

Taxi 13 (RKO)

OMAHA, NEB.—Empress Theatre (1,000), 7 days, 25c-50c, No shorts, Musical Stock on Stage. Weather, rainy.

Rating—90%

Thru Different Eyes—Cont.

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,650), 25c-35c-50c-60c-75c, 7 days, Fox Movietone News, Fanchon-Marco Stage Unit. Weather, clear.

Rating—90%

SPRINGFIELD, MASS.—Fox Theatre (1,444), 6 days, 20c-50c, 3 Movietone Comedies, Fox News. Weather, fair.

Rating—100% (Second Week)

BALTIMORE, MD.—Weather clear, mild, rain one day, New Theatre (1,600), 6 days, 25c-50c, Fox Movietone and Fox silent News, Lionel Atwill in "The Knife," Fox talkie short, Big Boy in "Joy Tonic" (Comedy).

Rating—80%

AD TIPS—Play up the court room angles, with the same story told by various parties; feature the two men in cast from "Old Arizona." Audience appeal: general.—Fox Fifth Avenue Theatre, James Q. Clemmer, Mgr., Seattle, Wash.

Emphasize this as a Fox all-talking epic, with Baxter and Lowe of "In Old Arizona" fame, with Duncan and Fetchit. Use cuts of two pairs of eyes in ad, with captions: Was he a faithful husband of a philanderer? Was she a loving wife or a faithless wanton? Exploit as an all-talking courtroom drama with elemental passions vieing with a thrilling mystery of hate, love and vengeance. It shows three different versions of the fatal crime. Audience appeal: for everybody, because it is such a strong mystery drama done in a new and entertaining way.—Morris A. Mechanic, Mgr., New Theatre, Baltimore, Md.

Thru Different Eyes (Fox)

Tide Of Empire, The (M-G-M)

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c-35c, Comedy "Magic," Cartoon "Koko in the Rough," News. Weather, clear.

Rating—104%

ATLANTIC CITY, N. J.—Strand Theatre (1,188), 4 days, 40c-50c, 2 short subjects, M-G-M News. Weather, generally fair.

Rating—90%

AD TIPS—Play up Kyne story of the thrilling days of '49. Old California and the passing of the Spanish Dons. Feature beautiful love story with Adoree and Duryea. Also Collier, Jr. Appeal to al classes.—Rialto Theatre, Chattanooga, Tenn.

Exploit star as playing best role. Play up fast-moving action and many colorful and picturesque characters, with comedy and romance. Audience appeal: general.—Strand Theatre, Andrew D. Mustard, Mgr., Atlantic City, N. J.

Times Square (Gotham)

SYRACUSE, N. Y.—Empire Theatre (1,700), 7 days, 25c-40c, Presentation, Comedy, 2 Movietone acts, Fox Movitone. Weather, rain.

Rating—85%

Trial Marriage (Col.)

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c-75c, 5 acts of vaudeville, Pathe News. Weather, rainy.

Rating—110%

SAN ANTONIO, TEX.—Majestic Theatre (1,700), 7 days, 25c-35c-60c, Larry Rich and orchestra and 4 vaudeville acts, Pathe News, Fables and Fox Movietone. Weather, fair and warm.

Rating—60%

AD TIPS—Exploited in all advertising as a drama with those who play with love and lose, a sketch in newspaper space showing a young wife on her knees begging the mercy of a husband. Audience appeal: all classes, principally adult.—Pantages Theatre, Louie Charninsky, Mgr., Kansas City, Mo.

Exploit picture as one of "Dancing Daughters" type. Kerry and Eilers also good box office attractions. Audience appeal: high school age and up.—Majestic Theatre, Raymond M. Willie, Mgr., San Antonio, Tex.

Trial Of Mary Dugan (M-G-M)

PROVIDENCE, R. I.—Loew's State (3,800), 15c-50c, 7 days.

Rating—100%

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7 days, 25c-65c, Movietone shorts, selected News. Weather, rainy.

Rating—90%

MIILWAUKEE, WIS.—Merrill Theatre (1,167), 7 days, 25c-50c, Fox News. Weather, unsettled.

Rating—105%

Trial Of Mary Dugan—Cont.

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, $1-$2, two shows a day, three Sat. and Sun., M-G-M Shorts. Weather, rain and fair.

Rating—101 2/5% (Seventh Week)

SYRACUSE, N. Y.—Loew's Theatre (3,000), 7 days, 25c-35c-50c, Presentation, 5 acts Loew Vaudeville, Orchestra, Fox Movietone. Weather, mostly rain.

Rating—100%

LOS ANGELES, CAL.—Criterion Theatre (1,652), Gus Edwards M-G-M Revue, "Mexicana," Fox Movietone News. Weather, hot.

Rating—165%

AD TIPS—Everyone seems to love court trials today. Exploit strength of cast and mysterious element as to the identity of the murderer. Shearer's name will draw. Stress all-talking nature of film.—E. J. McCarthy, Mgr., Loew's State Theatre, Providence, R. I.

Excerpts of various printed quotations of the dialogue in the picture were grouped about the three stars—Shearer, Stone and Warner in newspaper advertising. The fact that the stage play ran a year on Broadway also was played up. Audience appeal: all classes.—Loew's Midland Theatre, H. H. Maloney, Mgr., Kansas City, Mo.

The picture should be advertised as an all-talking mystery; the stage play has value, for it is well known and has played in the larger towns. Advertise the fact that the picture is based on the play. Audience appeal: the better type of patronage.—Elite, Merrill Theatre, Wm. E. Mick, Mgr., Milwaukee, Wis.

Exploit Shearer in first talkie. Also feature long run of stage play. Audience appeal: all classes.—Loew's State, Harry Weiss, Mgr., Syracuse, N. Y.

Trent's Last Case (Fox)

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c-35c, Collegians "The Winning Point," Comedy "Crazy Doings," News. Weather, clear.

Rating—98%

AD TIPS—Play up mystery drama. Feature all-star cast, including Raymond Griffith, Raymond Hatton and Marceline Day. Appeal to adults.—Rialto Theatre, Chattanooga, Tenn.

Two Weeks Off (F. N.)

KANSAS CITY, MO.—Mainstreet Theatre (3,067), 7 days, 35c-60c, Master of Ceremony Stage Presentation, Pathe News. Weather, rainy.

Rating—95%

AD TIPS—Large head-sized cuts of Mackaill and Mulhall, with a background of a seaside resort showing two lovers under a large umbrella, were used in newspaper advertising. The line "Hear their voices together for the first time" also was used. Audience appeal: all classes.—Mainstreet Theatre, Lawrence Lehman, Mgr., Kansas City, Mo.

Uncle Tom's Cabin (U.)

OTTAWA, ONT.—Imperial Theatre (1,220), 6 days, 15c-50c, Coscia and Verdi Comedy Novelty, Paramount News. Weather, mostly rain.

Rating—90%

Voice Of The City, The (M-G-M)

KNOXVILLE, TENN.—Riviera Theatre (1,053), 6 days, 25c-50c, McNeal Sisters and Mexican National Orchestra on Vitaphone. Weather, fair and rainy.

Rating—90%

MILWAUKEE, WIS.—Majestic Theatre (1,500), 7 days, 25c-50c, Laurel and Hardy Comedy, Vitaphone Short, M-G-M News. Weather, unsettled.

Rating—120%

Voice Of The City—Cont.

JOLIET, ILL.—Princess Theatre (960), 1 day, 15c-35c, comedy and news. Weather, clear and fair.

Rating—90%

SAN FRANCISCO, CAL.—Loew's Warfield Theatre (2,671), 7 days, 35c to 65c, M-G-M (Silent News) and Fox Movietone, Fanchon-Marco Presentation, "Sweethearts," and special acts. Weather, fair.

Rating—100%

ROCHESTER, N. Y.—Eastman Theatre (3,400), 5 days, 25c-40c-60c, Publix unit, overture, Fair Days (Par.), Selected News. Weather clear to rainy.

Rating—82%

NORFOLK, VA.—Loew's State Theatre (2,000), 6 days, 35c-50c, 5 acts Loew's vaudeville, headed by Al Wohlman, regular Loew's screen extras Pathe News. Weather, fair.

Rating—110%

COLUMBUS, O.—Loew's Ohio Theatre (4,000), 7 days, 25c-50c, Publix Unit, orchestra and organ presentation, Fox Movietone News.

Rating—100%

BUFFALO—Hippodrome Theatre (3,000). 65c, Movietone News, Fox Silent News, comedy vaudeville. Weather, fair and warm.

Rating—125%

AD TIPS—Exploit this as love drama with action. Feature it as first picture to star Dane. Audience appeal: to outdoor workers.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Feature write-up as "Mack's Romance Drama with All-Star Cast," and that it was an all-talking picture. The stage acts were mentioned as first rate. Audience appeal: all classes and ages.—Loew's Warfield Theatre, Dick Spier, Mgr., San Francisco.

Advertise as the "greatest of all talkies," a gangdom picture. Audience appeal: general, all classes.—Majestic Theatre, Herbert Israel, Mgr., Milwaukee, Wis.

Featured night life in New York, with additional emphasis laid upon Mack as author, director and actor. Ads laid stress on melodramatic feature, with promise to display true to life insight into the underworld. Audience appeal: general.—Loew's State Theatre, Norfolk, Va.

Sensational drama of big city, well-known stage stars in underworld roles, all-talkie.—Loew's Ohlio Theatre, Columbus, Ohio.

Plenty of artist sketches and photographs used in extra large ad space to ballyhoo this film. Daily paper here is running serial story of plot. Sunday ad in that paper was full length, 6 columns, carrying photographs of stars and scenes from play and artist sketches of characters and action. All-talking angle stressed as a strong point. Window cards used in downtown districts and letters distributed in better class neighborhoods. Audience appeal: all ages and classes.—Eastman Theatre, S. S. Solomon, Mgr., Rochester, N. Y.

One of the greatest of all mystery thrillers, with the well-known star Mack. Play up on all your posters.—Hippodrome Theatre, Buffalo, N. Y.

Weary River (F. N.)

OMAHA, NEB.—Orpheum Theatre (3,000), 7 days, 25c-60c, Al B. White RKO Unit, Pathe News. Weather, rainy.

Rating—110%

NORFOLK, VA.—Norva Theatre (1,800), 6 days, 35c-50c, Metro Movietone revue, George Le Maire all-talking comedy (Pathe), Phil Baker in talking act, M-G-M News. Weather, fair.

Rating—95%

AD TIPS—Played up big as Barthlemess' first talker. Star is a good draw here and packed 'em in with addition of dialogue and singing sequences. Appeal: general.—Orpheum Theatre, Omaha, Neb.

Weary River—Cont.

Featured Barthelmess in singing role, emphasizing the appeal of the convict angle, with the "golden voiced prisoner" winning his way to freedom and the better life. Audience appeal: general.—Norva Theatre, Norfolk, Va.

Why Be Good (F. N.)

SALT LAKE CITY, UTAH.—Paramount Empress Theatre (1,400), 7 days, 15c-50c, Special Vitaphone Act and Movietone News. Weather, fair.

Rating—110%

NEW YORK CITY, N. Y.—Cameo Theatre (549), 7 days, 50c-75c, Pathe Sound News, Sound Comedy, first Moore feature not to get a Broadway show at a big house. Weather, rain and fair.

Rating 114½%

ATLANTIC CITY, N. J.—Virginia Theatre (1,222), 7 days, 40c-50c, "Sure Fire Dick" (RKO), "The Faithful Pup" (Fable), Fox Movietone News. Weather, generally fair.

Rating—90%

AD TIPS—Exploited as Moore's first First National-Vitaphone picture, and as "Flaming Youth Afire." Audience appeal: all classes.—Paramount Empress Theatre, D. Edwards, Mgr., Salt Lake City, Utah.

Exploit the star in a jazzy role. Audience appeal: general—Virginia Theatre, Harry Klein, Mgr., Atlantic City, N. J.

Wild Orchids (M-G-M)

VANCOUVER, B. C.—Strand Theatre (1,800), 6 days, 25c-50c, Presentation Fanchon and Marco Innovation "Fantasma," Jackie Souders and His Band, Fox News. Weather, fine and bright.

Rating—125%

AD TIPS—Advertised stage and screen combination as a sensation during the week. Used Garbo's name with effect, in a flaming romance of the tropics, backed by the names of Stones and Asther. Drew attention to the author of the stage success "Rain," John Colton. Audience appeal: high school age and adults who like a lively love story. Would not appeal to all adults.—Strand Theatre, D. P. DeWees, Mgr., Vancouver, B. C.

Wild Party, The (Par.)

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 35c-50c, Two Vitaphone presentations, Fox Movietone News. Weather, cool.

Rating—135%

OKLAHOMA CITY, OKLA.—Capitol Theatre (1,200), 7 days, 10c-25c-35c-50c, Talking features, Born and Lawrence in "The Side Show," Neil Sisters in Blonds That Gentlemen Prefer." Weather, clear and cool.

Rating—125%

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-35c, Fox Movietone News, "The Revelers" (M-G-M Talkie short), Carl Emmy's Pets (M-G-M) dog act), Lucky Rabbit Cartoon. Weather, clear, mild, rain one day.

Rating—103%

LOUISVILLE, KY.—Loew's and U. A. State (3,400), 7 days, 35c-50c, Haden Read Organlogue, Fox Movietone News and M-G-M News, two sound acts. Weather, cool and rainy.

Rating—138%

AD TIPS—Exploited that this was Bow's first 100 per cent talkie and that it permitted the patrons to hear the "It" in Clara's voice. Audience appeal: all classes. Mark Strand Theatre, Thomas Clark, Mgr., Albany, N. Y.

Bow's name, of course, and her for first time in talkies, high speed story of college life, and every minute full of pep and ginger. Capitol Theatre, Oklahoma City, Okla.

Can sell easily by playing on star's popularity and pointing out that this is her first talking picture. Bow has the following and when you tell your customers that the story is a Fabian piece of the same general nature as "Flaming Youth" you're going to get business. Suggested line for ad "story of campus life with its attendant hours of high whoopee." Audience appeal: all classes, but cater to younger generation. Loew's State, Col. Harry E. Long, Mgr., Louisville, Ky.

Wings (Par)

SAN ANTONIO, TEX.—Princess Theatre (1,300), 6 days, 35c-50c, Int'l News. Weather, fair and warm.

Rating—200% (Second Run)

AD TIPS—Exploit greatest World War aviation film classic which it is. Battle scenes and airplane encounters are hair-raising. Bow, Arlen and Rogers pull them into the theatre, too. Had great success in working with the schools and women's clubs in exploitation. Lobby display of a broken airplane wing drew considerable attention, too. Audience appeal: general.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Tex.

Win That Girl (Fox)

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 35c-50c, Presentation "Katzenjammer Kids at College," Special Organ Solo, Par. News. Weather, fine and bright.

Rating—60%

AD TIPS—A rattling good picture for the younger folks particularly, and directed my advertising in this direction, making appeal to varsity and school. Feature high comedy, with touch of pathos, and the fine pictures of football games. Audience appeal: younger element, but young-old folks will get a kick out of it.—Dominion Theatre, I. Ackery, Mgr., Vancouver, B. C.

Wolf Song (Par.)

NEWPORT NEWS, VA.—Rialto Theatre (873), 3 days, 35c-50c, Comedy, Par. News. Weather, fair.

Rating—100%

AD TIPS—Previous success of picture, with numerous singing sequences, were high spots of advertising, which also featured sensational team of Cooper and Velez. Audience appeal: mostly all classes. E. T. Crall, Mgr., Rialto Theatre, Newport News, Va.

Woman Of Affairs, The (M-G-M)

SALT LAKE CITY, UTAH.—Pantages Theatre (2,500), 7 days, 15c-75c, Vaudeville. Weather, fair.

Rating—98%

AD TIPS—Exploited "the two great lovers of the screen" and as "a film sensation you cannot afford to miss." Audience appeal: all adult classes.—Pantages Theatre, Grant Pemberton, Mgr., Salt Lake City, Utah.

Women They Talk About (W.B.)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 3 days, 10c-50c, stage presentation, Dooley comedy, Int. News. Weather, cool.

Rating—29%

"Evangeline" Premiere Set For New Orleans

"EVANGELINE," latest United Artists production, will make its premiere June 14, in New Orleans city at the Saenger. Dolores Del Rio, the star, and Edmond Carewe, the director, will both attend the first showing.

The Voice of the Screen

News and Comment on All Phases of Sound Pictures

288 Seat Sound House A Money Maker

Detroit Theatre Runs 24 Hours Per Day And Cleans Up

THERE had been an exhibitor meeting in Detroit. A number of the boys had squawked their heads off over the cost of sound installation and the fact that sound pictures were costing a lot in rentals. Several of the boys figured that it was impossible for them to make their houses pay under the new conditions. Then after the meeting three or four of the theatre owners got into a discussion regarding what is or isn't necessary to make a house pay.

Into that discussion came the name of the Blackstone Theatre which is located downtown in Detroit. A 288-seat house that has both Vitaphone and Movietone installation.

Some Conversation

First Exhibitor: "I don't see how that fellow can do it. He has only 288 seats. The picture rentals mean an increase of about 150 per cent over what he formerly paid, yet he is going along."

Second Exhibitor: "There is a catch to it somewhere. I know he can't make it pay. It stands to reason that no house with that little seaitng capacity can be made to pay when you figure the cost of the installation and the added cost of increased rentals."

And, all the time, B. Wachnansy, who runs the Blackstone for Schreiber, was standing in the background and listening. Finally he said:

"Well, boys, all that I can say is that it does pay and if you don't believe me come over to the house and look it over yourself."

The Inquiring Reporter

A staff representative of MOTION PICTURE NEWS went over and looked the house over that night. It was jammed. Outside, the theatre did not seem particularly prepossessing. It hasn't the approach that the Roxy in New York or the Detroit in Detroit has, but it was jammed to the doors.

"How do you do it?" was the question put to Wachnansy.

"By giving the public what they want," was the quick answer. And the admission price that was fifteen cents in the old days is now tilted to a quarter and that is part of the answer. Likewise, in the old days the house ran from 7 A. M. until 1:30 A. M. the next morning. Now it never closes its doors, and Wachnansy has worked out a schedule to cover the time and minimize the expense of operation.

The admission scale is twenty cents from 6 A. M. until noon and a quarter from noon to 6 A. M., unless a special is being shown when the price is thirty cents. The average film rental for three days is $350. The operator expense which was in the neighborhood of from $200 to $225 has climbed to $600 a week, but still the house is paying.

One thing that has been discovered is that the public will not stand for a bill of all shorts, even in talkies. It was tried out, with the house playing a seven reel short bill. There was a two reel and a single reel Vitaphone, a two and one reel Movietone and a Movietone News. But at the box office window there was a five to one walk away when they found out that the bill was all shorts. They asked for the feature and on learning that there was none, walked away.

The house is located on one of the main traffic stems of the town, where there is action all day and all night, and the night audiences are usually the same patrons night after night. For that reason the program is worked out so that there are two different bills shown. The night crowd don't get the talkers. Non-synchronized pictures are the bill for the showings between 1 A. M. and 6 A. M. Maybe those who attend during those hours come in to sleep and wouldn't want their slumber disturbed by the sound screen. But Wachnansy says that his reason for showing the silents during the early morning hours is to cut down on the expense of his operators, and that sounds logical. Especially since he changes his bill each night and, as he says, plays to the same people night after night.

A Third Run House

The Blackstone in its playing of sound pictures is the third run in the city. There is the first downtown run at the new Fox as far as the Fox Movietone pictures are concerned, and one of the Kunsky houses for the other sound and talking product. Then there is a neighborhood run in the upper part of the city. The first run gets 75c, the suburban 50c, and finally when the picture reaches the Blackstone the public sees it for a quarter.

Wachnansy won't give out figures as to the business of the house. But he did state that Schreiber would, if he had to again consider the matter of sound installation, do it all over again.

The fact that 288 seats can be made to pay with sound pictures seems to be the answer to a question that is troubling a lof of exhibitors right now. Of course this applies to a 24-hour locality.

Trail Blazer of Sound Theatres

How a Southern house has become the model sound institution of a big circuit.

You'll Read It in the News

HOLLYWOOD

LAWRENCE A. URBACH
Western Representative

WALTER R. GREENE
Western News Editor

Hollywood Office: Mezzanine Floor, Hotel Roosevelt Phone Granite 2145

Publix Opposition To Fox-West Coast Seen In California

Reported Surveying Inde. Holdings With View To Taking Them Over

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—Publix is reported making an intensive survey of all independently owned theatres in California with the idea of lining up a chain in opposition to Fox-West Coast.

Although Publix operates first runs in both San Francisco and Los Angeles, the circuit has no theatre holdings in the other large California cities or suburban districts. Fox West Coast controls one or more theatres in practically every key spot, with the report that Publix is now ready to invade the California territory on a big scale to compete with the FWC houses.

If Publix goes through with the plan to develop a chain in California, it is said that the organization will buy at least a half interest in independently-owned theatres, retaining the present owners on contract as managers of the individual houses.

Hal Skelly Signs A Long-Term Paramount Contract

Hal Skelly, stage actor now in the movies, has signed a long-term contract to appear in Paramount films as a featured player. The first role he will play under the agreement will be that of the law enforcing brother in "The Woman Trap."

Paramount South Sea Unit

Paramount is sending J. B. Shakleford and George Dromgold to the South Seas to make underwater scenes for "The Lost God."

Jeanne Gordon In Talkie

Jeanne Gordon, the operatic singer, will make two talking shorts at the Warners' Eastern studio.

"The Way Of A Sailor"

M-G-M is planning to make "The Way of a Sailor," from original. The picture will have both talker and silent versions.

A Correction

THROUGH error, "The Port of Missing Girls" was omitted from the list of 167 Record Smashers published in last week's issue.

The story, adaptation and screen play for this picture, which broke records at several important theatres, was written by Howard Estabrook.

Hot Love Scene Causes Big Laugh And Dialog Is Cut

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—Shortly after John Ford finished "The Black Watch" for Fox, he left for Annapolis on another picture assignment. When the picture was finally cut and previewed, Fox officials decided that a big love scene between Victor McLaglen and Myrna Loy was necessary.

The two players were called back, and Lumsden Hare assigned to direct a "hot" love sequence. On opening night at Carthay Circle Theatre, the love-making episode was a big laugh getter. Miss Loy's character name was Yasmini, but McLaglen pronounced it so that it sounded like "Yes, Minnie"—and the first-night audience howled.

John Ford got word of the episode—and burned. Fox officials also decided that something had to be done, and a new print of the particular scene was inserted the following day. The scene still remains but there is no conversation between the two lovers.

Richard Dix Is Deserting Paramount Star Roster

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—Paramount will not renew option on contract of Richard Dix when renewal comes up for consideration within the next two months. This admission was made to MOTION PICTURE NEWS by a Paramount executive, together with the statement that Dix will star in one more talker before his departure from the Paramount fold.

Arliss In "Disraeli"

George Arliss is to appear in talking pictures and will enact his famed characterization of "Disraeli" for the Warner Bros. This production will follow the completion of "The Green Goddess," which is now in work. Al. Green will direct "Disraeli." It was made as a silent picture with the star some years ago.

Contract Stars At Paramount Dwindle To 5

Clara Bow The Only Feminine Name Represented; Co. After Stories Instead

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—Richard Dix and Adolphe Menjou expected to leave Paramount upon completion of one picture each. Paramount's total of contract stars working in the Coast studios will be reduced to five. This is the smallest number of Paramount Coast stars under contract for many years.

The five players scheduled to appear in star series for next season include Clara Bow, George Bancroft, Maurice Chevalier, Charles Rogers and William Powell. It is interesting to note that Clara Bow, the company's biggest money-maker, is the only feminine star in the group.

It is understood that Paramount officials have decided that "the picture is the thing," especially with the present popularity of talkers, and will proceed on that basis with the bulk of next season's productions.

In reducing the list of contract stars, Paramount also has cut down the salary overhead considerably. It is said that Clara Bow, with a weekly check of $3,750, tops the group in money. Bancroft and Chevalier follow in order; with Powell and Rogers getting comparatively small salaries for their positions as stars.

A year ago, Paramount had a star contract list totaling eleven players.

Mary Brian Presented With A New Paramount Contract

A new contract with Paramount was last week signed by Mary Brian. She recently completed two talking roles for this company, in "The Man I Love" and "A Man Must Fight."

In The "U" Fold

Tom Reed will continue with Universal as dialogue writer for additional period as the company exercised option on his contract. Isadore Bernstein has returned to "U" to write an original for Harry Jolson.

Blue In Hospital

Monte Blue, Warner contract star, was recently confined to Hollywood Hospital recovering from operation for sinus trouble.

Hollywood

Did Casting Execs Do Right By These Two Leading Men?

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—Marion Davies has a different leading man in the sound and silent versions of her current M-G-M production "Marianne." Oscar Shaw, stage actor, plays opposite her in the silent version, while Lawrence Gray, film actor, will assume the same role in the dialogue film.

When the picture was in preparation the producers sent to New York for Shaw to play the part. Upon his arrival on the Coast, the silent version of the film was started, with Shaw in his part. Last week studio officials admitted that Shaw had finished in the silent version, and was returning East; with Gray, picture actor without stage experience signed to play the lead in the dialogue version of "Marianne," in place of Shaw.

Harry Green Will Play Title Role In "Kibitzer"

The title role in Paramount's screen version of "Kibitzer," the Royale Theatre comedy by Jo Swerling and Edward G. Robinson, scheduled to start on the Coast around the middle of June. Green has appeared in several pictures in recent months. Edward G. Sloman is the director chosen to megaphone "Kibitzer."

Paramount Selects 3 New Titles For Feature Films

Three new titles for features have been decided upon by Paramount. "Magnolia" will in future be known as "A Man Must Fight." The Woman Trap" supplants "Brothers" while "The Genius" gives way to "Youth."

Darmour Equipment Installed

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—Darmour Productions, making several series of sound comedies for R-K-O, have completed installation of Photophone recording apparatus on the remodeled soundproof stages. Tests made last week were highly satisfactory and, even though the studio is directly on a street-car line, no noise interference was encountered from the outside traffic.

New "U" Exec Offices

(Hollywood Bureau, Motion Picture News)

Hollywood, April 25.—New executive offices to be occupied by Carl Laemmle, Carl Laemmle, Jr., and Robert Welsh, general manager of production, are being constructed at Universal Studios. The offices will be elaborately furnished, and grouped in one wing of the executive building for greater efficiency.

Connie Talmadge Weds

Constance Talmadge was married Wednesday to Townsend Netcher, wealthy Chicago business man, at the home of Buster Keaton.

New Studio Entrant Is Stock Chorus Girl

ANOTHER wrinkle brought about in studio circles by the sound picture is the stock chorine. RKO, planning eight to ten musical shows for the coming year, has gathered together 100 chorus girls who meet all the requirements.

M-G-M Story Will Have The Opera As Its Theme

(Hollywood Bureau, Motion Picture News)

Hollywood, May 16.—M-G-M is preparing a story for early production based on the field of opera. It is intended to work in several operatic numbers by name singers.

Fox-West Coast To Designate "Official" Previewing House

(Hollywood Bureau, Motion Picture News)

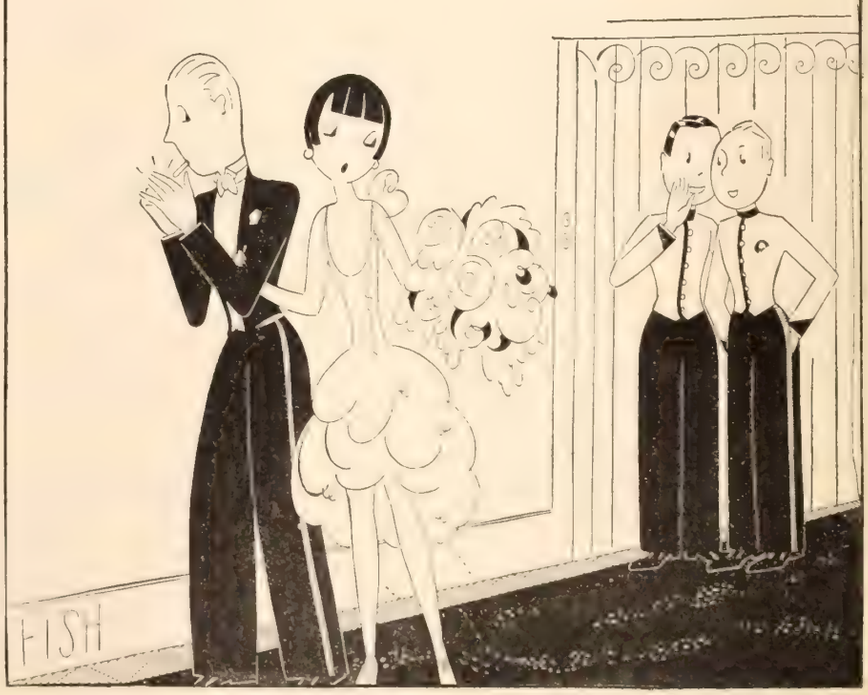
Hollywood, May 16.—Only one Los Angeles theatre will be designated as an "official" feature pre-view house by Fox-West Coast Theatres, according to present plans of Harold B. Franklin, president of the theatre circuit.

It is hoped that the selection of one house for showing all feature pre-view will help to eliminate many of the past evils of pre-views in various theatres. Fox-West Coast admitted that the injudicious advertising of pre-views by various theatres in the past had tended to undermine the confidence of the theatre-going publi.c The pre-view evil has been constantly growing in and around Los Angeles.

EMBARRASSING MOMENTS

When you trail rice in the hotel lobby

...*be nonchalant*... LIGHT A MURAD.



© P. Lorillard Co., Est. 1760

Opinions on Pictures

Gentlemen Of The Press

A Good Newspaper Story Well Told

(Reviewed by Freddie Schader)

THE Ward Morehouse play "Gentlemen of the Press" has been made into a screen talkie by Paramount. They have held much to the play in the matter of cast and dialog. Walter Huston, star of the play, is starred in the film version. The story lends itself nicely to screen handling and the result is a picture that will get good notices from the reviewers because of its faithful newspaper atmosphere and a play from the public because they'll like it. The dialog is well recorded and there is a good comedy relief running through the tale.

The story in brief is that of a newspaper man so intense in his work and the desire to make good that he has time for nothing else in life. That is except an occasional bat and innumerable "affairs" with dames. One of these affairs is the background for this tale. The principal figure of the cast, a star man who has a "by line," falls for a dame. He does it on the night that his daughter marries another newspaper man in Portchester. The father quits the game to become press agent for a mugg who really gets to believe what his press agent writes about him. But the call of the game is too strong and he kicks over the good job to go back to the desk and handle news as is news.

It's a man's story to be sure, but there is enough in it to make the girls like it too. Huston does a very good piece of work as does also Charlie Ruggles as a souse. Katherine Francis as the heavy vamp clicks like a house afire. Boy, how that dame can vamp is just nobody's biz. Betty Lawford handles the role of the newspaperman's daughter charmingly and makes it stand out, while Norman Foster is good enough juvenile for the role assigned him. Lawrence Leslie looks and acts the part of a hardboiled news hound, while Harry Lee as one of the copy desk on the dog-watch, manages to slip over a bit that you watch.

Drawing Power: It will fit with all classes and will give them a little inside of how a news shop really works. The local reviewers will like it and with their help it might be possible to work up a milk man's matinee for the newspaper men of the town that should get a good space break.

Produced and **Distributed** by Paramount Famous Lasky. From the play by Ward Morehouse. **Adapted** by Bartlett McCormack. **Directed** by Millard Webb, dialog staged by John Meehan. **Length** in dialog 7167 feet. **Running time** an hour and nineteen minutes. **Released** May 4, 1929.

THE CAST

Wickland Snell	Walter Huston
Myra May	Katherine Francis
Charlie Haven	Charles Ruggles
Dorothy Snell	Betty Lawford
Ted Hanley	Norman Foster
Mr. Higginbottom	Duncan Penwarden
"Red"	Lawrence Leslie

The Wagon Master

A Good Maynard Western

(Reviewed by Don Ashbaugh)

(Silent Version)

KEN MAYNARD's latest western offers plenty of diversion for the film fans. It can be safely recommended to managers whose audiences prefer neither the subtle drama of the eternal triangle nor the sentimental drama.

The plot is constructed around the difficult journey of a wagon train loaded with freight from one lonely outpost to a still lonelier one. The journey is made more difficult through the machinations of the villain, played by Thomas Santschi. He owns the rival freight company and expects to profit by the failure of the honest haulers. He orders his gang to stop anything on wheels that attempts to go through the pass." The major portion of the picture is built around this fact.

Maynard is just right as the hero. He is good looking, and the way he rides brings rounds of gasps and applause from the watchers. Next to Maynard comes Tarzan, his horse, who really does the best acting of anyone in the cast.

There is a thrilling whip duel, a breath-taking stopping of runaway horses, and some very excellent desert scenery. The most blase audience will enjoy Manyard's riding stunts.

Universal is planning to incorporate a number of dialogue sequences and several of the old cowboy songs in this picture for the sound version. In silent form it proved good entertainment. The addition of sound should make it almost a super-western.

Drawing Power: With the addition of the song sequences it can be billed as the first sound western feature. Maynard's following will flock to it while the youngsters will talk about it for weeks.

Produced by Ken Maynard. **Released** by Universal. **Story** and **scenario** by Marion Jackson. **Directed** by Harry J. Brown. **Titles** by Leslie Mason. **Photographed** by Ted McCord. **Length** and **Release Date** undetermined.

THE CAST

The Rambler	Ken Maynard
Sue	Edith Roberts
Bill Hollister	Frederick Dana
Jack Lynch	Tom Santschi
Jacques Frazelle	Al Ferguson
Billie Hollister	Jack Hanlon
Buckeye Pete	Billie Dunn
Stuttering Sam	White Horse
Grasshopper Jim	Frank Rice

"Fish and Feathers"

(Pathe-Sportlight—One Reel)

SPORTSMEN will revel in this Grantland Rice flash into ways and means of snaring trout, quail and wild duck. Dave Newell, popular fiction author, figures in the subjects shown and he introduced a most interesting method of fishing—from horseback. The work of dogs in pointing and otherwise aiding their masters in bagging quail is also shown and this number has all the appeal of nature and the sagacity of the dogs to give it added kick. The system of wooden decoys to drop the wild duck is the final number shown and it is just as interesting as that which went before.—RAYMOND

The Valiant

A Tear Compelling Prison Drama

(Reviewed by Freddie Schader)

"THE VALIANT" is based on the one-act play of the same title by Robert Middlemass and Holworthy Hall. It marks the screen debut of Paul Muni, he who was Muni Weisenfreund, as a screen player, and likewise that of William K. Howard as a director of dialogue productions. Both have done their work well. Especially so William K. Howard, for it must have been something of a task to get the atmosphere of this playlet to the screen and Howard has accomplished that successfully. The result is a tear compelling bit of drama that is as potent as "Madame X" when it comes to forcing the audiences to reach for their handkerchiefs and blow their noses and wipe their eyes. From a box office standpoint the picture is going to be a hard one to figure. The chances are that it will do about 20 per cent under the average business at the big house this week.

Marguerite Churchill and John Mack Brown are the principal supporting players appearing with Paul Muni. They carry the love interest of the tale, and to a certain degree lighten the tragedy, for it is a very tragic story.

It is that of a boy who has killed a man. He doesn't give his reason for the killing except to state that the dead man deserved killing. He hides his identity under an alias and refuses to divulge who he is or where he came from, so as to shield his family from disgrace. Out in the mid-west an aging mother thinks she recognizes her boy in the picture printed of him in the papers and finally prevails on the boy's sister to visit the prison on the night of the execution to learn whether or not it is her son. The boy successfully cloaks his identity from his sister and she leaves carrying away a story of her brother's heroic death on the battlefield of France, although the audience is aware of the fact that he was the boy that the old mother sought.

The handling of the story in direction is perfect. There was, however, some editing that made the story jumpy at times.

The sound recording is a neat piece of work and the engineers that worked on the job deserve a full share of credit for the picture.

Drawing Power: Adult audience mostly. Story is too tragic for the youthful minds.

Produced and **distributed** by Fox Films, Inc. From the play by Robert Middlemass and Holworthy Hall. **Dialogue** by Tom Barry. **Directed** by William K. Howard. **Length:** 5,537 feet. **Running time:** an hour and one minute. **Released:** May 19, 1929.

THE CAST

Jame Dyke	Paul Muni
Mary Douglas	Marguerite Churchill
Warden	DeWitt Jennings
Judge	Henry Kilker
Mrs. Douglas	Edith Yorke
Chaplain	Richard Caryle
Robert Ward	John Mack Brown
Police Lieutenant	Clifford Dempsey

Opinions on Pictures

The Argyle Case

Meighan's Initial Talker

(Reviewed by Hunter Lovelace)

(All-Talker)

THIS picture, presenting Thomas Meighan in his first speaking role on the screen, will naturally cash in on the strength of his faithful following who will flock to hear him talk. They won't be disappointed in his voice; he has a resonant and pleasing baritone which comes as a relief after the reedy tenors which issue from the throats of some of Hollywood's he-men. He also acts acceptably the part of an unbelievably clairvoyant detective, who, judged by his unexplained feats of deduction, could give the eminent Mr. Philo Vance cards and spades and win hands down.

This pseudo-mystery melodrama was adapted, probably with carbon paper, from an old Broadway success. It will cash, but it won't be much of a help to all concerned. It leaves the impression of having been slashed from the twelve reels required adequately to tell the story to the eight in which it appears, leaving actions unexplained and disposition of clues up in the air.

The picture starts off with a bang, literally so, showing the rich Argyle shouting across his desk, at midnight, to a character who shoots him just as he reaches for the phone to call the police to arrest his visitor, who is hidden from view. Suspicion falls on Mary Morgan, whom he had adopted years before in San Francisco, because he had that day become reconciled with his son, Bruce Argyle, and intended to change his existent will, disinheriting Bruce in favor of Mary, to one in which they share. Bruce, who loves Mary, becomes alarmed and calls in Alexander Caton, the renowned private operative, who has a staff as big and resources as great as any police chief.

Caton, by brilliant and unexplained ratiocination, eliminates the household, including Bruce and Mary, from his list of suspects, incidentally falling in love with Mary in the process. He does explain to the two Watsons, both dumb—who assist him—minor deductions, with comedy interpolations. His suspicion centers on Hurley, Argyle's lawyer, despite a life or death test which would tend to show Hurley innocent. He disregards this, for some unknown reason, probably the same one as the audience; i. e., the only character on whom it could be hung.

At any rate, there is no suspense after this incident, which occurs in the early reels. The balance of the picture is taken up with an involved exposition by Caton and staff of a system of dictaphones, long since familiar to the public, which winds up in the arrest of Hurley on the evidence of his sweetheart, Mrs. Martin, Mary's criminal mother.

Lila Lee has a good voice; so has John Darrow. Zazu Pitts is excellent as a housekeeper and H. B. Warner, as usual, stands out. The balance of the cast is adequate. Competent re-editing would improve the picture.

Produced and distributed by Warner Brothers. From the play by Harriet Ford and Harvey O'Higgins. **Adaptation, scenario**, and **dialogue** by Harvey Thew. **Directed** by Howard Bretherton. **Cameraman**, James Van Trees. **Editor**, Harold McLernin..

THE CAST

Alexander Caton	Thomas Meighan
Mary Morgan	Lila Lee
Hurley	H. B. Warner
Mrs. Martin	Gladys Brockwell
Joe	Bert Roach
Sam	Wilbur Mack
Skid	Joe Quinn
Finley	Douglas Gerard
Bruce Argyle	John Darrow
Kitty	Alona Marlowe
Mrs. Hyatt	Zazu Pitts
Gage	Raymond Gallagher
Eddie	Lew Harvey

The Side Show

Rates Above Program Average

(Reviewed by Don Ashbaugh)

(Silent Version)

HERE is a picture made last winter by Columbia before the talking era really hit. It's too bad. Howard J. Green has written a story and scenario which would go across strong with dialogue. Erle C. Kenton captured the real circus atmosphere.

Marie Prevost is cast as the daughter and junior portion of a famous circus act. Her parents, having grown too old for the game, retire and Marie seeks a job in the circus. The owner of the show is "Little Billy," the midget. Ralph Graves is the sideshow boss.

Marie is given the job as the girl who climbs inside a basket while a Hindu sticks swords through it in various places. The Hindu has been hired by a rival circus to create a series of disturbances and ruin "Little Billy's" show.

Every sort of catastrophe besets the circus through the conniving of the Hindu and several other unfaithful employes. A trapeze artist is dropped to his death by having his swing cables filed through. The pay wagon is dynamited. The canvas hands quit at the crucial moment. In fact everything goes wrong. The rival circus attempts to "buy" Graves.

"Little Billy" misunderstands and nearly causes Graves to be killed.

During the unreeling of the picture there is a nice little romance between Graves and Marie with the midget displaying a love for the girl which she never realizes.

The picture shows the trials and tribulations of circus life in a rather true light. While there is a pathetic note throughout because of the midget's love for Marie the picture holds attention and interest.

Drawing Power: Prevost and Graves are name bets. The picture should go over quite well in those silent houses which are denied the feature talkies.

Produced and **distributed** by Columbia. **Story** and **scenario** by Howard J. Green. **Directed** by Erle C. Kenton. **Cameraman**, Joseph Walker. **Length** approx. 5999 feet. **Release** date, Dec. 11, 1928.

THE CAST

Queenie Parker	Marie Prevost
Gentleman Ted Rogers	Ralph Graves
P. W. Melrose	"Little Billy"
Ghandi	Alan Roscoe
Bowen, the canvas boss	Pat Harmon
Tall Man	Texas Madesen
Fat Lady	Martha McGruger
Knife Thrower	Esteban Clemento
His Aide	Janet Ford
Armless Man	Paul Dismute
Tattooed Man	Bert Price
Thin Man	Chester Morton
Fire Eater	Jacques Ray

Hot Stuff

Not So Hot, But Rather Stuffy

(Reviewed by Freddie Schader)

ALICE WHITE, the former Titian haired baby vamp of the First National lot, is now a blonde and a star, and in this picture she talks. Now waddya thinka that? But Alice manages to get her voice over on the discs in this First National-Vitaphone picture although she does not manage to register as a great actress. Judging from "Hot Stuff" there won't be much of a chance for these baby vamp type of roles in the talkies. At that this one is only part talk. It does not look as though it is going to be a riot at anybody's box office.

The story is a simple one. A little flap who has been attending a gas station is sent to college when her aunt receives a settlement of a law suit. The aunt was held down by her parents and the result is that she is a spinster. She is determined that her niece is not going to suffer a like fate, so the kid steps out and makes the flaming youths at the fresh water school think that she is real "hot stuff" by pretending to smoke, drink and suggest unlimited necking possibilities. In the end she is discovered to be a fraud by the boy that she tried to snare through her whoopee ways, and he slips her his frat pin, to a speech to the effect it is still the good girl that gets the wedding ring. This speech incidentally was greeted with howls of derision by the Cameo N. Y., audiences.

Alice looks as likable as a blonde as when red headed, but looks to be taking on a little weight, especially above the waist-line, which shows when she does a partly disrobed flash in the picture. William Bakewell plays opposite her and gives a very good account of himself. Louise Fazenda was the aunt, and her comedy seemed to be drawn in by the heels and entirely too forced. Buddy Messinger, in a secondary role, registered to advantage.

Drawing Power: Should get by in college towns and high school neighborhoods. Not a picture to rave over but one that will entertain and not offend.

Produced by First National. **Distributed** by Warner Bros. **Sound Length:** 6,774 feet; **Silent Length:** 7,466 feet. **Running time:** an hour and seventeen minutes. **Released:** May 5, 1929. **Directed** by Mervyn LeRoy.

THE CAST

Barbara (Babs) Allen	Alice White
Aunt Kate	Louise Fazenda
Mack Moran	William Bakewell
Thelma	Doris Dawson
Sandy McNab	Ben Hall
Wiggam	Charles Sellon
Tuffy	Buddy Messinger
Bob	Andy Devine
Cop	Larry Banthim

"Fish Day"

(Pathe-Cartoon—One Reel)

AN Aesop silent that's not so hot and just luke warm in the gags it hauls forth. Old Al and Thomas Cat are seen fishing. After a stretch showing them landing the same fish time after time and an adventure with its parent, Al and the cat arrive at a polar circus where a bear circus master makes them entertain. Finally, Al and the cat rebel against the bear and chase him down the road.—RAYMOND GANLY.

Opinions on Pictures

The Squall

Just A Bad Woman, That's All

(Reviewed by Freddie Schader)

(Sound-Dialogue Version)

THIS picture gives indication that the very foundation of the industry is about to be rocked. Sex, the ever-present first aid to the faltering box office, may through the medium of the talkers disappear from the screen. It is possible in this case to transpose George Bernard Shaw so that he would read "an earnest becomes a joke in the womb of time," for two different audiences on viewing "The Squall" laughed long and loud at its sexiest moments. And sex has long been the earnest, as far as the screen is concerned.

Judged from a box office standpoint "The Squall" isn't two dollars worth by a long shot, but it should and undoubtedly will pull capacity to the regular picture houses when it starts on its popular-priced career around the country.

In its production First National has hewed to the line of the stage production. Photographically it is a gem. There is scene after scene that will delight the eye, and these exteriors in the main. They have been matched up cleverly with the sound stuff and are seemingly sure fire.

However, in the matter of cast the producers have not been equally fortunate. In selecting Alice Joyce for the role of the mother and wife they have brought to the talkies a voice that is both flat and harsh in the extreme. Miss Joyce's voice was the one jarring note in the production. It really seems too bad that so sterling a screen actress will have to slip into the discard because of the fact that her voice will not register pleasingly. Seemingly the only way out for her is to attempt comedy and her voice might prove an asset in that case.

The one virtue of the picture, that is if one can speak of virtue and "The Squall" in the same breath for the picture rather revolves on the lack of virtue, is the performance of Myrna Loy in the role of Nubi the gypsy. Miss Loy does suggest Dorothy Burgess in "In Old Arizona" in the manner in which she attacks the characterization, but she comes through with flying colors. Carroll Nye and Loretta Young furnish the juvenile-ingenue element in the story, while Richard Tucker and Knute Erickson run away with the honors among the men. Tucker is particularly outstanding.

Drawing Power: This is one that you will want to keep away from your juvenile patronage. It is strong meat for most adults, who can take it either seriously or laughingly as they see fit.

Produced by First National. **Distributed** by the Warner Bros. From the play by **Jean Bart, adapted** by Bradley King. **Directed** by Alexander Korda. **Length** in dialog 9629 feet. **Running time** an hour and forty-four minutes. **Released** May 26, 1929.

THE CAST

Nubi	Myrna Loy
Josef Lajos	Richard Tucker
Maria, his wife	Alice Joyce
Paul	Carroll Nye
Irma	Loretta Young
Peter	Harry Cording
Lena	Zasu Pitts
El Moro	Nicholas Soussanin
Uncle Dani	Knute Erickson
Niki	George Hackathorne

Sound Shorts

"Pathe Sound News Nos. 26 & 27"

(Pathe—One Reel Each)

NO. 26 offers some lively and well-grouped entertainment. The sound shots include: the start of the 32 hour air mail service from Hadley Field, N. J.; Man O' War and his progeny at Dangerfield Farm, Lexington, Ky.; Gretna Green performing his five thousandth wedding ceremony at Elkton, Md.; dancing girls doing their stuff on the roof of the Hotel Richmond, N. Y.; Mrs. Eleanor Fass showing a group of students the skill that has made her the woman fencing champ of New England.

Both Cal Coolidge and Al Smith figure in No. 27. Cal is shown being received into the board of directors of the N. Y. Life while Al is seen receiving the Notre Dame Laetere medal from Cardinal Hayes. Both of these are dandy news stories and are the highlights of this issue of Pathe Sound News. The start of the recent balloon race at Pittsburgh, new feminine fashions for the winter and the West Point kaydets in marching form are the other shots.

"The Bees' Buzz"

(Educational-Sennett—Two Reels)

(Reviewed by Raymond Ganly)

THIS will get the laughs as it furnishes a reliable brand of humor, nothing polished, but the rough and ready type that always went across in silent form and that will continue to do so with the added impetus of the spoken word. Here's a sample of its contents:

Harry Gribbon's pants fall down while he's standing on a golf course. A golf ball traveling his way knocks down a bees' hive inside of Harry's pants and he unwittingly has the bees next to his skin when he adjusts the fallen breeches. When they sting him, he throws a fit on the course, frightens everyone in sight, and dashes desperately to the dressing room where all the guests at the club are pestered by the pesky inspects.

Harry Gribbon and Andy Clyde co-star and the former has an alum gag at the start of the picture that's good for a lot of laughs. Vernon Dent, Tyler Brooke, Ruth Kane and Barbara Leonard support. Mack Sennett himself directed. Story and dialogue is by John A. Waldron, Earl Rodney, Hampton Del Ruth and Harry McCoy. Photography was by John W. Boyle and Ernie Crocket. Paul Guerin was chief technician and Wm. Hornbeck film editor.

"The Right Bed"

(Educational—Two Reels)

(Reviewed by Raymond Ganly)

A WEAK talkie, very thin in story texture and with but one or two lines out of many to attract the laughs, Edward Everett Horton, a smart comedian, does what little he can with the opportunities offered by this poor dialogue play by Wilson Collson. It is one of the Coronet series of talkie shorts, was supervised by Sydney B. Brennecke, directed by Hugh Faulcon, photographed by Wm. Hyer, and recorded by Lodge Cunningham on Western Electric equipment. In technical proficiency it is okay, but the punk story submerges its virtues and makes it a trite affair.

A husband (Horton), just about to be reconciled to his estranged wife, comes home at night and finds a strange woman in his bed. The average spectator can see the denouement from afar and after a bit of prolonged fiddle-faddling, it is revealed that the stranger is none other than his wife, who had conceived this little idea just to test hubby's affections.

Silent Shorts

"Only Her Husband"

(Educational—Two Reels)

(Reviewed by Raymond Ganly)

JERRY DREW plays one of those shieky roles in this new Ideal release. He is again the frivolous Dan Juan, around whom the ladies gather like bees around honey. He is so much a ladies' man that he finds any atmosphere not feminine entirely disagreeable. The only exception to the rule is his wife onto his flirty ways.

The comedy starts off quite tamely, but towards the end of the first quarter it picks up speed. Jerry's gay and tippling habits provoke his wife, and the hotel detective, too, who is eager to nab the flirt after watching him use the lobby as his happy hunting grounds. When Jerry flirts with Estelle Bradley, her husband, Ralph Graves, also becomes aroused. So you have a scene of the artful Jerry being pursued by these three individuals. The comedy pursuit is really an old gag, but it's good for laughs. The good old slapstick brings many a chuckle.

Georgia O'Dell is seen as the flirt's wife; Estelle Bradley as one of his would-be victims; Ralph Graves as her jealous hubby; Al Thompson as the dumb hotel detective. Charles Lamont directed.

"A Half Holiday"

(Universal—One Reel)

THIS is another of the ambitious little shorts made by Sam Jacobsen and Director J. Rollens in which are realized above-the-average ideas in featurette form. Worthwhile entertainment, cleverly done, quite serious in tone, it projects enjoyment.

A young couple set out a picnicing. Their ardor cools when unsympathetic weather and antagonistic "breaks" mar their pleasure. The girl petulently returns her engagement ring and another love affair is off. Wet and dishevelled they part and cupid decides to try to rematch them again at some future date.

There's just one reel of this Laemmle Novelty: all of it is good.RAYMOND GANLY.

"Pathe Review No. 22"

(Pathe—One Reel)

IT wasn't so long ago that the Pathe Review was presenting a tabloid trip through Europe. Now it is turning its spotlight on Africa and in a film tidbit of this release are glimpses into the leading cities and people of the Dark Continent. The cockatoo is next shown in Pathechrome that does justice to his coat of brilliant hue. "The Moose and the Tenderfoot" offers a pleasant view of a moose swimming a New Brunswick lake to escape a hunter following close behind in a canoe. The hunter tries to mount the moose when he reaches shore, but he is shaken off and the animal is soon swallowed up in the forest.—RAYMOND GANLY.

"Pathe Audio Review No. 6"

(Pathe—One Reel)

THE latest modes of feminine fashion, a clever little marionette show and a pictorial bit of scenic Montana are combined in this Pathe Review in sound and dialogue and the outcome is a successful and diversified piece of entertainment. "Chic" is the first subject, produced by Vyvyan Donner, and certain to capture the interest of the women folk; "Dobbin" is the amusing marionette novelty skilfully produced by Sue Hastings; "Riding the Sky Trail" is the camera journey along a Montana mountain range. This reel can be relied upon to please the fans.—RAYMOND GANLY.

Broadway Show Reviews

By Fred Schader

"The Valiant" At Roxy Pleases With Tabloid Version Of "The Gondoliers"

THE feature picture at the Roxy this week managed to outshine part of the stage production. This is very unusual at the house, for the run of pictures that the Roxy has been getting hasn't been any too good. The answer to this is found in the percentage rating columns, where it is shown that the house has been below 100 per cent average in business for the last four weeks.

This week, however, they are showing the William K. Howard production "The Valiant," which is a strong tear-producing bit of entertainment as "Madame X" is. During its showing at a matinee performance there were sneezing and sniffling all over the house.

The show for the week runs a little short of two hours, which may be due to the fact that the feature takes but an even hour to run off.

Roxy's tabloid presentation of "The Gondoliers," nine numbers of the Gilbert and Sullivan work being presented in two scenes, did not bring a very hearty response from the audience. Today's audiences want speed, and that seems to be lacking in these old comic operas.

A paraphrase of "Deep Night" on the organ by Lew White opened the program. This was followed by a number of excerpts from Gilbert and Sullivan operas by the orchestra, the two taking 17 minutes.

"The Gondoliers" took the next 12 minutes. It must have run longer at the first performances during the week, for one of the numbers has since been eliminated.

Following the tabloid 10 minutes of Fox Movietone were in the bill.

Then three stage divertisements, two new and one a hold-over from the previous week. The program stating that the number was retained because of its strong popular appeal. There can be no denying this. It was "I'm Marching Home to You," sung by Douglas Stansbury and the male chorus as doughboys. Previous to that there was a silhouette pantomime, and a fashion parade number entitled "On the Beach," in which the ballet and the Roxyettes held forth.

Ramon Novarro In "The Pagan" And "Frills And Fancies" At Cap

WHILE at no time does the program for the current week at the Capitol approach the status of a knockout, it is on the whole pleasing entertainment. The feature, "The Pagan" has Ramon Navarro as the star, and he, for the first time, has opportunity to use his vocal accomplishments via the screen. Navarro sings a theme song and the doubling of a voice for Dorothy Janis is very well done. The stage show is the Chester Hale production "Frills and Fancies," which developed three individual hits. They were Maureen and Sonny a pair of youthful dancers; Dezso Retter, an acrobatic comedian, and the Taylor-Randall Adagio Quartette. Peggy Taylor was the applause winner of the latter combination. The boys worked in rather ragged manner that suggested that finishing was necessary for them.

A medley of Puccini melodies was offered as the classical portion of the overture, with the themes of "Madame Butterfly" predominating. This was followed by a symphonic arrangement of "Sweetheart of All My Dreams," which was applauded.

A combination of M-G-M, Paramount and Fox Movietone news reels comprised the Magazine for the week, there being but two shots of Movietone used.

Gus Van and Joe Schenck in nine minutes of song via a M-G-M Movietone also proved to be to the liking of the audience.

"Frills and Fancies" ran 39 minutes. It opened with a costume number entitled "Those Old Fashioned Days," after which the Maureen and Sonny dance team took the stage. Dave Schooler and the Capitolians filled in next with "Three Roses," a combination of three of the popular rose songs of the past decade, which proved a pleasing bit of harmony. A comedy number with the ballet was led by Nina Oginska. Nina is a ballerina extraordinary and her contribution was delightful, and the girls working behind her in the "graduation exercises" number handled the comedy neatly. Dezso Retter, with his clowning, managed to pull a lot of laughs and scored heavily.

"The Pagan" concluded the bill.

"The Cocoanuts" Premiere At N. Y. Rialto May 23

The Four Marx Brothers' screen vehicle, "The Cocoanuts," made by Paramount at the Long Island studio, with Mary Eaton and Oscar Shaw in principal roles also, will enjoy its world premiere at the Rialto Theatre, New York, at 11:30 P. M. on Thursday, May 23.

Vallee Still Draws Big Business For The Paramount

Rudy Vallee, the singing master of ceremonies and sax playing band leader, is still drawing the flaps to the Paramount in huge numbers. This week with "Gentlemen of the Press," a talkie produced at Paramount's Long Island studios, and a crackerjack revue from the hands of Jack Partington, entitled "Fifth Avenue," it would appear as though the theatre would have another big week.

The show runs about two hours and nineteen minutes. The overture is eliminated, and the bill starts with the showing of the Paramount News, followed with eight minutes of Jesse Crawford at the organ.

The revue runs exactly forty minutes, and has a dog act in it for a comedy element. The scene for "Fifth Avenue" is laid in front of a huge display window of one of the shops. As the window dressing changes the various numbers are introduced. There is a number for the Toy Department, one for the Perfumes, one for the Pets (which permits of the introduction of the dog act), and finally one for the music department, which introduces Vallee and his boys. It is cleverly conceived and very well carried out.

"Gentlemen of the Press" runs an hour and twenty-one minutes.

Cameo's All Talk Bill Proves To Be Fast Entertainment

For the current week the little Cameo Theatre, which had sound installed about three weeks ago, runs a little short of two hours. There is a feature, "Hot Stuff," a Fox Movietone of Clark and McCullough in "Waltzing Around," and a Pathe Sound News. This is the whole show.

The Sound News opens, followed by the comedy, which runs 29 minutes, and then the feature running an hour and seventeen minutes.

The house is now running a midnight show, starting at 11:30 P. M., and getting a fair play with it.

MacFadden Directing Bennett

Constance Bennett will be directed by Hamilton MacFadden, late of Theatre Guild, in "This Thing Called Love," soon to go into work at the Pathe studio.

New Stages For RCA Plant

RCA Photophone's Gramercy studio in New York will be enlarged greatly when the new sound stages in the building adjacent are opened.

MANAGERS' ROUND TABLE CLUB

CHARLES E. LEWIS
Chairman and Editor

A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress



CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

Success

The Significance Of The Managers' Round Table Club

By William A. Johnston

I CAN say without reservation that the Managers' Round Table Club has already become one of the important associations within this industry.

It is young, lusty and on its way to a much greater future: but the fact alone that its remarkable success has been accomplished within a year proves that the club was founded upon a big and sound idea.

The idea, simply, is that the theatre manager has grown to be one of the most important and responsible individuals in this business.

We are in a new era.

* * *

The time was when the distributor of the pictures was the important trade force. It was he who filled the money bags of the industry and, consequently, the trade grouped itself around the big distributing forces.

Today the theatre is dominant. Percentage playing is the order of the day; and more and more it is the theatre and its manager that determines the industry's gross receipts.

As the manager's importance has increased so has the potential usefulness of the trade paper.

* * *

Through the Managers' Round Table Club inter-communication is established between the live-wire showmen from one end of the country to another. Ideas—practical ones, originated by showmen and applied with success—are swapped back and forth every week. The sum total box office value of this dollar-getting showmanship would make a most impressive figure.

The long roster of names in the Round Table Club is one of the most striking exhibits I have seen in this business. The list is remarkably long and growing day by day. These men are ambitious, eager, experienced, alive to every opportunity, as we know full well from their many letters to this office. Just this volume of correspondence alone is significant and impressive.

The Managers' Round Table Club argues for the future stability and prosperity of this business.

MANAGERS' ROUND TABLE CLUB

Scanlon Finds Another Club Suggestion Valuable

Johnny Scanlon, the live-wire manager of Joe Quittner's Palace Theatre in Torrington, Conn., recalled and made use of a very timely Club suggestion when he made up the card which we are reproducing herewith. These cards were sent to every graduate of the Torrington High School and as a breeder



of good will, they can't be beat. But don't fail to heed Johnny's advice: "—tell the boys that they must not try to stick the film on the cards with the emulsion side down because they won't stay."

Long before Scanlon joined the Club ranks he was a regular reader of our pages and always found many valuable suggestions which he was not a bit ashamed to credit to the Club member who originally sent it in. Even in the case of the above card he clearly stated in his letter: "I wish you would look through your files and place the credit for this idea to the manager who deserves it. Anyway please mention for me *that I took the stunt from the MANAGERS' ROUND TABLE CLUB.*"

Here is something that arrives timely and carries an idea that should click in every town, city and hamlet. It is a simple enough task to secure the names of all high school graduates from the local school boards, and by mailing them one of these cards, either with or without a pass for the theatre, you are leaving a wonderful impression in their minds about your house. We sincerely recommend that you give this your immediate consideration and see if you cannot capitalize on it one hundred per cent.

I. R. Waite Sells "Harmony" With A Music Store Tie-Up

Our friend Irwin R. Waite of the Arcade Theatre in West Palm Beach, Fla., again engineered a good store tie-up. This time it was in connection with his campaign on "Close Harmony." In one of the two stores where they dressed their windows, they arranged a very attractive display of the five instruments played by "Buddy" Rogers in the picture. Ribbons running from the instruments to a neatly lettered card told people that Buddy played them in the picture, which could be Seen and Heard at the Arcade Theatre.

The other store window display was of a different, and even more attractive type. This one showed a display of about 25 different musical instruments and invited the public to correctly name each of the 25 instruments. Free passes to the theatre was the inducement offered. They furnished special blanks for every contestant who wished to take a crack at the guessing game and they filed their answers on the blank to which they signed their name and address (not bad for the mailing list). A three sheet cutout used at the theatre prior to the opening of the picture was also moved to this same music store to lend a sort of atmospheric background to the display, while photos and cards called attention to both the contest and the attraction at the theatre, including the play dates.

Still another part of Waite's campaign was to send a youngster through the streets of the business section carrying a huge musical 'note' made of beaver-board. No question about the people stopping to look at the kid, and the reading of the theatre copy on the note was sure to follow, it read: "Make a note of this—CLOSE HARMONY starring Nancy Carroll and Buddy Rogers—Arcade—Week of April 6th."



From information that has reached Club headquarters we have learned that Irwin is always pulling stuff like this and always something new with each change of attraction.

And G. B. Knows What He's Talking About!

" . . . . I had read the 'Round Table' from time to time . . . . but was only vaguely interested . . . . but I have come out of the ether to find that I have been wrong . . . THE GANG IS PROGRESSIVE AND THE SPIRIT OF GOOD-FELLOWSHIP REIGNS SUPREME."

G. B. Odlum, Manager
Capitol & Colonial Theatre,
Elmira, N. Y.

MANAGERS' ROUND TABLE CLUB

Introducing Hal G. Olsen And A "Knock-Out" Stunt

What we believe was one of the most original and laugh-provoking stunts ever pulled, is just our own little way of describing the "Never-Fail Lighter" stunt which we just received from one of our recent new members, Mr. Hal G. Olsen, Supervisor of Theatres for the Community Theatres, Inc., of Milwaukee, Wisc. The "gang" here at Club headquarters have been laughing at this one ever since it came through the mail the other day and I've had to guard it continuously ever since. But, by this time, I suppose you are all wondering whether I am plumb crazy or just gone off my nut; so I'll try and describe it to you as carefully and clearly as I possibly can. They used regulation boxes of wooden matches, the same as you can buy in any cigar store, (not the paper type) and small candles, you know the kind you use on birthday cakes, then they secured the candles to side of the match box by the use of a gummed seal which carried the wording to tie the stunt to the theatre. On the side where the candles were fastened there was a large caption "NEVER-FAIL LIGHTER." On one side of the match box the seal read: "Directions—Take lighter in left hand open box and remove match—strike match on box and light candle—throw match away and light cigarette with candle. Blow out candle before placing in pocket." Then on the opposite side of the match box the balance of the reading matter read—"You never saw anything as crazy in your life as a person who fails to take advantage of the wonderful program being offered at the Strand Theatre.—Always A Good Show! Often A Great Show!"



That's as good an idea as I can possibly give you, BUT here's my suggestion: Drop a line direct to Hal, his address is care of the Community Theatres, Inc., 603 Carpenter Bldg., Milwaukee, Wisc., and he will surely oblige with a sample like the one he sent me. I hope this is O. K. with you, Hal, 'cause I've a slight suspicion that you are going to be swamped with requests. Dick Kirschbaum of Arlington, N. J., just stopped in to say hello and he was just as tickled with the idea as I was.

For the present I will stop talking about Mr. Olsen, but in an early issue of the News we will have more to tell you about this snappy and peppy supervisor of that fast-growing circuit.

NEXT WEEK—

Miss Margaret R. Vanden Berg, a member of our Club, tells how she made her theatre a success despite strenuous chain opposition.

Watch for this Show-woman's story in next week's issue.

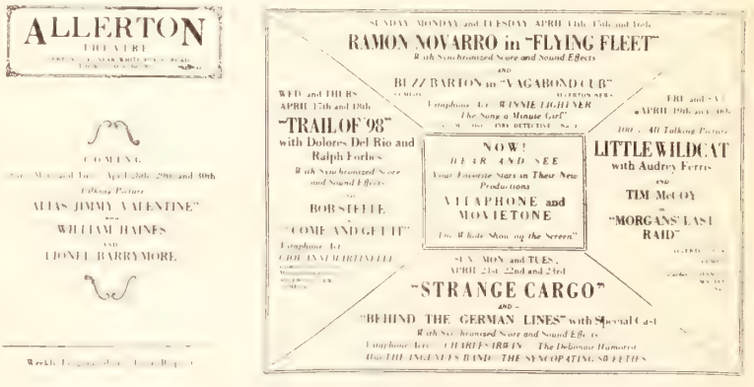
Many Happy Returns of the Day!



The Round Table Club Celebrates Its First Birthday

Oshrin Believes In Capitalizing On Good Ideas

That suggestions from other members mean something to those reading about them on these pages was brought plainly to our attention recently when we received a copy of the latest program from Sidney Oshrin, of the Allerton Thetatre, in The Bronx, N. Y. You may recall that we reproduced a copy of the inside spread of the Beacon Theatre, in Port Washington, and said a few words about that particular



style of make up. Oshrin evidently thought the idea and make up was good enough to use in his theatre so that you will note he did not hesitate to follow it himself. It was a distinct departure from his usual program form and, no doubt, attracted lots of attention from his patrons because it was really different.

We have plenty of other evidence to prove that managers and members of the Club are quick to grasp the other fellow's ideas if they believe it will aid their own theatres and, since this is the gospel of the Club, we are not a bit reluctant to shout it from the housetops.

MANAGERS' ROUND TABLE CLUB

McKenna Knocks 'Em Cold With An Animated Display

Adding some animation to a lobby display can certainly be classed "something new" under the sun in picture exploitation. That is what Manager J. McKenna of the Imperial Theatre in Columbia, S. C., accomplished in his campaign to kick up some interest and added business on "Close Harmony" when that picture played the Imperial. You will note in the two pictures with this article, how he dressed up the front of the theatre including the top of the marquee and how he added



the animation by way of introducing a young man with a large bass drum who paraded in front during the show hours. If this entire layout did not stop 'em and make them look further then machine guns would be our next suggestion. But it did stop 'em, and more than that, it made them come in to see the picture. So McKenna chalks up another good mark for his long string of stunts.

At night he had the entire display on top of the marquee beautifully and effectively illuminated and from the picture we can readily see how pretty the whole things must of looked to the customers passing his theatre. Also—don't lose sight of that seven-foot cut-out saxophone which the "drummer" has fastened to his back. This 'sax' also carried some lettering about the picture. As for the animation on top of the marquee display, McKenna accomplished this by the use of fans and belts. Likewise the star set in the sidewalk display kept whirling around with a mighty colorful reaction against the cutout star which whirled in the opposite direction. And brothers, lest you get the wrong impression: this whole business did not put the theatre in bankruptcy at all. It was an inexpensive, yet very effective display and what's more, we will gamble that it could be used over and over again at varying intervals. Just don't forget that the manager's name is "McKenna." Are we right J. Mc.?

"Club Chatter" From Around The Round Table Club

Manager Jim Weed of Keith's, Dayton, O., grabbed off a lot of free publicity when he issued free passes to all twins registering at the box office during the engagement of the Siamese Twins at his house. In all, thirty sets of twins applied, but the newspapers thought a lot of the stunt and gave it plenty of space.

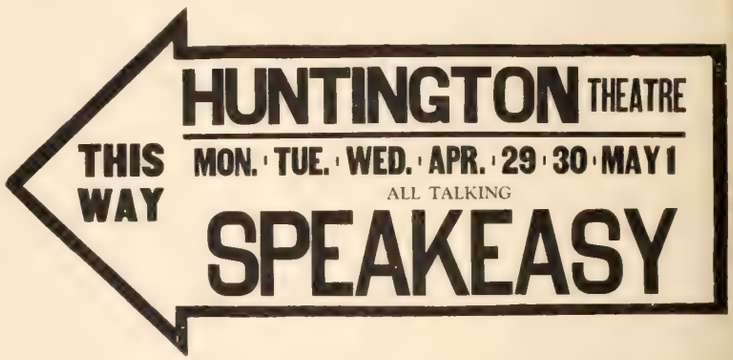
The first "Take-A-Chance" Week program was pulled recently in St. Catherines, Ont., Can., by the Griffin's Theatre. These mystery week bills have been quite popular all over the country and they are not coming back to help bolster up the warm theatre business.

A sweeping campaign was put over by the New Orpheum Theatre for their initial showing of "Talkies and Sound" in that house. A parade led by the American Legion Band and having several Jazz Orchestras from local roadhouses, together with a long train of new cars bearing some sort of ballyhoo about the great event, attracted much attention in Madison, Wisc. They opened up their new plant with "Syncopation."

Manager O. E. Smithies of the Capitol Theatre in Kingston, Ont., Can., holds the distinction of having presented the first "All Talking Week" in Canada. The idea was to present a full week's attraction of talking subjects only with each change for the week. Since "talkies" are mighty popular up at the Capitol, the stunt was a great success.

Jack LaReaux Posts Section With Direction Arrows

This is how Jack LaReaux, manager of the Huntington Theatre out on Long Island, told the entire surrounding section that "Speakeasy" was at his theatre. The cards were large enough to command immediate attention and at the same time they were printed in two colors, Red and Black, so they could be read quickly. Not a pole, fence or convenient spot was overlooked in tacking these direction signs on the roads and for miles around they were conspicuous to every motorist within ten miles or more of Huntington.



This is an effective yet inexpensive method of advertising which can be used on many other pictures besides the one that LaReaux tied it up with, so don't let it get away from you too completely. The printers who are making your window cards will do this type of work and you might even get their prices now so that you will know just what the stunt will cost you when you get around to wanting to use it.

Right To The Point!

"I have received a great deal of value from your columns and feel that your work is good for any exhibitor. You touch all angles of the business and if that doesn't interest every exhibitor, he had better get out of the business."

C. "Bones" Smith,
Electric Theatre,
Kansas City, Kansas.

"All for one and one for all"

MANAGERS' ROUND TABLE CLUB

Every Employee A Salesman

(Editor's Note: We ran across this little item in our old scrap book and not knowing where it came from or who wrote it, makes it impossible to give proper credit. BUT as long as it is good, why worry about that. We suggest that you paste this one where it will be seen by every one employed in your various theatres. C. E. L.)

A Corporation may spread itself over the whole world, and may employ a hundred thousand men, but the average person will usually form his judgment of it through his contact with one individual. If this person is rude or inefficient, it will take a lot of kindness and efficiency to overcome the bad impression. Every member of an organization who in any capacity comes in contact with the public is a salesman, and the impression he makes is an advertisement, good or bad.

"Talking Shorts" Bring Business In Syracuse

Ralph Thayer, former manager of the Schine Eckel Theatre in Syracuse was a great booster of the "Talking Shorts" as this photo will amply attest. There was no chance of anyone missing the subject which he wanted them to see because you will note how conspicuous it was to the eye of the passerby. Thayer, from the writers own opinion after visiting the Eckel Theatre on several occasions, is the kind of a manager who knows how to run the theatre. This view is expressed from one who entered the theatre strictly as a patron and from what he observed. Although we do not know where Mr. Thayer is now located we at least feel certain that with his experience and ability he will get ahead in any house. Let us hear from you, Ralph, we would like to keep track of you for future reference.



O'Connell Works A Sell-Out Premiere For "Desert Song"

Our old friend Jack O'Connell, of the Vita-Temple Theatre in Toledo, Ohio (one of the first all-sound houses in this country) pulled another good one recently when he opened up "The Desert Song" with a special pre-view performance, reserving all seats and getting—without a single kick—$1.50 top. But Jack, as usual, added another angle to this idea of starting off a great picture by sending out engraved cards to his regular theatre mailing list with the request that they specify where they would like to sit and return the card to the theatre. He reported that it was a complete sellout for this special performance. Since this was the first showing of "The Desert Song" in Ohio, Jack did not fail to play the attraction up for all it was worth and starting off on the right foot is a great beginning in any man's theatre. When one stops to consider that O'Connell is not alone in the city any more with sound pictures, and he sure has some tough opposition, then you must respect his ability all the more for what he is doing to keep them coming to the old Vita-Temple. Don't be so "silent" yourself, Jack. Let's hear from you as regularly as we used to. Oak?

What's Going To Happen To The Kiddie Business?

Some one once asked us if we sat up all night thinking about some way of starting these many interesting discussions which you read on these pages so often. Well, we don't have to sit up and lose sleep thinking them up at all. Our ambitious members and readers do that for us. Here we offer, for your entertainment (?) and for the sake of starting another argument a phase in this business that the sound situation has created.

Many a theatre records a profit, week in and week out, on the business of the youngsters. The kiddies have been hailed all over the country as the best bets a theatre can cultivate in stimulating B. O. activity. But what is going to happen to this kiddie business when the theatres are all running "sound"? Surely you are not expecting that the youngsters are going to flock to the theatre to see a lot of all-talking pictures. They may find a novel interest in sound and talking comedies, but that is not sufficient for the movie fan youngster of today. They want their western favorites, their serials and all the trimmings that once built them into profitable patrons.

J. A. Beidler, who in association with Martin Smith, owns and operates a chain of neighborhood houses in Toledo says that children do not like talking pictures. Children want action dramas which are fast moving, he insists, and after all he certainly should know this situation with the class of houses that he is running. As a matter of fact, this angle of business has keyed Mr. Beidler into the statement that he is going into sound in order to get the new product but he does so reluctantly. And we don't blame him a bit. No doubt, like many other theatres his patronage is made up of quite a lot of the kiddies and he does not want to lose their trade.

Many theatres have adopted many novel ideas to retain the youngster business. Some use an entirely different show on Saturday matinee for the benefit of the children. Others have gone into the Saturday morning show and booked westerns, serials and other pictures which the kiddies love to see. HOW ABOUT YOU? What are you doing about this situation? The Club columns would welcome the opportunity of going deeper into this matter if its members and readers would tell us what they are doing to combat this new angle. Let's hear from you.

You CAN Make Money This Summer!

Take Some Tips from Showmen Who Have Successfully Combated the Warm Weather Evil.

READ WHAT THEY HAVE TO SAY IN NEXT WEEKS ISSUE.

MANAGERS' ROUND TABLE CLUB

Allen Is Typical Of Aggressive Young Showmen

We have already introduced Wallace Allen, publicity man for the Olympia Theatre in New Haven, Conn., via a story about his various activities in that city, but we did not receive his photo in time to use with that article. Therefore, we again bring Wally back to attention via his picture and we all agree that he's not such a bad looking chap at all. (Don't blush Wally). But just the same we sort of visualized him long before we even saw his photo. His method of working, the various exploitation stunts he has put over, the type of material he uses in his work, all these and many other details brand his as being of the young American, aggressive type of showman, so when his picture finally reached us we felt that we already had made his acquaintance face to face.



We have been saving his photo to use in this Anniversary Edition because he is so typical of the younger bloods in this fast moving business of ours. Not that Allen is the only young man to do big things in a big way, but because he represents that particular element.

We do not often go into such elaborate introductions for members of the Club, (if we ever attempted to, our pages would look like some sort of an autobiography affair), but these few words are meant, not alone for Wallace Allen, but every young man in the show game today. What we say of him is fitting for many others of his kind.

"Perfumed Letters" Good B. O. Booster For Carl Osborne

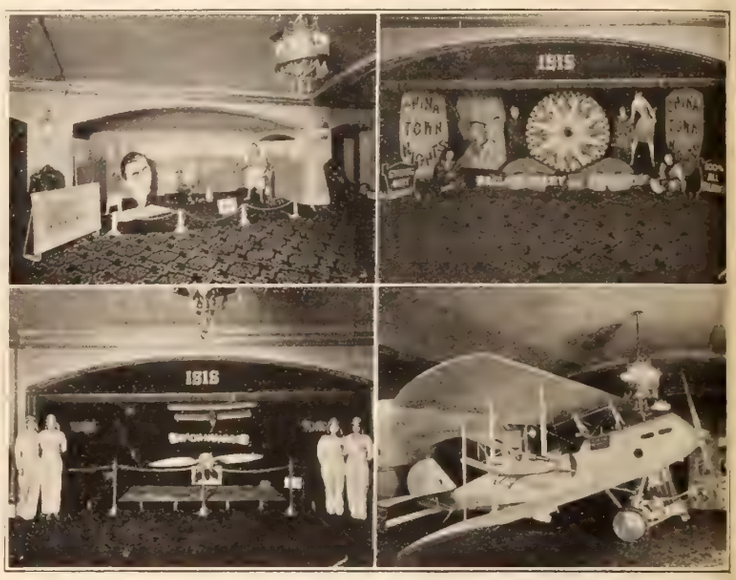
Carl M. Osborne, house manager of the Sigma Theatre in Lima, Ohio, shed a new angle on a regulation exchange herald in conjunction with "The Letter" which he recently played at his theatre. Instead of imprinting the back of the herald in the usual way, Mr. Osborne used the inside space surrounding the head and shoulders of Miss Eagels. The back was left blank. He then mailed 5000 of these heralds (which look like real letters) in scented, pink envelopes, to men folks only, and had them addressed in hand, by girls. It created more talk than any other stunt pulled in that city recently and, no doubt, reflected at the Box Office with much added business. Another good avenue for business which this stunt brought forth was the fact that many new faces were noted in the house during the run of this attraction. This showed, unquestionably that the stunt pulled others besides the regular theatre patrons into the house. Great stuff we call it.

We are glad to welcome Mr. Osborne into the large membership of the Round Table Club and sincerely hope that he continues the good work he has started. Live, active members are always the kind we are seeking and when we get our "hooks" into 'em, then each one makes the Club just that much stronger. Right?

You will hear more about Osborne as fast as we hear from him ourselves. Shoot your photo along with your next letter Carl, we all want to see what you look like.

Introducing You To Mickey Gross, The K. C. Dynamo

Theatre managers in general would not go very far in the wrong direction if they were to follow the example of Mickey Gross, well known manager of the Isis Theatre in Kansas City, Mo. Mickey's reputation for being full of new ideas, is almost nation-wide and a glance at these illustrations will give you just a slight idea of how Gross has made his theatre one of the outstanding houses in his city.



There is a certain distinction in what he does, that makes his stunts, whether simple or elaborate, stand out from the ordinary. Whether it is in the idea itself or the way he executes it, we shall not pass judgment on, but the important point is that he does put over some fine exploitation, both in and out of the theatre. He is, of course, fortunate in having that alcove in his theatre, where he apparently makes up all his atmospheric sets for coming attractions, but just because *you* have not got such a spot is no reason for sitting back and letting the pictures take care of themselves. If you try hard enough you will locate some place in your house where you can also make up these settings.

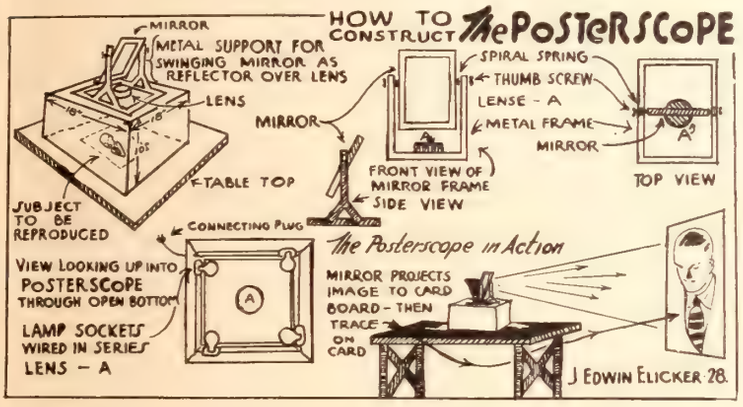


In the store window dressing for "Green Grass Widows" you will have to admit that Mickey erected a real attractive looking arrangement. He did not try to "smear" his display all over the window, but rather concentrated on one side making it attractive enough to compel them to stop and look it over. The framing in of the golf clubs with the stills from the picture all helped the display along. The store on their part did not try to "hog" the works by insisting that their name be as large as the picture title, and Mickey, on his part, did not try to play up the theatre above the title either. The display was what they were both selling and once the customers stopped to ook at it, the rest was to be expected.

MANAGERS' ROUND TABLE CLUB

Big City Displays For Small Towns With This Idea

(Editor's Note: The following story was written at the request of your Chairman after he had investigated the great possibilities of this idea. Mr. Elicker, who made the illustration and created the idea itself, is a man of wide experience in publicity, art work and showmanship. He has just been elected president of the Poster Art Design Service in Connecticut, and is well qualified to pass this story on to the Round Table Club members. He not only used the machine he describes but has met with a great measure of success through this arrangement.—C. E. L.)



There are, and always have been, tricks to all trades. And poster art, like the rest, is also endowed with many intimate time saving and efficient methods. Of course, not everyone is acquainted with these so-called tricks, and even some poster artists, we suspect, have yet to learn of them. And so we write this article, revealing at least one method that is certain to come in handy to the poster artist who has been laboring zealously, but unknowingly.

The little "doodad" which figures prominently in this story we have appropriately dubbed, the "posterscope." The "posterscope," not only is a time-saver, but also serves as a medium by which correct proportions and likenesses can be obtained in poster portrait painting. Through the use of this machine, which resembles to a certain extent the old-fashioned magic lantern, the artist can project a photograph or miniature poster onto a sheet of cardboard of any desired size, and then trace the outlines with ease and accuracy.

The poster artist who does not feel financially able to afford the manufactured product, will find the machine lengthily desricbed in this article, a helpful makeshift.

To construct a posterscope, first procure a wooden box approximately 18 inches square and ten inches high. Five sides of the square box are to be solid, with one side open. Next, dig up a stereoptican or motion picture projector lens that are as large as possible.

Then obtain a mirror, have it framed in wooden moulding 8 x 10 and hinged to a metal frame as shown in the accompanying illustration. To complete the job, four porcelain lamp sockets, 400 watt, white frosted globe, sufficient asbestos to fire-proof the inside of the box, and approximately 20 feet of regulation electric trailer cord is necessary.

To begin the actual construction, bore a hole in the direct center of the top of the box to permit proper placement of the lens in an upright position. Then place the sockets in the box, following the placement shown in the illustration, so that the globes are at the top in the extreme corners. In wiring your sockets it will perhaps be found more satisfactory to wire them in series.

In using the completed posterscope, first thumb-tack your photo or minature poster onto a piece of beaver board placed on an easily moveable table. Then set the open base of the projector box on the beaver board with the object to be enlarged placed directly beneath the lens.

After assuring yourself that no light can escape, darken the room as much as possible, place the board on which you intend to paint in an upright position against a flat service, preferably the wall, and project the image onto the board. Regulate the size by focusing the mirror and moving the table either closer or farther away until the desired size is obtained. Then focus the lens to obtain clearness and trace the outlines with any medium you may choose.

As you can now probably realize, with little practice, your local sign man, through the use of this device, whether it be homemade or the naturally better manufactured product, can turn out impressive poster portraits of motion picture stars playing at your theatre. These portraits can be saved and when the time comes around again, can be used on another poster, this time with a different background and different copy.

And that completes our story of the posterscope. It is a great little instrument that as far as lobby displays go, can bring Broadway to Main Street. Whether you buy one, borrow one, or make one, get a posterscope, try it, and let's hear of your results.

Johnny Jones Does Some Shouting About "Silence"

With theatre after theatre rushing to shout and tell the cash customers that they can "See," "Hear," and what not, it comes as a distinct relief to take a look at the newspaper slug employed by Johnny Jones of the Majestic Theatre in Columbus, Ohio. And even this angle presents the question as to whether it would not pay many of the theatres, not equipped for sound, to make that



fact well-known to their patrons. Surely, as long as you are 'silent' you might just as well capitalize on that fact. Johnny, to our way of thinking, used very good judgment and we pass it on for all it is worth to the rest of the "gang."

Have you any more trick ones, Johnny? Shoot them along!

—WARM WEATHER TIPS—

Summer suggestions to keep your house "Out Of The Red" during the hot days to come.

Submitted by experienced Showmen from all over the country.

IN NEXT WEEKS ISSUE.

MANAGERS' ROUND TABLE CLUB

Another Group Of "Live-Wire" Showmen Who Recently Joined The Club

M. GOTTLIEB manages the Kismet Theatre, in Brooklyn, N. Y., a fast moving neighborhood theatre which ranks very high in its community. It is often interesting to compare these neighborhood houses with the out of town theatres and we generally do so by noting the way each exploits or operates his theatres. From Gottlieb we would like to get the big city viewpoint. How about it, M. G.? Start your membership off on the right foot.

* * *

MICKEY GROSS deserves a more pretentious introduction, and that he will get in another part of the Club columns, but meanwhile let us tell you that Mickey is the managing director of the Isis Theatre in Kanas City, Mo., and one of the livest wires in that part of the country. Watch his stuff through the Club pages.

* * *

ROBERT SLOTE is the directing manager of the Strand Theatre in Cumberland, Md. and since his house is one of those up-to-the-minute Independent theatres we would certainly welcome the opportunity to find out how they are selling their sound plant in that city. Shoot us something right away, will you Bob? Thanks a lot.

* * *

HENRY G. SANTOS comes to the Club from away off Hawaii, where he manages the Tip Top Theatre, in Lihue, Kauai. His programs show a bit of this country's ideas and we are looking forward to hearing many interesting things from him. Watch the Club columns for news about Santos and Hawaii.

* * *

HAROLD C. LEE of the Babcock Theatre in Bath, New York, really needs no introduction at this late date. You have heard about Lee through the Club columns prior to this announcement, but "All Who Enter Must Use This Portal," and Harold is no exception. But, just the same H. C., keep up your good work for the Club.

* * *

J. F. FLEX, manager of Loew's Palace Theatre, in Indianapolis, Ind., is another live-wire showman to recognize the value of membership in the Club. His 2,800-seat house should be the means of furnishing our large membership with many items of interest on theatre operation tips and exploitation. What say you, J. F.?

* * *

CHAS. R. PETKOWITZ, at present, is the assistant manager of the Saunders and Globe Theatres, in Brooklyn, N. Y., but we are expecting him to mount still higher within the next year or so and run a house himself. As exploitation man for those two theatres Charlie should be able to send us some interesting stuff. But try and include a photo once in a while. It makes a good description even better.

LOU BAUMGARTNER, manages the Fox Glen City Theatre, in Santa Paula, Calif., with a combination of sound and silent pictures. If Lou would only live up to the great reputation of his brother members in California we would never have to complain about him being lax in his contributions. Now it's up to you, Lou, to show us what you are doing out there. Your photo should appear in an early issue—that is if you will shoot one to use at once. We are expecting it by return mail.

Photos of Members

THE Club is anxious to publish photographs of every member and would, therefore, appreciate receiving as many as possible for use in future issues of the Club columns. If you have not already done so, PLEASE send us your own photo at once. Thank you.

C. E. L.

WILL YOU BE NEXT??

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Theatre .....

Address .....

City .....

Policy .....

Capacity .....

State .....

Wm. A. Johnston
Honorary Chairman

C. E. Lewis
Chairman

COME ON!!

SHOOT IT IN—NOW!!

GEORGE A. SMITH, managing director of the Capitol Theatre, in Somerville, Mass., is another enterprising theatre man from up New England way, and we rather feel that we know George a long time because we have heard about him from some of his friends around Boston. Now, Smith, let's have your own photo and a little letter telling something about your experience and activities in Somerville. Righto?

* * *

ADOLPH M. PINCUS, is now managing the Rockland Theatre, in Nyack, N. Y.—but we already made his acquaintance when he was running the Park Theatre, in Brooklyn, some time ago, so we know he is a real showman. With the opportunities that a city like Nyack offers to a man of his ability we are certain that the Rockland Theatre will react favorably to his handling. Keep us posted, Pincus.

* * *

EARLE S. TYSON manages the Belnord Theatre in Baltimore, Md, a house that has been showing sound pictures for quite a while now, so it should be just about ripe for you to tell us something about the Belnord and Baltimore, Earle. Come across and let us all know what kind of an active member you will be. Right?

* * *

HARRY B. HOWE is the enterprising manager of the Loew's Columbia Theatre in Washington, D. C. and adds to that circuit's representation in the Club. But just joining the Club is not sufficient Harry; we must hear how you are doing things down there and if possible get your photo so the other boys will know what you look like. Shall we expect it by return mail?

* * *

B. L. KEARNEY is the manager of the Palace Theatre, Ashtabula, Ohio, and this town recalls some happy associations way back in the days of "Paul Rainey's African Hunt," how many of the boys recall that one? But to get back to Kearney's introduction, we are anxious to see whether he will make the grade as a real active Club member. How about it B. L.? You should answer this one for yourself.

* * *

MONTY MacLEVY was actually introduced to the other members a short time ago via a little story about his career in this business, but this time we make the introduction via the regulation Club entree page. At least Monty was prompt in accommodating us with his photo when we requested it. How about you other Round Tablers?

* * *

WENER & GREEN is a co-partnership we should judge from their application blank. And they hail from the Russell Theatre up in Glace Bay, B. C., Canada. There is a far off spot sure enough, but all the more interesting for the rest of us to know how W. & G. sell the pictures up that way. We are hoping for lots of information from this new membership combination and hope we won't be disappointed.

Regional News from Correspondents

Fla. Organist Assumes Managerial Post

A REWARD for merit was made this week when Bob Mitchell, organist, was named manager of the Riverside, Jacksonville.

The beautiful home of C. B. Ellis, manager RKO exchange in Jacksonville was badly damaged in a tornado which struck Ortega on Thursday. Mrs. Ellis was alone with their children when the storm broke. Two large trees were uprooted, other trees blown, the house damaged and furnishings inside the house blown about. No one was injured.

James Biddle, of Green Cove Springs, was a business visitor at the Universal, (Jacksonville) exchange this week. He operates the American at Green Cove, which reopened about two months ago.

Guy Kenimer, formerly manager of the Florida, Jacksonville, was a Jacksonville visitor among friends this week. Mr. Kenimer is now city manager for Publix in Tampa.

Jack Hodges, assistant manager of the Olympia at Miami, spent one day with friends in Jacksonville this week.

Scott Chesnutt, well-known manager of Paramount exchange, Jacksonville, Fla., is seriously ill at St. Luke's hospital.

Lake City, Fla., voters defeated Sunday movies and Sunday baseball at an election last Tuesday.

Blue laws, prohibiting any business on Sundays in the city of South Jacksonville, across the St. Johns river from Jacksonville, are threatened as the result of opposition to the operation of the Drollinger Theatre, picture house, on Sundays.

The Rev. C. J. Tyler, pastor of Hendricks Memorial Methodist church, headed a delegation from the Southside Ministerial Alliance which appeared before the South Jacksonville city council Tuesday night. The delegation won its argument for an ordinance banning motion picture shows a unanimous vote instructing City Attorney Edgar W. Waybright to draw up such an ordinance, being registered.

Exhibitors Win Sunday Shows In Iowa Towns

FOUR Iowa towns last week went over to the Sunday movies in each case registering a strong decision for the Sunday shows where previously they had met with decided defeat. The towns were: Eagle Grove, Rolfe, Stuart and Bedford.

Mr. and Mrs. Robertson who have the theatre at Wilton Junction have purchased the Princess at Dexter. The Wilton Junction house will be operated by Mr. Robertson, Junior.

H. E. Thoesen who has been office manager for Parrott Films in Des Moines for the past eight and a half years is leaving some time after the middle of May to take up film work in California.

The Iowa exhibitors association which joined with Allied States have set no definite date for their spring meeting which is usually held at this time. The roads have been so unusually bad and in many places have not yet been opened up.

Jake Shwidelson, formerly of the Star Theatre at Sioux City, is on his way to California. His family accompany him.

E. P. Smith, president of the Allied States exhibitors' organization in Iowa, is again at his offices in the Iowa building. During the legislative season Mr. Smith was on the job to watch for measures which would affect the film men.

Four pair of Kaplan machines were sold last week. The Strand at Fort Dodge, the new theatre at Leon, the theatre at Mt. Pleasant and the Cecil at Mason City.

Mr. and Mrs. Wayt who about two months ago purchased the Strand Theatre at Newton from Harry Frankel and George Weigman, last week purchased new equipment for the theatre.

John Waller, who is opening up the new Strand Theatre at Leon, Iowa between the first and the tenth of June, last week installed complete lighting fixtures.

The Capitol Theatre at Ames which is under the management of Joe Benjamin Gerbracht for the Central States Theatres purchased new equipment last week.

The Strand at Fort Dodge is under operation of a new company known as the Fort Dodge Strand Theatre, Inc., of which I. E. Stone of Des Moines is head. Harry Herman, formerly salesman for MGM, is manager of the theatre.

Two hundred and fifty upholstered chairs have been purchased for the new theatre at Madrid, Iowa.

Complete booth equipment for the Avon Theatre at Dubuque was purchased last week from the Des Moines Theatre Supply Co. from Mr. James Yiannias, owner.

Paramount entertained among visitors last week William Treloar of the Treloar at Ogden, A. C. Schuneman of Webster City, Walter Carroll of the Star at Colfax, Otto Pankmen of the Strand at Marengo.

Kaplan machines, strong lamps, and strong rectifiers were part of the equipment purchased by the Colonial Theatre at Clarion. Mr. Smith has operated this house for twenty years.

The business men of Calendar, Iowa, are opening a summer show there.

F. E. Robertson of the Strand at Wilton, Jc., John Anderson of the Princess at Boone, Otto Pankmen of the Strand at Marengo, C. E. Ridgeway of the Lyric at Coon Rapids were all callers at the office of RKO.

Improvements calling for investment of more than $100,000 will be made in Publix theatres, Des Moines, Iowa, as well as other Iowa houses. The management of the circuit will expend about $75,000 in redecorating and remodeling the Capitol which closes Sunday night to open May 10 as the Paramount.

The Des Moines Theatre will be enlarged to seat 2,800. Improvements to be made on the house immediately will involve an expense of $13,000. The Strand will also be redecorated and recarpeted.

Publix is changing the names of other theatres to Paramount, which name is to decorate the Riviera, Omaha; the Capitol, Cedar Rapids; and the Riviera, Waterloo.

The movie war at Massena, Iowa is ended and armistice signed. In a spirited election Thursday for the purpose of placing the issue before the people, the citizens voted 152 to 84 for the Sunday shows.

The election settled the controversy which recently arose when the Massena Theatre, allowed to operate on Sunday by a vote of the town council, introduced a vaudeville program.

Jimmy Wynn who has been with Educational for a number of years as branch manager is leaving DesMoines to be in charge of the office at St. Louis. His successor is W. O. Galloway, with this office for six or seven years as booker and salesman.

Paramount entertained a larger number of callers last week. Visitors were Charles Peterson of Hampton, J. E. Michael of Jefferson, M. R. Blair of Cedar Falls, George Schweneker of Guthrie Center, G. A. Dehoet of Monroe.

New carpet for the Rivoli Theatre at Oskaloosa was purchased through the DesMoines Theatre Supply Company last week.

RKO were hosts to a number of film men in to book pictures including W. P. Grossman, Palace, Nevada, John Waller, Lyric, Osceola, Jake Cohen, Strand, Ottumwa.

H. W. Schultz of the Plaza, Fort Dodge, stopped in at the Universal office last week.

Handloff's New House Opened In Delaware

LOUIS HANDLOFF'S $100,000 State Theatre opened in Newark, Delaware, last Tuesday, with every one of its 700 seats filled. The theatre is equipped with Vitaphone. Mayor Frank Collins, Dr. Claude L. Benner and John K. Johnson delivered short addresses congratulating Mr. Handloff on the new house. Following the inaugural performance, the manager entertained his friends at an informal party.

The State is located on Main Street near the University of Delaware. It has been finished in a Spanish effect. Lights and rainbow decorations blend nicely with the motif of the decorative scheme. Hoffman and Hennon, theatrical architects, introduced a number of original features in its design. The stage is big enough for stage presentations and the acoustic properties of the house are correct for sound pictures. Two Simplex machines are a feature of the projection booth.

Fox Boston Project Is Held Up By Taxpayers

THE proposed Fox Theatre construction plan which would take in the Hotel Touraine property, Boston, and provides for the largest theatre in New England, is held in abeyance pending the action of a Supreme court of Massachusetts on a petition of ten taxpayers objecting to the closing of Tamworth Street, a small street within the property which is essential to be closed if the new theatre is constructed.

The Auditorium, Malden, which has run stock for an unbroken period of 19 years, said to be a new record for stock, has closed and will reopen May 25th with pictures after installing talkie equipment.

Starting this week the B. F. Keith Memorial, Boston, has inaugurated new policy of vaudeville exclusively, eliminating feature picture.

Rhode Island moving picture fans are taking kindly to the talking picture but find it difficult to catch more than half of the dialogue, particularly in films in which there are strong emotional scenes. Film critics in Providence do not know whether to blame the productions or faulty wiring of the houses. Managers say that the houses are perfect and the buck passing goes on.

E. M. Loew interests have purchased from Mrs. T. Lewis, the Town Hall, Ashland, Mass.

The Continental, Providence, has been sold by F. Falciglia to Vincent Siravo.

The Empire, Whitman, Mass., has been sold by L. M. Boas to Harry Stanley.

John H. Davlin, secretary and a director of Loew's Theatres, Boston, has been admitted to the practice of law in Massachusetts courts. He is to be associated with Gutterman & Gutterman.

Permit has been issued at Salem, Mass., for a new theatre at Essex street in the business center of the city, to cost, exclusive of all furnishings and equipmeet, $500,000. This theatre, it is understood, has been leased to Publix.

The $200,000 suit alleging breach of contract brought by New England Theatres Operating Corp. against Abraham Goodside, Portland, Me., has been dismissed by agreement of counsel. The New England corporation will proceed with its bill in equity which seeks to force Goodside to sell the Strand and Empire, Portland, and the Capitol, Springfield

George S. Hanscomb has been appointed manager of the Community, North Attleboro.

Carroll Lawler has installed W. E. equipment at the Lawler, Greenfield.

Peter Latchie, of Keene, N. H., has had plans drawn and will shortly start the erection of a new theatre at Milford.

The Stoneham, Stoneham, Mass., and the Middleboro, Middleboro, Mass., have started Sunday shows.

Theatre Building Boom Looms In Ohio Town

ACCORDING to present indications, Hamilton, Ohio, is soon to experience a theatre-building boom. A company has been formed consisting of John A. Schwalm, president of the Jewel Photoplay Co., operating the Rialto and Regent Theatres, and Harry Silver and Harry Turberg, owners of the Palace Theatre. The new organization will erect a $500,000 theatre on a site soon to be selected, the house to be devoted to talkies. The three theatres mentioned, all of which play silent pictures, will form a part of the organization. Announcement has also been made that the Hamilton Theatre Co., just organized by local business men, will shortly begin work on a $1,000,000 house to be located on High Street, Hamilton's main thoroughfare. This house, which will be of the atmospheric type, with a seating capacity of 1,400, will play pictures, vaudeville and road shows. Sound equipment will be installed. The project has been underwritten by Chicago interests, it is said. It is expected that the larger house will be ready early in January.

William Erk, manager of May's Opera House and the Bijou, Piqua, Ohio, is receiving condolences of his many friends on the death of his wife recently following a lingering illness.

Ohio's Sunday movie fight has developed into a movie type thriller in its own right, with anonymous letters threatening one judge with destruction unless the theatres are closed, and repeated arrests of theatre owners being staged in half a dozen cities. Prosecution under the state law have largely failed, although the law does prohibit Sunday showings, but in several instances managers have been fined under local city ordinances.

Earl W. Pepper, former manager of the Grand, chief downtown house of the Neth chain, Columbus, O., has resigned. He is succeeded by James Tallman, who was manager of the Broadway prior to its sale by the James interests.

Kansans Back Exhib In Blue Law War

PLENTY of activity for Kansas and Missouri exhibitors is being provided by blue law agitation and union labor troubles. Probably the most amusing blue law fight in several years is in progress at Horton, Kas. Mayor W. L. Simpson, anxious to obey the request of the attorney general of Kansas in enforcing the ancient Sunday labor law, is striving—and already has caused one arrest—to make Horton a showless town on Sunday. But indignant citizens have risen in defense of William Schenkelberger, who operates the Liberty Theatre, the only theatre in the town, by demanding that all businesses, including drug stores, be closed on Sunday. The joker in the case is that Mayor Simpson owns the drug stores, which do a good Sunday business.

In Independence, Mo., where citizens are petitioning the city council and chamber of commerce in effort to obtain Sunday shows, women of the Service Star League have adopted a resolution opposing Sunday shows.

The Bagdad Theatre property, Kansas City, has been purchased by Joseph B. Patito from Abe Baier. The theatre, which is managed by Jay Means, has a 7-year lease at $6,000 a year to run.

Jay Means, who operates the Oak Park, suburban house in Kansas City, needed a few more customers, so he made arrangements for the Paseo high school band to give a concert at the theatre two nights last week and packed the house each night.

Kansas exhibitors are preparing to be represented at several hearings of the state tax revision commission and to plead their side of the case in a proposed amusement tax.

Mike Newman, formerly affiliated with the West Coast Theatres as manager, has succeeded Van P. Garrison as manager of the Linwood Theatre, Kansas City.

6 Years With Theatre, Troy Band Let Out

THE Troy orchestra will find itself out of a job after June 1 having received their notice last week. This orchestra has been with the Troy Theatre since it opened in 1923. Its conductor has been T. Roy Kiefer.

Harry Thompson, who has been associated with the First National exchange in Albany as booker for the past several years, was promoted last week to the post of manager, succeeding R. S. Wehrle, resigned.

The cashier at the Eagle, Albany, was held up one night last week and receipts amounting to $30 were taken. A man was later apprehended and is being held in Albany. He used a squirt gun instead of a revolver, it is alleged.

Harry Rose, of Oneonta, was in Troy, last Sunday.

Moe Mark, Moe Silver and Jules Catsiff, of the Stanley Corp., were in Albany during the past week, looking over the new theatre which will be known as the Madison and which will open on May 29. The house will have a seating capacity of 1,400.

Visitors along Albany's film row during the past week included Sam Slotnick, Utica, and Lew Fischer, Fort Edward.

Rapid progress is being made these days in the erection of a new theatre at Fleischmanns in place of the one burned a few months ago.

Al Kaufman is once more back handling Schine's Avon, Utica.

Jake Golden, manager of Proctor's, Troy, was in New York City during the past week.

Frank Farley, head usher at the Mark Ritz, Albany, was quite badly injured last week when hit by a brick that fell from a business block being torn down.

Matt Vanderheiden, who has been connected with various Troy theatres for past thirty years, died last week.

There was plenty of activity around Albany Film Board of Trade Monday of last week with 23 cases up before the arbitration board.

The bowling team representing the Griswold, Troy, has been proclaimed the winner of the tournament.

The Rose, Troy, observed its sixth anniversary last week and gave the proceeds of one day to American Legion. Jake Rosenthal is owner of house.

Cleveland Exhibs Now Installing Sound

CLEVELAND exhibitors, after a long period of indecision, have decided to wire their houses for sound. Within the past week announcements of twelve completed installations in and near Cleveland were announced. Western Electric equipment goes into Loew's Mall and Liberty, Broadvue, Cleveland and Willoby, Willoughby; Pacents went into the Commodore and Union Square, Cleveland, and the Apollo, Oberlin; Royal Ampliphones went into the Cameo, Youngstown, and the Tivoli, Lorain; Creatone is operating in the Windameer; Synchrophone, at the Sun; France Duofone at the Lexington, and Cinephone at the Plaza, Sandusky.

Meyer Fischer, of Fischer Film Exchange, just returned from a two-weeks buying expedition in New York, states that in his opinion the Independent outlook is brighter this year than it has been for the past three years.

France Duofone has opened an office in Film Bldg. as Ohio distribution headquarters.

Ohio Adsign has moved its office from Film Bldg. to 2014 East 105th St.

Homer Graybill, manager of the Falls, Cuyahoga Falls, dropped dead at the theatre last week. His widow and one child survive.

Wallace Elliott has been appointed manager of Keith's East 105th St. to succeed Henry Dykeman, resigned.

Albert Carter of Norwood, Ohio, has invented an electric device to indicate vacant seats in a theatre, so as to do away with ushers. Lights in a panel board indicate what seats are vacant. Electrically lighted chair numbers at the end of each row of seats also indicate which seats are filled and which seats are vacant. The lights automatically are extinguished as the seats are occupied.

Howard Price Kingsmore, recently transferred from Baltimore to Cleveland, as manager of the Loew theatres, last week received a beautiful hand decorated testimonial of friendship and good will signed by all the employes of the Baltimore Loew theatres.

Paul and Marcella Dempsey have taken over the Amphion Theatre, Cleveland, from John Neuzil, Sr., and his son.

H. J. Walters has sold the Opera House, Middlefield, to R. B. Wicks.

Texas Exhibitor Weds Exchange Girl

MISS BETTY LOIS WEEKS of Dallas, and William Duckett of Harlingen, Texas, were married in San Antonio, Texas, last week. Duckett is manager of the R. & R. Theatre at Harlingen, Texas, and Miss Weeks was stenographer for Columbia at Dallas.

The Palace at McAllen and Arcadia at Harlingen, Texas, have installed Carrier Air Washers system and silent air units for talking pictures.

The Mission at Dalhart, Texas, has installed a Movietone talking machine.

W. G. Underwood has formed the Southwestern Royal Amplitone Co., with offices at Dallas, Texas, to distribute Royal Amplitone.

L. E. Griffith, head of Griffith Amusement Company of Oklahoma, visited in Dallas, Texas last week, and stated that Griffiths goal was 100 theatres in Oklahoma and Texas for this year.

Clyde A. Walker, former exchangeman, and a regional trade paper publisher in the Northwest, was a guest in Dallas recently.

There are about 150 sound installations in Texas at present time and about 75 in Oklahoma.

The following theatres have installed Photophone sound equipment, Rembert, Longview, Texas; Palace, Chillicothe, Texas; Texas, Shamrock, Texas; Crown, Houston, Texas; Nichols and Fry's, Cuero, Texas, Princess, Victoria, Texas.

Minor stockholders have asked for appointment of a receiver for the Ritz and Victorian, at Oklahoma City, Okla., alleging mismanagement upon the part of A. H. Emenhiser and associates.

The R. & R. at Corpus Christi, Texas, is installing a Carrier Air Washer and Silent air distributing units equipment.

San Marcos, Texas, will have a $60,000 sound house by July. The theatre which is in course of construction is being built by F. W. Zimmerman, owner of the Palace and Grand Theatres of that city.

The Ritz Theatre of Pearsall, Tex., and the Palace Theatre of Dilley, Tex., have been leased by Ray Pennington of Pearsall.

Mo. Theatre Is Closed Because Of Blue Vote

THE Ozark Theatre in Webster Groves, Mo., has been closed because that community recently voted against Sunday motion picture shows. When this theatre was erected several years ago the men who put their money into the building were assured by the City Council and leading business men that Sunday shows would be permitted.

Daylight Saving in St. Louis, Mo., has been effectively killed for 1929 by the recent vote taken by the St. Louis Chamber of Commerce with a view of ascertaining local sentiment. The final count was 8082 against and but 6206 votes for.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

Pittsburgh, Pa., Mgr. To Retire After 18 Yrs.

GEORGE J. SCHWEITZER, theatre owner and manager for the past eighteen years, is soon to retire and take a long rest before announcing his future plans. The position which he is shortly to relinquish is that of manager of the Orpheum and Grand Opera House, Titusville. He will be succeeded by John C. Fisher, formerly at the Park, Meadville, and the Columbia, Sharon. Mr. Fisher is a nephew of the Pennsylvania Governor.

The Supreme Film Co. is now located at 1024 Forbes St., on the ground floor. The Standard Film Service Co. has moved from the sixth floor of 1018-20 Forbes St., to the second floor of 1014-16 Forbes St.

The Harris Amusement Co. opens its new Mt. Oliver on May 20th. The house seats 1,600.

"Jake" Soltz, owner of Film Row's Lunch Room, is again a proud daddy. The newcomer is a daughter. Congratulations!

Howard Dennison, Pathe accessory salesman, will be married in Cleveland on June 8th to Miss. Adrian Heitman.

Recent exhibitor visitors to film row included: Chris. Trivelas, Altoona; Theodore Mikalowsky, Masontown; Nick Anas, Wellsburg and Carl Becker, Butler.

Samuel H. Blair, Sr., father of Sam Blair, veteran employee of the local Universal office, passed away on April 15th at the age of 69 years.

Sam Richman, of the Century Family, Northside, will be married in June to Miss Nettie Jacobs.

The Library, Library, Pa., was recently destroyed by fire.

Herman Goldberg is in town looking after the opening of the Vitaphone branch here.

John C. Confer plans erection of new theatre at Johnstown.

Daniel C. Donohue is to build new theatre at Lancaster, upon site of old Pennsylvania railroad station.

Other recent exhibitor visitors included Tom Fordham and Herman Lorence, of Erie.

Sam E. Bleyer announces that he is planning to spend $10,000 redecorating and improving his Park, Meadville. Improvements will include sound equipment.

Albany T. O. United To Fight Blue Laws

MOTION picture theatre owners in Albany, N. Y., organized last week under the name of the Albany Theatrical Managers Assoc. with Uly S. Hill, president; Jules Berinstein, vice-president, and C. A. Smakwitz, secretary and treasurer. The association will conduct an active campaign during the next few weeks in the hopes of bringing about Sunday shows for Albany.

Fred Duffy, salesman for Universal in Albany, was considerably banged up one day last week when his automobile left the highway near Utica, and tipped over.

Thomas Case, of Whitehall, connected with the Capitol in that village, disappeared last week and search is being conducted for him through eastern New York.

Among out of town shoppers on Albany's Film Row during the past week were Fred Herbst of the Strand in Philmont; Dayton LaPoint, of Chamtham; George Thornton, of Saugerties, Mrs. Ida Grant, of Hobart; Mrs. Sequin of Rouses Point, and E. F. Stevenson, of the Star at Poultney, Vt.

The new Stanley in Albany, is rapidly nearing completion and will probably open the latter part of May.

C. H. Buckley, owner of the Leland and the Clinton Square, Albany, was in New York City last week.

Tony Veiller, former Stanley theatre manager in Albany and Troy, is planning a vacation of several weeks in Canada, because of bad health.

Mr. and Mrs. Ray McNamara, of Valatie, who run the village theatre, were in Albany during the week.

Ralph W. Thayer, former manager of the Avon Theatre in Watertown, is now handling the Eckel in Syracuse.

Theatre changes during the past week or so include Taft's, Berlin, sold by L. B. Taft to a Mr. Whitehouse; the Gateway, Antwerp, taken over by Mrs. Taylor, the former owner from Mr. and Mrs. Sangster; the Hippodrome, Ogdensburg, sold by Eli Rosenbaum to H. J. Parker; the Park, Wappingers Falls, sold by G. S. Angel to Tony DiGregari; the Strand, Sharon Springs, which will be operated by B. B. Gutstadt instead of Jacob Krohm; the Gaiety, Inlet, will be operated by C. E. Lee, instead of E. E. Soper.

Abe Stone, owner of the Eagle in Albany, is back from a trip to Buffalo. Jules Berinstein, owner of the Colonial in Albany, was in New York City last week.

$200,000 Film Bldg. Planned In Montreal

PLANS have been drawn for the erection of a handsome new film exchange building in Montreal, Quebec, to cost $200,000. The companies behind the project are Famous Lasky Film Service, Limited, and Fox Film Corporation of Canada, Limited, both of whom occupy suites of offices in the Albee Building, Montreal, which has been the centre of film trade activities for years.

The Capitol and Pantages, Hamilton, Ontario, controlled by Hamilton United Theatres, Limited, are being remodelled for the installation of sound equipment and other improvements. Plans for the work were drawn by George T. Evans, architect, Hamilton; contractor is F. Alden.

Ambrose Nolan, manager of the Avalon, Rex and Columbia, Ottawa, Ontario, escaped with slight injuries and a shaking up when his automobile collided with a street car with great force on the morning of May 9.

An order-in-council has been passed abolishing the amusement tax on theatre admission tickets up to 25 cents in value in all cities and towns in the Province of Alberta. The new Alberta order becomes effective June 1.

When the party of 200 Australian Boys, now touring this continent, paid a visit to Ottawa, the Canadian Capital, one of them, Ronald Morin, was a guest of J. M. Franklin, manager of B. F. Keith's, and Mrs. Franklin. The lad suddenly became ill and was rushed to the local hospital where he has now been released after one month's illness. The Franklins looked after him all this time and the boy is now on his way to rejoin the party at Banff.

Loew's London Theatres, Limited, London, Ontario, showed a slight increase in gross profits for the past fiscal year, according to the balance sheet which has now been published. Loew's Theatre, which has just been wired for sound pictures, apparently suffered in competition with talking attractions. Profits for the past year were $51,602, as compared with $50,617 for the previous period. Gross ticket receipts showed a decline from the previous year, the total for the past fiscal period being $231,545, as compared with $233,573 for the previous 12 months.

A campaign for the raising of $100,000 for the establishment of a camp in Ontario for underprivileged Jewish boys is being conducted under the direction and auspices of N. L. Nathanson, managing director of Famous Players Canadian Corp., Limited, Toronto.

Exhibitor In Northwest Reports Union Trouble

WILLIAM RIPLEY, who operates the theatres at both Longview and Kelso, Wash., dropped in Portland's film row recently and reported serious labor troubles in connection with his theatres. A number of arrests were made and the houses are now under police surveillance.

Oscar Phelps, of Hillsboro, Ore., has recently completed his Pacent installation in the Venetian Theatre.

The Montana Film Board of Trade has been dissolved and the business of the old board will be transacted by the Salt Lake Board.

R. E. Charles, of Centralia, Wash., has assumed the management of the Liberty and Grand, Centralia, and the St. Helens and Liberty, Chehalis.

The Helig Theatre, of Portland, has closed again.

Joe Peretti has been made accessory manager at the Montana Universal office in Butte. He succeeds Frank Pissot.

Theatre Transactions In South Are Many

BEAM AND PLUMMER have taken over the Lyric, Shelby, N. C., from F. E. Manley. They also operate the Princess, Shelby and the Lyric, Mt. Holly.

E. B. Williams has sold the Kershaw, Kershaw, N. C., to Dr. E. M. Belk.

F. W. Arnholder has sold the Peerless, Georgetown, S. C., to E. C. Haselden.

L. C. Sipe has taken over the Garden, Manning, S. C., from George B. Hendrickson.

George B. Hendrickson has taken over the Liberty, Darlington, S. C., from L. C. Sipe.

Charles E. Myers is now operating the Bertie, at Aulander, N. C., formerly operated by C. W. Mitchell, Jr.

Avalon, at Inverness, Fla., from Carmen C. Thompson to Homer M. Cassida; Lyric, at Jonesboro, Tenn., from L. M. Broyles to E. L. Taylor; Fairfax, at La Grange, Ga., from R. T. Hill to O. C. Lam; Palace, at Valdosta, Ga., from Ben Stein to Georgia Amusement Co.; Douglas, at Macon, Ga., from Ben Stein to C. H. Douglas; Ocoee, at Copperhill, Tenn., from W. C. Sullivan to Hicks & Kaufman.

Among the North Carolina visitors in Charlotte last week were: C. W. Picquet, of the Carolina, Pinehurst, and the Carolina, Southern Pines; C. A. Peeler, of Lenoir; W. E. Stewart, of the Pastime and Westmore, Concord; Jerry Simpson, of the Ideal and Lyric, Gastonia; Dr. Underwood, of the Jewell, Rossboro; and W. T. Grey, of the Loray Mills, Gastonia.

R. A. Anderson, formerly connected with Universal News, has been appointed district manager for Columbia, and is expected in Charlotte this week, at which time he will appoint a local manager for Columbia to succeed M. E. Wiman.

Lee Goldberg, secretary of Big Feature Rights Corp., Louisville, and his wife, have returned from New York.

B. A. Webb, of the Royal, Campbellsburg, Ky., was a visitor to the Louisville, Ky., exchange this week.

An attempt to abolish Sunday movies met defeat in Dothan, Ala., Monday when city council, by a margin of six to three voted down a Sunday closing ordinance sponsored by a committee of laymen from Dothan churches.

The marriage of Gaston Dureau, head of the booking department of Saenger Theatres, Inc., and Mrs. Dixie Fortenbery, was solemnized Wednesday morning in New Orleans. The bridal couple sailed for New York immediately after the ceremony on the steamer Dixie.

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DEVELOPING AND PRINTING MOTION PICTURE FILM

J. A. Rebb Building New Atlanta Theatre

JAMES A. REBB, who enjoys the distinction of being the oldest active exhibitor in point of service, in Atlanta, is building a new theatre, which he announces will be ready for opening in about 30 days. It will be called the Majestic, and is located on Bankhead Highway, near Ashby Street.

The house will have a seating capacity of 500 and will be completely equipped. It will be wired for sound. Work on the building has progressed rapidly, and the roof is now being put on. The theatre occupies the entire lot, which measures 30 by 100 feet.

Dropping in at various offices along film row in Atlanta last week were the following: Wendell Welch, who operates the Strand, at Dallas, Ga.; Will B. Wood, who operates the Belle, at Gadsden, Ala.; Mrs. M. K. Ware, who operates the Princess, at Thomson, Ga.; R. H. Nowell, of the Idlehour, at Monroe, Ga.; M. F. Williams, who operates the New, at Adairsville, Ga.; D. E. Ponder, of the Rainbow, at Opelika, Ala..

H. M. Mitchell, of the Dixie, at Pelham, Ga.; P. H. Sharkey, of the Nelson, at Nelson, Ga.; Louis Rosenbaum, of Florence, Ala., exhibitor; T. F. Thompson, who operates the Palace, at Cedartown, Ga.; George B. T. Sharp, of the Strand, at Miami Beach, Fla.; A. C. Hawkins, of the Victory, at Brooksville, Fla.; Colonel Thomas E. Orr, of Albertville, Ala., head of the Marshall County Enterprises; Roy E. Martin, head of the Martin chain of theatres, of Columbus, Ga.

Hearings Set Thruout Pa. On Bldg. Rules

FIVE hearings on the new rules governing the construction of motion picture and other theatres in Pennsylvania, tentatively made by the State Department of Labor & Industry under authority of the "Fire and Panic" Act of 1927, were arranged for various cities of the state during May. The schedule of meetings follow: May 9, offices of the department, South Office Building, Harrisburg; May 14, office of the department, Fulton Building, Pittsburgh; May 16, Hotel Lawrence, Erie; May 21, offices of the department, Coal Exchange Building, Wilkes-Barre; May 23, Bellevue-Stratford Hotel, Philadelphia. Important changes are made in the regulations and objections to some of them from theatre men are forecast at the hearings.

Among some of the smaller Pennsylvania theatres reported closed recently are: Embassy, Swedesboro; Strand, Annville; Aldine, Lebanon, and Grand, Centralia. The Century, Moscow, was opened April 1. The owner is O. R. Lawson. The Strand, Lansford, is now operating two nights a week instead of six.

The Capitol Theatre, Shamokin, reintroduced vaudeville beginning March 25.

Free use of the Majestic Theatre, Harrisburg, was given to the Harrisburg Welfare Association for the final meeting of its recent campaign in which it raised more than $350,000 for the city's annual community chest. C. Floyd Hopkins, Wilmer & Vincent representative in Harrisburg, was chairman of the Stunts Committee.

The Earle Theatre, Allentown, has adopted a policy of admitting children at the reduced rate of 15 cents up until 2.30 o'clock on Saturday afternoons.

A Pennsylvania charter of Incorporation was granted at the capitol in Harrisburg on April 26 to the Liberty Theatre Company of McKeesport. Authorized capital is $60,000. The treasurer is Joseph Weiss, McKeesport. Other incorporators are William Birnkrant, McKeesport, and A. Kaplan, McKeesport.

A charter was also granted at Harrisburg to the Rossman Theatres, Inc., Pittsburgh. Capital is $10,000. Treasurer is M. A. Rosenberg, Pittsburgh. Other incorporators are F. M. Zimmerman, Buffalo, N. Y., and N. M. Katz, Pittsburgh.

John D. Mishler, pioneer theatrical manager, who organized the first theatre circuit in Pennsylvania, and many of whose theatres later became motion picture houses, died on May 13, at his home in Reading, Pa. He had been ill only two weeks and was active in the operation of his theatres until that time.

Regional Notes From Wisconsin Area

FOX-MIDWESCO have taken a lease on a three story brick building at 302 Sixth Street, near State, Milwaukee, now being remodeled to accommodate the office staff of the circuit. Building will be ready for occupancy on July 1st.

Whitney Burr of the Orpheum, Lancaster, is putting in sound equipment in the Orpheum, 300 seat house. The Opera House at Fennimore is also being provided with sound, according to Ernie Becker, manager.

Mrs. E. Steenport of Chilton is remodeling the Home theatre prior to putting in sound equipment.

Stanley Gross, former manager of the Downer, is now managing the Oriental of the Midwesco Circuit. Stan Segelbaum has been transferred from the Oriental to the Gateway and Orpheum at Kenosha. Bob Ungerfeld goes from Kenosha to the State at Racine.

The Garrick at Fond du Lac is being re-opened with sound by William Ainsworth. This will be one of the most interesting installations of sound equipment in the state, for the Garrick is well known throughout the country for its unusual accoustic properties. The back of the state is a hard wood shell which throws all sound forward so that the slightest sound on the stage is audible throughout the theatre.

Out-of-town exhibitors to visit Milwaukee last week included L. Lutz of the Strand at Madison; Jack Yeo of Beaver Dam; Frank Welter of Wausau; Francis Kadow of the Mikado at Manitowoc; Ed. Starkey of the Rex at Berlin; Mrs. Henry Eckhart of Wisconsin Rapids.

Edward Einstein has been appointed manager of the Kosciuszko, Milwaukee Theatre Circuit house.

The Strand, Madison, Wis., was added to the Wisconsin holdings of the Fox interests last week. It was formerly leased by Brin Theatres, Inc., of Milwaukee.

Louis Lutz, manager of Brin's Parkway and Strand, Madison, has resigned and will operate the Boscobel Theatre at Boscobel for which he has obtained a long-term lease. Harold "Happy" Rupp, his assistant, has also resigned, and will manage Desormeaux's Strand, in Mt. Horeb.

A. P. Desormeaux was in Milwaukee recently making bookings for his theatres in the vicinity of Madison. Poor weather conditions delayed the starting of work on his new East Side Theatre for several days.

Fire Destroys Oakland In Oakland, Cal.

A FIRE of undetermined origin destroyed the Fairfax Theatre, Oakland, and caused total damage estimated at $100,000. It is believed to have started in the first ten rows of seats, possibly by a smouldering cigarette, shortly after midnight.

Nearing completion after two years of structural work, the new Fox Theatre at Ninth and Market Streets will be opened to the public June 28, seating 5,000 persons. Its acoustics have been especially designed for the theatre's use of talking pictures. Equipment includes three console organs.

Claude Sweeten of the Golden Gate suffered an injured arm when he gave his blood in an attempt to save the life of Harry Eppling, property man of the theatre, who was injured last December.

Clifton Pierce, manager of the Esspee, San Francisco, suburban house reported to the police that thieves had entered the theatre a few nights ago by prying open the doors.

Leo Reese, manager of the Orpheum, Lakeport, was a recent visitor on the Row.

Jack Freites of the Victoria, Gustine, came up to preview the opening of talking pictures at the Haight.

Rodney Pantages has purchased new booth equipment for the Pantages, Tacoma, Wash.

Sound equipment is now being installed in Pantages, Spokane, Wash.

C. W. Burchett has just supervised sound installation on Fulco Projectors at Blumenfeld's El Camino, San Rafael.

Qualitone equipment has been arranged to be installed in two or three of the Golden Stage theatres.

Mr. and Mrs. J. T. Spickett of Juneau, Alaska, were here en route to Los Angeles, where they spent a week.

Sam Levin has ordered sound installations for the Metropolitan and the Harding.

Charles Kauffman, theatre owner of Colusa, was called away from home by the death of his brother.

Joe Malm of Crockett was on the row last week.

L. C. Chamberlain of Crockett was seen along the Row recently.

Hyman Levin has ordered Preddev installations for the West Portal.

Tear Bomb Planted In Pacific Coast Theatre

A TEAR bomb dropped in the Capitol, Longview, Wash., drove some 600 patrons into the street. When the house was aired they returned for the balance of show.

F. A. Collacott, moving picture operator was badly burned about the face by a fire which started in the projection room at the Liberty, Wallace, Idaho. According to Charles Anderson, manager, it will be necessary to build a new booth and install new machines. The loss is estimated at $2,000.

After thirty-three years association with the Orpheum vaudeville interests, twenty-two of them spent as manager of the various Orpheum vaudeville houses in Seattle, Carl Reiter, head of RKO's new Orpheum Theatre in this city this week announced his resignation with that company.

Mr. Reiter named as his successor William A. Hartung, at present managing the Orpheum in Omaha.

B. Wallace Rucker, manager of the Educational Film Exchange, last week blossomed forth in a brand new Chrysler.

Reports current on the Row last week indicated that Fox West Coast were planning to absorb the Ed. Dolan circuit of theatres in Chehalis, Centralia, Aberdeen and Hoquiam, all smaller cities of Washington.

Bob Hill, manager of Warner Brothers exchange, last week announced the appointment of Danny Martin of the local sales staff.

Fred Lind, former manager of the RKO exchange in Salt Lake City, last week took over the managerial duties of the local branch office.

Leo Morrell, former owner of the Royal, left last week for California, where he intends to reenter exhibitor ranks.

Situations Wanted

ORGANIST soloist, male. Ten years' experience Publix Keith-Orpheum. Complete library. Features. Modern. Organist, 32000-54th St., Des Moines, Ia.

YOUNG MAN, 32, desires to connect with organization making sound devices. Assistant to executive. Much business experience; some technical knowledge. Adapt easily. Box 500, Motion Picture News, New York City.

WANTED

SALESMAN: We want a man who comes in contact with motion picture producers. We believe we have a profitable proposition for him as a side line. Write Arnold Gugler, 137 Grand Street, New York City.

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Katorga				
Krassin	Special Cast	Feb. 19	7000 feet	
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Prisoners of the Sea	Russian Cast	April 13		
Shanghai Document, A	Travelogue	Oct. 13	5000 feet	
Ten Days That Shook the World	Russian Cast	Nov. 2	7000 feet	
Three Comrades and One Invention	Russian Cast	Oct. 13	6000 feet	
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The				
Yellow Pass, The	Russian Cast	Dec. 8	6600 feet	

COLUMBIA

Title	Star	Rel. Date	Length	Reviewed
Apache, The	Alvarado-Livingston	Nov. 19	5818 feet	
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (F. & D. (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Driftwood	Alvarado-M. Day	Oct. 15	6267 feet	
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Nothing to Wear	Logan-Von Eltz	Nov. 5	5701 feet	
Object—Alimony	Wilson-Allan	Dec. 22	6266 feet	
Power of the Press	Fairbanks, Jr.,-Ralston	Oct. 31	6465 feet	
Quitter The	Lyon-Revier	April 1	5671 feet	
Restless Youth	M. Day-Forbes	Nov. 30	6085 feet	
Stool Pigeon	Borden-Delaney	Oct. 25	5792 feet	
Sideshow, The	Prevost-Graves	Dec. 11	5999 feet	
*†Submarine (D)	Holt-Revier	Nov. 12	8192 feet	
	(Silent Version)	Nov. 12	8192 feet	Sept. 15
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
*†§Broadway Hoofer, The				
*†§Father Love (tentative)	Holt-Revier-Chadwick			
†§Flight	Holt-Graves			
*†§Flying Marine, The	Lyon-Mason-Robards			

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
All in Fun	Jerry Mandy	Oct. 21	1 reel	Oct. 27
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
America's Pride	Our World Today	Oct. 7	1 reel	Oct. 6
Aumle's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Battling Sisters	Lupino Lane		2 reels	
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Be My King	Lupino Lane	Dec. 9	2 reels	Nov. 10
Best Dressed Woman in World	Our World Today	Feb. 17	1 reel	Mar. 30
Bumping Along	Stone-Ruth	Nov. 18	1 reel	Nov. 3
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Come to Papa	"Big Boy"	Oct. 14	2 reels	Oct. 13
Companionate Service	Dorothy Devore	Oct. 7	2 reels	Oct. 6
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fisticuffs	Lupino Lane	Oct. 28	2 reels	Oct. 27
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Follow Teacher	"Big Boy"	Dec. 16	2 reels	Nov. 17
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Glorious Adventure	Hodge-Podge	Oct. 14	1 reel	Oct. 27
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	April 28	2 reels	Mar. 16
Hay Wire	Stone-Dale	Nov. 4	1 reel	Oct. 27
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	April 20
Hold That Monkey	Monty Collins	Nov. 11	2 reels	Oct. 27
Hot or Cold	Al St. John	Dec. 2	2 reels	Nov. 10
Hot Times	Al St. John	May 26	2 reels	
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
In the Morning	Vernon Dent	Dec. 30	1 reel	Nov. 24
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Lucky Duck	Billy Dale	Oct. 7	1 reel	Sept. 15
Magic City	Our World Today	Nov. 11	1 reel	Nov. 3
Making Whoopee	Goodwin-Bradley	Oct. 28	2 reels	Oct. 13
Meandering Thru the Menagerie	Hodge-Podge	April 28	1 reel	
Misplaced Husbands	Dorothy Devore	Nov. 25	2 reels	Nov. 24
Moving Movie Show	Hodge-Podge	Mar. 31	1 reel	
Murder Will Out	Vernon Dent	Dec. 16	1 reel	Nov. 10
Only Her Husband	Jerry Drew	May 19	2 reels	
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	
Patchwork of Pictures	Hodge-Podge	Nov. 18	1 reel	Nov. 24
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Permanent Wave Railroad	Our World Today	Dec. 9	1 reel	Dec. 1
Playful Papas	Jerry Mandy	Dec. 1	1 reel	Dec. 1
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Quiet Worker	Jerry Drew	Nov. 4	2 reels	Oct. 6
Richest Street in the World	Our World Today	April 21	1 reel	April 20
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Shifting Scenes	Hodge-Podge	Dec. 16	1 reel	Mar. 30
Skywayman, The	Reed Howes	Nov. 18	2 reels	Nov. 3
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Stage Frights	George Davis	Oct. 21	2 reels	Oct. 6
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	
Wives Don't Weaken	Drew-Bradley	Dec. 16	2 reels	Dec. 15

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad (F)	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The (F)	Gribbon-Clyde	April 7	2 reels	
*†§Bride's Relations (F)	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues (F)	Johnny Burke	Mar. 10	2 reels	April 27
*†§Cold Shivers (F)	McKee-Hutton	May 19	2 reels	May 11
*†§Don't Be Nervous	Lloyd Hamilton		2 reels	
*†§Eligible Mr. Bangs (F)	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute (F)	Lloyd Hamilton	May 5	2 reels	
*†§Lion's Roar (F)	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Old Barn (F)	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Right Bed, The (F)	E. E. Horton	April 14	2 reels	
*†§Ship Mates (F)	Lupino Lne	April 21	2 reels	May 11
*†§Whirls and Girls (F)	Gribbon-Clyde	Feb. 24	2 reels	Feb. 18
*†§Zip! Boom! Bang! (F)	McKee-Conlin-Glass	Mar. 17	2 reels	

FIRST NATIONAL

Title	Star	Rel. Date	Length	Reviewed
*†Adoration (D)	Billie Dove	Dec. 2	6381 feet	Jan. 19
*†§Barker, The (D)	Sills-Compson	Dec. 30	7800 feet	Dec. 15
California Mail	Ken Maynard	April 7		
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz (D)	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Companionate Marriage	Bronson-Walling	Oct. 21	6227 feet	
Crash, The	Sills-Todd	Oct. 7	6225 feet	
Dancing Vienna	Lyon-Mara	Jan. 13	5683 feet	
*†§Divine Lady, The (D)	Griffith-Warner	Mar. 31	9914 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
Do Your Duty	Charlie Murray	Oct. 14	6027 feet	
Glorious Trail	Ken Maynard	Oct. 28	5806 feet	
*†Haunted House (D)	Kent-Todd	Nov. 4	5755 feet	Dec. 22
*†§His Captive Woman (D)	Sills-Mackaill	April 7	7992 feet	April 6
	(Silent Version)	Feb. 3	7692 feet	Jan. 19
*†§Hot Stuff (D)	Alice White	May 5		
	(Silent Version)	April 21		Mar. 9
*†§House of Horrors (D)	Todd-Hale-Fazenda	April 28		
	(Silent Version)	April 7	6700 feet	Sept. 22
Lawless Legion	Ken Maynard	Mar. 3	6109 feet	
*†§Lilac Time (D)	Moore-Cooper	Nov. 18	8490 feet	Mar. 24 '28
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	Billie Dove	April 7		
	(Silent Version)	Mar 17		
*†Naughty Baby (D)	White-Mulhall	Dec. 16	6360 feet	Feb. 9
	(Silent Version)		6406 feet	
*†Outcast (D)	Griffith-Lowe	Nov. 11	6622 feet	Dec. 8
Phantom City	Ken Maynard	Dec. 23	5887 feet	
*†§Prisoners (D)	Corinne Griffith	May 19		
	(Silent Version)	May 5		
Royal Rider, The	Ken Maynard	May 5		
Saturday's Children D	Corinne Griffith	April 14	7950 feet	May 4
	(Silent Version)	Mar. 10	6727 feet	
*†Scarlet Seas (D)	Barthelmess-Compson	Dec. 9	6337 feet	Jan. 5
*†Seven Footprints to Satan (D)	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†§Squall, The (A. T.) (D)	Joyce-Loy	May 26		
	(Silent Version)	May 12		
*†Synthetic Sin (D)	Colleen Moore	Jan. 6	6852 feet	Jan. 12
*†§Two Weeks Off (D)	Mackaill-Mulhall	May 12		
	(Silent Version)	April 28		
Ware Case, The	Special Cast	Nov. 25	6185 feet	
*†§Weary River (D)	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good (D)	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies (A. T.) (D)	Alice White			
*†§Careers (A. T.) (D)	Dove-Moreno-Myers			
*†§Careless Age, The (A. T.)	Fairbanks, Jr.-Myers-Young			
†§Dark Streets D	Mulhall-Lee			
*†§Drag (D)	Barthelmess-A. Day			
Fast Life	Fairbanks, Jr.-Young-Morris			
*†§Girl in the Glass Cage (D)	Young-Nye			
*†§Great Divide, The	Mackaill-Keith-Loy			
*†§Hard to Get (A. T.) (D)	Mackaill-Burns			

**** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.***

Title	Star	Rel. Date	Length	Reviewed
*†§Lady Who Dared, The	Dove-Pidgeon-Todd			
*†§Lilies of the Field (D)	Corinne Griffith			
*†§Little Johnny Jones	Eddie Buzzell			
*†§Most Immoral Lady, A	Leatrice Joy			
*†§Smiling Irish Eyes (A. T.) (D)	Moore-Hall			
*†§Twin Beds (A. T.) (D)	Mulhall-Miller			
Wells Fargo Express	Ken Maynard			

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Blindfold	O'Brien-Moran	Dec. 9		
	(Silent Version)	Dec. 9	5598 feet	Jan. 5
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
*†Dry Martini	Astor-Moore	Oct. 7	7176 feet	Nov. 10
	(Silent Version)	Oct. 7	6828 feet	
*†Exalted Flapper	Carol-Norton	May 26		
*†Far Call, The	Morton-Hyams	April 28		
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†Great White North	Special Cast	Dec. 30	5560 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 24	5232 feet	April 27
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
Homesick	Sammy Cohen	Dec. 16	5153 feet	
*†§Hearts In Dixie (A. T.)	Clarence Muse	Mar. 10	6650 feet	Mar. 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	May 5		
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28	10116 feet	Sept. 22
*†§Mother Machree	Bennett-McLaglen	Oct. 21	6807 feet	Mar. 17 '28
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
Masked Emotions	George O'Brien	May 19		
*†Me Gangster	Terry-Collyer	Oct. 14	6042 feet	Oct. 27
*†Not Quite Decent	Collyer-Dresser	April 7	6 reels	May 4
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	May 4
*†Plastered In Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
*†Prep and Pep	Rollins-Drexel	Nov. 18	6806 feet	Jan. 5
*†Protection	Elliott-Phillips	May 12		
*†Romance of the Underworld	Astor-Boles	Nov. 11	6162 feet	Jan. 12
*†Riley the Cop	McDonald-Drexel	Nov. 25	6132 feet	Dec. 8
	(Silent Version)	Nov. 25	5993 feet	
*†Red Dance	Del Rio-Farrell	Dec. 2	9250 feet	June 30
*†Red Wine	Collyer-Nagel	Dec. 23	6194 feet	
*†Sunrise	O'Brien-Gaynor	Nov. 4	8393 feet	Oct. 14
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
	(Silent Version)		5526 feet	
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
Taking a Chance	Rex-Bell	Nov. 18	4876 feet	
*†Trent's Last Case	Griffith-Day	Mar. 31		
*†§Through Different Eyes (A. T.)	Baxter-Lowe	April 14	4991 feet	April 20
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Paul Muni	May 12		
*†Veiled Woman, The	Tora-Vincenti	April 14		
*†Woman from Hell, The	Astor-Armstrong	April 21		

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
*†Black Magic	Dunn-Holland	June 2		
Chasing Through Europe	Stuart-Carol	June 9		
Chasing Through Europe	Stuart-Carol			
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
Fox Follies	Special Cast			
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost In the Arctic	Special Cast			
One Woman Idea, The	LaRocque-M. Day	June 16		
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
Protection	Burgess-Elliott-Page			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Azure Coast, The	Variety	May 26	1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9	1 reel	
Bonnie Scotland	Variety	July 21	1 reel	
Call of the Deep	Variety	July 7	1 reel	
Cup of Coffee, A	Variety	June 23	1 reel	
Changing Seasons	Variety	June 9	1 reel	
Desert Skyscrapers	Variety	Nov. 25	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Down The Mississippi	Variety	Aug 4	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Glories of the Evening	Variety	Nov. 11	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 17	1 reel	
Low Necker	Marjorie Beebe	Dec. 18	2 reels	Jan. 14
Magic Sands	Variety	May 12	1 reel	
Monument Valley	Variety	Nov. 25	1 reel	
Neapolitan Days	Variety	Sept. 2	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Northwest Corner, The	Variety	Oct. 14	1 reel	
Snowbound	Variety	Aug. 19	1 reel	
Spanish Craftsman	Variety	Sept. 30	1 reel	
Squadrons of the Sky	Variety	April 13	1 reel	
Steeplechase	Variety	Oct. 14	1 reel	
Storied Palestine	Variety	Dec. 23	1 reel	
Through Forest Aisles	Variety	Sept. 16	1 reel	
Vest Pocket Republics	Variety	April 28	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Belle of Samoa, The (A. T. (F)	Moran-Clark & McCullough		2 reels	
*†§Beneath the Law (A. T. (F)	Clark & McCullough		2 reels	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
Forget-Me-Note (F)			3 reels	
*†§Friendship (A. T.) (F)	Gallagher-Edeson		2 reels	
*†§Furnace Trouble (A. T.) (F)	Robert Benchley		2 reels	
*†§George Bernard Shaw	Interview			June 30
*†§Ghosts	Mutt & Jeff Cartoon		1 reel	
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Happy Birthday (A. T.) (F)				
*†§In Holland (A. T.) (F)	Clark & McCullough		2 reels	
*†§Interview, The	Clark-McCullough			
*†§Knife, The (A. T.) (F)	Lionel Atwill			
*†§Knights Out (A. T.) (F)	Clark & McCullough		2 reels	
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The (A. T.) (F)	Clark & McCullough		2 reels	
†§Miller & Farrell (F)	3 Songs			
†§Mind Your Business (F)	Herbert & Bard		2 reels	
*†§Music Fiends, The (A. T.) (F)	Clark & McCullough		2 reels	
*†§Napoleon's Barber (A. T.) (F)	Otto Matieson		3 reels	
*†§Nightie Knights	Clark-McCullough		2 reels	
†§Old Tunes for New (F)	Dr. Sigmund Spaeth			
*†§On the Beach at Atlantic City (F)	Friedland & Revue			
*†§Pagliacci—Prologue (F)	Richard Bonelli		1 reel	
†§Royal Hawaiian Singers (F)	Song Program			
*†§Schubert's Serenade (F)				
*†§Serenade (Schubert)	Harold Murray			Sept. 8
†§Sound Your A (F)			3 reels	
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§Stewed, Fried and Boiled (A. T.) (F)	Robert Benchley		2 reels	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Waltzing Around (A. T. (F)	Clark & McCullough		2 reels	
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8
†§Why Be Serious? (F)	Will Mahoney			

GENERAL PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelor Club, The	Talmadge-Worth			
Heroic Lover, The	St. Leo-Bedford			
Wild Heart of Africa	Special Cast	(Parthenon Pictures)		

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Head of the Family, The	Russell-Corbin	Dec.	6250 feet	
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†Baby Cyclone (D)	Cody-Pringle	Nov. 3	5053 feet	
*†Brotherly Love (D)	Dane-Arthur	Oct. 13	6053 feet	
Bushranger, The	Tim McCoy	Nov. 17	5220 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7880 feet	
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 16
China Bound	Dane-Arthur	May 18	6 reels	April 20
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
Desert Rider	Tim McCoy	May 11		
Dream of Love	Crawford-Asther	Dec. 1	7987 feet	Jan. 5
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	April 20
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Honeymoon	Flash-Moran	Dec. 29	4823 feet	
Lady of Chance	Norma Shearer	Dec. 22	7126 feet	Jan. 26
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
Man's Man, A	Haines-Dunn	May 25		
Masks of the Devil	John Gilbert	Nov. 17	6575 feet	Dec. 1
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Napoleon	Special Cast	Oct. 27	6893 feet	Feb. 16
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Shadows of the Night	Flash-Gray	Oct. 6	5448 feet	
*†Show People	Davies-Haines	Oct. 20	7453 feet	Nov. 17
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Spies	Special Cast	Dec. 8	7999 feet	Mar. 9
*†§Spite Marriage	Buster Keaton	April 6	7047 feet	
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†§Where East Is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
*†Wind, The (D)	Gish-Hanson	Oct. 27	6721 feet	Nov. 17
*†§White Shadows in the South Seas	Blue-Torres	Nov. 10	7968 feet	Aug. 18
West of Zanzibar	Chaney-Nolan	Nov. 24	6150 feet	Jan. 5
*†Woman of Affairs (D)	Garbo-Gilbert	Dec. 15	8319 feet	Nov. 3
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
All Parts	Charley Chase	Oct. 27	2 reels	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Assorted Babies	Ufa Oddities	Nov. 5	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
Booster, The	(Silent Version) Roach Stars			
Boy Friend	Roach Stars	Nov. 10	2 reels	Dec. 1
Call of the Cuckoo	Max Davidson	Oct. 15	2 reels	
Chasing Husbands	Charley Chase	Dec. 22	2 reels	
Do Gentlemen Snore?	Roach Stars	Oct. 13	2 reels	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Early to Bed	Laurel-Hardy	Oct. 6	2 reels	Nov. 3
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Feed 'Em and Weep	Roach Stars	Dec. 8	2 reels	
Foundations of Eold	Ufa Oddities	May 16	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Habeas Corpus	Laurel-Hardy	Dec. 1	2 reels	Jan. 12
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Kisses Comes High	Ufa Oddities	Dec. 8	1 reel	
Leader, The	Ufa Oddities	April 27	1 reel	
Liberty (Silent Version)	Laurel-Hardy	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Lonely Lapland	Ufa Oddities	Nov. 10	1 reel	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Madame Du Barry		Nov. 17	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
Noisy Noises (Silent Version)	"Our Gang"	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
Ol' Gray Hoss (Silent Version)	"Our Gang"	Oct. 20	2 reels	July 28
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding	Ufa Oddities	April 13	1 reel	
Savage Customs	Ufa Oddities	Nov. 24	1 reel	
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
Strange Prayers	Ufa Oddities	Dec. 22	1 reel	
That's My Wife (Silent Version)	Laurel-Hardy	Mar. 23	2 reels	
Two Tars	Laurel-Hardy	Nov. 3	2 reels	Dec. 8
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
*†We Faw Down	Laurel-Hardy	Dec. 29	2 reels	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
Wiggle Your Ears (Silent)Version	"Our Gang"	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	
Wives for Sale	Ufa Oddities	Oct. 27	1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13	1 reel	Nov. 3

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
Deadline, The	Flash-Lorraine-Gray			
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Eva the Fifth (A. T.)	Love-Hackett-Doran			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Green Ghost, The				
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (A. T.) (D)	Nagel-Love-Hyams			
Jungle	Joan Crawford			
*†§Last of Mrs. Cheney	Norma Shearer			
*†§Madame X	Ruth Chatterton		8806 feet	April 20
*†§Marianne	Davies-Shaw			
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly-Barrymore			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			May 4
Redemption	Gilbert-Nagel-Adoree			
Single Standard, The	Flash-Gray-Lorraine			
Sioux Blood	McCoy-Frazer		4811 feet	April 30
Single Standard, The	Flash-Gray-Lorraine (Silent Version)			
*†§Thunder	Chaney-Haver			
*†Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
*§†Big Squawk, The (A. T.)	Charley Chase		2 reels	
Bob Nelson (F)	3 Songs	Mar. 16	1 reel	
Bob Nelson (D)	3 Songs	June 29	824 feet	
*†Booster, The	Charley Chase	Nov. 24	2 reels	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (A. T.) (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Duci de Kerekjarto (D)	2 Violin Solos	Feb. 23	1 reel	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi & Nat Ayer (F)	2 Songs	Nov. 24	1 reel	
Elsa Ersi and Nat Ayers (F)	2 Songs	Mar. 23	1 reel	
Ella Shields (F)	2 Songs	Oct. 27	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Frances White (F)	3 Songs	Nov. 17	1 reel	
Fuzzy Knight (F)	2 Songs	Oct. 13	1 reel	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (F)	2 Songs	Oct. 27	1 reel	
George Dewey Washington (F)	2 Songs	Nov. 17	1 reel	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Dewey Washington (D)	3 Songs	Mar. 23	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gordon and Squires (D)	3 Songs	Mar. 2	1 reel	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Irving Aaronson's Commanders (D)	3 Band Nos	June 1	793 feet	
Jan Garber's Band (D)	3 Band Nos	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Jimtown Speakeasy (F)	Miller & Lyles	Nov. 10	1 reel	
Johnny Marvin (F)	2 Songs	Sept. 29	1 reel	
Johnny Marvin (F)	2 Songs	Nov. 3	1 reel	
JosephRegan (F)	2 Songs	Oct. 13	1 reel	
Joseph Regan (F)	2 Songs	Nov. 3	1 reel	
Keller Sisters and Lynch (D)	3 Songs	Mar. 30	1 reel	
Leo Beers (F)	3 Songs	Oct. 6	1 reel	
*†Liberty	Laurel-Hardy	Jan. 28	2 reels	
Locust Sisters (F)	2 Songs	Oct. 6	1 reel	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Sept. 29	1 reel	
Marion Harris (F)	2 Songs	Oct. 20	1 reel	
Marion Harris (F)	2 Songs	Nov. 17	1 reel	
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Mayor of Jimtown The (F)	Miller & Lyles	Oct. 13	1 reel	
Metro Movietone Revue No. 1 (F)	All-star Cast	Nov. 3	(T. color) 2 reels	
Metro Movietone Revue No. 2 (F)	All-star Cast	Nov. 24	(T. color) 2 reels	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Metro Movietone Revue No. 4	All Star Cast	April 27	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
*†Noisy Noises	"Our Gang"	Feb. 9	2 reels	
Odette Myrtil (F)	2 Songs	Oct. 20	1 reel	
*†Ol' Gray Hoss	"Our Gang"	Oct. 20	2 reels	Oct. 13
On the March (F)	William O'Neal	April 27	1696 feet	
Ponce Susters (F)	2 Songs	Oct. 20	1 reel	
Ponce Sisters (F)	2 Songs	Nov. 10	1 reel	
*†§Popular People (A. T.)	Charley Chase		2 reels	
Revellers, The (D)	3 Songs	Mar. 2	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels (F)	8 Victor Artists	Mar. 9	1 reel	April 13
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
*†School Begins	"Our Gang"	Nov. 17	2 reels	Sept. 29
Ship Ahoy (D)	Spitalny Band Revue	April 20	2042 feet	
*†§Small Talk (A. T.)	"Our Gang"		2 reels	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
*†Spanking Age	"Our Gang"	Dec. 15	2 reels	
Spitalny and His Orchestra (D)	Band Nos. and Revue	Mar. 16	2 reels	
Stepping Along (D)	Sunshine Sammy	Mar. 30	1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Tita Ruffo (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
*†§Unaccustomed As We Are (A. T.)	Laurel-Hardy	May 4	2 reels	
Van and Schenck (F)	2 Songs	Sept. 29	1 reel	
Van and Schenck (F)	2 Songs	Oct. 27	1 reel	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (F)	2 Songs	Mar. 9	1 reels	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 1
Vincent Lopez (D)	Piano and Orchestra	Feb. 16	1 reel	
Vincent Lopez (D)	Piano Solos	Nov. 10	1 reel	
*†§Vodeville (A. T.)	Laurel-Hardy		2 reels	
Walt Roesner & Capitolians (F)	2 Band Nos	Oct. 6	1 reel	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
William O'Neal (D)	3 Songs	Feb. 23	1 reel	
*†Wrong Again	Laurel-Hardy	Feb. 23	2 reels	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

Title	Star	Rel. Date	Length	Reviewed
Avalanche	Jack Holt	Nov. 10	6099 feet	
*†§Abie's Irish Rose (D)	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Betrayal, The	Jannings-Ralston-Cooper	May 11	6492 feet	May 11
	(Silent Version)	May 11	6614 feet	
*†Behind the German Lines (D)	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Chinatown Nights (A. T.) (F)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Doctor's Secret, The (A. T.) (F)	Edeson-Chatterton (No Silent Version)	Jan. 26	5832 feet	Feb. 9
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton (No Silent Version)	Mar. 9	5354 feet	Mar. 9
*†§Gentlemen of the Press (A. T.) (F)	Walter Huston (No Silent Version)	May 4		
His Private Life	Menjou-Carver	Nov. 7	4690 feet	Nov. 17
*†§Hole in the Wall (A. T.) (D)	Colbert-Robinson (Silent Version)	Mar. 23	5850 feet	April 20
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
Hunting Tower	Harry Lauder	Nov. 3	5812 feet	
*†§Innocents of Paris, The (A.T.) (F)	Maurice Chevalier	May 25		April 20
*†§Interference (A. T.) (F)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6643 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels (Silent Version)	April 13	5886 feet	Mar. 16
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Moran of the Marines	Dix-Elder	Oct. 13	5444 feet	Nov. 3
*†§Manhattan Cocktail	Arlen-Carroll	Nov. 24	6051 feet	Jan. 12
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Dix-Kane-Hall	April 20	7256 feet	April 27
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
*†§Sins of the Fathers	Jannings-Chatterton (Silent Version)	Dec. 29	7845 feet	Feb. 2
*†§Shopworn Angel, The (D)	Cooper-Carroll	Dec. 9	7724 feet	
	(Silent Version)	Jan. 12	7373 feet	Jan. 5
Someone to Love	Rogers-Brian	Jan. 12	7112 feet	
Sunset Pass	Holt-Conklin	Dec. 1	6323 feet	Dec. 8
Take Me Home	Daniels-Hamilton	Feb. 9	5862 feet	
Three Week Ends	Bow-Hamilton	Oct. 13	5614 feet	Oct. 27
*†§Tong War (A. T.) (See Chinatown Nights)		Dec. 8	5962 feet	Dec. 15
*†§Varsity (D)	Rogers-Brian-Conklin	Oct. 27	6348 feet	Nov. 3
	(Silent Version)	Oct. 27	6063 feet	
*†Wedding March The (D)	Von Stroheim-Wray	Oct. 6	10659 feet	Oct. 20
*†Woman from Moscow, The	Negri-Kerry	Nov. 3	6916 feet	Nov. 10
What a Night	Daniels-Hamilton	Dec. 22	5378 feet	Jan. 5
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
	(Silent Version)		6036 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	
*†§Woman Who Needed Killing, The (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Beaches and Scream	Krazy Kat Cartoon	Oct. 27	1 reel	
Believe It or Not (Christie)	Frances Lee	Nov. 24	2 reels	
Call Again	E. E. Horton	Oct. 20	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27	2 reels	
Flying Yeast	Krazy Kat Cartoon	Feb. 16	1 reel	
Footlight Fannie (Christie)	Frances Lee	Feb. 9	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Footloose Wimmin (Christie)	Bobby Vernon	Dec. 8	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gobs of Love (Christie)	Billy Dooley	Dec. 15	2 reels	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hat Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Home Girl, The	Gilmore-Kruger	Dec. 1	2 reels	
Hot Sparks (Christie)	Bobby Vernon	Nov. 3	2 reels	
Joint Affair, A	Krazy Kat Cartoon	Mar. 16	1 reel	
Ko-Ko's Act	Inkwell Cartoon	Dec. 15	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
KoKo Beats Time	Inkwell Cartoon	Feb. 9	1 reel	
Ko-Ko's Courtship	Inkwell Cartoon	Dec. 29	1 reel	
KoKo's Crib	Inkwell Cartoon	Mar. 23	1 reel	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
KoKo's Hot Ink	Inkwell Cartoon	Mar. 9	1 reel	
Ko-Ko in the Rough	Inkwell Cartoon	Nov. 3	1 reel	
KoKo's Knock-down	Inkwell Cartoon	April 20	1 reel	
Ko-Ko's Magic	Inkwell Cartoon	Nov. 17	1 reel	
Ko-Ko on the Track	Inkwell Cartoon	Dec. 1	1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6	1 reel	
KoKo's Reward	Inkwell Cartoon	Feb. 23	1 reel	
KoKo's Saxophonies	Inkwell Cartoon	April 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lay On, MacDuff (Christie)	Jack Duffy	Nov. 17	2 reels	
Liar Bird, The	Krazy Kat Cartoon	Nov. 24	1 reel	
Lone Shark, The	Krazy Kat Cartoon	April 13	1 reel	
Loose Change (Christie)	Jack Duffy	Oct. 6	2 reels	
Love Spats	Jack Duffy	April 27	2 reels	
Nicked Nags	Krazy Kat Cartoon	Nov. 10	1 reel	
Nifty Numbers (Christie)	Frances Lee	Dec. 29	2 reels	
Night Howls	Krazy Kat Cartoon	Dec. 22	1 reel	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13	2 reels	
Reduced Weights	Krazy Kat Cartoon	Feb. 2	1 reel	
Reckless Rosie (Christie)	Frances Leo	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
Sheepskinned	Krazy Kat Cartoon	Mar. 30	1 reel	
She-Going Sailor, A (Christie)	Billy Dooley	Nov. 10	2 reels	
Should Scotchmen Marry? (Christie)	Jack Duffy	Dec. 22	2 reels	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Still Waters	Krazy Kat Cartoon	Dec. 3	1 reel	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Torrid Toreadors	Krazy Kat Cartoon	April 7	1 reel	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Vanishing Screams	Krazy Kat Cartoons	Mar. 2	1 reel	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§After Seben (A. T.) (F)	James Barton	May 18	2 reels	
*†§Apartment Hunting (A. T.) (F)	Special Cast	Mar. 9	2 reels	
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb.2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston (No Silent Version)	Feb. 23	1911 feet	
*†§Booklovers (tentative) (A. T.)	Special Cast	June 15	2 reels	
*†§Boyhood Days (F)	Borrah Minnevitch (No Silent Version)	Jan. 26	1510 feet	
*†§Blue Songs (D)	Ruth Etting (No Silent Version)	Jan. 5	1 reel	Mar. 2
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
†§Crooning Melodies (A. T.) (F)	Giersdorf Sisters	Mar. 16	1 reel	
*†Daisy Bell (D)	Song Cartoon	June 1	1 reel	
*†§Dear Teacher (A. T.) (F)	Special Cast	May 4	2 reels	
*†§Dear Vivian (Christie A. T.) (F)	Special Cast	June 22	2 reels	
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
†§Favorite Melosies (A. T.) (F)	Ruth Etting	Mar. 16	1 reel	
*†§Florida Nightmare, A (A. T. (F)	Special Cast	June 15	1 reel	
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
†§Her Husband's Woman (A. T.)	Wilson-Ford			
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§His College Chums (A. T. (F)	Eddie Peabody	April 13	1 reel	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorough Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 reels	
*†§Just One Word (A. T.) (D)	Special Cast (No Silent Version)	Jan. 26	615 feet	
*†§Kisses (A. T.) (F)	Special Cast	Feb. 9	2 reels	
*†§Knights in Venice (A. T.) (F)	Special Cast	Mar. 23	1 reel	
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 teels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†Mother Pin a Rose on Me	Song Cartoon	July 6	1 reel	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
*†§Off in the Silly Night (Christie A. T.) (F)	Special Cast	June 8	2 reels	May 11
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor (No Silent Version)	Feb. 23	2 reels	
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†§Schubert's Friends (D)	Famous Composer Series	April 27	1 reel	
*†§Schubert's Inspiration (D)	Famous Composer Series	Mar. 30	1 reel	
*†§Schubert's Masterpiece (D)	Famous Composer Series	May 18	1 reel	
*†§Schubert's Songs (D)	Famous Composer Series	Feb. 23	1 reel	
*†§Schubert's Unfinished Symphony (D)	Famous Composer Series	June 29	1 reel	
*†Sidewalks of New York (D)	Novelty	Feb. 2	1 reel	
*†§Sleeping Porch, The (A. T.)	Raymond Griffith			
*†§That Party In Person (D)	Eddie Cantor (No Silent Version)	Jan. 5	805 feet	
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Americans (A. T.) (F)	Walter Huston	June 1	2 reels	
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§Vital Subjetcs (A. T.) (F)	Butterworth	June 8	1 reel	
*†§What Is It? (A. T. (D)	Elinor Glyn	Feb. 16	1 reel	
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	
*†Yankee Doodle Boy, A (D)	Song Cartoon	Mar. 2	1 reel	
*†Ye Olde Melodies (D)	Song Cartoon	May 4	1 reel	
*†§Ziegfeld Midnite Frolic (A. T.) (F)	Eddie Cantor	May 4	2 reels	Mar. 0

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Backstage Blues (A. T.)	Moran & Mack			
*†§Burlesque	Carroll-Skelly-Review			
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Concert, The (A. T.)	Menjou-Compton			
*†§Dangerous Curves (A. T.)	Bow-Arlen			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†Four Feathers	Wray-Arlen-Beery			April 20
*†§Gay Lady, The	Gertrude Lawrence			
*†§Glorifying the American Girl	Mary Eaton			
*†§Greene Murder Case The (A. T.)	Powell-Eldridge-Arthur			
*†Grounds for Divorce	Adolphe Menjou			
*†§Illusion (A. T.)	Rogers-Carroll-Collyer			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Magnolia (A. T.) (D)	Rogers-Brian-Arthur	June 29		
*†§Man Must Fight, A	Rogers-Brian-Arthur (No Silent Version)	June 29		
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			
*†§Mysterious Dr. Fu Manchu	O'land-Arthur			
*†§Pointed Heels (A. T.)	Powell-Ralston-Kane			
*†§Rainbow Man, The (A. T.)	Dowling-Nixon-Darro			
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder The (A. T.) (F)	Eldridge-Oland-Conklin (No Silent Version)	June 1	6500 feet	May 4
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 15		
*†T N T	Harold Lloyd			
*†§Wheel of Life, The (A. T.) (F)	Dix-Ralston-Heggie	June 22		
*†§Woman Trap, The	Morris-Brent-Huston			
*†§Youth (A. T.)	Hersholt-Wray			

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FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Annapolis (F)	Brown-Loff	Dec. 2	7957 feet	
	(Silent Version)	Nov. 18	7008 feet	
Border Patrol, The	Harry Carey	Dec. 23	4598 feet	
*†Captain Swagger (F)	La Rocque-Carol	Nov. 18	6124 feet	Dec. 29
	(Silent Version)	Oct. 14	6312 feet	
Celebrity	Armstrong-Basquette	Oct. 7	6145 feet	Aug. 11
Flying Buckaroo, The	Wally Wales	Nov. 25	4751 feet	
Forbidden Love	Lily Damita	Oct. 28	6787 feet	Jan. 19
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine (F)	Quillan-Nixon	Jan. 20	5959 feet	Mar. 9
	(Silent Version)	Jan. 20	5587 feet	
*†§Godless Girl, The (F)	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)	Mar. 31	9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§King of Kings, The	Warner-Logan	Sept. 30	10259 feet	
	(Silent Version)	Sept. 30	10196 feet	Apr. 29 '27
*†§Leatherneck, The (F & D)	William Boyd	Mar. 24	6965 feet	April 13
	(Silent Version)	Mar. 24	6898 feet	
Love Over Night	La Rocque-Loff	Nov. 25	5737 feet	
*†§Marked Money (F)	Junior Coghlan	Dec. 5	5490 feet	
	(Silent Version)	Nov. 11	5506 feet	
*†§Mother's Boy (D & F)	Morton Downey (No Silent Versio n)	May 12	7423 feet	May 1
*†Ned McCobb's Daughter (F)	Irene Rich	Jan. 12	6015 feet	Feb. 9
	(Silent Version)	Dec. 2	6070 feet	
*†§Noisy Neighbors	Quillan-Vaughan	Jan. 27	5998 feet	
	(Silent Version)	Jan. 27,	5735 feet	
*†§Office Scandal (F)	Phyllis Haver	Mar. 3	6511 feet	
	(Silent Version)	Mar. 3	6511 feet	
*†§Sal of Singapore (F)	Haver-Hale	Jan. 4	6349 feet	
	(Silent Version)	Nov. 4	6988 feet	Aug. 22
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Show Folks (F)	Quillan-Basquette	Dec. 16	6566 feet	Dec. 15
	(Silent Version)	Oct. 21	6581 feet	
*†§Shady Lady, The (F)	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)	Jan. 20	6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Spieler, The (F)	Hale-Adoree	Dec. 30	5600 feet	Mar. 2
	(Silent Version)	Dec. 30	5816 feet	Oct. 20
*†§Square Shoulders (F)	Junior Coghlan	Mar. 31	5438 feet	
	(Silent Version)	Mar. 31	5477 feet	April 6
*†§Strange Cargo (A. T.) (F)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
	(Silent Version)	Mar. 31,	6134 feet	
Yellow Contraband	Leo Maloney	Oct. 28	5937 feet	Oct. 2

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 10	2 reels	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Bargain Hunt, The	Jackson-Hiatt-McKee	Oct. 14	2 reels	Oct. 8
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Game	"Aesop Fables"	Oct. 21	1 reel	Oct. 27
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30
Break of Day, The	"Aesop Fables"	Jan. 27	1 reel	
Burglar, The	Jackson-Hiatt-McKee	Dec. 9	2 reels	
Button My Back	Billy Bevan	Feb. 24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb. 3	2 reels	
Camping Out	Donald Haines	Dec. 16	2 reels	Dec. 22
Campus Vamp The	Sennett Girls	Nov. 25	2 reels	Nov. 24
Caught in the Draft	"Aesop Fables"	Nov. 11	1 reel	Dec. 1
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar. 3	1 reel	
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cure or Kill	"Aesop Fables"	Oct. 7	1 reel	Oct. 6
Cycle of Erosion, The	Educational Film	Jan. 20	1 reel	
Day Off A	"Aesop Fables"	Dec. 9	1 reel	Dec. 1
Defensive Ends, The	Football Sense	Oct. 28	1 reel	Oct. 27
Defensive Half Backs, The	Football Sense	Oct. 7	1 reel	Sept. 29
Defensive Line, The	Football Sense	Oct. 21	1 reel	Oct. 20
Dogging It	Sportlight	Mar. 17	1 reel	
Don't Get Jealous	Bevan-Dent		2 reels	May 11
Eagle of the Night (Serial)	Frank Clarke	Oct. 14	10 episodes	Oct. 6
Fair Catch, The	Football Sense	Oct. 14	1 reel	Oct. 27
Fire Detective, The (Serial)		Mar. 3	10 episodes	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Fishing Fool, The	"Aesop Fables"	Dec. 2	1 reel	Dec. 8
Fight Game, The	"Aesop Fables"	April 28	1 reel	May 4
Flying Hoofs	"Aesop Fables"	Dec. 23	1 reel	Dec. 15
Foolish Husbands	Bevan-Dent	Mar. 17	2 reels	Mar. 16
Forest People of Central Africa	Educational Film	Jan. 20	1 reel	
Girls Will Be Boys	Sportlight	Feb. 17	1 reel	Feb. 9
Getting Together	Sportlight	Oct. 28	1 reel	Oct. 20
Glaciers	Educational Film	Feb. 10	1 reel	
Grandma's House	"Aesop Fables"	Feb. 24	1 reel	Feb. 16
Great Ice Age of North America	Educational Film	Mar. 24	1 reel	
Gridiron Demons	"Aesop Fables"	Oct. 28	1 reel	Oct. 27
Head Hunters of Solomon Islands	Educational Film	Feb. 3	1 reel	
His New Stenographer	Billy Bevan	Dec. 30	2 reels	
Hubby's Latest Alibi	Billy Bevan	Nov. 4	2 reels	Nov. 17
Hubby's Week-End Trip	Bevan-Dent	Dec. 2	2 reels	Dec. 8
Jim Jam Janitor, A	Johnny Burke	Nov. 11	2 reels	Nov. 3
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12
Lad and His Lamp, A	"Aesop Fables"	Mar. 10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar. 3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Laundry Man, The	"Aesop Fables"	Nov. 4	1 reel	Nov. 17
Little Game Hunter, The	"Aesop Gables"		1 reel	May 4
Matchmaking Mamas	Burke-Eilers-Kemp	Mar. 31	2 reels	Mar. 30
Masai, The	Educational Film	Jan. 6	1 reel	
Mild or Mighty	Sportlight	Feb. 3	1 reel	
Monkey Love	"Aesop Fables"	Oct. 14	1 reel	Oct. 27
Muscle Marvels	Sportlight	Oct. 14	1 reel	Oct. 13
Night Watchman's Mistake, The	Johnny Burke	April 23	2 reels	April 27
No Children	Haines-Coombs	Mar. 10	2 reels	
No Picnic	Haines-Coombs-Dempsey	Oct. 7	2 reels	Sept. 29
No Sale	Haines-Coombs	Nov. 18	2 reels	
No Vacation	Haines-Coombs	Jan. 13	2 reels	
On the Links	"Aesop Fables"	Nov. 25	1 reel	Dec. 1
Pink Pajamas	Bevan-Dent		2 reels	April 13
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polar Flight, A	"Aesop Fables"	Nov. 18	1 reel	Nov. 10
Queen Bee, The	"Aesop Fables"	Feb. 17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Rodeo, The	Star Cast	Mar. 24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar. 3	1 reel	
Smith Catalina Rowboat Race	Jackson-Hiatt-McKee	Oct. 21	2 reels	Oct. 13
Snapping the Whip	"Aesop Fables"	Jan. 20	1 reel	Jan. 19
Spartan Diet	"Aesop Fables"	Nov. 11	1 reel	Dec. 8
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Targets	Sportlight	Nov. 25	1 reel	
Taxi Beauties	Jack Cooper	Dec. 23	2 reels	
Taxi Dolls	Jack Cooper		2 reels	April 13
Taxi Scandal, A	Jack Cooper	Oct. 28	2 reels	Oct. 27
Taxi Spooks	Jack Cooper	Feb. 17	2 reels	
Tiger's Shadow, The	McConnell-Allan	Dec. 23	10 episodes	
Under Dog, The	"Aesop Fables"	Mar. 31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan. 27	2 reels	
Water Wonders	Sportlight	April 21	1 reel	April 20
Watch My Smoke	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2
Young Hopefuls	Sportlight	April 28	1 reel	May 11

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's (D & F)	LeMaire-Simon	Mar. 24	2 reels	Mar. 23
*†§Black Narcissus	"Buck & Bubbles"			
*†§Crystal Champions	Sportlight		1 reel	April 27
*†§Dancing Around (D & F)	LeMaire-Phillips		2 reels	April 13
*†Dinner Time (D & F)	"Aesop Fable"		1 reel	
*†Faithful Pup (D & F)	"Aesop Fables"		1 reel	
*†§Fowl Play	"Buck & Bubbles"			
*†§Garden of Eatin'	The Gleasons			
*†§Go Easy, Doc or (D & F)	LeMaire-Simon		2 reels	
*†§Her New Chauffeur (D & F)	Simon-Teasdale		2 reels	
*†§Lincoln (Special reel) (D & F)	George Billings	Feb. 10	1 reel	Feb. 2
*†Presto Changes (D & F)	"Aesop Fables"		1 reel	
*†Skating Hounds (D & F)	"Aesop Fables"	April 28	1 reel	April 27
*§Stage Struck (D & F)	"Aesop Fables"		1 reel	
Three Acts	Sportlight		1 reel	
*†§Pathe Audio Review	Released Every Week		1 reel	
*†§Pathe Sound News	Released Twice Every Week		1 reel	
*†§What a Day (D & F)	Simon-Mallory		2 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Joe College	Quillan Loff O'Neill			
*†§Flying Fool, The (A. T.) (D & F)	Boyd-Prevost-Gleason		5715 feet	
*†§For Two Cents (A. T.)	Robert Armstrong			
*†§High Voltage (A. T.) (D & F)	Boyd-Prevost-Hale			
*†§My Lady's Man (A. T.) (D & F)	Downey Laueforc			
*†§Paris Bound	Harding-Fenton			
*†§Sailor's Holiday (A. T.)	Alan Hale			

RKO

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steele	April 7	5081 feet	
Avenging Rider	Tom Tyler	Oct. 7	4808 feet	
Big Diamond Robbery	Tom Mix	May 13	6114 feet	
*†§Blockade	Anna Q. Nilsson	Dec. 16	6408 feet	
*†§Circus Kid	Darro-Brown	Oct. 7	6085 feet	
	(Silent Version)			Sept. 22
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Headin' for Danger	Bob Steele	Dec. 16	5265 feet	
Hardboiled	O'Neil-Tashman	Fen. 3	5940 feet	
Hey Rube!	Olmsted-Trevor	Dec. 23	6262 feet	
His Last Haul	T. Moore-Owen	Nov. 11	5797 feet	
Idaho Red	Tom Tyler	April 21	4783 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
King Cowboy	Tom Mix	Nov. 26	6269 feet	
Lightning Speed	Bob Steele	Oct. 21	4647 feet	
Little Savage	Buzz Barton	May 19	4781 feet	
Love in the Desert	Borden-Trevor	Mar. 17		
Orphan of the Sage	Buzz Barton	Dec. 23	4923 feet	
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Rough Ridin' Red	Buzz Barton	Nov. 4	4714 feet	
Red Sword	Nixon-Collier Jr.	Feb. 17		
Sally's Shoulders	Lois Wilson	Oct. 7	6279 feet	
Singapore Mutiny	Taylor-Ince	Oct. 14	6812 feet	Oct. 13
Sinners in Love	Olive Borden	Nov. 4	6310 feet	Oct. 20
Son of the Golden West	Tom Mix	Oct. 1	6037 feet	Sept. 29
Stolen Love	M. Day-O. Moore	Dec. 2	6223 feet	
*†§Taxi 13	Conklin-Sleeper	Nov. 18	5760 feet	
Tracked	Ranger	Nov. 4	4957 feet	
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Tropic Madness	Leatrice Joy	Dec. 9	6217 feet	
Tyrant of Red Gulch	Tom Tyler	Nov. 25	4823 feet	
Woman I Love	Morris-Kerry	May 26		
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Actualities	Curiosities	Jan. 30	1 reel	
Almost a Gentleman	Al Cooke	June 25	2 reels	
Beef Steaks	Hellum-Davis	Dec. 30	2 reels	
Big Hearted Toots	Duncan-Hill	Feb. 3	2 reels	
Birds and Beasts	Curiosities	Feb. 13	1 reel	
Casper's Night Out	Duncan-Hill	Mar. 3	2 reels	
Casper's Week-End	Hill-Duncan	Dec. 9	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Curiosities No. 2	Novelty	Oct. 10	1 reel	
Curiosities No. 3	Novelty	Oct. 24	1 reel	
Curiosities No. 4	Novelty		1 reel	
Curiosities No. 5	Novelty		1 reel	
Curiosities No. 6	Novelty	Dec. 5	1 reel	
Curiosities No. 7	Novelty	Dec. 19	1 reel	
Don't Say Ain't	Hill-Duncan	July 21	2 reels	
Faces	Curiosities	April 24	1 reel	
Follies of Fashion	Curiosities	May 21	2 reels	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Here and There	Curiosities	May 7	1 reel	
His Wife's Secret	Hill-Duncan	May 26	2 reels	
Honey Balks	Hellum-Davis	Dec. 2	2 reels	
Horsefeathers	Barney Hellum	Dec. 9	2 reels	Sept. 29
Horse on Barney, A	Hellum-Davis	April 21	2 reels	
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Just a Stall	Hellum-Davis	May 19	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Big Game Hunt	Mickey Yule	Dec. 23	2 reels	
Mickey's Brown Derby	Mickey Yule	May 12	2 reels	
Mickey's Explorers	Mickey Yule	Feb. 17	2 reels	
Mickey's Great Idea	Mickey Yule	Jan. 30	2 reels	
Mickey's Initiation	Mickey Yule	July 7	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Last Chance	Mickey Yule	Apr. 14	2 reel	
Mickey's Menagerie	Mickey Yule	Mar. 17	2 reels	
Mickey's Northwest Mounted	Mickey Yule	June 9	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Mickey the Detective	Mickey Yule	Oct. 28	2 reels	
Mild But She Satisfies	Alberta-Vaughn	Oct. 14	2 reels	
Neigh, Neigh, Spark Plug	Barney Hellum	Mar. 24	2 reels	
Novelties	Curiosities	Feb. 27	1 reel	
Odds and Ends	Curiosities	June 4	1 reel	
*†§Odd Facts	Curiosities	April 10	1 reel	
Okmnx	Barney Hellum	Oct. 7	2 reels	
Orienta	Curiosities	Mar. 13	1 reel	
Pace That Thrills, The	Hellum-Davis	June 16	2 reels	
Pot Pourri	Curiosities	Jan. 17	1 reel	
Kummin' Thru the Rye	Barney Hellum	Jan. 27	2 reels	
Seeing's Believing	Curiosities	Jan. 2	1 reel	
Six Best Fellows	Alberta Vaughn	Oct. 27	2 reels	
Slide, Sparky, Slide	Hellum-Davis	July 14	2 reels	
Smile, Buttercup, Smile	Duncan-Hill	Jan. 6	2 reels	
Spareribs Reforms	Hill-Duncan	April 28	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
Sunshine's Dark Moment	Barney Hellum	Feb. 24	2 reels	
That Wild Irish Pose	Alberta Vaughn	Oct. 24	2 reels	
Toots' Big Idea	Duncan-Hill	Mar. 31	2 reels	
Watch Your Pep	Alberta Vaughn	Oct. 7	2 reels	
What a Wife	Duncan-Hill	Oct. 14	2 reels	
Who's the Boss?	Hill-Duncan	June 23	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Headwork (A. T.)				
*†§Your Own Home Town (A. T.)	Russ Brown			

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Companionate	Olive Borden			
*†§Forty-Ninth Street	3 Moore Bros.			
Laughing at Death	Bob Steele	June 2		
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Daniels-Boles			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			

RAYART (S. R.)

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anne Against the World	Mason-Mower	April 15		
Black Pearl, The	Lee-Hallor	Jan. 1	5261 feet	
Brothers	Keefe-Bedford	Feb. 1	6092 feet	
City of Purple Dreams	Bedford-Frazer	Oct. 1	5937 feet	
Devil's Chaplain, The	Keefe-Faire	Mar. 15	5451 feet	
Isle of Lost Men	Tam Santschi	Oct.	5800 feet	
Shanghai Rose	Irene Rich	Mar. 1	6539 feet	
Ships of the Night	Logan-Rankin-Sojin	Dec. 15	5940 feet	
*†§Should a Girl Marry? (D)	Foster-Keith	Nov. 1	6525 feet	
Sisters of Eve	Anita Stewart	Sept. 15	5675 feet	
Some Mother's Boy	Carr-Ralston-Robards	Feb. 15	5901 feet	
Sweet Sixteen	Foster-Olmstead	Dec.	5991 feet	
Two Sisters	Dana-Lease	April 1		
When Dreams Come True	Costello-Lease	Jan. 15	6242 feet	

FILMTONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Overture of 1812 (Tschaikowsky) (D)	Filmtone Harmonies	Nov. 1	400 feet	
Val and Ernie Stanton (D)	Songs	Nov. 1	400 feet	
At the Night Club (D)	G. Read & Shaw's Hawaiians	Nov. 1	400 feet	
Dancing Colleens (D)	Tap Dancers	Nov. 1	400 feet	
Radio Franks, The (D)	Songs	Nov. 1	400 feet	

STATE RIGHTS

FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
About Trial Marriage	Corliss Palmer	Circle Pict.	Oct. 15		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Apassionata	Leon Mathot	Franco Film....April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp	8000 feet	
Battle of Mons, The	English Cast	British New Era	5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon		
Behind the Altar	Wilhelm Dietarle	Aff. European	6200 feet	
Bondage	German Cast	Ufa	6040 feet	
Broken Barriers	H. Costello-Glass	Excellent	6000 feet	
Cleanup, The	Charles Delaney	Excellent	5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod	5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi		
Devil Dogs	Holmes-Alt	Crescent	5600 feet	
Devil's Passion, The	Special Cast	Arfa	5700 feet	
Dream Melody, The	Roche-Shelby	Excellent	5050 feet	
Escaped from Hell	Muriat Esterhazy	Aff. European	8 reels	
Faces of Children	French Cast	Zakoro	8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers	6100 feet	
Golden Dawn	Warwick-Ward	Conquest	6200 feet	
Hearts of Men	Harris-Keefe	Anchor	5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict		
Into the Night	Agnes Ayres	Raleigh	5712 feet	
Jazzland	Reynolds-Nye	Carlos	5700 feet	
Krassin	Russian Cast	Amkino	7 reels	
Lash of the Czar	Russian Cast	Amkino	6290 feet	
Life of Beethoven	German Cast	Film Art Guild	7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules	5300 feet	
Linda	Baxter-Foster-Beery	First Division	6775 feet	
Livingston in Africa	English Cast	Amer.-Anglo	5799 feet	
Lookout Girl, The	Jacqueline Logan	Quality Dist...Nov.	6413 feet	
Lucrezia Borgia	Conrad Veidt	Mutual	7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European..Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual	6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film...April 8	6800 feet	
Mother of Mine	Special Cast	Zakoro.....Oct.	7200 feet	
Mountain Lovers	Gaston Jacquet	Conquest.....Jan.	6500 feet	
Must We Marry?	Garon-Eason	Trinity	5400 feet	
Mystic Mirror, The	German Cast	Ufa	7000 feet	
No Babies Wanted	Devore-Mong	Plaza	5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict	5573 feet	Sept. 15
On the Divide	Bob Custer	Syndicate.....Oct. 15	4657 feet	
Orchid Dancer, The	Cortez-Lagrange	Franco Film...April 15	7200 feet	
Passion Song, The	Olmsted-N. Beery	Excellent	5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield	5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein	8100 feet	Jan. 26
Q Ships	Special Cast	New Era	6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent	6040 feet	
Reward of Faith, The	French Cast	Conquest	5927 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist...Oct.	6100 feet	
Sajenko the Soviet	Susy Vernon	Ufa	5921 feet	
Scarlet Youth	Corliss Palmer	Circle Pict.....Oct.		
Shanghai Document	Russian Cast	Oct. 13	5000 feet	
Shiraz	Hindu Cast	Amer.-Anglo	8065 feet	
Silent Trail, The	Bob Custer	Syndicate	4315 feet	
Smoke Bellew	Conway Tearle	First Division	6605 feet	
Somme, The	Special Cast	New Era	7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield	6300 feet	
Ten Days That Shook the World	Russian Cast	Amkino.....Nov. 2	7815 feet	Nov. 24
That Murder in Berlin	German Cast	Big 3	5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa	6941 feet	
Three Comrades and One Invention	Russian Cast	Amkino.....Oct. 13	6000 feet	
Thunder God	Cornelius Keefe	Crescent	5917 feet	
Underground	English Cast	Amerangio	7300 feet	
Untamed Justice	Faire-Glass	Biltmore	5770 feet	
U-Boat 9	Foreign Cast	Jofa Prod	6500 feet	
West of Santa Fe	Bob Custer	Syndicate.....Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino.....Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European	7 reels	
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield	5200 feet	
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone		
Dancer of His Majesty, The	Special Cast	Amkino	7000 feet	
Duty to be Silent	Maria Albana	Aff. European	6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer		
Full Dressed Thieves	Nils Asther	Aff. European	7 reels	
German Underworld	Special Cast	Aff. European	7 reels	
§Great Power, The	Special Cast	Bell Tone		
Great Unknown, The	John Loder	Aff. European	6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern		
Her Viennese Lover	Asther-Nolan	Aff. European	6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield		
Just Off Broadway	Keith-Christy	Chesterfield		
Milak of the Snowlands	Special Cast	Ufa-Eastern		
Our Daily Bread	Mary Nolan	Aff. European	7 reels	
Poet and Czar	Special Cast	Amkino	8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial		
	(Silent Version)	Imperial		
*†§Rainbow Man, The (A. T.)	Eddie Dowling	Sono-Art Prod		
Two Days	Special Cast	Amkino	6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European		
Verdun	Special Cast	Richmount		
Vera Miezewa (tentative)	Derussa	Aff. European	7 reels	
Water The	M. Chekhov	Amkino	7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern	6714 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Asleep at the Switch (A.T.) (D)		Roseland.....Mar. 15	1 reel	
*†§At the Photographers (A. T.) (F)	Harry Delf	Elbee	2 reels	
*†§Club Alabam (A. T.) (F)	Abbie Mitchell	Intl. Dist. Corp	1 reel	
*†Clyde Doerr & His Saxophone Sextet (F)	Jazz Nos	Intl. Dist. Corp	1 reel	
*†§Friend Husband (A. T.)		Burr.....2 reels		
*†Galloping Gaucho	Mickey Mouse Cartoon	Disney Cartoon Feb. 1	1 reel	
*†§Hoak (A. T.) (F)	Frawley & Smith	Intl. Dist. Corp	1 reel	
*†§Join the Party (A. T.) (D)		Roseland.....Mar. 1	1 reel	
*†§Little Friends of All the World (F)	Junior Dunkan	Bray.....Dec.	1 reel	
	(Silent Version)	Bray.....Dec.	1 reel	
*†§Marionettes, The No. 1 (F)	Novelty	Intl. Dist. Corp	1 reel	
*†§Marionettes, The No. 2 (F)	Novelty	Intl. Dist. Corp	1 reel	
*†§Meal Hound, The (A. T.) (F)	The Nugents	Intl. Dist. Corp	1 reel	
*†§Meet the Family (A. T.) (F)	Harry Delf	Elbee	2 reels	
*†§Miser, The (A. T.) (F)	Bransy Williams	Intl. Dist. Corp	1 reel	
*†§Monkey Squawks (A. T.)		Burr.....2 reels		
*†Opry House	Mickey Mouse Cartoon	Disney Cartoon May	1 reel	
*†§Party, The (D)		Safrus	1 reel	
*†Plane Crazy	Mickey Mouse Cartoon	Disney Cartoon Mar.	1 reel	
*†§Radio Franks & Four Bachelors (F)	Song Program	Intl. Dist. Corp	1 reel	
*†§Signed, Sealed and Delivered (A. T.)		Burr.....2 reels		
*†Steamboat Willie	Mickey Mouse Cartoon	Disney Cartoon Jan.	1 reel	
*†§This and That (D)		Safrus	1 reel	
*†§Ticket Please (D)		Safrus	1 reel	

Title	Star	Rel. Date	Length	Reviewed
*†Trip to the Zoo, A (F)	Animal Cast	Intl. Dist. Corp	1 reel	
*†§Varieties (D)		Safrus	1 reel	
*†§Vaudeville (D)		Safrus	1 reel	
*†§When the Clock Struck 12 (A. T.) (F)	Welch-Malcomb	Intl. Dist. Corp	1 reel	

SILENT SHORTS

Title	Star	Rel. Date	Length	Reviewed
Aladdin Bonzo	Bonzo Cartoon	Roseland.....Jan. 15	1 reel	
Bonzolina	Bonzo Cartoon	Roseland.....Jan. 1	1 reel	
Booster Bonzo	Bonzo Cartoon	Roseland.....Mar. 15	1 reel	
Detective Bonzo	Bonzo Cartoon	Roseland.....Mar. 1	1 reel	
Down Hawaii Way	Color Novelty	Castle.....Jan. 1	1 reel	
Fatal Warning, The (Serial)	H. Costello-Graves	Mascot	10 episodes	
Flaming Canyons	Color Novelty	Castle.....Feb. 1	1 reel	
Kids and Pets	Color Novelty	Castle.....Mar. 15	1 reel	
Love's Witchcraft	Ufa Short	Ufa-Eastern...Feb. 1	1 reel	
Nature's Tiny Tragedies	Ufa Short	Ufa-Eastern...Jan. 15	1 reel	
Peculiar Households	Ufa Short	Ufa Eastern...Jan. 1	1 reel	
Polo Bonzo	Bonzo Cartoon	Roseland.....Feb. 1	1 reel	
Salt Water Millinery	Ufa Short	Ufa-Eastern...Mar. 15	1 reel	
Sixty Minutes from B'way	Color Novelty	Castle.....Jan. 15	1 reel	
Spook Bonzo	Bonzo Cartoon	Roseland.....Feb. 15	1 reel	
Sunshine	Color Novelty	Castle.....Mar. 1	1 reel	
Tally-Ho	Ufa Short	Ufa-Eastern...Mar. 1	1 reel	
Trailing the Western Sun	Color Novelty	Castle.....Feb. 15	1 reel	
We Parents	Ufa Short	Ufa-Eastern...Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
*†§Cavalier, The	Bedford-R. Talmadge	Nov. 1	6775 feet	Oct. 27
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
Floating College, The	O'Neill-Collier, Jr.	Nov. 10	5477 feet	
Gun Runner, The	Cortez-Lane	Nov. 20	5516 feet	
*†§Lucky Boy	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
Man in Hobbles, The	Lee-Harron	Dec. 20	5957 feet	
*†§Marriage by Contract	Miller-Gray	Dec. 1	7780 feet	Oct. 20
*†§Molly and Me	Brown-Bennett-Vaughn	April	8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past	Bennett-Brown	April 1		
Naughty Duchess, The	Warner-Southern	Oct. 10	5271 feet	
Power of Silence, The	Belle Bennett	Oct. 20	5554 feet	
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation	Keane-Standing			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Toilers, The	Ralston-Fairbanks, Jr.	Oct. 1	7256 feet	Oct. 26
Tropical Nights	Miller-McGregor	Dec. 10	5449 feet	
*†§Whispering Winds	Southern-McGregor	May 1		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
*†§Festival of Bagdad, A	Color Symphony		1 reel	
Gold	Color Classic		1 reel	
*†§Hawaiian Love Call, The	Color Symphony	Dec. 15	1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	
*†§In a Persian Market	Color Symphony	Oct. 1	1 reel	Nov. 17
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	
Little Vagabond	Color Classic	Feb. 1	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Lover's Paradise	Color Classic	Jan. 15	1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
*†§Toy Shop, The	Color Symphony	Nov. 1	1 reel	
Twinkle Toes	Color Classic	Mar. 1	1 reel	
†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream	Cortez-Windsor	June 1		
Miracle, The	Southern-Pidgeon			
*†§Molly and Me	Alberta Vaughn		8250 feet	
	(Silent Version)		7476 feet	
*†§New Orleans	Cortez-Bennett	June 20		
*†§Two Men and a Maid	Collier-Jr.-Bennett	June 15		

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Awakening, The (D)	Banky-Baron	Nov. 17	7972 feet	Jan. 12
*†Battle of the Sexes (D)	Bennett-Hersholt-Haver	Oct. 13	8180 feet	Oct. 20
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April 12		Mar. 23
	(No Silent Version)			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†§Lummox (A. T.) (D)	Westover-Collier Jr.			
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	
*†Revenge (D)	Dolores Del Rio	Nov. 3	6541 feet	Dec. 15
*†Woman Disputed (D)	Talmadge-Roland	Oct. 29	8041 feet	Nov. 17

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§City Lights (D)	Charlie Chaplin			
*†Evangeline (D)	Del Rio-Drew			
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Locked Door, The (A. T.)	Boyd-Stanwyck-La Rocque			
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§She Goes to War (F)	Boardman-Rubens-Holland	June 22		
	(Silent Version)	June 22		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This Is Heaven (D)	Banky-Hall	June 22	7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Dec. 16	4179 feet	
Body Punch, The	Daugherty-Faire	Oct. 28	4786 feet	
*†§Broadway (A. T.)	Tryon-Brent-Kennedy			
	(Silent Version)	Mar. 3	5729 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The	Special Cast	April 14		
	(Silent Version)	April 7		
Clearing the Trail	Gibson-Gulliver	Oct. 7	5311 feet	
*†§Clear the Decks	Reginald Denny	Mar. 3	5740 feet	
	(Silent Version)		5792 feet	
*†§Cohens and Kelleys in Atlantic City, The	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across (D & F)	Basquette-Howes	April 28		
Crimson Canyon, The	Ted Wells	Dec. 16	4179 feet	
Danger Rider, The	Hoot Gibson	Nov. 18	5357 feet	Dec. 22
Eyes of the Underworld	William Cody	April 28	4208 feet	
Freedom of the Press	Stone-Keith-M. Day	Oct. 28	6474 feet	Oct. 20
Gate Crasher, The	Glenn Tryon	Dec. 9	5597 feet	
*†§Girl on the Barge, The	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
*†§Give and Take	Sidney-Hersholt	Dec. 23	7089 feet	Dec. 29
	(Silent Version)	Dec. 23	6552 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
Hero of the Circus	Special Cast	Dec. 2	5606 feet	
Honeymoon Flats	Lewis-Gulliver	Dec. 30	6057 feet	
How to Handle Women	Tryon-Nixon	Oct. 14	5591 feet	July 14
*†§It Can Be Done	Tryon-Carol	Mar. 24	6090 feet	
Jazz Mad	Hersholt-Nixon-Lewis	Nov. 11	6832 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
*†§Last Warning, The	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
Man Disturber, The	Reginald Denny	May 19		
*†Man, Woman and Wife	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
*†§Melody of Love (A. T.)	Pidgeon-Harris,Winton	Dec. 2	6733 feet	Oct. 27
Michigan Kid	Nagel-Adoree	Oct. 21	6030 feet	July 7
One Rainy Night	Laura La Plante	Dec. 9		
Phyllis of the Follies	M. Moore-A. Day	Nov. 25	5907 feet	
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
Price of Fear, The	Cody-Thompson	Oct. 28	4230 feet	
*†§Red Hot Speed	Denny-Day	Jan. 27	6621 feet	Feb. 23
	(Silent Version)	Jan. 27	6621 feet	
Red Lips	Nixon-Rogers	Dec. 2	6957 feet	
*†§Scandal (D & F)	Laura LaPlante	May 5	6475 feet	April 27
	(Silent Version)	April 21		
*†§Shakedown, The	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
*†§That Blonde	Laura La Plante	May 5		
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18	4616 feet	
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	
Wolves of the City		Dec. 2		
*†§You Can't Buy Love (D & F) (A. T.)	Hersholt-Crawford-Chase	May 26		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All for Geraldine	Sid Saylor	Dec. 5	2 reels	Nov. 17
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
Alp ne Antics	Oswald Cartoon	April 1	1 reel	
And Morning Came	Young-La Salle	Dec. 19	2 reels	
At the Front	Arthur Lake	Feb. 25	1 reel	Feb. 18
Beyond the Smoke	Edmund Cobb	Mar. 23	2 reels	Feb. 23
Bookworm Hero	Lewis-Gulliver-Phillips	Dec. 17	2 reels	
Boundary Battle, The	Edmund Cobb	Nov. 17	2 reels	Oct. 27
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Bull-oney	Oswald Cartoon	Nov. 28	1 reel	Sept. 29
Calford in the Movies	Lewis-Gulliver-Phillips	Oct. 15	2 reels	Oct. 6
Calford on Horseback	Lewis-Gulliver-Phillips	Dec. 10	2 reels	Dec. 1
Chaperones	LaSalle-Young		2 reels	May 11
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Cleaning Up	Arthur Lake		1 reel	April 27
Clean Sweep, A	Bob Chandler	Dec. 1	2 reels	Nov. 24
Close Shaves		May 22	2 reels	April 27
Come on, Horace	Arthur Lake	Oct. 8	2 reels	
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	Oct. 13
*†§Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
	(Silent Version)	May 27	2 reels	
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Daring Chances	Jack Hoxie	Dec. 15	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Dead Game	Art Acord	Oct. 7	2 reels	
Dear Old Calford	Lewis-Gulliver-Phillips	Nov. 26	2 reels	
Death's Head	Bob Curwood	Dec. 8	2 reels	Dec. 15
Delivering the Goods	Trimble-Hardwick and Dog	May 29	2 reels	April 27
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Farmyard Follies	Oswald Cartoon	Dec. 24	1 reel	
Fiery Fireman, The	Oswald Cartoon	Oct. 15	1 reel	
Fighting Forester, The	Edmund Cobb	Oct. 20	2 reels	
Fighting for Victory	Lewis-Gulliver-Phillips	Nov. 12	2 reels	Oct. 27
Fighting Tenderfoot, A	Bob Chandler	Dec. 29	2 reels	
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
	(Silent Version)	April 29	1 reel	
Fish Stories	Young-La Salle	Nov. 21	2 reels	Oct. 20
Footprints	Laemmle Novelty	Nov. 19	1 reel	Oct. 27
Fun in the Clouds	Arthur Lake	Nov. 5	1 reel	Oct. 20
	(Silent Version)	Feb. 4	1 reel	
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
*†Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
	(Silent Version)	Mar. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	2 reels	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Horse Tail, A	Oswald Cartoon	Dec. 10	1 reel	
Hot Puppies	Sid Saylor	June 19	2 reels	
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	
Just Monkeys	Laemmle Novelty	Mar. 11	2 reels	Feb. 9
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
Kidnapped	Bob Curwood	Mar. 16	2 reels	Feb. 9
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
	(Silent Version)	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Look Pleasant	Sid Saylor	Oct. 10	2 reels	
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
	(Silent Version)	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Mystery Rider, the (Serial)	Desmond-Perdue	Nov. 26	10 episodes	
Newlyweds' Court Trouble	Snookums-Perdue-Egan	Oct. 31	2 reels	Sept. 29
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	May 11
Newlyweds' Headache, The	Snookums-Bartlett-McPhail	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	Dec. 28
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26	2 reels	Dec. 1
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Nght Watch, The	Arthur Lake		1 reel	Mar. 30
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Paddling Co-Eds	Lewis-Gulliver-Phillips	Oct. 29	2 reels	Oct. 27
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	Oct. 13
Phantom Riders		Feb. 16	2 reels	
Playing False	Bob Curwood	June 15	2 reels	May 11
Private Business	Sid Saylor	April 26	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Red Warning	Jack Hoxie	Nov. 1	2 reels	
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	
	(Silent Version)	April 15	2 reels	
Rocks and Saddles	Oswald Cartoon	Nov. 12	1 reel	Oct. 20
Romeo of the Range	Bob Curwood	Oct. 6	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Saps and Saddles	Bob Chandler	Oct. 27	2 reels	Oct. 16
Secret Outlaw, The	Bob Curwood	Nov. 10	2 reels	Oct. 6
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
	(Silent Version)	Feb. 18	1 reel	
Sleeping Through	Arthur Lake	Dec. 31	1 reel	Dec. 8
Society Circus	Arthur Lake	June 17	1 reel	
South Pole Flight, A	Oswald Cartoon	Nov. 26	1 reel	Dec. 1
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	May 4
	(Silent Version)	May 13	1 reel	
*†Steamboat Willie	Oswald Cartoon		1 reel	
*†Stripes and Stars	Oswald Cartoon	May 27	1 reel	
	(Silent Version)	May 27	1 reel	
*†Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
	(Silent Version)	Mar. 18	1 reel	
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	Oct. 20
Television George	Sid Saylor	Feb. 27	2 reels	May 11
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	Mar. 16
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Two-Gun Morgan		Feb. 28	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	Dec. 8
Wax Figures	Laemmle Novelty	Oct. 22	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Woman's Man, A	Arthur Lake	Dec. 3	1 reel	Nov. 17
Wooden Soldier, The	Laemmle Novelty	Dec. 17	1 reel	Dec. 1
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 5

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain In the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Blow for Blow	Hoot Gibson	June 23		
Born to the Saddle	Ted Wells		4126 feet	
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§College Love (D & F) (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence (D & F)	La Plante-Hamilton			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
†§Harmony Lane	Leonard-Dunn			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day (D & F)	Reginald Denny	June 2		
	(Silent Version)	May 26		
Hoofbeats of Vegence	Rex-Perrin	June 16	4525 feet	
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night (D & F)	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat (D & F)	La Plante-J. Schildkraut		13 reels	April 20
*†§Under the Southern Cross	Special Cast		6500 feet	April 27
	(Silent Version)			Jan. 26
Wagon Master, The	Ken Maynard			
Watch My Speed	Reginald Denny			
Winged Horseman The	Gibson-Elder	June 16	5540 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Love Birds	Pat Rooney and Family		2 reels	
*†§On Guard	Lewis-Gulliver-Phillips		2 reels	May 11
*†§Rivals, The	Lewis-Gulliver-Phillips		2 reels	May 11
*†§Three Brox Sisters	Songs	Jan. 14	1 reel	Mar. 6
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

Title	Star	Rel. Date	Length	Reviewed
*†§Beware of Bachelors (D)	Audrey Ferris	Oct. 27	5778 feet	
	(Silent Version)	Dec. 1	5278 feet	
*†§Conquest (A. T.) (D)	Blue-Warner-Wilson	Dec. 22	6779 feet	Feb. 16
	(Silent Version)	Jan. 19	4706 feet	
*†§Desert Song, The (D)	Boles-King	May 11	13 reels	April 20
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§From Headquarters (D)	Monte Blue	April 27		
	(Silent Version)	June 6		
*†§Frozen River (D)	Rin-Tin-Tin	April 20		
	(Silent Version)	May 26		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30		
	(Silent Version)	May 4		
*†§Home Towners, The (A. T.) (D)	Bennett-Kenyon-Brockwell	Nov. 3	8693 feet	Oct. 27
	(Silent Version)	Dec. 15	4841 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27		
*†§Land of the Silver Fox (D)	Rin-Tin-Tin-Nye-Hyams	Oct. 13	5179 feet	
	(Silent Version)	Nov. 10	5079 feet	
*†§Little Wild Cat, The (D)	Ferris-Hall-Dawson	Dec. 8	5644 feet	Jan. 29
	(Silent Version)	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Midnight Taxi, The (D)	Moreno-Costello	Sept. 1	5729 feet	Nov. 24
	(Silent Version)	Oct. 6	5057 feet	
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
*†§My Man (D)	Fanny Brice	Dec. 15	9247 feet	Jan. 5
	(Silent Version)	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	Feb. 16	6921 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20		
*†§On Trial (A. T.) (D)	Frederick-Lytell	Dec. 1	8290 feet	Nov. 3
	(Silent Version)	Dec. 29	5455 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14		
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool, The (D)	Jolson-Bronson-Dunn	Sept. 29	9551 feet	Sept. 29
	(Silent Version)	April 13		
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6001 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	Mar. 4	4917 feet	
*†§Terror, The (A. T.) (D)	McAvoy-Horton	Sept. 8	7654 feet	Aug. 25
	(Silent Version)	Oct. 20	5443 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T.) (D)	Thomas Meighan			
*†§Glad Rag Doll, The (D)	Dolores Costello			
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 5
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.) (D)	Sophie Tucker			
*†§Hottentot, The (A. T.)	Horton-Miller		7 reels	April 2
†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien	June 15	9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda			
*†§Sap, The (D)	E. E. Horton			
*†§She Knew Men (D)	Bronson-Lee-Olmsted			
*†§Time, the Place and the Girl The (D)	Olmsted-Withers-Kirkwood		6 reels	May 6
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Beau Night	El Brendel			
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Crooners			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Paintor	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Family Affair, A	Arthur Byron			
Family Ford, The	Jim and Marion Harkins			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In Spain	Phil Baker		1 reel	May 11
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview		Mar. 16	
Meet the Wife	Frank Orth & Co.			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros.		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Typical Types	Bobby Folsom			
Va Prononcer Ma Mort (La Juive)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†§Kitty (D & F)	Brody-Stuart			
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Whirl of Life, The	Lerch-George		7000 feet	
Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7638 feet	
Woman in White, The	Blanche Sweet		7 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Hollywood—*Continued*

Walter Stern Back At "U"

Walter Stern has returned to Universal Studios as business manager. Stern resigned four weeks ago to look after his own business interests, but was persuaded to return by company officials.

"The Gob" Is Resumed

M-G-M is resuming production of "The Gob," with William Haines starred, and has signed E. Mason Hopper to direct. The picture was originally started by Edward Sedgwick, but suspended after a week's shooting to complete writing of the dialogue for the talker version. Sedgwick was then assigned to direct Buster Keaton in his next, with Hopper being signed to take over "The Gob."

Franklin Leases Hollywood Site

The Boulevard Corp., recently formed by Harold B. Franklin, president of Fox West Coast, has leased the northeast corner of Hollywood Boulevard and Hudson Ave. for a term of 41 years. Franklin plans construction of six story building on the site.

F. N. Casts "Fast Life"

Loretta Young and Douglas Fairbanks, Jr., will be featured in "Fast Life," a First National Vitaphone production from the stage play by Sam Shipman and John B. Hymer. John Francis Dillon will direct.

Archainbaud With Columbia

Columbia has signed George Archainbaud to direct a series of four talker features. Gertrude Orr is writing adaptation of Archainbaud's first, "The College Coquette."

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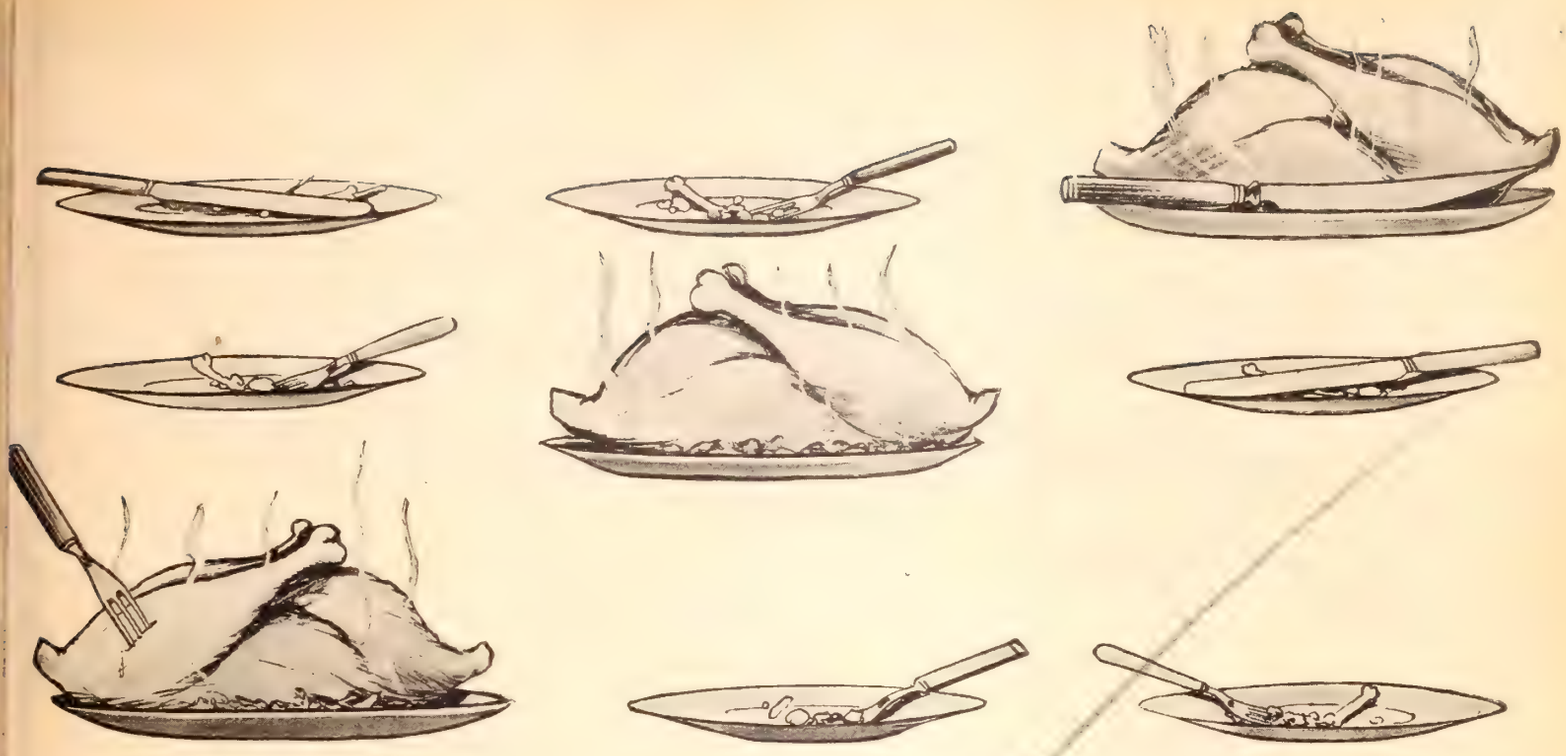
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"GENTLEMEN OF THE PRESS"



EDDIE DOWLING in "The Rainbow Man"



"A DANGEROUS WOMAN"



"THE STUDIO MURDER MYSTERY"



"THE MAN I LOVE"



CLARA BOW in "Dangerous Curves"



GEORGE BANCROFT in "Thunderbolt"



CHARLES ROGERS in "River of Romance"



RICHARD DIX in "The Wheel of Life"



"FASHIONS IN LOVE" Adolphe Menjou



"DIVORCE MADE EASY" Chrisie-MacLean

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Helen Jerome Eddy
Larry Kent
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Music Score by
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And that is where this gripping, fascinating, powerful, daring drama begins!





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Monday MAY 27 1929

UNIVERSAL'S 100% TALKING AND SINGING SENSATION!

With Glenn Tryon, Evelyn Brent, Merna Kennedy, T. E. Jackson, Otis Harlan, Robert Ellis, Paul Porcasi, Leslie Fenton, George Ovey. From Jed Harris' stage production of the play by Philip Dunning and George Abbott. Associate Producer, CARL LAEMMLE, JR. Color scenes photographed by Technicolor Process. Two negatives; one silent, one with dialog.

A PAUL FEJOS Production

UNIVERSAL PICTURES

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DARING!
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ALL NEWS!



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If it is worth doing Pathe will do—and do it first.

PATHE SOUND NEWS

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RADIO'S
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Creator of Great Photoplays Joins

RADIO PICTURES

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A Glorious Love That Dared All— And Won!

HEAR
Dolores Costello Sing
"MY MADONNA"



Warner Bros. present

DOLORES COSTELLO

IN

"MADONNA of AVE A"

with

A WARNER BROS. VITAPHONE TALKING PICTURE

ONE WITH VITAPHONE 2 ONE WITHOUT VITAPHONE
NEGATIVES



LOUISE DRESSER ~ GRANT WITHERS

Directed by MICHAEL CURTIZ

Scenario by RAY DOYLE

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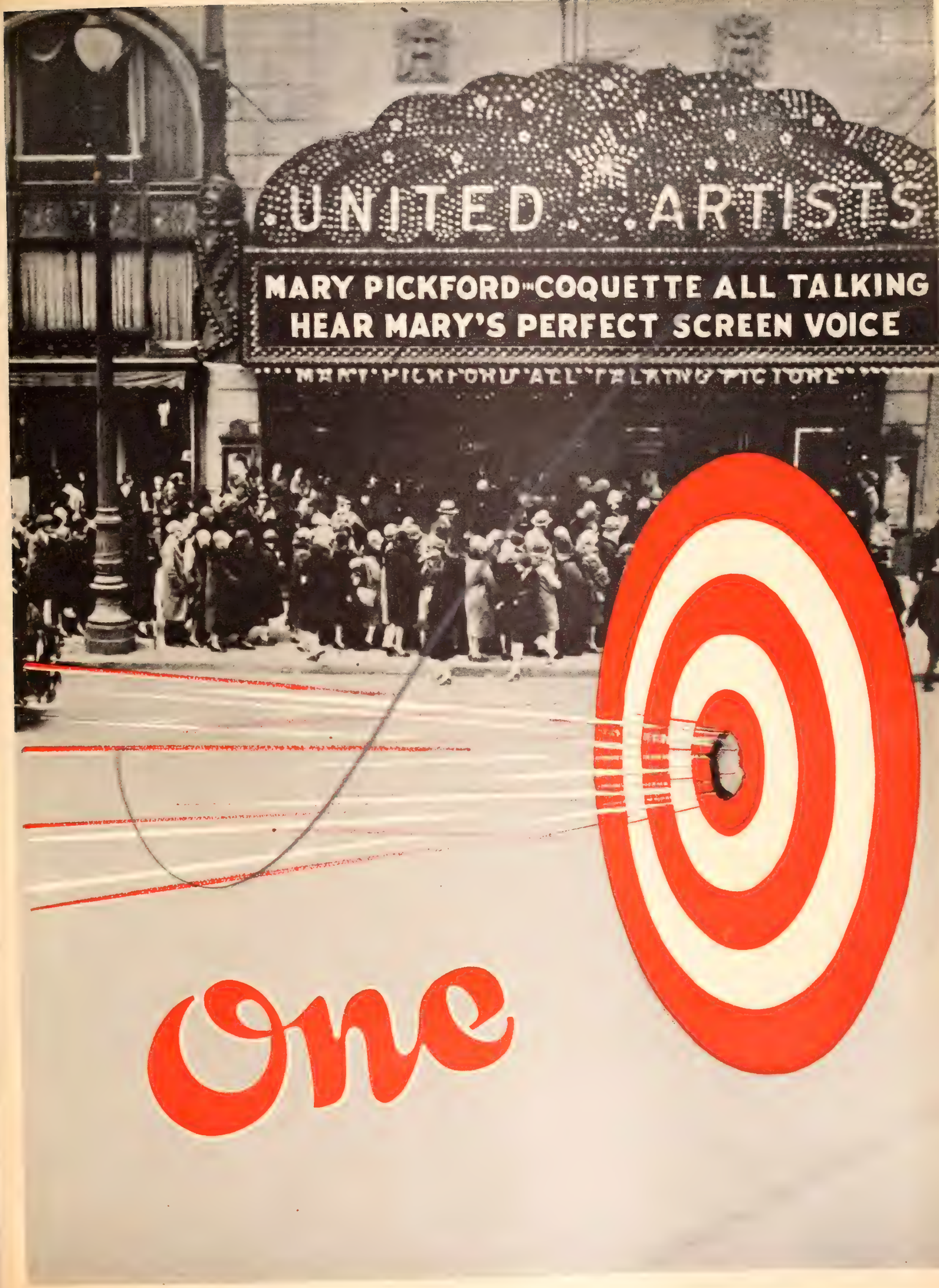
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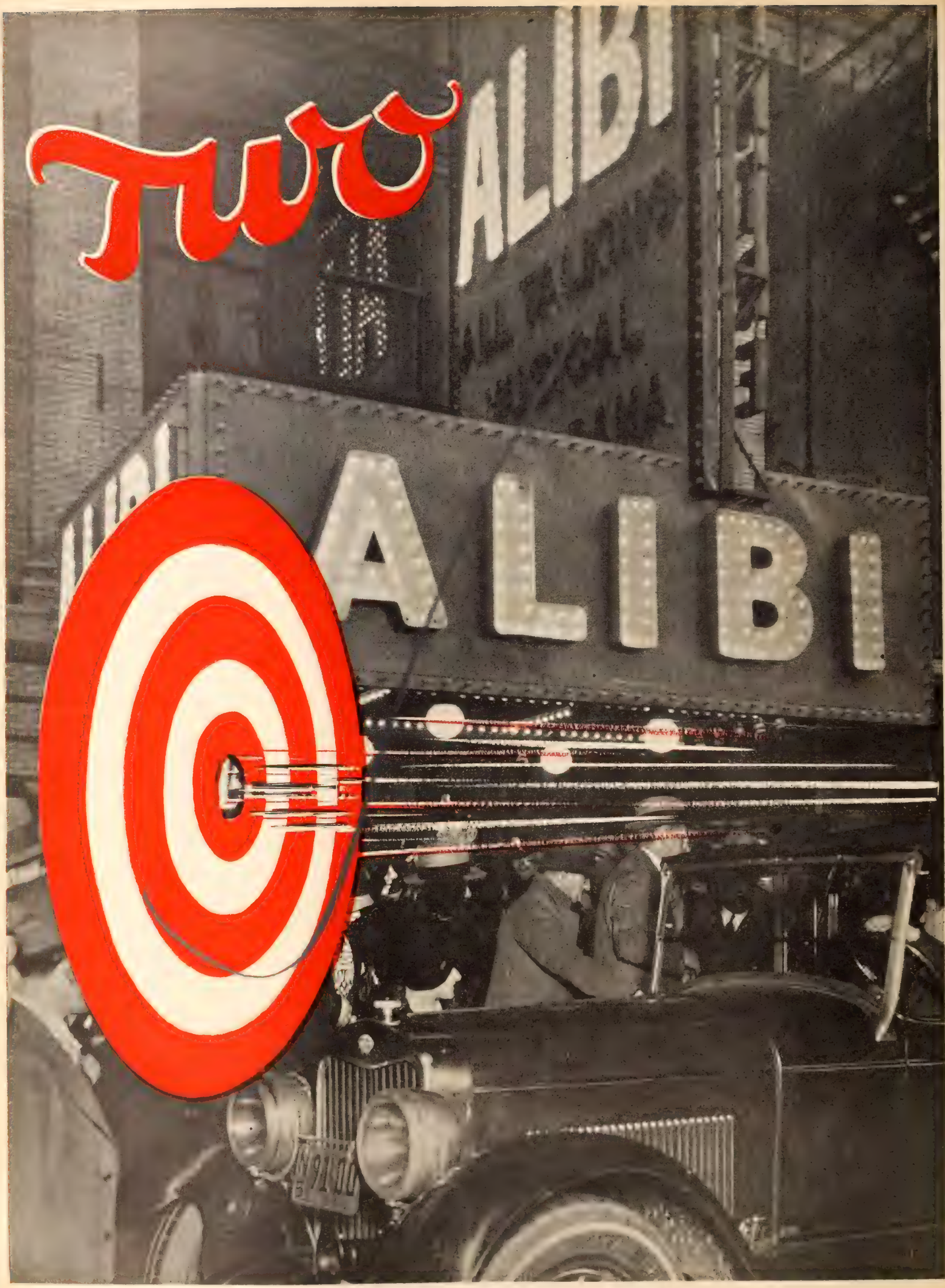
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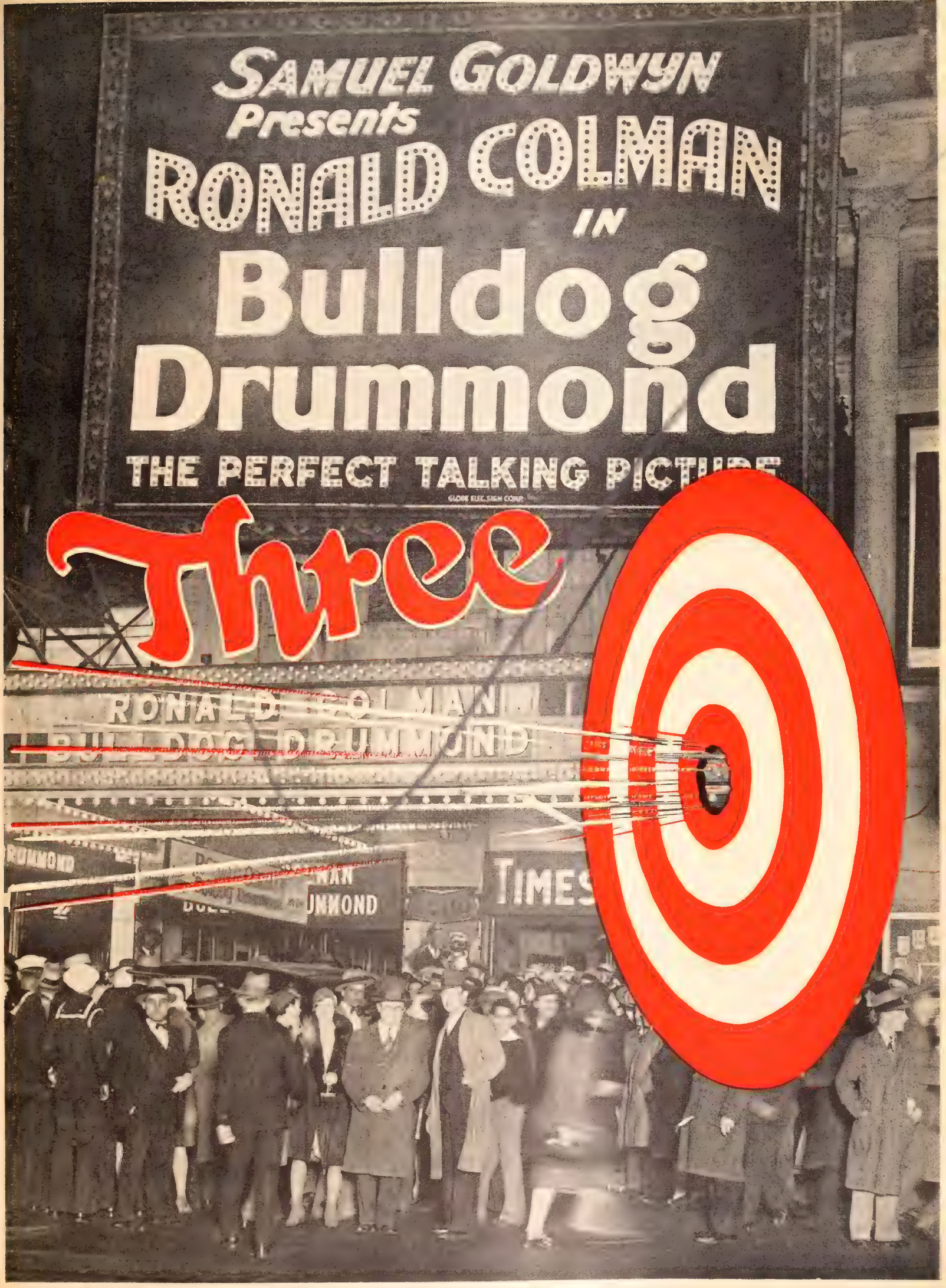
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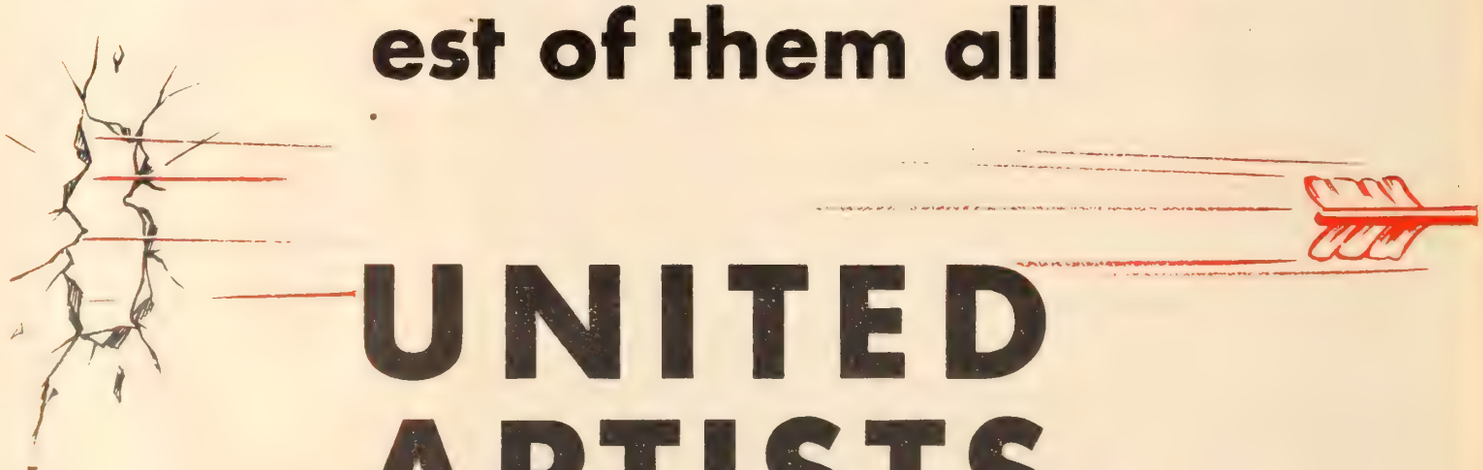

UNITED ARTISTS
MARY PICKFORD in COQUETTE ALL TALKING
HEAR MARY'S PERFECT SCREEN VOICE
MARY PICKFORD ALL TALKING PICTURE
One


Two
ALIBI
ALIBI


SAMUEL GOLDWYN
Presents
RONALD COLMAN
IN
Bulldog
Drummond
THE PERFECT TALKING PICTURE
Three
TIMES

THREE BOX-OFFICE Bullseyes Out of the first three shots taken in the field of All-Talking Picture Production.

Just a sample, gentlemen, just a sample, of what you can expect from the greatest of them all



UNITED ARTISTS

The Perfect All-Talking Picture Makers

When your Theatre business becomes Embarrassingly small—Light up on a United Artists Big One.

Motion Picture News

Vol. XXXIX NEW YORK CITY, MAY 25, 1929 No. 21

Box Office Money

Percentage As The Stabilizer Of The Industry

By William A. Johnston

WHEN *Motion Picture News,* more than ten years ago, came out in favor of percentage playing and predicted that the system of box-office division between exhibitor and distributor would eventually be in force because it was fair, sane and advantageous, we drew upon ourselves an avalanche of bitter criticism.

Today percentage playing is the order of the day. Just last week the head of one of the country's largest and best theatre chains made plans for percentage playing throughout his circuit.

We are not, in this connection, bragging about ourselves. We are congratulating the industry. If there is one thing that can stabilize this business it is a fair division of box-office money based upon whatever the public will pay to see the show.

We are, however, pointing out some facts.

A year ago the sales managers were telling us that they sold the pictures. A few men could sit around the table in New York—the sales manager and the heads of a few national chains of theatres and the contracts were drawn. Then a few hundred more of the smaller circuits and the bulk of the selling work was over with! It was all so simple that the question was coming strongly to the fore—it did come to the fore—as to whether field salesmen were actually necessary.

Granted that the sales managers were right, it is at least certain that conditions now have greatly changed.

There are two new factors today to be counted with.

1. The extension of percentage playing.
2. Sound pictures.

In the scheme of percentage playing the contract made does not complete the selling of the picture. It only begins it. It is the theatre that really sells the picture—the theatre and the picture itself, of course. The public, not the exhibitor, has now become the buyer.

So the sales manager no longer sells merely to the exhibitor.

The theatre manager now becomes a factor of greater consequence. And it will pay the producer and distributor to help him do his job well. One way to help him—and a most important way—is to help him advertise. Somehow or other this has got to be done. It is our contention that this help can best be given through a trade paper. There can be little argument here. This is an acknowledged trade paper function. And theatre managers will agree with us. But the end is of more importance than the means. If another means is better let it be used. What we are contending for here is that New York get out of its lethargy, realize that there is in force a new way of merchandizing pictures to the public and meet this new way squarely and intelligently.

Sound pictures, too have put a new and big dent in the scheme of things. Sound pictures have knocked block booking into a cocked hat.

Where are the independent producers and the independent distributors who said the silent picture market was closed to them and therefore they had to quit? Does anyone know today of a good sound picture—long or short—that can't find its way to a ready, eager market? Will anyone say today that theatre control is keeping good sound pictures away from the public?

Am. Federation Of Musicians Condemns Sound Reproduction At Convention In Denver

Webber Says Public Is Forced To Listen To Inferior Music Through Use Of Devices

DENVER, May 23.—This afternoon a resolution condemning "canned music," as reproduced from motion picture theatre screens, was presented to the 34th Annual Convention of the American Federation of Musicians now in session here. The resolution hits at a condition that is proving a serious menace in the affairs of the musicians of the country today. "The public is compelled to listen to inferior music as a result of the development of the talking picture," declared Joseph N. Webber, president of the Federation.

There are about 400 delegates present at the convention which opened on Monday. The meetings will continue through until Saturday. On the opening day the delegates paraded through the downtown streets of the city, a massed band leading the procession. This is the first convention of the musicians' body to be held here in 28 years.

According to the union officials, the cutting down of theatre orchestras in houses equipped with sound has diminished to a great degree, and in some instances a number of theatres are rehiring their men. But the situation is looked upon as a serious one for the rank and file of the organization as regards the future. The further development of sound pictures will undoubtedly cut into their means of obtaining a livelihood. The advent of the large orchestras in the motion picture theatres was a veritable bonanza for the men in the pit, and they resent inroads that the mechanical devices are making on their territory.

A plan to give a series of concerts throughout the country for the benefit of those men who have been forced out of work through sound pictures is under discussion. In New York a concert with 600 musicians performing at one time is planned.

At present it is said that there are approximately 250 men employed in the work of furnishing music for sound recording. These men are members of the Federation, and their salaries for this work is averaging $50 a day. They are members of either the New York or the Los Angeles locals.

Columbia Will Convert Belasco Play Into Talkie

"Ladies of the Evening," the Belasco stage presentation shown on Broadway a few seasons ago and roadshown throughout the country, will be made into a dialogue motion picture by Columbia. Milton Herbert Gropper authored it.

First Negro Theatre In South To Install Sound

MEMPHIS, May 23.—Memphis last week boasted the first negro movie house in the South to install talking pictures, with completion of a Moviephone installation at the Beale Street Palace, darktown's principal vaudeville house.

A. Barrasso is owner of the house, which features a midnight frolic every Thursday night for whites only. A portion of the house is reserved for white patrons at other times.

Universal Has Sold 17 Theatres In Last 2 Months

Cut Operating Loss By Sales; Balance Of Circuit Making A Profit

Universal has started a policy of ridding itself of a number of the theatres that it has been operating under lease. Within the last few months Louis Cohen, who lately joined the theatre division of Universal to take charge, has managed to dispose of about seventeen houses which had been operated by the organization. The majority of the theatres are located along the Pacific Coast.

At present the theatre department of U. is being operated without an executive head in the New York offices, and strangely enough their returns are better than in the days when there was a general manager of theatre operation. Cohen has lately come East from the Coast, and it is possible that he will make deals for a number of houses that Universal has in the Eastern territory.

Cohen has come East from Seattle, Wash., where he disposed of the Columbia and Winter Garden to John Danz, of the Sterling Theatres. This leaves U. with eight suburban houses in that territory. Prior to making the Northwest trip, Cohen made a deal with Fox-West Coast whereby they took over a number of houses in small towns in Southern California.

There is a possibility that Cohen while in New York may make a deal whereby U. will get out of the lease that it now holds on the Colony Theatre, either by disposing of it to one of the other chains or to a legitimate stage producer for musical comedies or revues. The house would be an ideal theatre for the latter type of entertainment. It is only a question of another year or so before the Colony will be located in one of the prize spots on Broadway with additional theatre building now going on around it.

Sun Shines On 160 Entrants In Film Tournament

Industry Takes Up Golf In Big Way At Glen Oaks—M P Club Beats Lamb's Team

One hundred sixty entrants in the semi-annual Film Golf Tournament swung their clubs in the first bit of sunshine to appear in the vicinity of New York for several days at the Glen Oaks course on Long Island Thursday, May 23. The event took on its traditional character of a goodfellowship meeting, with competition in golf and the display of golfing form and skill taking second place to the holiday spirit.

Good golf, mere golf and duffer golf were on tap, however, and the competitors let matters take their own course, shooting golf if they had golf in their system and just playing at golf if inclinations plus the absence of form dictated that as the better part discretion in matters of having a good time.

There was a morning qualifying round of 9 holes, an afternoon round of competition for a large list of trophies, with a banquet in the evening. A feature of the tournament was a match even between teams of the Motion Picture Club and the Lamb's Club for the Albee Trophy, which, as things turned, will continue to adorn the club rooms of the Motion Picture Club.

The low net scorers of the tournament were Jack Gottfreund and P. M. Abbott, the latter of MOTION PICTURE NEWS. The toss-up to decide the tie was won by Jack Gottfreund, who thus won a leg on the Film Daily Cup and Stebbins, Leterman & Gates Cup. Low net runner-up honors went to Abbott, and the trophy for that distinction the Jules Brulatour Cup.

The winners were as follows: Low Net, Jack Gottfreund. Low Net Runner-up, P. M. Abbott. Low Net Runner-up (J. P. Muller Agency Cup), J. Boyce Smith. Low Score for N. Y. M. P. Club Member (Al Lichtman Trophy), Chris Dunphy. Keith-Albee Contest (E. F. Albee Cup), M. P. Club team. Low Gross (M. P. News Cup), Chris Dunphy. Low Gross Runner-up (Al Ruben Cup), Mitchell May. Low Gross Runner-up (DuPont-Pathe Cup), Jack Noble. Low Net Morning Round (Nat'l Theatre Supply Cup), J. Hum. Low Gross Morning Round (Wm. Massce Cup), Arthur W. Stebbins. Putting Contest (Carl Laemmle Cup), C. Sawyer. Putting Contest Runner-up ("Screen Secrets Magazine"), William Orr. Driving Contest (Jack Cosman Cup), William Scully. Driving Contest Runner-up (Ira Haupt & Co. Cup), Paul Greenhalgh. Low Gross Morning Round (Columbia Pictures Cup), Roscoe Fawcett. Low Exhibitor Score (Pathe Cup), J. W. Wilson. Birdie Contest (Western Electric Cup), Lee Gainesboro. Runner-up in Birdie Contest (Associated Publications Cup), Sessus Hayakawa. Low Gross for Lamb's Club Member (RKO), Jack Davidson.

Flight winners were: H. C. Rust, Peter Vischer, Carol Trowbridge, Arthur Hirsch, W. M. Eysman, Fred Hall, Al Fineman, Charles Einfeld, F. W. Muller, Pam Blumenthal, Jerome Beatty and Messrs. Weis, Hunter, Sties, Reubenstein, Berry Buckley, Robinson, Sherman, Foley, Raynor, Bower, Goodfield, Hammershlag, McCarthy and Johnson.

Gehring New T.-S. Mgr.

W. C. Gehring, by appointment made by Oscar Hanson, general sales manager of Tiffany-Stahl, becomes a special representative and acting manager of the Buffalo exchange, replacing Pete Dana. Sam Galanty of the Indianapolis exchange has left the company and his place is now filled by Jerry Marks.

Fox Dislikes Columbia's Ad. So He Bars Film

"Why Play Poor Pictures" Taken As Reflecting On Fox Product

The Roxy Theatre, which was to have had the Columbia part-talking feature "Father and Son" this week, did not present that production. Instead "The Valiant," a Fox production, was held over for a second week, although the business that the picture attracted the first week did not warrant it being retained. "The Valiant" drew $83,509.25, which figured at the average business of the house is 81½ per cent, the lowest business that the theatre has had this year.

The reason for the holdover of the non-profitable picture was the fact that William Fox became incensed at an advertisement on the part of Columbia Pictures headed "Why Play Poor Pictures?" which appeared in the trade papers on Wednesday of last week. Fox, it is said, considered this advertisement a reflection on the Fox product, and the playing of the "Father and Son" picture at the Roxy would have virtually meant an admission of the fact.

In part, the advertisement read:

"Hundreds of exhibitors have shelved ordinary pictures this season to make room for such productions as "Submarine" and "The Donovan Affair." Hundreds more will shelve program pictures to make room for "Father and Son," which will be given its world premiere at the Roxy, commencing Saturday.

"'Father and Son' is the second Columbia Picture to play at the Roxy in three weeks. Quality—that's why Columbia is the talk of the industry."

But "Father and Son" did not play the Roxy and "The Valiant" was held over.

This week Jack Cohn, of Columbia, professed ignorance regarding the reason for his picture not playing the Roxy this week, but stated that the advertisement was not meant to reflect on anyone's product, that it was simply a printing of an expression given to him by N. L. Nathanson, of the Famous Players-Canadian Corp.

Late this week, however, it was stated that "Father and Son" would either be played at the Embassy for a run at a $2 top scale or would be placed in one of the larger Broadway houses. Which one of these it would be could not be learned.

Both the Capitol and the Roxy played Columbia pictures this season, the former house having played "Submarine" in December. Only a few weeks ago the Roxy played "The Lone Wolf's Daughter," taking that production away from the Colony which had it booked.

U Chain Appoints Johnson

Earle J. Johnson has been appointed district manager of the U. I. Theatre Circuit, Inc., Indianapolis, Indiana, a subsidiary of the Universal Chain Theatrical Enterprises, Inc.

Northwest Theatre Owners Urge Playing Silent Films To Compel Sound Cost Reduction

Steffes Re-elected President Says Big Producers Seeking To Kill Off Independents; Wants Govt. Investigation

MINNEAPOLIS, May 23.—The Northwest Theatre Owners met in convention here this week. Pessimism predominated the meeting. Empty chairs were said to denote members now bankrupt and unable to attend meeting. There were approximately one hundred exhibitors present as against three hundred that attended last year's convention. Despite the fact that it was broadcast that Al. Steffes would be the target of an investigation fathered by W. M. Miller, the Cloquet exhibitor, Steffes was re-elected president.

In his keynote speech Steffes stated that the big producers were seeking the extermination of the independent theatre owners.

W. M. Miller offered a detailed box office statement to the Convention comparing the status of silent and sound films shown in his own theatres. The statement showed a financial loss on the showing of sound pictures; the silents showed profit. Exhibitors present declared that the condition was universal.

Steffes, however, declared that the talkies were a permanent feature of the business and that the exhibitors themselves are to blame for current poor conditions through their signing of contracts at high prices for sound films. He declared that they should play silent pictures as long as possible for them to do so, in hope that the producers would reduce the charges for talkies, sound films and sound services so that they would be within the means of the independent theatre owners.

Oliver Rowe, Minneapolis exhibitor, introduced a project to start an advertising campaign through the trade journals to encourage and induce independent producers to present feature length and short films, both silent and in sound, for exclusive consumption of independent theatre owners. Distribution to be through a Minneapolis Film Exchange. Rowe was empowered by the Association to push this project. The exhibitors present agreed to meet the financial obligation involved through taxing themselves. Steffes voluntarily cut his own salary to $5,000 per year, stating that the organization needed money more than he did. Steffes is to be the guiding hand behind a movement on the part of the independent theatre owners to form a chain to show silents exclusively. He was placed in charge of the project by a vote.

Several resolutions were adopted, among them one to urge Abram T. Myers, president of the Allied States Organization, to seek a reduction of sound film and score charges from the producers. Another requesting Myers to confer with Department of Justice officials with a view to investigat-

(*Continued on following page*)

Uses Spotlight Novelty With "Syncopation"

PROVIDENCE, May 23.—Harry F. Storin, manager of the LeRoy Theatre here, developed a spotlight novelty with the showing of the R-K-O feature "Syncopation" at that house this week. During several of the dance numbers done by Bobby Watson and Barbara Bennett in the night club sequences of the picture a piece of cardboard with a one-half inch hole punched in it was held in line of focus between aperture plate and lens on the projection machine which made it possible for the projectionist to follow the dancers in their work as though by a spot.

Inasmuch as the director shot these scenes as long shots the effect of the dance is greatly heightened by the "spotlight" trick.

Kennedy's Coast Trip To Salvage Swanson Picture?

"Queen Kelly" May Be Taken Off Shelf Is Latest Report

With the departure of Joseph P. Kennedy for the Coast this week, the situation regarding "Queen Kelly," Gloria Swanson's picture reported shelved last week, became the subject of considerable speculation.

Although Coast reports were that the talkie version of the picture had been definitely abandoned, it was said in some quarters that Mr. Kennedy's present trip West might have for one of its purposes an effort to salvage the picture.

It is known that, at the time "Queen Kelly" was being made, sound, and especially dialogue, were not figured as so vital to box office success as now. Later, it became apparent that no big production in wholly silent form could click, even with Gloria Swanson as the star.

Whether further efforts will be made to revamp the picture on a dialogue basis could not be learned. The Coast report last week was that the talkie version, like the previous silent one, had been shelved, but whether this plan has now been changed remains to be seen.

It is understood that Mr. Kennedy, who is Miss Swanson's manager and financial backer, invested about $920,000 in the picture. Eric von Stroheim directed it.

Six or seven of the best writers and film doctors on the Coast have worked at various times on "Queen Kelly," and there is much speculation now as to whom Mr. Kennedy will call in, if he decides to make an effort to get the picture in shape for release.

Hearst Switches From M-G-M And Will Release Through Warners Beginning In Sept.

Fox Deal Causes Producers To Change Movie Affiliation; Will Mean A Sound News For Warner Bros.

WILLIAM R. HEARST, newspaper publisher and motion picture producer became so incensed over the deal which made the Metro-Goldwyn-Mayer organization a subsidiary of the Fox Films, that he has decided to swing his affiliations to another organization. This week contracts were ready for signing which would align Hearst with the Warner Brothers.

This would mean that Hearst would furnish the Warners with a sound newsreel beginning next Fall. It would likewise mean that M-G-M would undoubtedly discontinue their newsreel and that the the title of the Warner News would in time be the International News as the contract for the distribution of that reel now held by Universal ends with the current year.

Marion Davies, the Hearst star, would under the new agreement become a First National star and produce three features annually for that company. The Cosmopolitan Productions, of which there would be four a year, would be released by the Warner Bros.

Hearst is responsible for the biggest current hit in talking pictures "The Broadway Melody," which is a Cosmopolitan production, although not heavily advertised as such.

The publisher is at present in New York having been here for about four weeks.

At the time that the Fox-M-G-M negotiations were on Hearst, together with Louis B. Mayer and Irving Thalberg, were making plans to purchase the Loew-Schenck controlling interest in the company, and believed that they had the deal cinched until Nicholas Schenck closed negotiations with Fox.

Imperial At Work On The Filming Of Talking Shorts

A series of short-length talkie productions has been started by Imperial Pictures, Inc., New York concern which will distribute its product through the State Rights market. Among the artists now engaged in roles for the series are Leo Donnelly and Lew Hearn.

Shea Returns To Coast

Frank Shea, who arrived in New York ten days ago to accept the post of film buyer for the R-K-O circuits, has returned to the Coast. Shea was taken ill shortly after his arrival and on the advice of physicians gave up the idea of settling in New York and returned to Los Angeles. A physician accompanied him on his trip home.

He Loved To Cry So Saw "Coquette"

PORTLAND, Ore.—During the second big week of "Coquette" at the United Artists a tall heavy-set colored gentleman walked slowly out with the crowd, with a trace of tears still on his face. Walking up to the door man, he hesitated like a small boy and fidgited around, waiting a favorable moment to talk to the guard of the movie palace.

Finally, he blurted out: "Man I sure did enjoy that Mary Pickford story, and I ain't bit shamed to tell you Boss the tears sho did pour down ma cheeks. It sholly were wond'ful, an I'm going back in to hear it all over again."

Rembusch Finally Victorious In Fight For Sunday Shows

Frank J. Rembusch of Shelbyville, Ind., theatre operator and owner of the Crump and American Theatres at Columbus, Ind., has won his fight of more than a year to give Sunday shows in Columbus. The police committee of the city council, which has control of the city police force, announced that members of the department on their own initiative no longer will interfere with Sunday shows. Complaints must be made and affidavits signed by individuals or organiaztion if Rembusch or his employes are to be prosecuted.

Northwest Theatre Owners Urge Playing Of Silents

(*Continued from preceding page*)

ing a thorough investigation of methods employed by producers and distributors to monopolize the industry through the ownership of theatre chains.

Steffes was empowered to appoint assistants in Minnesota, North Dakota, South Dakota for the purpose of building up the membership in the organization. He was also instructed to employ any other additional aides that he deemed necessary for the expansion and development of the association.

Contrary to report there were no representatives of the Department of Justice present at the meeting of the exhibitors.

Jackie Coogan To Comeback In "Courage" Talk Version

Jack Coogan, Sr., has closed a deal with Lew Cantor for the screen and dialogue rights to the Tom Barry play "Courage," which was presented here this season with Janet Beecher and Junior Durkin.

Saengers Still In Negotiation For Publix Deal

E. V. Richards, Saenger Bros. Here With Attorney And May Trade

The negotiations between the Saenger Brothers, of New Orleans, E. V. Richards, of the Saenger Circuit, and the Publix Theatres are still in progress, although there is little headway being made according to inside reports. With the southern faction is their attorney who is passing on the legal phases of the propositions as they are coming up.

Publix is trying to obtain 100 per cent control of the southern circuit, feeling that with sole ownership in the chain of theatres they will be in a far better position to trade in the event that the contemplated deals of major importance come along as expected.

One of the hitches in the deal between R-K-O and Publix is said to be the fact that the radio faction does not want to have Publix in as partners in the RCA corporation. They are willing to have them in R-K-O but not in the bigger corporation. Had the Publix faction been willing to accept R-K-O stock and not held out for RCA stock the deal would have been closed ere this, according to the insiders.

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Long-Runs Mop Up In L. A.; Six Films Good In All

"Time, Place And Girl" And "Black Watch" Cop Lead Places Among Newcomers

(Hollywood Bureau, Motion Picture News)

Hollywood, May 23.—Two long-run pictures led the van of Los Angeles box-office winners during the past week. The fact that it is now in its 15th week didn't seem to hurt "The Broadway Melody" any at the Grauman's Chinese, where it turned in $23,000, or a percentage of 148. "The Trial of Mary Dugan," in its third week at the Criterion, achieved a weekly gross of $13,000, or 130 percentage.

"The Black Watch," in its second week at the Carthay Circle, realized a $14,500 gross, which in terms of percentages was 115. "The Time, The Place and The Girl" clicked to the tune of $19,000 at the Warners' Hollywood, which figures when translated into percentage meant 130.

Except for "Coquette," in its seventh week at the United Artists, where it got $14,400, or 107 per cent, and "Show Boat" at the Biltmore, where it took in $13,000, the other films were under the weather. "Thru Different Eyes" brought in only $26,000 (95 per cent), and "A Dangerous Woman" at the Paramount attracted $25,500 to the b. o. tills for a percentage of 85.

Second Long Run Policy Is To Be Tried At Colony

Universal is going to experiment with their Colony Theatre on Broadway, New York, when the house is reopened within the next few weeks after a ventilating system has been installed. The policy will be that of giving Broadway a theatre that will play pictures that have been run in legitimate theatres at $2 top for a long run at popular prices. The picture that will inaugurate the policy will be "The Show Boat."

"The Show Boat" closes at the Globe this week, having played the house for six weeks to more or less indifferent business. It will be followed at that house on Monday by "Broadway," the Universal special.

Opening at the Colony within two weeks after the $2 Globe run "The Show Boat" will be presented at 75c top, with a bill of shorts in sound surrounding it. The run at the Colony is to be continued as long as it is found profitable. When it is completed it is planned to place "Broadway" at the house as the second attraction, and later the Paul Whiteman picture, "The Jazz King."

In the event that the interim between Universal productions is too lengthy other producers running pictures on Broadway at $2 will be solicited to run their productions in the house rather than going into the regular grind houses for a single week.

$56,000,000 Of Weather Loss Weekly To Business Affects Theatres In Metropolitan Area

Broadway Reflects Depression With Only Five Of 19 Films Bettering 100% Average; Record Rainy Year

BUSINESS in the Broadway theatres is reflecting the general business depression prevalent in the Metropolitan area due to continued rain since April 1. According to commerce statistics general business is sustaining a loss of $56,000,000 weekly because of the continued dampness, and as this dampness has continued for more than six weeks it is no more than natural that the theatres and other amusements are suffering. Hardest hit of all, however, are the women's wear, millinery, men's clothing and straw hat industries.

On Broadway last week there were but five pictures out of a total of nineteen playing the grind and legitimate theatres combined that bettered the 100 per cent average for business. Those attractions were "The Pagan," at the Capitol, with $78,246.10, for an average of 114 9/10 per cent; "Gentlemen of the Press," at the Paramount, $78,700, for 108 7/10 per cent; "Hot Stuff," at the Cameo, $6,200, for 104 3/10 per cent. The two in the run houses were "The Broadway Melody," at the Astor, with $20,433.75, at 138 4/5 per cent, and "The Desert Song," at Warner's, which did $16,323.25 for 102 1/10¾ per cent.

All of the others were under 100 per cent, and two of them down below 40 per cent.

"Eternal Love," the John Barrymore feature, which came to the Rivoli last week, has done a distinct flop, and will be out at the end of this week. The business for the first week was $26,200, while "Close Harmony" at the Rialto in its third week got $19,950. "The Singing Fool" for its second week at the Strand failed to hold up, and the result was $26,000 at the box office.

At the Roxy "The Valiant" was held over for a second week, but not because of the business that was pulled by the show. The receipts last week were $83,509.25, which gave the house an average of 81½ per cent. For the last four weeks the house has been under average weekly, the gross for the period being $356,020, for which figures a weekly average for the period of 84 2/5 per cent.

Many Changes Coming

There are at least five changes this week in films having legitimate runs. Those leaving are "Christina," "Noah's Ark," "The Rainbow Man," "The Show Boat," with "Mother's Boy" slated to go at the end of next week. Incoming pictures are "The Black Watch," which opened Wednesday night at the Gaiety; "Broadway," which comes to the Globe on Mon-

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The Mixer's A Popular Guy—He Knows Why

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, May 23.—Stars and featured players are now making it their business to be extremely friendly with the recording room "mixers"; giving the cameramen less consideration since the advent of talking picture production.

The "mixer" O. K.'s or discards the recording after each scene, and the players feel that a friendly "mixer" will pay particular attention to their individual voice recordings and see that every scene the player is in records perfectly.

Bitter State-Wide Blue Law Closing Fight On In Kans.

Arrests And Counter-Arrests Mark Attempt To Enforce Sunday Law

Kansas City, May 22.—Arrests and counter-arrests, charges and counter-charges are being recorded in one of the bitterest statewide blue law fights that has been waged in Kansas in a number of years. The latest developments in the attempt of the State Attorney General to enforce an old Sunday Labor Law by closing all theatres in the state on the Sabbath is a definite test case at Horton, Kansas, where Mayor W. L. Simpson is endeavoring to bring about 100 per cent enforcement of the law. Following the arrest of William Schenkelberger, manager of the Liberty Theatre, J. W. McManigal, editor of the local newspaper stated that he would swear out a warrant against the Mayor, who is also the local druggist and whose drug store was operating on the same day that the manager was arrested.

"It appears inconsistent for a theatre to be closed while a drug store operates," was the statement of the editor.

Fuel was added to the argument when Manager Schenkelberger forfeited his appearance bond in the local Police Court and declared that he would continue to operate.

In Clyde, Kas., Sam Blair, manager of the Rialto Theatre, managed to evade the closing law by a charity benefit performance on Sunday. His house was packed when a sheriff arrived soon after the show started, stopped the performance and ordered the patrons out of the house. Blair then informed the constable that the performance was for charity and that the law had no right to interfere. The performance was continued without further molestation.

Publix Moves Its School To Atlanta For Six Weeks

Group Will Become Acquainted At First Hand With Technique Of Theatre Management

Atlanta, Ga., May 23.—Twenty-five potential theatre managers came South last week to spend the next six or seven weeks accumulating practical experience in various types of theatre operation. They comprise the fifth class enrolled in the Publix Theatre Managers' Training School, John F. Barry, organizer and director. They will study first-hand all types of operation and make practical application of the theories included in their course of training.

The class, with Mr. Barry in charge, left New York Tuesday, May 14, bound for the Publix theatres in Atlanta, Birmingham, Asheville, Knoxville, Charlotte, Columbia, Greenville, and Spartanburg. Small groups have been assigned for instruction and experience in the preparation and execution of the daily theatre routine in different theatres in these various towns.

The six months' training course provided by the school begins with instructions at the quarters of the Managers' School at Broadway and 45th Street and includes both instruction and practice in the New York Publix theatres.

Special emphasis is being placed on sound projection, comprehensive study of sound reproducing equipment, in theory and practical application, is occupying an important place in the course of training.

Fifteen members of the class are at present in Atlanta where two distinct types of operation are offered—Keith's Georgia having a combination picture-and-vaudeville policy, while the Howard strictly to an all-sound picture policy.

Danz Takes Over Two Of Universal Seattle's Houses

Sale by Universal Chain Theatres, Inc., of their downtown Columbia and Winter Garden Theatres in Seattle, Wash., was announced last week in the Pacific Northwest city. The buyer was John Danz, president and general manager of the Sterling Chain Theatres, Inc., of Seattle, owning and operating the Capitol, Colonial, Palace Hip and State Theatres in that city. With the sale of these two houses, Universal now owns only eight suburban houses in the Seattle territory and minor holdings in other cities of the Northwest. The Columbia and Winter Garden have been operated on a financially unsuccessful basis for several seasons.

Danz announced plans to continue operating the houses under their present 25c. second-run policies, with the addition of sound apparatus in the Winter Garden.

Films Direct To Homes Thru Television Near

WITHIN a very short time movies and talkies will be broadcast directly into the homes of the country by television to the extent that radio broadcasting now prevails, declared Thomas Spooner, assistant manager of the Research Department of the Westinghouse Electric and Manufacturing Co. of Pittsburgh, Pa., in an address before the St. Louis Electrical Board of Trade at the Hotel Statler, St. Louis, on May 7. Reasonably good performances of television are being sent at present and but a few minor developments are needed to make the transmission of perfect pictures possible, said Mr. Spooner. This will be worked out within the next year or so, he claimed.

General Talking Co. Seeks Injunction On Use Of Cinephone

Philadelphia, May 23.—Suit has been filed by the General Talking Picture Corp. in the U. S. Court in the Eastern District of Pennsylvania against Simon and Benjamin Borosky, who own and operate the Southern Theatre, Philadelphia, seeking damages and an injunction for alleged violation of three DeForest Phonofilm patents, through the operation of a Cinephone apparatus in the theatre.

This is an action in equity which is to decide the validity of the Powers Cinephone license said to have been granted Powers by the Phonofilm Co.

The reason for the action in Philadelphia against the exhibitors is that the U. S. Court calendar here will permit of the suit being heard within three months, while in New York it would be a matter of two years. Powers has no office here, so the action was directed at the exhibitors using his device.

Portland, Ore, "Tent Show" Bill Boosts License Fees

The "Tent Show Bill" introduced by Senator Upton for H. W. Poole, theatre owner at Klamath Falls, Ore., was passed without a dissenting vote by both houses and is a blow struck in favor of all exhibitors who have opposed the granting of low fees to carnival shows, etc.

The measure provides that tent shows operating just outside the city limits, and therefore under the jurisdiction of the County Clerk as to licenses, pay a license fee ranging from $10 to $65, according to seating capacity. Heretofore dramatic stock and other tent shows could operate for six months for a fee of $10.

F. N. Post For Vergesslich

The managership of the New York exchange of First National is the post just taken over by Joseph Vergesslich, for the past ten years manager of the New Jersey exchange of the company. He will be in charge of both branches.

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Georgia Exhibitors Hold Meeting To Form State Body

Representatives From Over 35 Theatres Interested In Organization

Formation of a state association of Georgia exhibitors got under way at a meeting held last week at Waycross, Ga., and attended by representatives of more than 35 theatres.

The organization, which will be named the "Georgia Association of Motion Picture Exhibitors and Operators," will apply for a charter from the state. The acting officers are: George T. Ricker, of Fitzgerald, president; E. F. Boyd, of Adel, vice-president; Love B. Harrell, of Waycross, secretary and treasurer.

The delegates were luncheon guests of Mr. Harrell at the Hotel Ware. Following the luncheon a business session was held at which Mr. Harrell made an address on "The Value of Organization."

The next meeting will be held in Macon, June 2. A vigorous campaign will be launched to enroll representatives of every picture theatre in Georgia in the association.

Union Hopes For Settlement Of Des Moines Dispute

The Paramount (formerly The Capitol) in Des Moines and the musicians' local in that city are at odds over the action of the Publix house in letting out a group of musicians when it went sound. The musicians claim that they have a contract with the Publix chain that does not expire until September 1. According to one of the local's officials, the musicians' attitude is that Publix is interpreting a clause in the contract as giving the theatre chain the right to shut down the house for four weeks for repair work. Although the musicians reparted last week for work and found that they were no longer wanted, they intend, after the expiration of the four weeks' period, to report for duty. At that time an effort will be made to effect a settlement.

Thorp And Dupont Sail From Europe For The U. S.

J. C. Thorp, British International Pictures, Ltd., general production head, sailed from England this week, accompanied by Director E. A. Dupont. They are bound for Hollywood to arrange for production of two talkies at Christie's Metropolitan Sound Studios. Dupont will put "The Berg," based on the sinking of the Titanic, into work. Sid Chaplin's "Mumming Birds" will follow next, Chaplin to star and direct.

Personality And Good Will Versus Chain Intrenchment

There is nothing extraordinary in the story of how some theatre lost out in an effort to meet the strong competition of a new chain house. This has happened and will continue to happen. But there is a note of the unusual when the tables are turned. When an independent company can go into a town where a chain theatre concern holds sway, slowly and surely build up community Good Will to a point where a second run house dominates a first run by sheer force of personality and tactful method, then, like "the man biting the dog," it becomes real news and of vital importance to all theatremen.

GOOD-WILL and the art of building it will always play an important part in the many stories of how successful theatres were made successful. There are many angles to the term and many ways of accomplishment. Sometime it is brought about by the particular personality of the manager—his faculty for making himself liked by those who have the power to help him along. It might be ability to get into the limelight at different organization meetings through speech-making; it might be just a friendly smile and a good word for everybody plus earnest effort. But here is a true story of a manager who did the seemingly impossible—entered a town where there was first run chain opposition and won out.

This showman—and you can rest assured that he is one—came to the town of ..... just about one year ago. He was really a "big time" manager, having spent all but two years (when he was selling pictures) in a large key city. Personally acquainted with the manager of the chain theatre in this city, one of the first things he did was to pay this man a friendly call. Strange as it may seem he was given a cold reception by the chain manager. This man now classed him as "opposition." In the end, this attitude of the chain man was to prove to be a most formidable asset for the newcomer.

Putting finishing touches on the new house took up too much time and mind to worry about his unfriendly friend. Installation of new seats had to be supervised, booth equipment, cooling system, etc. Then there were acquaintanceships to be made with the publishers and editors of the two local newspapers. Here his personality stood him well, and a lasting friendship was formed even before he was ready to "shoot" with his house.

Then he started after the "powers" in the City Hall, cultivated the proper officials there and made more friends that were to stand him in good need later on. He visited different merchants, dropping in on them from time to time and chatting about this and that. In the meantime he opened a substantial account in one of the local banks. This was good judgment. In a town of this size, the opening of a fair sized account is a great aid in establishment. It is a guarantee of the theatre's good faith.

All these steps paved the way for the "grand opening," which was a pronounced success. The inner and outer lobbies were crammed with floral offerings from friends. The house was started off as a second-run de luxe theatre, with an admission of 10 and 15 cents. The opposition, the first-run, was getting 10 and 30 cents.

THE independent has been in this town now for about a year and a half. In every move which he has made his object has been to establish his house as a community institution—not merely a commercial enterprise. Today he holds an enviable position in community life. He is not only a member of the Rotary Club—he is one of the officers. He is president of the local tennis club and affiliated with a number of other clubs and fraternal organizations.

He has talked and worked with all the local organizations such as the American Legion, Boy Scouts, Garden Society, etc. His wife is a member of a highly respected woman's club, an officer of the dramatic club and the local literary circle. And the best thing about it is that neither she nor he had to "force" their way in any of these activities or organizations. It all came about in a perfectly natural manner in the past six months and can be attributed to the careful foundation that this independent exhibitor laid the first six months he was in town. He is able to devote his attention to these valuable outside affiliations and yet successfully supervise his theatre. He has never adopted the hide-away attitude which a certain type of manager thinks will impress the caller that the bigger the man the harder he is to find.

Now for some side lights on this man's battle for supremacy over his "tough" opposition. In his newspaper advertising he kept away from all "mud throwing." His opposition took crack after crack at him through the papers but in the end these all reacted to his benefit. The independent advertises in the leading sheet of the town. The chain house uses the second rate paper.

Then there is the question of sound. The newcomer knew an installation would have to be made sooner or later so he decided to make it sooner. This has increased the house "nut" and tripled the operating cost. Right at present he is battling along with but mediocre product for the sound plant. But here again Good-Will is helping him along until the time comes when he can get more and better product. With all the buying power at their disposal and ability to play the majority of the talking hits, his opposition has done comparatively little. The independent can scarcely explain this condition unless it be due to his "friend's" lack of standing in the community. Whether the chain house will continue to hold the whip hand in the matter of next season's buying remains to be seen. The independent expects to get his share, and one reason for this is that in an effort to hurt him, the chain house far overbought this season's pictures and will have to play them off.

IN the final analysis, this man's success is solely based on the cultivation of Good-Will and it is passed along because it carried such a punch in this case.

After a manager gets it he must hold it and in most instances he'll find that holding it takes as much work as getting it. This independent exhibitor alleges that there were many obstacles thrown in his way by the opposition but out of respect for the feelings of the other man and the chain which operates the theatre he refrains from making any direct statements or mentioning actual names. His mission is not to call attention to chain opposition, but impress other managers what a tremendous force Good-Will is in any town and how it can be converted into dollars and cents when other elements which go towards profitable box office returns are lacking.

Turning A Transient Theatre Into A Popular Family House

TURNING an absolute transient house into a real honest-to-goodness popular family house, with a homey atmosphere about it which has never failed to attract, is the record of I. F. W. Ackery, of the Dominion Theatre, Vancouver, B. C.

He has done this by making himself a living, moving spirit of activity, injecting his own personality into every person employed round the house, and is seldom to be found sitting in his private office making a noise like a manager. He finds it pays better to make his managerial noises round the theatre, and when one of his special acts failed him on one occasion through sickness, he hopped up on the stage himself, apologized to the audience for the failure, and, tipping the wink to the pianist, the two violins and the cornet, broke into a sprightly buck and wing, and brought down the house.

Briefly, that's Ackery.

In detail, it may be said that Ackery did not walk into the managership of one of Vancouver's important theatres just from nowhere, or get there by the rapid air route, so to speak. No, he plodded his way in, on his own two feet, all the way up from the usher route. The present writer can well remember his first appearance at the Capitol Theatre in Calgary, when Manager John Hazza, dressed him out in a tight fitting pair of trousers, strapped under his shoes, a short red jacket with gold braid and brass buttons (popularly known as a bum-freezer) the ensemble being completed by a pill box cap, stuck jauntily on one side of the head.

That was in 1923, and for two years Ackery ushered at night with the proverbial "wim and wigor," and in 1925 came to Vancouver, where he again started in the ushering business, at the Capitol Theatre. Promotion soon came as captain of the ushers, and a little later he was promoted to the managership of one of the small suburban houses of the Famous Players Canadian Corporation.

Here he gathered experience as a ship gathers barnacles, but never allowed them to be scraped off him. For his services at the little suburban theatre, and in view of his past record, Ackery was one fine day called on to the carpet, and fired—into a better job; so he entered into his kingdom of the Dominion Theatre on Granville Street (where all the big fellows are) and took possession.

After a week or so there, getting his bearings, Ackery put his nose into the air, and sniffed suspiciously. In a word, things did not look right. He sat in for a few nights in the box office and sold tickets for a while. He watched the crowds. They drifted in aimlessly; that is, some of them did. Others took a look for a few seconds, and walked on.

Ackery soon realized what was wrong. He had a transient house, and he didn't want a transient house. He wanted a house that was a habit.

So Ackery got to work. He snipped a little off his prices first of all; not a cut throat price, but just enough to make it attractive looking to the average family man, who has the missus and a youngster or two to look after.

WITH the lower prices getting in their fatal work, he started in to liven up proceedings inside. He introduced a local vaudeville act, then two, and it was on one of these occasions that he filled the breach with his impromptu dance, determined his audience would not be disappointed.

He found that the audience he wanted was gradually building up. He found he was beginning to recognize many familiar faces, week after week.

They must be held, with more familiar faces added to their number. He called a meeting of his house staff. He addressed them sternly; he told them he believed they all had a hidden talent; were they going to hold out on him? What about it?

Blushingly, Miss Adrienne Case the cashier said she thought she could sing a little; A. Jacob, the doorman said he was partial to solos on a trumpet; George Peter, the second organist, admitted he was also a singer, and confessed to having published two songs, which he promised to sing. The projectionists promised to put on an old time movie show with all the old time movie gags, such as "One moment, please, while the operator changes the reel," etc.

With all this uncovering of hidden talent, Ackery found it incumbent upon him to polish up his own tootsies a trifle, and promised a novelty step dance for the occasion.

So the next week, he astonished his audience by announcing that for the next few weeks they would be entertained by the house staff.

Miss Case started the first week with a group of Irish songs, and as she proved to have a very fine soprano voice, her success was immediate. Jacob showed he could waggle some mean but insinuating notes from his trumpets, and he easily held the audience for a week. The organist song writer, Peter, received a lot of genuine applause for his songs, and the projectionists' old time movie stunt was a real winner. They gave "The Valley of Death" made in 1905, featuring Lionel Barrymore and Harry Carey. During Easter week the principal organist, Stanley Claier, gave as his contribution a special rendering of "The Holy City" with special effects by the projectionists. The usherettes, not to be outdone, and entering into the cooperative spirit, arranged some dancing and acting to illustrate the singing of "A Bachelor Gay."

All this was strung over a period of several weeks, with the result that the audience built up week by week. The full house sign is displayed pretty regularly on Tuesdays, Thursdays, Fridays and Saturdays.

Nor are the youngsters forgotten. They didn't use to fuss much about the Dominion, and a hundred or thereabouts would be the general tally for Saturday afternoons. Now 600 of them pack in there every Saturday. Ackery sees to it that there is always something special for them, and if the current film is too much of an adult picture, he substitutes a good wholesome western for them.

Kindly courtesy is quite an outstanding feature of the Dominion Theatre ushers. Always the question, "Where would you like to sit, sir?" or "Madam" is taking a personal interest in the patron, and he or she is accommodated in the best place available.

"I make it a rule of treating each patron as if he was the only one I had," says Ackery, "and I know they appreciate it.

"I HAVE the house built up now to a fair point of success, and a very large number of my patrons are quite familiar to me. I have tried to make them feel that it is them I am trying to please, and speaking to many of them when I get the opportunity gives me a line on what is appreciated. I use care and judgment in choosing pictures, and the result has been satisfactory. I have a monthly meeting with the staff to talk over the general policy, and they are often able to give me tips which I might otherwise miss. I am only one, and I am a firm believer in cooperation. My task now is to keep up to my standard, and retain what I have built up, and I know that will keep me on the jump."

And in case any person should want to know, I. F. W. Ackery was born in Bristol, England in 1901, came to Canada in 1914, and went overseas in 1915 with the 102nd Battalion till 1919. Probably that is the reason why he is not afraid to look a tough proposition in the face.

Know Your Newspaper Editor And Play Fair With Him

Practically every town of any size at all has a newspaper. Its editor is a man who is generally held in high public esteem. In many cases he is as important in the public mind as the mayor. He is the man whom the whole city depends upon to lift that town to higher levels, to furnish people with the news of the day and to back any project which might mean something to the city. The theatre is another principal institution of any city. Therefore the theatreman and the editor should become the very best of friends. Yet there are often instances when the two have never met.—Earl M. Holden.

THE newspaper editor can help make or break the exhibitor in certain localities and it is the duty of every theatreman, particularly the man transferred to a new house, to immediately take steps to cultivate a cordial acquaintanceship, believes Earle M. Holden, of the Vivian, Florida and Crystal Theatres, Daytona Beach, Fla. Mr. Holden, at one time, was the managing editor of a newspaper and has had the opportunity of making observations on both sides of the fence. His views and experiences on this subject follow:

"Every theatre, regardless of how small or large, depends on a newspaper for a certain amount of its support. And in instances where the theatre operation is so small that a bill posting plant is not in existence, the newspaper plays an even more important role in the success of that particular theatre. And in turn the newspaper certainly does not depend on the theatre for support. While it is true that no newspaper will turn down theatre advertising, still that publication could exist if it did not run theatre advertising.

"But the city newspaper and the theatre should stand side by side as the two principal institutions in the city. And when I mention city, I do not necessarily mean a large metropolitan city, any town from 3,000 inhabitants on up.

Complaint And Remedy

"I remember one instance in particular. A town of 10,000 with one evening paper and a theatre that was modern and up to date in every detail. Yet the manager was always complaining that he could get no co-operation from the paper in the way of readers and also complained that the paper did not set his ads as they should be set. Then the editor stated that the theatre manager was an unfriendly fellow, or at least that was his impression. And when I asked him why he thought the theatre manager was unfriendly he stated that people had told him so, and upon further questioning the editor admitted that although this particular manager had been in town a year he had never met him, and that the manager had never even visited the editorial offices of the paper.

"The results were that these two were brought together and today are the best of friends. The paper publishes reader after reader, and there was no further trouble with the ads simply because the manager had told the advertising manager just how he wanted his ads set, and even the managing editor took it upon himself to see that the ads were properly set.

Another Instance

"Then there was the theatre manager in the town where I was managing editor of a paper. We printed a large and up to date weekly. At that time I was not very much interested in the theatre game, had no intentions of ever leaving the fourth estate to enter this new field. The manager sent his ads over and also his readers. He usually clipped his readers from the press sheet, paid no attention as to what he was clipping, and I was under the impression that the manager was just a fellow that was satisfied with his usual nightly income and didn't care if the theatre grossed more than the usual or not.

"Right then and there I decided to get acquainted and find out if my impressions were wrong or right. I was willing to do my share to help him, but I did think that it was his duty to at least come over to my office and get acquainted, and then we could have discussed readers, ads and tie ups that would certainly have been to the advantage of the theatre.

"Finally at my request he paid me a visit. My impressions were partly right. He had operated the theatre for a number of years, and didn't care how his ads looked, was satisfied with his regular business because he did not know of any other way of increasing business. We got very friendly and I suggested that he take more care in his ads and the set up and especially more care as to his readers. I suggested that instead of always using the press sheets that he write his own readers and make them more newsy and also make them to fit local conditions. He did this and the results were that he did increase business.

"So having been a former newspaper man, it was only natural that the first man I looked up in a city to which I was transferred for a new theatre assignment should be the city editor or the motion picture editor. Some towns, however, do not have a regular motion picture editor and in many cases the managing editor is the news editor and jack of all trades. Then after you meet him, get better acquainted, and above all things 'sell' him your theatre just like you would a murder story. But a murder story breaks today and is gone tomorrow, where the theatre is here and stays tomorrow. It is a year round institution, and yet a business that is entirely different from any other in the town or city.

"After having made the editors acquaintance, I keep it, and the first visit that I pay him is most certainly not the last. It's the beginning of a friendship that will terminate only when the manager leaves the city, and leaves behind good will for the new manager that is to take his place.

Manager Versus Editor

"I remember another instance of where the theatre and paper were at battle. I was transferred to that city for a temporary assignment. Readers had been sent to the paper but were not published. The business manager of the paper would not listen to a tie-up proposition. The business manager was hard boiled so they stated—the hardest boiled business manager in the state. That was enough to scare most anyone, but nothing beats a trial but a failure. I met the so-called hard boiled business editor of the paper. Told him I was the new manager, explained how very important a theatre was to the community and then asked him outright why the paper would not cooperate with the theatre. And the reason was simple enough. Other theatre managers he stated had sent readers to the paper with the notation that they must be printed. Usually these readers were very

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Jensen Elected Vice-President Of Inspiration

Emil C. Jensen, who has resigned from the post of personal sales representative for the Jos. M. Schenck Productions with United Artists which he held for the past five years, has been elected vice-president of Inspiration Pictures, Inc., and will be in charge of sales for that organization. He will assume his new duties on June 15.

Under Jensen's supervision the elaborate sales stimulants that were issued by U. A. were evolved. The last of these to be issued was the campaign for "She Goes To War" the Henry King directed production which was produced by Inspiration.

Mr. Jensen will make his headquarters in New York with J. Boyce Smith continuing as executive vice-president in charge of production on the coast.

Jules Levy National Buyer Of Films For Radio-Keith

Jules Levy, formerly with the Universal sales staff, has been appointed national film buyer for the Radio-Keith-Orpheum theatres. His appointment was announced by Hiram S. Brown, president of the theatre circuit. A general film purchasing department will be organized in New York, where product for all the houses will be bought. Levy will be assisted by John O'Connor in the Eastern bookings and Nat Wolf in the Western district.

Warshawsky's New Play Is Placed For Fall Production

"The Great Bullkhan," a play by Sam Warshawsky, Radio Pictures general press representative, has been placed by its author with Henry B. Forbes for production this fall. Another of Warshawsky's plays, "Who's Your Father?" was given a tryout recently at the Riviera Theatre, Brooklyn, and is now under consideration by several Broadway producers, according to Warshawsky.

O. Exhibs Again Arrested

Cincinnati, May 23.—Francis McDonald and Robert Risley, Portsmouth, O., exhibitors were again arrested for operating their houses on Sunday, thus making their seventh successive arrest for violation of blue laws. Both exhibitors signed personal appearance bonds at the police station shortly after having opened their houses for the day. After having been released under $100 bonds, the shows continued for the balance of the day to record business.

Warners Buy Two Musicals

The Warner Brothers purchased the screen and dialog rights to two of the current musicals now running in New York. "Spring Is Here" playing the Alvin with Glenn Hunter and Charles Ruggles in the cast, and "Hold Everything" at the Broadhurst with Victor Moore, Ona Munson, Bert Lahr and Jack Whiting as the feature principals are the two pieces of property. Both were owned and produced by Aarons and Freedley.

"Evangeline," New U.A. Theme Song, On Air

THE world premiere broadcasting of "Evangeline," the theme song of the new United Artists production of that name, will be given by Paul Whiteman and his orchestra next Tuesday night on his coast-to-coast program. Al Jolson and Billy Rose composed the music and words for the song, which Dolores Del Rio sings in the picture.

Ontario Abolishing Its Tax On Tickets Beginning In 1930

The theatre ticket tax is to be abolished in Ontario in its entirety, starting in 1930, according to the official announcement of Hon. G. H. Ferguson, Prime Minister of Ontario. For some time there has been no tax on tickets up to 25 cents face value but the levy on all higher-priced tickets is now to be removed.

Hon. Mr. Ferguson declared that the levy had become a nuisance tax, particularly among patrons attending "the average inexpensive show."

Many Important Figures To Attend N. C. Exhibitor Meet

Charlotte, N. C., May 23.—Advance information concerning the convention of the T. O. Assoc. of N. C., to be held June 17-18 at Wrightsville Beach, indicates that the meeting will be one of the most largely attended meets ever to be held in the South.

Besides President R. F. (Pete) Woodhull of the national exhibitor association who will be present other prominent figures who will also be in attendance include the following:

Dr. L. E. Heart, the N. C. Legislature; J. W. Bailey of Raleigh, general counsel for the Assoc.; Senator A. F. Sams of Winston-Salem, N. C.; H. F. Kincey, general manager of the Publix-Saenger Theatres of N. C.; Clint Weyer, of Hancock Co., insurance brokers; Montgomery S. Hill of Publix-Saenger Theatres of N. C.; M. A. Lightman, president of Tri-State Exhibitors Assoc., Eldorado, Arkansas; and C. B. West of Clinton, N. C.

Educational Talkies Will Also Be Available On Disc

In addition to their sound-on-film versions, all Educational talkies will be available in disc form. Disc prints of "The Lion's Roar" are already in transit and new prints and disc versions of the other Mack Sennett talk featurettes are being rushed to completion and will be distributed as soon as they are ready. Sound-on-film prints are made on 1,000-foot reels, with a phonographic disc for each of the reels.

Artclass Distribution Abroad

A deal by means of which Hoffberg, Cornfeld Co., Inc., take over the distribution of Artclass Pictures Corporation in Central Europe was recently closed by Weiss Brothers in New York. 140 subjects are included in the deal.

Skouras Net Profit Said To Be $352,-323; Sound Helped

St. Louis, Mo., May 23.—The annual report of Skouras Bros. Enterprises for the year ended December 31, 1928, is scheduled to make its official appearance within the next few days. From an inside source it is understood that exclusive of the subsidiary companies there will be a net profit of $352,323.

It is not clear what has been accomplished during the same period by the St. Louis Amusement Co., but it is understood that the neighborhood and suburban chain of Skouras has picked up considerably since the installation of sound reproducing equipment. The deficit for the past 12 months, if any, will be very slight, it is thought, and prospects for the company are very bright.

Thomas-Wheeler Unit At Work On "Gust Of Wind"

A Thomas-Wheeler Productions, Inc., unit is now working at Floral Park, Long Island, in conjunction with the Floral Theatre there, on its initial production, "Gust of Wind." The picture has a local cast built around Joseph Striker. Actual shooting began last Monday under C. C. Thomas' direction. Among the locations are many points of interest in and around Floral Park. A tour of New England cities is now being mapped out by Thomas-Wheeler to begin in the near future.

Union Loses Plea For Injunction Against Circuit

San Francisco, May 22.—The San Francisco Musicians Union lost a plea for a permanent injunction against Nasser Brothers theatres, May 10th, when Superior Judge Maurice T. Dooling, Sr., sustained a demurrer in favor of the defendants. Judge Dooling ruled the union did not have legal capacity to sue.

It was not known whether counsel for the musicians would file a new or amended complaint.

Pathe Studio Getting Ready To Shoot New Mystery Film

Extensive preparations are now progressing at the Pathe Sound Studio in New York for the production of "On the Stairs," a mystery melodrama by William Hurlbut. Making the adaptation is Charles Samuels who, in conjunction with James Seymour, Pathe dialogue supervisor, will write the dialogue. Hamilton MacFadden will direct. Bradley Barker will serve as production manager, Frank Walton assisting. Robert T. Kane will supervise all production activities.

Anderson's New Post

The position of Southern Division sales manager for Columbia Pictures will be filled by Richard V. Anderson, a film sales executive since 1912 and for the last ten years associated with the International Newsreel Co. as general manager. Mr. Anderson will take up his new duties at once. He will make his headquarters in New Orleans.

Sound And Projection

Conducted By James R. Cameron

EDITOR'S NOTE: *With this issue James R. Cameron becomes editor of the Sound and Projection department of* MOTION PICTURE NEWS.

Mr. Cameron is a recognized authority in his field. To thousands of projectionists throughout the country, many of whom are his personal friends, his name and standing are well known. Starting in the motion picture business in 1902 *with the old Peerless Bioscope, of London, he later came to the U. S. with Kinemacolor and was subsequently connected as an executive with the Greater New York Rental Co. and the Theatre Supply Co. In* 1918 *he published the first edition of "Motion Picture Projection," which has since gone into four editions and is recognized throughout the world as a standard authority. He is also the author of eight other books pertaining to the showing and making of motion pictures, including "Motion Pictures in Sound," which sold* 13,000 *copies in three months.*

With proper sound reproduction in the theatre one of the biggest problems facing the industry, Mr. Cameron's expert aid and advice to the projectionist will be available through the columns of the NEWS.

Vacuum Tubes In Sound Work

IT is a conceded fact that the vacuum tube is responsible for the success of the "talking movie" as we know it today. We had synchronization between picture and voice years ago, as most of you old time projectionists know. What we lacked was amplification, and radio has taken care of that problem for us.

Vacuum tubes are used both in making and showing of "sound pictures" and their use is an all important one. The principles which underlie the operation of vacuum tubes and their action, under the widely different conditions met in actual practice, therefore deserve careful study.

The name "electron tube" is derived from the fact that the action of the tube is due to very small particles of matter called "electrons." An electron is much smaller than an atom, and is the building block of which atoms are constructed. An idea of the extremely small size of the electron may be obtained from the estimate that in a very tiny spherical globule of copper having a diameter of one one-hundred-thousandth of an inch, there are about twenty billion electrons.

The atom was formerly regarded as the smallest particle of matter which could exist: something like 25,000 hydrogen atoms would have to be placed in contact in a row to make up a length of one-ten-thousands of an inch. The weight of an electron is only about one two-thousandths of the weight of a hydrogen atom. An electron carries a charge of negative electricity whose value can be measured. Since the comparatively recent general recognition by scientific men of the existence of the electron, many ideas formerly held as the explanations of various physical phenomena have been considerably modified. The fact that the electron carries a charge of negative electricity makes possible the use of the electron tube.

If two wires are connected to a battery, one to each terminal, the other two ends of the wires may be brought very close together in air, yet as long as they do not touch no current flows between them. The two ends may be enclosed in a bulb like that of an incandescent electric lamp and the air pumped out, and still so long as the ends are separated no current will flow. Thus, when the filament in an incandescent lamp breaks, the current flow stops and the light goes out.

The "Edison Effect"

About the year 1884 Edison discovered that if inside an exhausted incandescent lamp of the ordinary type, containing a filament whose two ends were connected to two wires insulated from each other, there was introduced a third wire insulated from the filament connections and maintained at a voltage positive with respect to the filament, then a current would flow across the vacuum inside the tube from the third wire to the filament as long as the filament was incandescent, but that the current ceased as soon as the filament became cold. This is generally called the "Edison effect." It is due to the fact that the incandescent filament shoots off electrons at high velocity, each carrying its charge of negative electricity, and that the electrons are attracted to the positively charged third wire.

The passage to the third wire of the negative charges of the electrons is equivalent to the flow of a current between the filament and third wire. In order that a current of one-billionth of an ampere should flow between the filament and the plate, it is necessary that more than six billion electrons should pass each second from the filament to the plate. It should be particularly noted that while the electrons move from the heated filament to the cold third wire, the current passes from the third wire to the filament, according to the usual idea that the direction of an electric current is from the positive to the negative. This distinction between the direction of electron flow, and the direction of current flow should be carefully noted.

As each electron leaves the filament, the filament acquires a charge of positive electricity equal in amount to the negative charge carried by the electron. If no voltage is applied to the third wire, electrons will still be emitted by the incandescent filament, but will travel only a very short distance before being attracted back to the filament by the positive charge acquired by the filament. The voltage applied to the third wire must be sufficient to overcome the attraction of the filament. No current will flow if the negative terminal of the battery is connected to the third wire, because the electrons will not be attracted by the negatively charged third wire, and, in fact, will be repelled back into the filament.

The Two-electrode Tube

A tube containing a filament and one additional wire or other piece of metal, is termed a two-electrode tube, the filament being considered as one electrode, and the additional piece of metal the second electrode.

This explanation of the mechanism of the flow of current between the filament and plate in an electron tube applies to a tube having a perfect vacuum. If there is more than the merest trace of gas remaining in the tube, the operation is more complicated, and a larger current will usually flow with the same applied voltage.

This happens in the following manner.

In a rarefied gas some of the electrons

(*Continued on following page*)

IN taking over this department in the "News" it is with the confidence that I shall have the cooperation of my many friends in the industry. Since the advent of the "talking picture" my personal mail has reached such proportions that it is impossible for me to keep up with it and still take care of my duties. To those who have written me within the past few weeks asking for information and to whom I have not as yet replied, I wish to state that I shall answer your inquiries just as fast as I can get to them, and that the answers to your questions will be carried in this department in the future.



I want you to feel free to call on me for advice at all times for this "sound picture" business is still new to us all and the "other fellow" would like to profit by your mistakes or suggestions. Send along your experiences and I'll pass them along. If you run up against some problem in the projection of "sound pictures" let me know of it. If it's over my head, I'll take it into the laboratories of the W. E. or R. C. A. and have some of the master minds solve it for the benefit of all concerned.
—James R. Cameron.

Wesco Will Award Gold Medals For Proper Projection Of Sound Film

A movement to encourage perfect projection of the talking picture through competition in the ranks of managers and projectionists has been launched by the Fox-West Coast theatre circuit. Gold medals will be awarded to those who nearest approach the one hundred per cent mark in their respective field.

With almost two million dollars spent in equipment for the proper projection and recording of talking pictures in the theatres of the Fox-West Coast circuit, Harold B. Franklin, president and general manager of the company, has come to the conclusion that the success of the new industry lies not so much in equipment, but in the manpower of the theatre itself. In a recent statement Franklin said:

"Naturally the Fox organization buys the best mechanical apparatus possible. Our engineers have installed the new models of the Electrical Research Company and as each improvement has been made we have kept abreast with these inventions.

"But . . . a machine may be mechanically perfect, to err is human. We have established 'schools of sound' for our employees and picture machine projectionists. We have given them books of instruction by men who have been trained in these machines.

"Now we are going to go deeper into the human side of this problem because, after all, it is a human problem, and offer to our operators and managers 'the gold medal of perfection' for the perfect projection of talking pictures. We believe that once our employees know that we realize the difficulties under which they work, that we are ready and willing to encourage, as well as find fault, that we will instill a spirit of competition that will not only benefit those workers in our theatres, but place them on the road to better their own working position.

"This is really possible. If we can point out to those executives interested in the ultimate perfection of the talking pictures, men who are far in advance of their associates, this will open an avenue of advancement in the new field.

"There will be two gold medals, one for operators and another for managers. To win them the pictures shown in these theatres will have to approach one hundred per cent in sound reproduction, clearness of screen projection and follow, intelligently, the rise and fall of the pitch of the voice that is speaking from the screen. A card index system is now being devised by which we will be able to check our theatres and credit, or debit, the men in charge.

"This idea will, we believe, not only help in the future success of the talking pictures but it will, at the same time, save it from that dangerous comment of the patron who says, 'I liked the picture alright but the talking wasn't very clear.'

"We may be perfect in mechanical improvements and now we mean to be just as perfect in the type of men who operate the machines and manage theatres."

Franklin's new idea will be put into effect at once in all of the three hundred theatres comprising the western unit of the William Fox national circuit.

Know Your Newspaper Editor

(*Continued from page* 1763)

long, contained no local interest and in most instances were just clipped from the press sheet. On several occasions the manager did not even take the time to fill in the playing date and the theatre.

"And above all things the business manager and editor did not even know the manager of the theatre. The ads and readers had been sent over by an usher or doorman and that was all there was to it.

"The results were I made friends with the hard boiled business manager. We became very good friends. And bear in mind I did not tell him that I had been a former newspaper man until we were so friendly that within two weeks after I was in that particular town, the newspaper was cooperating in a manner that they had never done before.

"This was about election time, and the business manager made me a call and asked if he could be of any service regarding election returns. I told him that it would be a pleasure to have the cooperation of the paper. As the result he placed in my theatre an associated press wire and even announced on the front page of his paper that for the first time in many years the paper would not announce election returns but instead had supplied a direct wire to the theatre I was operating and advised everyone to go there for the results. And the regular price of admission was charged. We had a jammed house, the entire newspaper staff was there as our guests and everyone had a big time.

"I have made it a policy that not a week passes but that I visit the editorial offices of the papers that we have in town, three or four times a week. You don't have to go to the editor's office and spend an hour. They are too busy for that, but just step in and a merry good morning or evening gentlemen, will win more good will for your theatre than money can buy.

"Then above all things don't fuss and wrangle over passes to your theatre. If the editor has shown you the courtesy of cooperating by putting over stunts for you, has given you plenty of publicity space, then he is certainly entitled to the courtesy of a pass to your theatre. And don't forget the boys who write the daily copy for the paper, once in a while allow them to attend the theatre as your guest. You don't have to do this every day, but make it a point to see that at some time or other, the men in the editorial department receive a courtesy pass to your theatre.

"Then there are the men in the make up room; the men who have the responsibility of placing your reader and ad in the paper. They can loose that ad and reader, or they can place it where everyone will be sure to see it, and if you are also friends with those men then it is a sure bet that your ad and reader will be given first consideration and will not be jammed down out of sight with some medical or feed ad on top of it, and the same also goes for the reader. Slip the make up man a pass also once in a while; you won't regret it, and also while you are paying a visit to the editorial staff, take just a couple of more minutes to slip into the composing room and also give these boys another cheery good morning or evening.

"In conclusion I would like to state that you don't have to be a newspaperman or a former newspaper man to get co-operation from our paper."

Vacuum Tubes In Sound Work

(*Continued from preceding page*)

present are constituent parts of atoms and some are free. These free electrons move about with great velocity, and if one of them strikes an atom it may dislodge another electron from the atom. Under the action of the electro-motive-force between plate and filament the newly freed electron will acquire velocity in one direction—the direction in which the colliding electron is moving—and the positively charged remainder of the atom, called an "ion" will move in the opposite direction. Thus both of the parts of the disrupted atom become carriers of electricity and contribute to the flow of current through the gas.

This action of a colliding electron upon an atom is called "ionization by collision," and, on account of it, relatively large plate currents are obtained in electron tubes having a poor vacuum. The radio tubes of a few years back were of this sort, but to-day tube manufacture has been brought to a point of perfection, tubes have a better vacuum than formerly, so that ionization by collision is responsible for but a small part of the current flow.

At first it would seem to be an advantage to have ionization by collision, because a larger plate current can be obtained, but there are two difficulties which have proved so great that tubes are now made so as to have only the pure electron flow. The first of these difficulties is a rapid deterioration of the filament when there is flowing a large plate current which is caused by ionization by collision. The positively charged parts of the atoms are driven violently against the negatively charged filament, and since they are much more massive than electrons (an oxygen or nitrogen ion has about 25,000 times the mass of an electron) this bombardment actually seems to tear away the surface of the filament. A second disadvantage of tubes with poor vacuum is that too large a battery voltage may cause a "blue-glow" discharge.

(To be continued)

Motion Picture News Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Alibi (U.A.)

SALT LAKE, UTAH—Granada Theatre 2,600), 14 days, 15c-50c, Technicolor Review and Musical Shorts. Weather, fair.

Rating—125%

SEATTLE, WASH.—Blue Mouse Theatre (950), 7 days, 25c-35c-50c-75c, Vitaphone Acts, Fox Movietone News. Weather, fine.

Rating—115%

FORT WORTH, TEXAS—Worth Theatre (2,500), 15c-60c, 4 days, Paramount News, "Music Hath Charms" (Par.). Weather, unsettled.

Rating—85%

UTICA, N. Y.—Avon Theatre (1,600), 7 days, 40c, 1 Vita-Vodvil Act, Fox Movietone News. Weather, moderate.

Rating—125%

MEMPHIS, TENN.—Loew's Palace Theatre (2,200), 25c-50c, 6 days, M-G-M Comedy, "That's My Wife," Vitaphone Shorts, Jay Velie and Bobbie Folsom, no presentation. Weather, rainy.

Rating—100%

NEW YORK CITY, N. Y.—44th Street Theatre (1,323), 7 days, $1-$2, two shows a day, three Sat. and Sun., Paramount Shorts. Weather, rain and cold.

Rating—85 1/10% (Sixth Week)

AD TIPS—Play up as melodrama based on the famous stage play "Nightstick." Feature elaborate sets, good cast, etc.—Blue Mouse Theatre, John Hamrick, Mgr., Seattle, Wash.

Good talking crook drama, worth playing along usual lines of police story with newsy crime angle.—Loew's Palace, Memphis, Tenn., Ernest Emerling, City Mgr.

Let them know this picture was hailed in New York as the smoothest made talkie turned out. Deft handling of its dialog can't be overstressed. Bear down on the all-talkie angle. Appeal is to all ages.—Worth Theatre, Fort Worth, Tex.

All At Sea (M-G-M)

JOLIET, ILL.—Princess Theatre (960), 3 days, Comedy and News. Weather, variable.

Rating—100%

AD TIPS—Exploit the laughs afforded by Dane and Arthur as two gobs who are all wet. Bill the picture as the comical successor to "Rookies." Appeal: general.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Barker, The (F.N.)

JOLIET, ILL.—Rialto Theatre (2,300), 2 days, 25c-50c, 2 Acts, also Davey Lee in person, Vita., Short with Ruth Etting. Weather, clear and mild.

Rating—160%

Barker, The—Cont.

TULSA, OKLA.—Rialto Theatre (1,600), 7 days, 25c35c-50c, Two Talking Units, News, Aesop's Fables. Weather, fair.

Rating—105%

AD TIPS—Featured talking scenes and story of the big show behind the scenes. Audience appeal: for adults.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Bath Between, The (Fox)

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 25c-50c-75c, Pathe Sound News, 5 Acts Vaude., Double Feature. Weather, cold three days, warm four.

Rating—60%

AD TIPS—First time any theatre in Minneapolis offered a photoplay program of two 3-reel short subjects. Exploitation centered about emphasizing that this program was a unit show composed of two all talking films. "The Bath Between" split the bill neatly with its comedy. Exploitation centered heavily on picture's two comedians and the hilarious situations in which they found themselves. Appeal: all ages and classes.—Pantages Theatre, E. C. Bostick, Mgr., Minneapolis, Minn.

Battle Of The Sexes, The (U.A.)

ANN HARBOR, MICH.—Majestic Theatre (1,050), 4 days, 10c-50c, Pathe Fables and Review, Paramount News. Weather, fair.

Rating—60%

AD TIPS—It seems to us that the cast is the outstanding thing to hit in this picture. Of course, Griffith's name is a drawing card, and the story deals with the modern problems. However, the cast is the thing.—Majestic Theatre, Ann Arbor, Michigan.

Betrayal, The (Par.)

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c35c, Comedy "The Liar Bird," M-G-M News. Weather, fair.

Rating—105%

OKLAHOMA CITY, OKLA.—Criterion Theatre (1,750), 7 days, 10c-25c-35c-50c-75c, National Players in "His Country Cousins," "The Bride's Relations" (Educ.), Par. News. Weather, fine.

Rating—115%

CLEVELAND, OHIO—State Theatre (3,400), 7 days, 30c-60c, "Little Mother" (M-G-M), "Cow Bells" (Par.), Oswald Sound Cartoon (Universal), Par. News, Fox Movietone News, Publix Unit, "Bubbling Over," with Boyd Senter. Weather, fair.

Rating—80%

FORT WORTH, TEX.—Palace Theatre (1,400), 10c-50c, 3 days, M-G-M and Fox Movietone News, Laurel-Hardy Comedy, 2 Vita. Acts. Weather, unsettled.

Rating—75%

Betrayal, The—Cont.

ASHEVILLE, N. C.—Plaza Theatre (1,232), 3 days, 10c-40c-50c, Our Gang and Mack Sennett Synchronized Comedies, Par. News. Weather, rainy.

Rating—75%

AD TIPS—Play up star. Should show love. Audience appeal: all classes.—Criterion Theatre, Oklahoma City, Okla.

Advertised as a great human drama, featuring Jannings. Audience appeal: for adults.—State Theatre, Sanford Farkus, Mgr., Cleveland, Ohio.

Beware Of Blondes (Col.)

VANCOUVER, B. C.—Pantages Theatre (1,700), 6 days, 30c-50c, Local News Reel, Int'l News, Oswald Cartoon, 5 Acts Vaude. Weather, fine.

Rating—75%

AD TIPS—"Are blondes more dangerous than brunettes? You'll find the answer here. Don't miss this one," were phrases used. Featured Moore, D'Arcy and Revier. Audience appeal: all classes.—Pantages Theatre, Lloyd Pantages, Mgr., Vancouver, B. C.

Black Watch, The (Fox)

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 75c-$1.00-$1.50, Laurel-Hardy in "Unaccustomed As We Are," Elinors Orchestra, Movietone News.

Rating—115% (Second Week)

Bridge of San Luis Rey, The (M-G-M)

PROVIDENCE, R. I.—Loew's State Theatre (3,800), 7 days, 15c-50c. Weather, fair.

Rating—90%

TAMPA, FLA.—Tampa Theatre (1,600), 4 days, 25c-50c-60c, Para. News, Talkie Comedy Review, Organ Concert. Weather, fair and warm.

Rating—75%

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7 days, 25c-65c, Two Vita. Acts, Selected News. Weather, fair.

Rating—85%

DALLAS, TEX.—Melba Theatre (1,800), 7 days, 25c35c-50c, Vita. Acts, Red Donohue and U No in Traffic Muddle," Paul Tremaine and His Musical Aristocrats, "Eligible Mr. Banks" (Educ.), Organ Specialty 'Old 'Fashioned Lady," Fox M'tone News. Weather, unsettled.

Rating—80%

AD TIPS—It is well to exploit this film as being an adaptation of Wilder's famous novel. Likewise exploit the charms of Damita and Torrence's name in billing adds to appeal. Do not stress literary importance but rather play

Bridge Of San Luis Rey—Cont.

up romantic angle.—Loew's Theatre, E. J. McCarthy, Mgr., Providence, R. I.

Feature the prize winning story, the excellent cast and exceptional production. We gave this picture personal endorsement.—Tampa Theatre, A. N. Roy, Mgr., Tampa, Fla.

The backbone of all advertising was based on Damita, who stars in the picture. The line, "Remember the loving, peppy Miss you saw in person?" was used above pictures of the star. Audience appeal: all classes.—Loew's Theatre, H. H. Maloney, Mgr., Kansas City, Mo.

Exploited Damita and also Alvarado, Torres and Torrence. Also played up the fact that the feature was a picturization of the famous Pulitzer Prize Novel by Wilder. Copy used —Romance As It Has Never Been Depicted—Glorious Love Amid the Beauty of Spanish America. Audience appeal: all classes and especially the elite.—Melba Theatre, Harl A. Wolever, Mgr., Dallas, Tex.

Broadway Melody, The (M-G-M)

SCHENECTADY, N. Y.—Proctor's Theatre (3,000), 7 days, 25c-35c-50c, 3 Acts, Vaude. Weather, fair.

Rating—145%

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 25c-35c-60c, M'tone News, Shorts, Organ Novelty. Weather, cold for 3 days, warm 4.

Rating—53½% (Second Week)

SAN ANTONIO, TEX.—Empire Theatre (1,550), 7 days, 25c-35c-50c, Vita. Specialties, Fox M'tone. Weather, warm and showers.

Rating—90% (Second Week)

TACOMA, WASH.—Fox Rialto Theatre, (1,350), 7 days, 10c-35c-50c-75c, Fox M'tone News and Paramonut Talking Comedy. Weather, fair.

Rating—160%

SAN FRANCISCO, CAL.—Columbia Theatre (1,150), 7 days, 75c-$1.50, Special Orchestra Showing of "Broadway Hits," Fox M'tone News, "Confession" (M-G-M), "Unaccustomed as We Are" (M-G-M). Weather, two days warm, five days, cold.

Rating—90% (Fourth Week)

DES MOINES, IOWA.—Paramount Theatre (1,700), 7 days, 25c-50c, Fashion News with Maurice Chevalier singing (Par.), Vita-Act, Richard Bonnelli; "Ye Olde Melodies," Song, Cartoon (Par.), Paramount News, Marx Brothers, and long line of stars in Sam Katz announcement of Paramount policy of all amusement in film. Weather, pleasant.

Rating—100%

VANCOUVER, B. C.—Capitol Theatre (2,400), 6 days, 25c-65c, Two-Reel Talkie "The Lash," Fox Movietone News, Fox News, Calvin Winter and His Capitolians on Stage. Weather, fine.

Rating—100% (Second Week)

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,023), 75c-$1.00-$1.50, Vaud. Revue.

Rating—148% (Fifteenth Week)

NEW YORK CITY, N. Y.—Astor Theatre (1,120), 7 days, $1-$2, 2 Shows a day, 3 Sat. and Sun, M-G-M Shorts. Weather, rain and cold.

Rating—138 4/5 (Fourteenth Week)

AD TIPS—Worth heavy newspaper advertising and all the reader space available, especially in advance programs. Make the public sufficiently aware of this one and they will eat it up. Can tie up with music stores on songs, and other merchants will welcome displays. The theme song and the other numbers are the best angle to sell it, in view of their wide circulation by radio, phonograph, etc.—Proctor's Theatre, Schenectady, N. Y.

Played up in advertising that public demand kept film in the house for a second week.



Ina Claire and John Gilbert, Hollywood's newest newlyweds. Their marriage came as a distinct surprise to all their friends. Gilbert is now working in "Redemption," his first talkie for M-G-M

Broadway Melody, The—Cont.

Emphasized that here was an all talking, all-singing, all-dancing film which was by far the best of its type as yet shown in Minneapolis. Erected an eighteen foot front which carried the name of the film in white letters against a red background. Secured numerous tie-ups with music stores which carried the theme songs of the picture as a part of their merchandise. Sent a truck decorated with signs about town. A banner was stretched across the street announcing the presence of the film at the State. Newspaper advertising stressed all singing, talking and dancing features of photoplay. Audience appeal: adult.—G. E. Greene, Mgr., State Theatre, Minneapolis, Minn.

All-talking and singing angle which is excellent is best feature, for second week. Many come back for second showing because of popular music running throughout. Stars are also good exploitation bet. Audience appeal: all classes.—Empire Theatre, H. J. Thacher, Mgr., San Antonio, Tex.

Page considered the best actress and she together with others played up in great advertising stunts. Called, Human Comedians, Gay Comedians, Sensation,—"Wedding of the Painted Dolls," "You Were Meant for Me," "Beautiful Theme Songs" and "Broadway Melody," created a sensation. Audience appeal: all ages and classes.—Columbia Theatre, W. M. Roddy, San Francisco, Calif.

Big main street ad and special light front, 100 photos in windows. Radio broadcast, billboards and newspapers. Audience appeal: general—all classes.—Fox Rialto Theatre, Doug Kimberley, Mgr., Tacoma, Wash.

The new entertainment idea was especially exploited in this program with little mention made of the stars of the picture which was very well received. It had general appeal and an entertaining story with plenty of music.—Paramount Theatre, Jack Roth, Mgr., Des Moines, Iowa.

Impressed fact in display, "Held Over! Second Time in Eight Years. Only once in the history of the Capitol has a motion picture been held over. We consider that it is our duty to hold 'The Broadway Melody' so that every citizen of Vancouver will have the opportunity of seeing and hearing the newest wonder of the screen." Ten thousand thrills to see and hear. Audience appeal: all classes.—Capitol Theatre, J. Lloyd Dearth, Mgr., Vancouver, B. C.

Bulldog Drummond (U.A.)

NEW YORK CITY, N. Y.—Apollo Theatre (1,270), 7 days, $1-$2, 2 shows a day, 3 Sunday, Paramount Short Subjects. Weather, rain and cold.

Rating—95½% (Third Week)

Canary Murder Case, The (Par.)

TAMPA, FLA.—Strand Theatre (800), 3 days, 15c-35c-40c Int'l News, Comedy, Talking Act. Weather, fair and warm.

Rating—100% (Second Run)

AD TIPS—The murder mystery with plenty of suspense and some good laughs. An excellent cast, headed by Powell, are the features of this picture. All classes.—Strand Theatre, A. B. Heston, Mgr., Tampa, Fla.

Caught In The Fog (W.B.)

ANN ARBOR, MICH.—Wuerth Theatre (777), 3 days, 10c-50c, 2 Movietone Acts, Movietone News and Kinograms. Weather, fair.

Rating—60% (On New House Ave. Basis)

AD TIPS—This Nagel-McAvoy team is worth playing up. It seems to be getting more attention all the time here. The story should appeal to lovers of action and mystery in their photoplays. However, the general patronage will find it acceptable.—Wuerth Theatre, Ann Arbor, Mich.

Chinatown Nights (Par.)

TROY, N. Y.—Proctor's Theatre (1,800), 4 days, 25c-50c, Vaud. Units. Weather, fair.

Rating—90%

SAN DIEGO, CAL.—Fox California Theatre (2,100), 7 days, 40c-50c-75c, Fanchon & Marco "Idea," with Eddie Peabody. Weather, warm.

Rating—150%

AD TIPS—Exploited Beery and Vidor in a sensational story of Chinatown. Audience appeal: mature.—Proctor's Theatre, Jacob Golden, Mgr., Troy, N. Y.

Picture sold as Beery's First All Talkie. Peabody music and radio tie-up in papers.—Fox California Theatre, H. L. Hartman, Mgr., San Diego, Cal.

Christina (Fox)

NEW YORK CITY, N. Y.—Gaiety Theatre (808), 7 days, 2 shows a day, 3 on Sunday, Fox Movietone News and Movietone Short Subjects. Weather, rain and cold.

Rating—56% (Seventh Week)

Close Harmony (Par.)

OKLAHOMA CITY OKLA.—Capitol Theatre (1,200), 7 days, 10c-25c-50c, Fox Talking News. Jack North in "The Banjokester," The Gossip. Weather, fair.

Rating—150%

TULSA, OKLA.—Ritz Theatre (2,000) 7 days, 25c-35c-50c, 2 Talking Units, News. Weather, fair.

Rating—105%

OTTAWA, ONT.—Regent Theatre (1,225) 6 days, 25c to 60c, Orchestra Overture, "Retribution," "Apartment Hunting," Fox Movietone News. Weather, clear.

Rating—97%

CLEVELAND, OHIO—Hippodrome Theatre (4,500), 7 days, 25c-50c, "The Bishop's Candlesticks" (Par.), "Music Hath Charms" (Par.), Fox Movietone News. Weather, fair.

Rating—86%

UTICA, N. Y.—Stanley Theatre (3,500), 4 days, 25c-35c-50c, 3 Vaud. Acts, 1 Vita-Vodville Act, Fox Movietone News. Weather, fair.

Rating—135%

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 7 days, 35c-50c-65c-75c-85c-$1, Paramount News and Paramount Shorts. Weather, rain and cold.

Rating—69½% (Third Week)

AD TIPS—Exploit as all-talking, singing and the whole cast makes musical whoopee. Rogers plays half dozen musical instruments. Hear Carroll sing "I Wanna Go Places," and dance as never before. Happy Comedy, sweet

Close Harmony—Cont.

romance. The year's biggest joy show. Audience appeal: all classes.—Capitol Theatre, Pat McGee, Oklahoma City, Okla.

Played up the fact that this was the first talking picture in which the lisp had been overcome. Arranged tieup with music stores on band instrument playing by Rogers, and also on songs. Audience appeal: all ages and all classes.—Regent Theatre, T. R. Tubman, Mgr., Ottawa, Ont.

Advertised extensively as the first talkie with Carroll and Rogers. Also stressed it as a lively tune show. Street car cards, window cards, big lobby display a whole week before the exhibition day, and a midnight preview for the local orchestras which took place at 1 a.m., when the musicians were through playing at local restaurants, etc. Audience appeal: for the whole family.—Hippodrome Theatre, William Watson, Mgr., Cleveland, Ohio.

Coquette (U.A.)

OMAHA NEB.—Paramount Theatre (2,900), 7 days, 25c-60c, Bobby Folson (W. B.), Clark & McCullough (Fox), "Ye Olde Melodies" (Par.), 20 Years Ago in the Movies (U.), Paramount News. Weather, fair.

Rating—115%

PORTLAND, ORE.—United Artists Theatre (957), 7 days, 25c-60c, Fox News, Gus Edwards Revue. Weather, fair and warmer.

Rating—100% (Third Week)

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, M-G-M Revue, "Climbing Golden Stairs."

Rating—107% (Seventh Week)

BUFFALO, N. Y.—Century Theatre (3,000), 65c, Movietone News, Fox Silent Fashion Reel and Comedy, Vaudeville. Weather, warm and rain.

Rating—180%

AD TIPS—Huge campaign in connection with changing theatre name from Riviera to Paramount and reopening with all-sound program. Theme of compaign, advertising and street parade—"these changing times." Pickford exploited as "a new Pickford with bobbed hair, flapper manners, etc. Also heralded as "the perfect screen voice." Audience appeal: particularly women.—Paramount Theatre, Ray Jones, Mgr., Omaha, Nebr.

This picture is Pickford's first all-talking picture. Play up its wonderful synchronizing. —Century Theatre, John Carr, Mgr., Buffalo, N. Y.

Played up brother role, lover role of Brown, and talking Southern dialect of Mary. Universal appeal, interest continued strong.—United Artists Theatre, Portland, Ore.

Court Martial (Col.)

UTICA, N. Y.—Gaiety Theatre (1,700), 3 days, 25c-35c-50c, 5 Keith Vaude Acts, Int'l News. Weather, rain and cold.

Rating—130%

Dangerous Woman, The (Par.)

LOS ANGELES, CAL.—Paramount Theatre (3,595), 35c-50c-65c, Donald Ogden Stewart in "Humorous Flights," Publix "Cheerio" Revue, Milton Charles, Organist, Paramount News.

Rating—85%

FORT WORTH, TEX.—Worth Theatre (2,500), 15c-60c, 3 days, Paramount News, "Loud Soup" (M-G-M), "Melody" (Tiffany-Stahl). Weather, unsettled.

Rating—85%

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 7 days, 4 shows daily, 35c-40c-75c, Publix Unit "The Fashion Parade," Stage Band Orchestra, Movietone News, Shorts. Weather, cold 3 days, warm four.

Rating—66%

Dangerous Woman, The—Cont.

DALLAS, TEX.—The Greater Palace Theatre (2,350), 7 days, 25c-35c-60c, Publix Presentation "Topsy Turvy Town," featuring Joe Griffin and Jimmie Ellard and his stage band; Lynn Overmann in Paramount All-Talking Comedy "Kisses," Billy Muth in Organ Specialty "A Tribute to Mother," Paramount News. Weather, unsettled.

Rating—90%

AD TIPS—Exploit Brook, Baclanova and Hamilton. Play up the picture as a daring screen romance and an all-talkie. The risque angle was brought out by such copy as "Love Maddened Men and a Voluptuous Beauty Drenched in Passion." The all-talking comedy "Kisses" was also given rather heavy copy. Audience appeal: all classes but the younger patrons should not be appealed to in ad copy.—Greater Palace Theatre, Ernest W. Morrison, Mgr., Dallas, Texas.

Strong names to play up with this film. Clive Brook is unexcelled as a talkie star. Hamilton is a great favorite with the flapper trade. Baclanova also in the cast. Play up the names and the fact that the picture is all talking. Appeal is mainly to adults.—Worth Theatre, Fort Worth, Tex.

We gave Baclanova the biggest boost possible. Playing up the angle that "Tropical Nights, Love, Maddened Men—and a Woman as Dangerous as She Was Beautiful" was something that could not fail to interest even the most bláse. The stars of the picture were featured. We mentioned that this film was from the story, "The Woman Who Needed Killing," which appeared in the Cosmopolitan magazine. Audience appeal: the picture was of strong interest to both men and women—from high school age up.—Minnesota Theatre, Harry Watts, Mgr., Minneapolis, Minn.

Desert Nights (M-G-M)

MINNEAPOLIS, MINN.—Hennepin-Orpheum Theatre (2,900), 7 days, 25c-50c-75c, 5 Acts Vaud. Weather, cold three days; warm, four.

Rating—52%

AD TIPS—Advertising that the screen's greatest romantic star was featured in a desert romance was sufficient to bring every Gilbert Fan to the ticket window in this town. Audience appeal: from high school up.—Hennepin-Orpheum Theatre, Franke Burke, Mgr., Minneapolis, Minn.

Desert Song, The (W.B.)

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c-60c, Tivoli Orchestra, Para. News. Weather, fair.

Rating—119%

TOLEDO, OHIO.—Vita-Temple, (1,200), 7 days, 35c-50c-75c, Movietone News, Sound Specialties. Weather, warm and variable.

Rating—150%

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 25c-50c, two Vita. presentations, Fox Movietone News. Weather, fair.

Rating—96%

BALTIMORE, MD.—Metropolitan Theatre (1,500), 6 days, 15c-50c. Weather, clear, mild, light rain one day.

Rating—180%

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 25c-35c-50c, Fox Movietone News. Weather, fair.

Rating—125%

LOUISVILLE, KY.—Strand Theatre (1,786), 7 days, 35c-50c, 2 Sound Acts, Fox Movietone News. Weather, rainy.

Rating—70% (Second Week)

SAN DIEGO, CAL.—Plaza Theatre (627), 7 days, 50c-60c, trailer for next production. Weather, warm.

Rating—100%

Desert Song, The—Cont.

TULSA, OKLA.—Ritz Theatre (2,000), 7 days, 25c-35c-50c, News. Weather, fair.

Rating—90%

BUFFALO, N. Y.—Great Lakes Theatre (2,900), 65c-85c, Fox Movietone News, Silent News, Vitaphone Comedy. Weather, warm and rain.

Rating—150%

NEW YORK CITY, N. Y.—Warner's Theatre (1,360), 7 days, $1-$2, 2 shows a day, 3 Sat. and Sun, Vitaphone Shorts. Weather, rain and cold.

Rating—102 1/10% (Third Week)

AD TIPS—In ads play up as first operetta ever to be adapted to screen. Line "Screen's First Great Musical Play" was used. Play up singing and talking picture with 132 voices and 109 musicians in addition to brilliant cast. Feature Boles singing the leading role, and King, Fazenda and Arthur providing comedy. Mention seductive oriental song hits.—Tivoli Theatre, Chattanooga, Tenn.

Exploited the spectacle angle, that it was the first opera developed into talkie film. Used page ads to start the week, hit 30 papers in surrounding territory, and augmented this with placards in street cars, and used the radio. An "Ohio Premiere" showing at $1.50 a seat helped to sell the idea that this film was worth seeing, and incidentally met the cost of our promotion campaign. Audience appeal: all classes.—Vita-Temple, Jack O'Connell, Mgr., Toledo, Ohio.

Used extra newspaper space and asked that all persons be in their seats on the hour the picture started in order to more completely enjoy the entertainment. Audience appeal: all classes.—Mark Strand Theatre, Thomas Clark, Mgr., Albany, N. Y.

Exploit as Warner Brothers' spectacular singing success. Prepare for Paradise. See and hear "The Desert Song." With Boles, King, Loy, Fazenda and the largest cast ever assembled; 116 dancers, 104 singers, 109 musicians. Music by Romberg. Acclaimed greater than the stage play. Love songs that make women yearn for love. Audience appeal: to all who heard it on the stage and to all others who like fine music well sung and played. An operetta for everyone.—C. S. Langue, Mgr., Warners' Metropolitan Theatre, Baltimore, Md.

Advertise as first screen operetta with big splurge on Boles' singing ability. Audience appeal: adult.—Strand, C. C. Atkinson, Mgr., Louisville, Ky.

Play up this picture as one of the oldest stage dramas in the country.—Great Lakes Theatre, Lawrence Stuart, Mgr., Buffalo, N. Y.

Pushed the fact that it was Vitaphone's first operetta, that it was all-talking and all-singing, that it was full of marvelous melodies, that it had made a name as a stage production. Sent out pamphlets (colored) and used window cards in the suburban districts—Plaza Theatre, M. F. Anyoh, Mgr., San Diego, Cal.

Divine Lady, The (F.N.)

SEATTLE, WASH.—Fox Theatre (2,450), 25c-35c-50c-60c-75c, Fox Movietone Shorts, Fox Movietone News. Weather, fine.

Rating—75% (Second Week)

Standard
VAUDEVILLE
for
Motion Picture Presentation
THE FALLY MARKUS AGENCY
Astor Theatre Building
N. W. Cor. 45th St. & Broadway
Lackawanna 7876

Divine Lady, The—Cont.

SPRINGFIELD, MASS.—Broadway Theatre (1,800), 7 days, 25c-50c, 2 Vita. vaude. acts, Para comedy, Pathe News. Weather, generally fair.

Rating—90%

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-35c, Fox Movietone News, Geo. Dewey Washington (M-G-M (2,902), 7 days, 25c-75c, Fanchon and Marco clear, mild, light rain one day.

Rating—97%

ASHEVILLE, N. C.—Plaza Theatre (1,232), 3 days, 10c-40c-50c, Movietone Comedy and Paramount Screen Song, Paramount News. Weather, fair.

Rating—110%

AD TIPS—Stressed as great historical romance and drama transcribed to screen, with Griffin in the role of Lady Hamilton. Carried extra Sunday advertising. Audience appeal: general—to "elite" as well as less fastidious fans.—Broadway Theatre, C. H. Preston, Mgr., Springfield, Mass.

Feature historical angle, work of Griffith, massive production, etc. Audience appeal: everyone.—Fox Theatre, Seattle, Wash., Lew Golden, Mgr.

Donovan Affair, The (Col.)

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, Royal Hawaiian Singers (Fox), Oswald Comedy (U), Fox News. Weather, fair.

Rating—118%

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, Fanchon and Marco Idea presentation; Fox News. Weather, fair.

Rating—100%

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows daily, 25c-50c-75c, Pathe Sound News, 5 Acts Vaude. Weather, cold 3 days, warm 4.

Rating—70%

AD TIPS—Advertised as great, all-talking murder mystery with Holt's name played up. "Submarine" also recalled. Pre-view at midnight one week before opening drew a crowd and started talk. Audience asked not to divulge secret to friends. Audience appeal, general.—World Theatre, Goldberg, Mgr., Omaha, Neb.

"Who Killed Jack Donovan?" was the keynote of the advertising used with this picture. An all talking mystery drama, a few facts of the setting were given, followed by the question. The mystery angle was emphasized. Some mention made also of the characters in the picture. Audience appeal: the usual theater patrons.—Wisconsin Theatre, W. O. James, Mgr., Milwaukee, Wis.

We decorated our lobby the week before this picture was shown at our house with question marks bearing the following, "Who Killed Jack Donovan?" Following this idea through we had smaller question marks and messages distributed to apartment houses and stores. Newspaper advertising stressed that the public could "Find Out Who Killed Jack Donovan by Seeing and Hearing the 100 per cent talking picture at our theatre." The stars of the picture were played up. Audience appeal: from high school age up.—Pantages Theatre, E. C. Bostick, Mgr., Minneapolis, Minn.

Eternal Love (U.A.)

ROCHESTER, N. Y.—Rochester Theatre (4,000), 7 days, 25c-35c-60c, 5 Acts, Dave Bernie and Orchestra (Vita.), Int'l News. Weather, clear to rain.

Rating—85%

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-50c-65c-75c-85c-$1, Paramount News and Paramount Shorts. Picture received bad notices on opening.

Rating—92 4/5% (First Week)

Eternal Love—Cont.

AD TIPS—Star given play in newspaper ads. Stress also laid on sound effects and music of new picture in Alpine setting. No outside hookups. Audience appeal: all ages and classes.—Rochester Theatre, H. M. Addison, Mgr., Rochester, N. Y.

Flying Fleet, The (M-G-M)

VANCOUVER, B. C.—Strand Theatre (1,800), 25c-50c, 6 days, Fanchon and Marco Innovation "Futuristic Idea," News Reel, Comedy, Jackie Souders and His Band. Weather, fine.

Rating—80%

SAN DIEGO, CAL.—Pantages Theatre (2,200), 7 days, 50c-75c, 5 Acts Vaud., Collegians Talkie and Pathe News. Weather, warm.

Rating—100%

AD TIPS—Dedicated to the heroic flyers of the world. Made with the co-operation of the U. S. Navy. Epic film of the loves, laughs, heroism and countless thrills and dangers of the naval flyers. Novarro, star of "Ben Hur," in another epic. Thrilling sound. Audience appeal: high school age and younger element generally. Younger women greatly interested. Local airmen present.—Strand Theatre, D. P. DeWees, Mgr., Vancouver, B. C.

Stressed aviation angle together with fact that it was made here largely. Had received a lot of promotion at the time it was being made. Names of Navarro and Page pushed.—Pantages Theatre, George Pantages, Mgr., San Diego, Cal.

Gentlemen Of The Press (Par.)

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 25c-60c, Movietone Acts, Selecmted News. Weather, fair.

Rating—125%

KNOXVILLE, TENN.—Tennessee Theatre (2,001), 3 days, 2 Vita. numbers, organ solo, Para. News. Weather, rainy and bad.

Rating—80%

COLUMBUS, OHIO—Loew's Ohio Theatre (4,000), 7 days, 25c-50c, Organ, Orchestra, Loew's-Publix Unit, M-G-M News, Fox Movietone News.

Rating—150%

HOUSTON. TEX—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix Unit, Par. News. Weather, rain and fair.

Rating—70%

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 25c-35c-50c, Gus Edwards Revue (M-G-M), "Kisses" (Par.), M-G-M News. Weather, fair.

Rating—100%

ROCHESTER, N. Y.—Eastman Theatre (3,400), 7 days, 25c-35c-60c, Publix Unit, "Modern Priscilla" (Vita.), Paramount News. Weather, clear to rain.

Rating—70%

BIRMINGHAM, ALA.—Alabama Theatre (2,200), 6 days, 25c-35c-50c, Eddie Cantor and Midnight Frolic, Vitaphone Overture, Paramount News. Weather, rainy and unsettled.

Rating—82%

MEMPHIS, TENN.—Loew's State Theatre (2,600), 25c-50c, 6 days, Fox Movietone News, 5 Acts. Weather, rainy.

Rating—115%

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 5 shows daily, 25c-35c-60c, Movietone News, Selected Shorts. Weather, cold 3 days, warm 4.

Rating—53½%

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-75c-85c-$1, Paramount News, Jack Partington Publix Revue "Fifth Ave.," Jesse Crawford, organist, Rudy Vallee and Stage Band. Weather, rain and cold.

Rating—108 7/10%

Gentlemen Of the Press—Cont.

AD TIPS—Exploited Huston as stage star. Gave special matinee preview showing attended by more than 500 members of newspaper fraternity in town. Special billboard advertising used.—Tennessee Theatre, William Brock, Mgr., Knoxville, Tenn.

A blackface top line, "The living screen surpasses the stage," was featured in newspaper advertising, while another prominent line was: "Hear! The men who write the headlines, the women who make and break them. It's life—real life—as they live it!" Audience appeal: all classes.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

Playing up the newspaper angle this picture was sold as an epic of the men who write the headlines. Advertisements ballyhood film as the story of a man who was forever writing about life. The tragedy and heartbreak that, according to the film, are the usual daily affairs of the news man was was featured. The billboards used a futuristic motif, with Ruggles talking, face front, into a telephone. Advertised that this was an exceptional talkie with many stage stars in the cast. The ads played up this angle: "Now! Talk About Talking Sensations, Here's One You'll Shout About!" Audience appeal: from high school age up.—State Theatre, G. E. Greene, Mgr., Minneapolis, Minn.

No known players and a title which made the public wary of newspaper propaganda kept the average down on this really good picture. Appeal was not general, however, as the public little understands the actual exactions of newspaper life, so considered this "bunk."—Metropolitan Theatre, Houston, Tex.

Exploited newspaper angle and star, Huston, playing up Broadway stage success. Audience appeal: high school age and over.—Alabama Theatre, Charles G. Branham, Mgr., Birmingham, Ala.

Theatre tied up with daily newspaper to construct duplicate editorial room in lobby and to publish 75,000 copies of the Eastman News, made up like a newspaper and advertising the show. Papers were distributed in streets by newsboys in tuxedos. Facsimile of newspaper seven feet high stood in front of theatres. Film advertised as one relating true newspaper life with absolute and faithful accuracy. Special preview showing for Rochester gentlemen of the press. Audience appeal: all ages and classes.—Eastman Theatre, S. S. Solomon, Mgr., Rochester, N. Y.

Exploit as true to life presentation of how your morning paper is made. Reviewers here almost handled it alone. Audience appeal: especially men—especially newspapermen.—Loew's Ohio Theatre, Columbus, O.

Worth all the play it can be given as a newspaper drama.—Loew's State, Memphis, Tenn., John Latta, Mgr.

Ghost Talks, The (Fox)

BIRMINGHAM, ALA.—Ritz Theatre (1,800), 25c-35c-60c, RKO Vaude, Fox News. Weather, rainy and unsettled.

Rating—90%

AD TIPS—Played up cast and snappy humor of feature. Audience appeal: all ages.—Ritz Theatre, Vernon Reaver, Mgr., Birmingham, Ala.

Girls Gone Wild (Fox)

COLUMBUS, OHIO—Majestic Theatre (800), 7 days, Int'l News, short comedy, 15c-25c.

Rating—100%

PORTLAND, ORE.—Fox Broadway Theatre (1,912), 25c-60c, Fox News, Fanchon & Marco's Cottage Small Idea, Dramatic Short Feature, "The Knife," Lionel Atwill, Georgie Stoll and Syncopaters. Weather, fair and warmer.

AD TIPS—Story modern youth, thrills and laughter. Universal appeal.—Fox Broadway Theatre, Floyd Maxwell, Mgr., Portland, Ore.

Girls Gone Wild—Cont.

Played up Carol, swift-moving story, and "no talking to slow up the picture."—Majestic Theatre, Columbus, O.

Give And Take (U.)

OTTAWA—Avalon Theatre, (990), 3 days, 15-35c, M'tone Revue, Fox M'tone News. Weather, clear.

Rating—80%

ROCHESTER, N. Y.—Regent Theatre (1,510), 7 days, 25c-50c, "Moonshine" (Par.), "Details on Dogs" (Fox), Selected News. Weather, clear to rain.

Rating—70%

AD TIPS—There have been comparatively few comedy features in synchronized form and so emphasized that this was a talking and sound comedy from a stage success. The cast is also worth boosting, including Sidney, Hersholt and Lewis. Audience appeal: everybody who likes to laugh.—Avalon Theatre, Ambrose Nolan, Mgr., Ottawa, Ontario.

Factory comedy angle was carried out in "industrial" layout in lobby in which all patrons who desired could punch a time clock and procure a card with the time stamped thereon. Two numbers were chosen from every hour for prizes. Monday night also was "pay night," when every patron received a pay envelope which might contain amounts varying from one cent to half a dollar. Sidney was given big play in advance stories and ads. Comedy element was stressed in all publicity. Car cards and cut out letters in marquee also were used. Audience appeal: all ages and classes.—Regent Theatre, Martin Dryer, Mgr., Rochester, N. Y.

Glad Rag Doll, The (W.B.)

CANTON, OHIO—Strand Theatre (711), 7 days, 25c-35c-50c. Pathe Sound Review and two all-talking comedies. Weather, clear, cool, with two days rain.

Rating—90%

TACOMA, WASH. Blue Mouse Theatre (601), 25c-75c, 3 Vita. acts, McKay and Ardine, the Serenaders and Julia Sanderson, 2 reel comedy "Ask Dad," M'tone news and Pathe Review silent. Weather, fine.

Rating—75%

NORFOLK, VA.—Granby Theatre (900) 6 days, 25c, 35c, 50c, Vita. acts, Newhoff and Phelps, short comedy, and travel picture. Para. News. Weather, fair and warm.

Rating—90%

MILWAUKEE, WIS.—Garden Theatre (1200), 25c-50c, Mack Sennett comedy, Vita. short, M'tone News. Weather, fair.

Rating—85% (Second Week)

HOUSTON, TEX.—Kirby Theatre (1,654), 7 days, 25c-60c, 4 Vita. Acts, Fox Movietone. Weather, rain and varied.

Rating—100%

SAN DIEGO, CAL.—Superba Theatre (800), 7 days, 40c-50c, 3 Vita. Acts and Movietone News.

Rating—75%

UTICA, N. Y.—Stanley Theatre (3,500), 3 days, 25c-35c-50c, 3 Vaud. Acts, Fox Movietone News. Weather, rain and cold.

Rating—115%

ROCHESTER, N. Y.—Fay's Theatre (1,250), 7 days, 25c-50c, Jesse Stafford and Orchestra (Vita.), Richard Bonelli in Songs (Movietone), Fox Sound and Silent News. Weather, clear to rain.

Rating—95%

AD TIPS—Make strong play on name, popularized over radio, and especially fine dialogue. The title also is worth some play. Audience appeal: for the entire family.—Strand Theatre, Joe Calla, Mgr., Canton, O.

Stress name of Costello. Her name is sufficiently well known to bring in good patronage. Audience appeal: mostly women.—Garden Theatre, L. K. Brin, Mgr., Milwaukee, Wis.



William Haines, M-G-M star, plays the goofy gob in his new talkie, "The Gob"

Glad Rag Doll, The—Cont.

Increased advance newspaper advertising. Audience appeal: general.—Blue Mouse Theatre, Ned Edris, Mgr., Tacoma, Wash.

Featured Costello as appearing in talkies for first time. All star cast also emphasized, with greatest play on Costello, who was pictured in jazzy atmosphere, with the sex angle emphasized. —Granby Theatre, Norfolk, Va.

Miss Costello in comedy and title are best selling points. The star's beauty is always a fine exploitation angle of her pictures. Appeal is to young and old, particularly to young people.—Kirby Theatre, Houston, Texas.

Music store tie-up. 3,000 post cards distributed in suburban districts. Fact that it is a 90 per cent talkie and name of star stressed. —Superba Theatre, Jack Rosenberg, Mgr., San Diego, Cal.

Costello was given big play in all ads. Nothing was done in the way of outside hookups to ballyhoo the show, news ads being depended upon entirely. Audience appeal, 12 years old and up, all classes.—Fay's Theatre, Arch McCallum, Mgr., Rochester, N. Y.

Greyhound Limited, The (W.B.)

CLEVELAND, OHIO—Cameo Theatre (1,200), 7 days, 25c-50c, "That's My Wife" (M-G-M), Oswald Sound Cartoon (Universal), Vitaphone Acts, M-G-M News. Weather, fair.

Rating—76%

AD TIPS—Advertised this a stirring Vitaphone melodrama with a fine cast. Audience appeal: for all who like action pictures.—Cameo Theatre, William Gilliam, Mgr., Cleveland, Ohio.

Hearts In Dixie (Fox)

SALT LAKE CITY, UTAH—Victory Theatre (1,287), 7 days, 15-50c, M'tone News and Vita. acts. Weather fair.

Rating—110%

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c-75c, 5 acts of vaude., Pathe News. Weather, fair.

Rating—90%

PROVIDENCE, R. I.—Victory Theatre (1,600), 7 days, 15c-50c.

Rating—85%

AD TIPS—"All talking-singing-comedy of the Sunny South." Based on the story of Walter Weems, "Hearts in Dixie." Audience appeal: all ages and most all classes interested in the early settlement of the southern states.—Victory Theatre, Ray Hendry, Mgr., Salt Lake City, Utah.

Used colored minstrel boy in lobby to play mandolin and croon old Dixie melodies. Found that this stunt attracted crowds, most of whom came through the box office. Picture must have unusual booking with emphasis on musical attractions.—Victory Theatre, Matt Reilly, Mgr., Providence, R. I.

Sketches showing negroes and plantation scenes were used in newspaper advertising, along with the line, "All talking, all singing, all dancing, all thrilling." Audience appeal: all classes.—Pantages Theatre, Louie Charninsky, Mgr., Kansas City, Mo.

Hearts In Dixie—Cont.

Hey Rube! (RKO)

WICHITA, KANS.—Kansas Theatre (800), 3 days, 20c. News and comedy. Weather, unsettled.

Rating—95%

AD TIPS—Exploited the cast headed by Gertrude Olmstead and the ad line "Flaming flaming thrills of the carnival!" Audience appeal: general.—Kansas Theatre, Mrs. Chas. Barron, Mgr., Wichita, Kansas.

His Captive Woman (F.N.)

CEDAR RAPIDS, IOWA—Strand Theatre (1,400), 7 days, 10c-25c-35c, Metro Acts, Our Gang Comedy, Pathe Sound News. Weather, rainy, then fair.

Rating—150%

AD TIPS—Featured this as Vitaphone presentation of Sills and Mackaill romance with South Seas setting. Audience appeal: general.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Iowa.

Hole In The Wall, The (Par.)

TAMPA, FLA.—Tampa Theatre (1,600), 3 days, 25c-50c-60c, Para. News, 2 Vita. acts, Para. talkie comedy, Fable, Organ concert. Weather, fair and warm.

Rating—102%

SAN DIEGO, CAL.—Fox Cabrillo (760), 7 days, 40c-50c-60c, Clark and McCullough All Talkie Comedy. Weather, warm.

Rating—100%

MINNEAPOLIS, MINN.—Lyric Theatre (1,238), 7 days, 7 shows daily, 15c-25c-35c, Movietone News, Vitaphone Shorts. Weather, cold 3 days, warm 4.

Rating—150%

AD TIPS—Feature the mystery and thrills. Promise something new and different in crook plays. Call on those who believe in spiritualism and those who do not, to see it. All classes. —Tampa Theatre, A. N. Roy, Mgr., Tampa, Fla.

We decorated front of theatre to represent the interior of a dungeon. The set was cut at irregular intervals with jagged holes. In these we placed cut-outs representing the characters in the film. This picture was exploited as "different from anything ever produced." Ballyhooed mystery angle. Ads centered about "shivers, thrills, tremors, shrieks and shudders" that we were serving to the public in this extraordinary offering. Audience appeal: from high school age up.—Lyric Theatre, E. C. Prinson, Mgr., Minneapolis, Minn.

Honeymoon (M-G-M)

TULSA, OKLA.—Orpheum Theatre (2,500), 7 days, 5 vaude. acts, Screen Digest. Weather, fair.

Rating—75%

Hot Stuff (F.N.)

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 3 days, 25c-35c-65c, 6 Acts, Overture, Pathe News. Weather, clear to rain.

Rating—99%

BUFFALO, N. Y.—Lafayette Theatre (2,500), 65c, Int'l News, Vaudeville, Fox Movietone and Comedy. Weather, warm and rain.

Rating—140%

NEW YORK CITY, N. Y.—Cameo Theatre (549), 7 days, 35c-50c-75c, Pathe Sound News, Clark and McCullough, Fox Movietone Comedy, "Waltzing Around." Feature held over. Weather, rain and cold.

Rating—104 3/10%

Hot Stuff—Cont.

AD TIPS—White given strong mention in ads, mention being made of her first talking pictures. Film was exploited as fast moving and entertaining campus tale. Youth angle strong point in film. Title found little unfortunate in interpreting the film's type. Audience appeal: 12 years old and up, all classes.—Keith Palace Theatre, E .A. Lake, Mgr., Rochester, N. Y.

Play star White as Bow the second in her flaming spirit of whoopee.—Lafayette Theatre, William Raynor, Mgr., Buffalo, N. Y.

Innocents Of Paris (Par.)

SAN FRANCISCO, CAL.—California Theatre (2,358), 7 days, 35c-60c, Cohen's all colored cast comedy (Par.), Kinograms and Fox M'tone. Weather, 2 days warm, 5 days cool.

Rating—150% (Second Week)

SEATTLE, WASH.—Seattle Theatre (3,150), 7 days, 25c-35c-50c-60c, Paramount Sound Shorts. Paramount News. Weather, fine.

Rating—75%

PORTLAND, ORE.—Portland Theatre (3,068), 6 days, 25c-60c, Paramount News, "The Bishop's Candlesticks," Songs for Mother, Eddie Magill, E. Johnson; Organ Novelties. Weather, fair and warmer.

Rating—90%

AKRON, O.—Colonial Theatre (1,147), 7 days, 25c-50c, Comedy, Paramount News. Weather, cool, showers.

Rating—125%

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, $1-$2, 2 shows a day; 3 Sat. and Sun., Paramount Shorts and Sound Song Cartoon. Weather, rain and cold.

Rating—84 9/10% (Fourth Week)

AD TIPS—Comments stating who Chevalier was, the star. Also headings stating, "All talking, singing, dancing, dazzling." As audience found this true, picture drew the very best of any second run in city, and was considered best of any in city. Appeal to all ages and classes.—California Theatre, Nat Holt, Mgr., San Francisco, Calif.

Featured the star as the sensation of the continent and New York. Play up theatre angles, songs, etc. Tease as "The Idol of Paris, now the Idol of Seattle," etc. Audience appeal: those who appreciate something novel and different; intelligent theatre lovers.—Seattle Theatre, Bob Blair, Mgr., Seattle, Wash.

Enthusiastic preview brought record week. Chevalier life and successes exploited. Marvelous screen personality, fascinating, tantalizing entertainment. If schedule permitted good for second week. A ten-strike. Universal appeal.—Portland Theatre, Charles Picus, Mgr., Portland, Ore.

Chevalier's personality plus played to the last word and directed without wavering at the feminine customers. Called the star the French Jolson and won public support for the claim. Picture was a slow starter but finished going away. Appeal: all ages, classes, particularly women.—Colonial Theatre, L. B. Cool, Mgr., Akron, O.

In Old Arizona (Fox)

OKLAHOMA CITY, OKLA.—Folly Theatre (1000), 7 days, 10c, 15c, 25c, M'tone News, "The Star Witness" Walter M. Harrison in a special M'tone number. Weather, fine.

Rating—100%

OTTAWA—Avalon Theatre (990), 3 days, 15-35c, Fox News, Educ. talking comedy. Weather, clear.

Rating—100%

AD TIPS—Exploit as excellent picture, "An epic of the colorful southwest," and starred by Lowe, Baxter and Burgess.—Folly Theatre, Oklahoma City, Okla.

In Old Arizona—Cont.

This will always go down as the first outdoor all-talking picture but the point to bring out is the excellent characterizations on the part of Baxter, Lowe and Burgess. They do act their parts. Audience appeal: every man, woman and child.—Avalon Theatre, Ambrose Nolan, Mgr., Ottawa, Ontario.

Iron Mask, The (U.A.)

SCHENECTADY, N. Y.—State Theatre, (1,700), 7 days, 25c-35c-50c, Fox M'tone News, Mack Sennett talking comedy. Weather, fair.

Rating—133%

BALTIMORE, MD.—Weather, clear mild, light rain one day. Loew's Valencia Theatre, (1,500), 6 days, 35c-50c, M-G-M News, "Good Night Nurse" (Lupino Lane Comedy), "Dream Mother" (Song Slide sung by Gene Austin).

Rating—70%

PORTLAND, ORE.—Tebbetts Oriental Theatre (1,600), 7 days, 5 shows, 25c-35c, Frazier Players in "Crossroads," Fox News, Glen Shelly, Organist. Weather, fair and warmer.

Rating—95% (Second Run)

AD TIPS—Fairbanks is a sequel to "The Three Musketeers" is all that's necessary. Fairbanks talking sequences are a good angle. The film as a gorgeous medieval spectacle, and the supporting cast of "Three Musketeers" reassembled, are good draws. General appeal.—State Theatre, Schenectady, N. Y.

Spectacular, slightly vocal photoplay, olden France, romance, war, intrigue. Though second run, record business.—Oriental Theatre, Walter Tabbetts, Mgr., Portland, Ore.

Jazz Age, The (RKO)

JOLIET, ILL.—Rialto Theatre, (2,300), 1 day, 25c-60c, 3 acts, comedy "The Melancholy Dame," Fox M'tone News and Paramount News. Weather, fair.

Rating—100%

AD TIPS—Exploit this as show that has "It," fresh as today's lipstick. Feature talking scenes and picture of carefree youth. Audience appeal: to young persons.—Rialto Theatre, Joliet, Ill.

Kid Gloves (W.B.)

MINNEAPOLIS, MINN.—Lyric Theatre, (1,238), 7 days, 15c-25c-35c, M'tone News, Vitaphone shorts. Weather, cold 3 days, warm 4.

Rating—125%

AD TIPS—Nagel bore the brunt of our advertising. Featured him and Wilson in heavy type in all our newspaper ads. The front of the theatre was done over and exploited cut outs of the two stars. The usual ballyhoo was modified a bit but not enough for the public to notice the difference. We played up "The Magnetic Voice" of Nagel and brought in an attractive program of short subjects to bolster the feature picture. Appeal: adults.—E. C. Prinsen, Mgr., Lyric Theatre, Minneapolis, Minn.

King Of Kings, The (Pathe)

WICHITA, KANS.—Nomar Theatre, (800), 4 days, 25c, News and talking acts. Weather, unsettled.

Rating—85%

Lady Of The Pavements, The (U.A.)

SCHENECTADY, N. Y.—Strand Theatre, (1,000), 7 days, 25c-35c-50c, Fox M'tone News, Educ. talking comedy. Weather, rainy and cold.

Rating—110%

OTTAWA, ONT.—Imperial Theatre, "False Alarm Fire Company," "The Ingenues." Weather, clear.

Rating—85%

BUFFALO, N. Y.—Hippodrome Theatre (2,700), 65c, Vitaphone Comedy, Fox Movietone News and Vaudeville. Weather, warm and rain.

Rating—165%

Lady Of The Pavements—Cont.

AD TIPS—Velez as U. A.'s sensational new find in the starring role, and her singing, are the best angles. Also good comedy. Boyd in supporting role worth a play. Appeal: to the young people and adults.—Strand Theatre, Schenectady, N. Y.

Emphasized the fact that this was the first Griffith talking and musical production to be presented locally and drew attention to the excellent singing and dancing of Velez, particularly her singing of "Where Is the Song of Songs for Me?". She is also good in two Spanis songs. Audience appeal: adults of all classes.—Imperial Theatre, Ray Tubman, Mgr., Ottawa, Ont.

Play this picture as an all-talking and singing picture with lot of romance.—Hippodrome Theatre, George Mason, Mgr., Buffalo, N. Y.

Last Warning, The (U.)

TULSA, OKLA.—Orpheum Theatre, (2,500), 7 days, 35c25c-60c, Five Orpheum circuit vaud. acts, Screen Digest. Weather, fair.

Rating—100%

Leatherneck, The (Pathe)

OTTAWA, ONT.—B. F. Keith's (2,596), 6 days, 15c to 60c, Five vaud. acts, orchestra overture, "Dancing Around," Pathe Weekly. Weather, clear.

Rating—90%

BALTIMORE, MD.—Weather, clear mild, light rain one day. Rivoli Theatre, (1,981), 6 days, 25c-50c, Fox M'tone News, "What a Day" (Pathe talk comedy), Giersdorff Sisters (Paramount single), "If Men Played Cards as Women Do" (Paramount talk comedy).

Rating—85%

AD TIPS—Announced this as Boyd's first local talkie and drew attention to the voice fadeout which occurs in this picture. Referred to Russian and Oriental locations which are quite new for a dialogue and sound feature. Audience appeal: all ages, particularly juveniles.—B. F. Keith's, J. M. Franklin, Mgr., Ottawa, Ont.

Exploit Boyd as in his first talking picture with Hale, Armstrong, Kohler and Ellis. You can thrill to the tenderest love making ever known with handsome Boyd as the lover and beautiful Ellis as the object of his affections. A sensation in sound. Audience appeal: while essentially a man's picture, skillful advertising put over the woman's angle and many came and enjoyed it. Good drama and humor that has general appeal.—Frank Price, Jr., Mgr., Rivoli Theatre, Baltimore, Md.

Letter, The (Par.)

SALT LAKE CITY, UTAH—Paramount Empress Theatre, (1,400), 15c-50c, Fox M'tone News, all singing-playing comedy; Giersdorf Sisters in "Crooning Melody." Weather, fair.

Rating—98%

SPRINGFIELD, MASS.—Palace Theatre, (2,484), 6 days, 30c-60c, Fox vaud., "Femme Follies," 5 Vita. numbers, Fox News. Weather, Generally fair.

Rating—80%

AD TIPS—Starring Eagels of "Rain" fame; 100 per cent all-talking picture. Audience appeal: all classes enjoying the colorful sets of the Orient and Singapore.—Paramount Empress Theatre, David Edwards, Mgr., Salt Lake City, Utah.

Exploited as former stage success placed on talking screen with great star of stage, Eagels, in leading role. Audience appeal: strictly to adults.—Palace Theatre, Samuel Torgan, Mgr., Springfield, Mass.

Lights Of New York (W.B.)

ANN ARBOR, MICH.—Wuerth Theatre (777), 4 days, 10c-50c, Our Gang Silent Comedy, Kingrams, 2 Movietone Acts and Movietone News. Weather, fair.

Rating—50% (on new house aver. basis)

Lights Of New York—Cont.

AD TIPS—A 100 per cent talkie with unusually good reproduction. Exploit fact that it is ultra-modern with night club, bootleggers and all that. General audience appeal.—Wuerth Theatre, Ann Arbor, Mich.

Looping The Loop (Par.)

LOUISVILLE, KY.—Rialto Theatre (3,000), 3 days, 30c-50c, Mosconi Brothers unit show, Pathe Review, Pathe News. Weather, rainy.

Rating—100%

AD TIPS—This picture has all strangers in the cast naturally and lends itself very poorly to exploitation. About the only thing you can say and be square with your prospective audience is that it is a continental picture done in the typical European style. Audience appeal: limited to grown-ups.—Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

Love And The Devil (F.N.)

MACON, GA., Ritz Theatre (1,000), 3 days, 25c-35c-50c, Paramount News, Pathe Comedy, 1 Vita. Act. Weather, fair.

Rating—95%

AD TIPS—Play up Sills and the unusual setting of the picture—in ancient Venice. Murder trial exploitation effective.—Ritz Theatre, Macon, Ga.

Love Over Night (Pathe)

BIRMINGHAM, ALA.—Empire Theatre (1,000), 25c-40c, "At the Dentists" (Pathe), M-G-M News. Weather, rainy and unsettled.

Rating—89%

AD TIPS—Exploited star, La Rocque, on first appearance in several months. Audience appeal: all ages.—Empire Theatre, Bert Hollowell, Mgr., Birmingham, Ala.

Lucky Boy (T.-S.)

LOUISVILLE, KY.—Mary Anderson Theatre (1,356), 7 days, 35c-50c, 2 Sound Acts, Paramount News and Pathe Sound News. Weather, rainy.

Rating—60%

AD TIPS—Used nothing but Jessel's name. Audience appeal: okay.—Mary Anderson Theatre, A. B. McCoy, Mgr., Louisville, Ky.

Madame X (M-G-M)

NEW YORK CITY, N. Y.—Harris Theatre (1,101), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun., M-G-M Talking Shorts, Comedy and Operatic. Weather, rain and cold.

Rating—85 7/10% (Fourth Week)

Making The Grade (Fox)

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c-35c, Collegians in "The Farewell Party," Comedy "Stage Struck Susie." Weather, raining.

Rating—94%

Man I Love, The (Par.)

CHATTANOOGA, TENN.—State Theatre, (900), 3 days, 50c, Jack Goldie and his orchestra, Betty Morgan, M'tone News. Weather, fair.

Rating—104%

AD TIPS—Feature Arlen and Brian talking on the screen the first time. Play up cast also including Baclanova, O'Malley and comedians Oakie and Green. Romance of two young people who go to New York to attain greatness.—State Theatre, Chattanooga, Tenn.

Man's Man, A. (M-G-M)

ASHEVILLE, N. C.—Imperial Theatre (1,181), 3 days, 10c-40c-50c, 2 Vita. Specialties and Movietone News. Weather, fair.

Rating—98%

Million Dollar Collar (W.B.)

DES MOINES, IA.—Strand Theatre (1,096), 3 days, 20c-30c, "Snappy Soldiers" (Par. comedy), "Avalon Town," song novelty, "The Installment Collector" (novelty), Par. News. Weather, pleasant.

Rating—80%

AD TIPS—The picture is not strong enough to draw against competition. The feature has nothing to play up especially. Made for general audience.—George Watson, Mgr., Strand Theatre, Des Moines, Ia.

Mollie And Me (T-S)

SAN ANTONIO, TEX.—Aztec Theatre (2,500), 7 days, Mel Ruick Stage Band, Comedy and Fox News. Weather, warm and showers.

Rating—80%

SPRINGFIELD, MASS.—Bijou Theatre, (1,000), 7 days, 25c-50c, Frank Crumit, "Gay Caballero" (Victor) Screen Snapshots, Int'l News. Weather, generally fair.

Rating—65%

DALLAS, TEX.—Capital Theatre (1,044), 7 days, 15c-25c-35c, Two Vita. Acts, Comedy and Int'l News. Weather, Unsettled.

Rating—85%

UTICA, N. Y.—Olympic Theatre (1,300), 4 days, 25c-35c, Comedy, Fox News. Weather, fair.

Rating—95%

AD TIPS—Stressed as all-talking, singing and dancing "sensation" with Bennett starred and Brown opposite. Billed as "romance of the footlights." Audience appeal: all ages and classes.—Bijou Theatre, Al Anders, Mgr., Springfield, Mass.

Exploit Bennett and Brown together with Vaughn and Byer. Copy used—You Have Sobbed Aloud for Belle Bennett—You Have Shrieked Aloud for Joe Brown. Now See and Hear This Wonderful Team in Songs and Dialogue—In Funny Acts and Dramatic Scenes. Love—Laughs—Lingo. You'll Adore It. Audience appeal: all classes.—Capitol Theatre, Ray Stinnett, Mgr., Dallas, Texas.

Mother's Boy (Pathe)

KANSAS CITY, MO.—Mainstreet Theatre (3,067), 7 days, 35c-60c, Pathe News, Master Ceremony stage presentation. Weather, fair.

Rating—90%

OMAHA, NEBR.—Orpheum Theatre ,(3,000), 7 days, 25c-60c, Five Act R-K-O vaud., Pathe News. Weather, fair.

Rating—100%

BALTIMORE, MD.—Weather, clear, mild, light rain one day. Keith's Theatre, (3,016), 6 days, 25c-65c, Universal, International and Fox M'tone News, with R-K-O vaud. headed by Burke and Durkin in "Typical Topics" in fourteen scenes.

Rating—80%

COLUMBUS, OHIO.—R-K-O Palace Theatre (3,200), 7 days, 25c-50c, Octavus Roy Cohen Comedy, 5 Acts Vaudeville, Fox News.

Rating—115%

MEMPHIS, TENN.—New Orpheum Theatre (2,600), 25c-50c, 6 days, Pathe Sound News, 5 Acts. Weather, rainy.

Rating—90%

NEW YORK CITY, N. Y.—Cohan Theatre (1,314), 7 days, $1-$2, two shows daily, 3 Sat. and Sun., Pathe Le Maire Comedy "Go Easy, Doctor," Pathe Sound News. Selling seats half price. Weather rain and cold.

Rating—35 7/10% (Second Week)

AD TIPS—Star exploited as "golden voiced tenr" and "find" for talkies. Picture followed close on Downey's appearance here in "Syncopation." Tied-up as a natural with Mother's Day programs observed throughout the city. Audience appeal: general.—Orpheum Theatre, Ralph Thayer, Mgr., Omaha, Nebr.

Mother's Boy—Cont.

The picture was played up big as an all-singing, all-talking production, along with a personal recommendation by the management. Audience appeal: all classes.—Mainstreet Theatre, Lawrence Lehman, Mgr., Kansas City, Mo.

Exploit as a great all-melody motion picture. 100 per cent all-talking, all-singing, all-dancing, with Downey, Perkins and Mercer. Sheer melody. A score of new song hits. The thrilling voice of Broadway's sweetest singer. Love, suspense, humor. The appeal of a mother's devotion. Audience appeal: to the thousands who like good songs excellently sung; to Downey's many admirers; to all who enjoy a mother story of gripping pathos.—J. Lawrence Schanberger, Mgr., Keith's Theatre, Baltimore, Md.

Downey's singing brings a new star to the talkies—reminded local folks he used to be seen here with Whiteman's Band. Audience appeal: general.—R-K-O Palace Theatre, Columbus, O.

Napoleon's Barber (Fox)

MINNEAPOLIS, MINN.—Pantages Theatre, (1,575), 7 days, 25c-50c-75c, Pathe Sound News, 5 Acts. Weather, cold three days, warm 4 days.

Rating—60% (Double Feature)

AD TIPS—First time any theatre in Minneapolis offered a photoplay program of two 3-reel short subjects. Exploitation centered about emphasizing that this program was a unit show composed of two all talking films. The ads played up the angle of the little Corsican's courage, diplomacy and humor. This type of appeal goes over well with the discriminating patron simply because it is so seldom used that it is instantly noticeable. Appeal: all ages and classes.—Pantages Theatre, E. C. Bostick, Mgr., Minneapolis, Minn.

New Year's Eve (Fox)

MEMPHIS, TENN.—Loew's Strand Theatre (1,100), 25c-40c, 6 days, Krazy Kat Carnews, M-G-M Short, "Nearly Divorced." Weather, rainy.

Rating—75%

Noah's Ark (W.B.)

NEW YORK CITY, N. Y.—Winter Garden Theatre (1,492), 7 days, 2 shows a day, 3 Sat. & Sun., Vitaphone Shorts. Weather, rain and cold.

Rating—39 3/10% (Tenth Week)

CHOSEN
by the leading chain and independent theatres of the U. S. A.
GOLD SEAL
Registers and Tickets
AUTOMATIC TICKET REGISTER CORPORATION
Subsidiary of the Consolidated Automatic Merchandising Corporation
723 Seventh Ave. New York

Night Club (Par.)

SAN ANTONIO, TEX.—Princess Theatre, (1,300), 3 days, 25c-35c, Comedy and Int'l News. Weather, warm and showers.

Rating—90%

SAN FRANCISCO, CALIF.—St. Francis Theatre, (1,435), 7 days, 35c to 65c, "Pusher in the Face" and "Bishop's Candle-Sticks," Paramount, talking comedies, Kinograms. Weather, 2 days warm, 5 days cool.

Rating—100%

AD TIPS—As all three pictures talking comedies, advertised in white type as "All-Talking 3 Feature Program." Brice played up as star of the "red hot gang" and all should join this gang for "red hot time." Audience appeal: to all.—St. Francis Theatre, E. Karlin, Mgr., San Francisco, Calif.

Nothing But The Truth (Par.)

SAN ANTONIO, TEX.—Texas Theatre, (3,000), 7 days, 25c-35c-60c, Singer's Midgets, Vita. specialties, Par. News. Weather, warm and showers.

Rating—130%

CANTON, OHIO.—Loew's Theatre, (2,-125), 4 days, 30c-50c, 5 Acts Loew's Vaud., M'tone News and M-G-M News. Weather, clear, cool, with 2 days rain.

Rating—130%

KNOXVILLE, TENN.—Tennessee Theatre, (2,001), three days, two Vita. numbers, organ solo, Par. News. Weather, rainy and bad.

Rating—120%

MINNEAPOLIS, MINN.—Minnesota Theatre, (4,025), 7 days, 35c-40c-75c. Tom Mix making personal appearance with Publix unit "Cheerio." Gene Sheldon, making debut as new master of ceremonies, stage band, organ offering, concret orchestra, M'tone News. Weather, cold 3 days; warm 4.

Rating—111%

WICHITA, KANS.—Palace Theatre, (1,-487), 7 days, 35c-50c, Harry Stanley and Ginger (Warner) and "Red Corchoran (Warner) Fox M'tone. Weather, unsettled.

Rating—110%

NORFOLK, VA.—Loew's State Theatre, (2,000), 6 days, 35c-50c, 5 Acts Loew vaud. headed by Nancy Gibbs in "Dear Little Rebel"; M-G-M News, comedy. Weather, fair and warm.

Rating—110%

BALTIMORE, MD.—Weather, clear, mild, light rain one day. Loew's Century Theatre, (3,221), 6 days, 25c-60c, Fox and M-G-M M'tone News, Loew-Publix unit "Say It with Music" with Teddy Joyce, orchestra, organ, "Flying Yeast" (Krazy Kat Par. Cartoon), Pathe Review, "Fish and Feathers" (Pathe Sportlight), "Movie Night" (Charles Chase M-G-M Comedy).

Rating—91%

AD TIPS—Naturally with Dix making a personal appearance the heaviest play went to advertise his being at the theatre. Yet Dix has a heavy following in the Northwest and we did not neglect the opportunity to broadcast that this was his first talking picture. Also considerable space was devoted to telling the gullible public just how good is Kane, who appears in support of Dix, was in this, her first talking full length film. The comedy angle was heavily stressed. Audience appeal: all ages and classes.—Minnesota Theatre, Murray Pennock, Mgr., Minneapolis, Minn.

Exploited Kane and made tie-ups with music stores profitable. Dix played for full value. Audience appeal: all classes.—Tennessee Theatre, William Brock, Mgr., Knoxville, Tenn.

Exploited this as Dix' entrance in the talking pictures in a real comedy. Ads carried picture of Dix looking at a portrait of Washington with catchline: George, old kid, wouldn't you have told a lie for $10,000—and for your girl? Audience appeal: general, good entertainment for the whole family.—H. E. Jameyson, Pub. Dir., Palace Theatre, Wichita, Kans.



Dorothy Lee makes a dainty little armful for Bobby Watson and Morton Downey, her fellow leads in RKO's "Syncopation," talkie featuring Fred Waring and His Pennsylvanians

Nothing But The Truth—Cont.

The biggest angle for exploitation here, of course, is the fact that it is Dix' first talking picture. Play up strong that it is all-talking and is film adaptation of comedy that made stage history several years ago. Other members of the cast also worth mentioning, but Dix' name is what brought out the business here. Audience appeal: for the entire family.—Loew's Theatre, Russell Bovim, Mgr., Canton, O.

Dix, of course, is best exploitation feature, but don't overlook Kane, who is great box office attraction. She puts her songs over with the same appeal that won her nation-wide fame in the music records and radio. From audience angle, picture is one of most entertaining talkers yet shown. Audience appeal: all classes and ages.—Texas Theatre, Al Fourmet, Mgr., San Antonio, Tex.

Exploit as an all-talking Paramount love-laugh farce. A youthful romance with smart talk. Bright lines and Kane songs. A riot! Dix in his first all-talking, all-laughing love escapade. This is Dix at his very best. Don't miss it. Audience appeal: to all classes and all ages. This will make a million new fans for Dix and raises him a hnudred per cent with those who have liked him.—Loew's Century Theatre, Charles Raymond, Gen. Mgr., Baltimore, Md.

This theatre featured Dix in an all-talking picture, with good cast, and promised entertainment "bubbling over with fun" and the like. The vaudeville was stressed along with the picture, but the picture was credited with producing the business. Appeal: all classes, as good, clean comedy.—Loew's State Theatre, Norfolk, Va.

Not Quite Decent (Fox)

SPRINGFIELD, MASS.—Fox Theatre, (1,-444), 20c-50c, 7 days, M'tone vaud., Fox News. Weather, generally fair.

Rating—90% (Double Feature)

BALTIMORE, MD.—Clear mild, light rain one day. New Theatre, (1,600), 6 days, 25c-50c, Fox M'tone and Fox silent News, George Bickel in "Sound Your 'A'," (Fox talkie short), Gertrude Lawrence in "Early Mourning" (Fox Talkie short), "Mother" (Natural color sound).

Rating—80%

AD TIPS—Pointed out fact picture came directly from Roxy Theatre engagement. Stressed cast, with Collyer and Dresser. Little ballyhoo. Audience appeal: to women mostly.—Fox Theatre, James Skiftington, Mgr., Springfield, Mass.

Bill this as a talking, singing, dancing production. See and hear Dresser sing "Empty Arms." A drama of a mother who cruelly compromised herself that her daughter might not make a misstep. With June Collyer and Louise Dresser. You see chorus girls on a rampage in a Pullman car. The silver threads among the gold-diggers. Audience appeal: to all who like a strong story of mother love and young romance with pathos and comedy.—Morris A. Mechanic, Mgr., New Theatre, Baltimore, Md.

Not Quite Decent—Cont.

One Stolen Night (W.B.)

SYRACUSE, N. Y.—Strand Theatre, (1,-700), 7 days, 20c-30c-40c, Orch., 2 Vita. Acts, Fox M'tone. Weather, fair, rain.

Rating—85%

PORTLAND, ORE.—Blue Mouse Theatre (657), 25c-35c, 7 days, Fox News, Vitaphone Acts. Weather, fair and warmer.

Rating—90%

AD TIPS—Exploit as desert story. Feature Collier, Jr., and Bronson. Audience appeal: general.—Strand Theatre, Walter McDowell, Mgr., Syracuse, N. Y.

Betty Bronson and Collier, Jr., part-talkie, glamorous desert picture, distinct character hits. Fair appeal and business.—Blue Mouse Theatre, Francis Johnson, Mgr., Portland, Ore.

Our Dancing Daughters (M-G-M)

JOLIET, ILL.—Princess Theatre, (960), 2 days, comedy and news. Weather, cold with some rain.

Rating—100%

AD TIPS—Exploit this picture as best of silent pictures. One that no one can afford to miss. Feature Crawford in story of youth. Audience appeal: general.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Pagan, The (M-G-M)

CHATTANOOGA, TENN.—Tivoli Theatre, (1,900), 3 days, 50c-60c, Presentations, "If Men Played Cards as Women," Our Gang in "Wiggle Your Ears," News. Weather, raining.

Rating—99%

SAN FRANCISCO, CALIF.—Loew's Warfield Theatre, (2,671), 7 days, 35c to 65c, Fanchon-Marco Presentation act, "Many Favorites," on stage, Fox Talking News, M-G-M News. Weather, 2 days warm, 5 days cool.

Rating—100%

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,650), 7 days, 25c-35c-50c-60c-75c, Fox Movietone News, Fanchon-Marco Stage Unit. Weather, fine.

Rating—95%

ASHEVILLE, N. C.—Imperial Theatre (1,-181), 3 days, 10c-40c-50c, 2 Vita. Specialties, Movietone News.

Rating—105%

NEW YORK CITY,N. Y.—Capitol Theatre (4,620), 7 days, 35c-50c-75c-85c-$1-$1.50, M-G-M and Fox Movietone News, M-G-M Van and Schenck Short, "Frills and Fancies" Stage Revue, Dave Schooler and Stage Band. Weather, rain and cold.

Rating—114 9/10%

AD TIPS—Feature Navarro in romance of South Seas. Advertise fact will sing "The Pagan Love Song." Play up tropical love scenes with Adoree and Janis. Appeal: to all classes.—Tivoli Theatre, Chattanooga, Tenn.

Tease on tropical angle and use art layouts showing Navarro in tropical costume; play up romance angle. Audience appeal: general.—Fifth Avenue Theatre, James Q. Clemmer, Mgr., Seattle, Wash.

Quitter, The (Col.)

JOLIET, ILL.—Princess Theatre, (960), 1 day, comedy and news. Weather, fair.

Rating—90%

AD TIPS—Exploit this as a powerful drama of a youth's regeneration through love. Audience appeal: general.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Rainbow, The (T-S)

OKLAHOMA CITY, OKLA.—Orpheum Theatre, (2,100), 7 days, 15c-25c-35c-50c, Four Acts Vaud., Fox News, Aesop's Fables, Topics of the Day. Weather, fine.

Rating—100%

AD TIPS—Advertise an epic drama of a modern gold rush, with Sebastian and Gray. Audience appeal: all classes.—Orpheum Theatre, Oklahoma City, Okla.

Rainbow Man, The (Par.)

PROVIDENCE, R. I.—Strand Theatre, (2,200), 7 days, 15c-50c.

Rating—90% (Second Week)

NEW YORK CITY, N. Y.—Selwyn Theatre (1,167), 7 days, $1-$2, 2 shows a day, 3 Sundays, Paramount Talking Shorts and a Novelty old time film. Weather, rain and cold.

Rating—67 3/10% (Fifth Week)

AD TIPS—Emphasize Dowling's musical comedy pre-eminence and the fact that this is his first movie and that he sings and tells his inimitable stories. Darro's name likewise should be used in all displays as the little star has a big following. —Ed Reid, Mgr., Strand Theatre, Providence, R. I.

Exploit Dowling, famous recruit from legitimate and musical comedy in first "all-talking, all-singing masterpiece." Carried extra full page advertisement in Sunday news section of Union-Republican, besides usual theatre "ad." Audience appeal: all ages and classes.—Capitol Theatre, Walter Merkel, Mgr., Springfield, Mass.

Red Hot Speed (U.)

SALT LAKE CITY, UTAH—Pantages Theatre, (2,500), 7 days, 15c-75c, vaud. acts. Weather, fair.

Rating—98%

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 25c-50c, On Stage, Ukulele Wizard, Paramount News Comedy. Weather, fine.

Rating—70%

AD TIPS—Exploited as Denny's first talking picture. Also stating it shows to perfection the traffic problem of a large city. Audience appeal: practically all classes.—Pantages Theatre, Grant Pemberton, Mgr., Salt Lake City, Utah.

Featured Denny with strong comedy angle. Audience appeal: strong for younger element.—Dominion Theatre, I. F. W. Ackery, Mgr., Vancouver, B. C.

Redskin (Par.)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 4 days, 10c-50c, Stage Presentation, Educ. Comedy, Fox News. Weather, fair.

Rating—62%.

AD TIPS—Play it up as the forerunner of what may be expected in the future as a regular thing. In northern climes, the old "romance of the south-west" stuff seems to have appeal. Of course, the Technicolor is the real thing, with star next. The audience appeal is general, with a shade to the high class type of patronage.—Michigan Theatre, Ann Arbor, Mich.

Riley The Cop (Fox)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 3 days, 10c-50c, Stage Presentation, Bobby Vernon Comedy, Int'l News. Weather, fair.

Rating—40%

AD TIPS—Depends on your general patronage. If you can cater to the Irish folks in the neighborhood, play it up; they'll like it. On the other hand, there are good German scenes which will please the folks from that country. The comedy angle should get the attention. Audience appeal generally is for the less discriminating.—Michigan Theatre, Ann Arbor, Mich.

Sajenko The Soviet (Ufa)

BALTIMORE, MD.—Clear, mild, light rain one day. Little Theatre, (267), 6 days, 35c-50c, Par. News, "Bella Napoli" (Travelogue Ufa), Harold Lloyd in "His Royal Slyness," (Comedy).

Rating—80%

AD TIPS—Exploit as the star Bohnen, celebrated Metropolitan Opera star in a film engagement extraordinary direct from its New York success. A stirring story of exiled Russian nobility in Paris—smart, sophisticated and more than entertaining. Audience appeal: to all music lovers who have heard Bohnen sing, or have read about his work in "Jonny Spielt Auf," and to others who like melodrama done in the old fashioned way.—Clyde J. McKay, Mgr., Little Theatre, Baltimore, Md.

Saturday's Children (F.N.)

SCHENECTADY, N. Y.—State Theatre, (1,700), 7 days, 25c-35c-50c, Fox M'tone News, Vita. vaud. Weather, rainy and cold.

Rating—85%

ALBANY, N. Y.—Mark Ritz Theatre, (1,146), 6 days, 25c-35c, One Vita. presentation, Pathe Sound News. Weather, fair.

Rating—100%

DES MOINES, IA.—Strand Theatre, (1,096), 4 days, 20c-30c, "Moonshine," (Par. Comedy), Par. News. Weather, pleasant.

Rating—90%

MACON, GA.—Ritz Theatre (1,000), 3 days, 25c-35c-50c, Paramount News, Pathe Fable, 2 Vita. Units. Weather, fair.

Rating—100%

BUFFALO, N. Y.—Buffalo Theatre (3,100), 65c, Vitaphone News, Fox Movietone and Silent News, Vaudeville and Comedy. Weather, warm and rain.

Rating—165%

AD TIPS—Success of stage play, and first opportunity to hear Griffith. A domestic drama that is realistic and different. Appeal to adults. —State Theatre, Schenectady, N. Y.

Exploited Griffith in her first talkie. This star has a big following in this city. Audience appeal: all classes.—Mark Ritz Theatre, Charles Smakwitz, Mgr., Albany, N. Y.

This picture is just fair and it cannot be played up as up to standard of Griffith pictures. The star was used in advertising the picture. The prominence of the story is not enough to put it across and it had not proved an attraction here.—George Watson, Mgr., Strand Theatre, Des, Moines, Iowa.

Feature Griffith in working girl role. Theme appeals to all classes and ages.—Ritz Theatre, H. S. Amos, Mgr., Macon, Ga.

Exploit Griffith as star and her best romance picture.—Buffalo Theatre, Vincent McFaul, Mgr., Buffalo, N. Y.

Scandal (U.)

TOLEDO, OHIO.—State Theatre, (2,000), 7 days, 25c-35c-50c, Collegians comedy, Sound cartoon, Fox News, Organlogue, Musical Novelties. Weather, warm and variable.

Rating—90%

MEMPHIS, TENN.—Pantages Theatre (1,900), 25c-50c, 6 days, Pathe Sound News, 5 Acts. Weather, rainy.

Rating—90%

AD TIPS—Played up Boles' singing parts, and the story of the society girl sacrificing her own secure position to save a third person from disgrace. Audience appeal: all classes.—State Theatre, George Kreutz, Mgr., Toledo, Ohio.

Seven Footprints To Satan (F.N.)

LOUISVILLE, KY.—Rialto Theatre (3,000), 4 days, 30c-50c, Weaver Brothers and 4 other RKO Acts, Pathe Review, Pathe News. Weather, rainy.

Rating—75%

Seven Footprints To Satan—Cont.

AD TIPS—Advertise this film on the basis of its fantastic odd and weird treatment. Todd and Hale will not hurt exploitation. Audience appeal: general.—Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

Shakedown, The (U.)

CANTON, OHIO.—Palace Theatre, (1,906), 3 days, 30c-50c, All-sound program, including Pathe Sound News and special reel on Cleveland Clinic disaster, Vincent Lopez piano novelty, a M-G-M Gus Edwards' Colortone Review of old songs and Jan Garber and his Band.

Rating—75%

AD TIPS—The exhibitor is unfortunate here that he does not have particularly strong cast to play in advance publicity. Neither does name of picture offer much possibility, although the picture turned out to be one of the most widely commented on since sound films were installed. Word of mouth advertising was what built up second and third day business. Bring in the fight fans with promise of good fistic action; children patronage because of new "child wonder," Hanlon, and romance-seekers through name of Kent. Good sound accompaniment and worth playing up strong; one Canton reviewer placed it among ten best talkies yet released. Audience appeal: good, except for very young members of family.—Palace Theatre, Marc Wolf, Mgr., Canton, O.

Show Boat (U.)

CHATTANOOGA, TENN.—State Theatre, (900), 3 days, 50c, Fox M'tone News. Weather, raining.

Rating—92% (Second Week)

CANTON, OHIO.—Valentine Theatre, (850), 7 days, 35c-50c, Pathe Sound Review, Cartoon with sound accompaniment, and all-talking comedy. Weather, clear and cool with two days of rain.

Rating—150%

PROVIDENCE, R. I.—Majestic Theatre, (2,400), 7 days, 15c-50c.

Rating—125%

TAMPA, FLA.—Victory Theatre, (1,600), 7 days, 25c-60c-75c, Pathe S. News. Weather, fair and warm.

Rating—170%

KNOXVILLE , TENN.—Riviera Theatre, (1,063), six days, 25c-50c, Fox M'tone News. Weather, rainy and bad all week.

Rating—175%

KANSAS CITY, MO.—Royal Theatre, (900), 7 days, 25c-50c-75c, Selected News. Weather, fair.

Rating—105% (Fourth Week)

SYRACUSE, N. Y.—Eckel Theatre, (1,400), 35c-50c, organlogue. Weather, mostly rain.

Rating—125% (Second Week)

DES MOINES, IA.—Des Moines Theatre, (1,600), 7 days, 25c-50c, Oswald cartoon (U), M'tone News. Weather, pleasant.

Rating—100% (Second Week)

MILWAUKEE, WIS.—Alhambra Theatre, (2,200), 25c-75c. Weather, unsettled.

Rating—200% (Third Week)

$ You are reading this little ad *because the dollar sign caught your eye.* It always works.

By the same token "Building Theatre Patronage", Barry and Sargent's great book for showmen will catch business for you *because it contains the patronage building ideas that always work.* 460 pages of money-making facts.

(*Only $5.20 mailed to your door*)

CHALMERS PUBLISHING CO.
516 Fifth Avenue, New York City

Show Boat—Cont.

CLEVELAND, OHIO—Stillman Theatre (1,800), 21 days, 40c-75c, Prologue, M-G-M News. Weather, fair.

Rating—86% (Third Week)

FORT WORTH, TEXAS.—Palace Theatre (1,400), 10c-50c, 4 days, (hold over), M-G-M and Fox Movietone News, 2 Vita. Acts. Weather, unsettled.

Rating—100%

SEATTLE, WASH.—Music Box Theatre (950), 50c-75c-$1, No Shorts. Weather, fine.

Rating—80% (Fouth Week)

PORTLAND, ORE.—Music Box Theatre (1,837), 25c-75c, Vitaphone Acts. Weather, fair and warmer.

Rating—150% (Third Week)

ROCHESTER, N. Y.—Piccadilly Theatre (2,259), 7 days, 35c-60c, Selected News. Weather, fair to rain.

Rating—210%

MACON, GA.—Rialto Theatre (900), 6 days, 30c-45c, Pathe News. Weather, fair.

Rating—130%

AKRON, OHIO.—Strand Theatre (1,200), 7 days, 50c-75c, Second Week, Comedy. Weather, cool, showers.

Rating—80%

NEW YORK CITY, N. Y.—Globe Theatre (1,418), 7 days, $1-$2-$2.50, 2 shows a day, 3 on Sunday. Unversal Shorts and Musical "Show Boat" prolog on film. Weather, rain and cold.

Rating—71½% (Fifth Week)

AD TIPS—Exploitation of this picture based entirely on name and names of players, film version of Ferber's best-seller and Ziegfeld's musical extravaganza. Colorful and thrilling story of life on the old Mississippi. Used Ziegfeld prologue as one angle of playing up sound accompaniment for entire picture. Special Saturday morning show for children, at 10c, more than filled house. This film also was used advantageously to formally reopen the house after remodeling and installation of sound equipment. Audience appeal: a good all-family photoplay. Valentine Theatre, Joe Calla, Mgr., Canton, O.

Play this film as one of the most sensational offerings of the year, mentioning Ziegfeld production and novel of Ferber. Can be held over for second week in most cities, as we are doing. In art work exploit glamor of old Mississippi show boat days and use picture of Schildkraut in all ads.—Sol Braunig, Mgr., Majestic Theatre, Providence, R. I.

Feature the fact that this picture has everything—love, drama, color, music, singing, talking. What "The Birth of a Nation" was to silent, this picture is to talkies. Play up cast and scenes from the stage production.—Victory Theatre, George B. Peck, Mgr., Tampa, Fla.

Exploited fact that it was taken from story by Ferber and from Ziegfeld's play. Played up the Ziegfeld stars in prologue for everything possible. Window displays arranged in several department stores. Every window of every vacant store in business section plastered with announcement: "Here Comes the Show Boat." Distributed 25,000 napkins to restaurants with printed announcement of picture to come. Special lobby musical program with song hits from the picture and stage show. Played up big appeal of "Down That Lonesome Road" in closing sequences. Audience appeal: all classes. Picture proved so popular that it was held over for second week.—Riviera Theatre, John Whyte, Mgr., Knoxville, Tenn.

Double the usual newspaper advertising was continued to be used, showing steamboats and levee scenes, while the fact that the picture was in its fourth week was played up big. Audience appeal: all classes.—Royal Theatre, C. S. P. Coppock, Mgr., Kansas City, Mo.

Play up Ziegfeld name; story by Ferber; magnitude of production; fine music; stars in prologue. Audience appeal: everyone. Music Box Theatre, Robert Murray, Mgr., Seattle, Wash.

Here's a picture that pretty near sells itself. There seems to be something magnetic about the title. It is one of the pictures one could count on the fingers of one hand which have been held over here. Play up the fact that it's an adaptation of the Ferber novel.—Palace Theatre, Fort Worth, Texas.

Feature Ferber and her book, and faithful historical aspects depicting early American life.—Rialto Theatre, Monty Salmon, Mgr., Macon, Ga.

The picture offers many angles for advertising. The music offers a good opportunity for exploitation. Members of the cast are well known and popular; the story by Ferber is also a good feature to emphasize. Scenes from Ziegfeld's success have drawing power. Audience appeal: all classes.—Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

On second week and against big competition the picture held up well. It did not break records but made a record for the year. The title of the show sells it big here and a good amount of advertising paid. The cast, the Ziegfeld show was played up. Picture has general appeal.—Des Moines Theatre, Lionel Wasson, Mgr., Des Moines, Ia.

Full page ads, window cards, Show Boat Sundaes in all drug stores, Show Boat Dresses special window display in largest department store in town, special sale of Show Boat Toy in large department stores, library and book store tie-ups. Audience appeal: all classes and ages.—Stillman Theatre, Charles Katz, Mgr., Cleveland, Ohio.

La Plante and Schildkraut mentioned, but not too strongly. The popular Ziegfeld music best bet, with constant emphasis on film version of Ferber's famous novel. Appeal: all ages and classes.—Strand Theatre, Ray Brown, Mgr., Akron, O.

Characters from Ferber's novel talk—Mississippi show boat people. Southern songs tie up with music and book stores. Audience appeal continued strong.—Music Box Theatre, Andrew Saso, Mgr., Portland, Ore.

Beginning with extra size newspaper ads week ahead of showing and concluding with truck-mounted amplifier ballyhoo, film was given heaviest exploitation of any so far this year. Sound trailers were run week in advance. Ads and advance stories stressed all-star cast, Ziegfeld production and Ferber as the author. Amplifier was carried through streets daily. Saturday space was taken in a parking lot near the International League baseball game and amplifier tuned up to broadcast the show to every corner of the stands. Tieups were made with music and phonograph stores for song hits. Film held second week. Audience appeal: all ages and classes.—Piccadilly Theatre, Herbert Chatkin, Mgr., Rochester, N. Y.

Show Folks (Pathe)

TACOMA, WASH.—Pantages Theatre, (1,500), 4 days, 10c-75c, Five Acts of Vaud., talking "Collegians," Pathe Sound News. Weather, fine.

Rating—60 %

Show Girl (F.N.)

OTTAWA, ONT.—Rex Theatre, (750), 3 days, 15c-20c, Par. News, "Diamond Master" (U), "Light That Failed (M-G-M). Weather, clear.

Rating—95%

AD TIPS—The wisecracks in this feature were boosted and played it as the romance of a Broadway hoofer. Some of the settings are unique and gorgeous. White is easy to look at. Audience appeal: all ages but particularly adults.—Rex Theatre, P. J. Nolan, Mgr., Ottawa, Ont.

Singing Fool, The (W.B.)

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 35c-50c-75c, Pathe Sound and Fox Movietone News, Vitaphone Shorts.

Rating—74 9/10%

Sin Sister, The (Fox)

TAMPA, FLA.—Strand Theatre, (800), 4 days, 15c-35c-40c, Int'l News, Song cartoon, talkie act. Weather, fair and warm.

Rating—75%

AD TIPS—Carroll, the star, and the fact that it is light, frothy summer entertainment, are the highlights of this picture.—Strand Theatre, A. B. Heston, Mgr., Tampa, Fla.

Sinners in Love (RKO)

AKRON, O.—Allen Theatre (550), 7 days, 25c-50c, Comedy, Int'l News. Weather, cool, showers.

Rating—78%

AD TIPS—Used lines following suggestion of title. Stars had little following here and got only minor mention. Appeal: adults.—Allen Theatre, J. B. Allman, Mgr., Akron, O.

Smilin' Guns (U.)

JOLIET, ILL.—Princess Theatre (960), 1 day, comedy and news. Weather, fair.

Rating—90%

AD TIPS—Bill this as an action picture with flying fists, galloping hoofs and smiling guns. Feature Hoot Gibson's daring. Audience appeal: for men and children.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Sonny Boy (W.B.)

CEDAR RAPIDS, IOWA.—Capitol Theatre (now Paramount) (1,957), 4 days, 10c-25c-50c, Publix Stage Show, Fox Movietone News. Weather, rainy.

Rating—100%

BIRMINGHAM, ALA.—Strand Theatre (850), 25c-40c, Ben Bernie's Orchestra, Jack Goldie, Fox Movietone News. Weather, rainy and unsettled.

Rating—97%

AD TIPS—Played up Lee, wonder child of "The Singing Fool." Pictured as a domestic life comedy. Audience appeal: general, all classes, but especially good for youngsters.—Paramount Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Iowa.

Used special mother's day coupon in Sunday Birmingham News and played to 1,760 mothers and children on first two shows. This with exploitation of star as original Sonny Boy of "Singing Fool" put over a mediocre picture in terrible weather. Audience appeal: all ages.—Strand Theatre, C. D. Haug, Mgr., Birmingham, Ala.

Someone To Love (Par.)

SCHENECTADY, N. Y.—Proctor's (3,000), 3 days, 25c-35c-50c, Pathe News, 5 Acts Vaude. Weather, rain.

Rating—100%

AD TIPS—Rogers in lovable role and Brian his leading lady, a team previously successful. Austin and Kirkwood are good for a play in supporting roles, especially the former for his comedy reputation.—Proctor's Theatre, Schenectady, N. Y.

Speakeasy (Fox)

TROY, N. Y.—Lincoln Theatre (1,000), 7 days, 25c-35c, 1 Vita., Kinograms. Weather, fair.

Rating—100%

TULSA, OKLA.—Rialto Theatre (1,600), 7 days, 25c-35c-50c, Aesops Fables, 2 Talking Units, News. Weather, fair.

Rating—90%

MILWAUKEE, WIS.—Strand Theatre (1,297), 7 days, 25c-60c, Clark and McCullough Comedy, "The Bath Between," Movietone Revue, Fox News. Weather, fair.

Rating—125%

Speakeasy—Cont.

COLUMBUS, OHIO.—Grand Theatre (1,200), 7 days, 25c-50c, "The Bees Buzz" (Educ.), Fox Movietone News.

Rating 100% (Second Week)

AD TIPS—Exploited that this was a sensational 100 per cent talkie of New York's speakeasies and that it was an eye and ear opener. Audience appeal: all classes.—Lincoln Theatre, Benjamin Stern, Mgr., Troy, N. Y.

In advertising this picture an attempt was made to play down the underworld theme to some extent and emphasize the love interest and the characters, for it was felt the picture patrons in this city were surfeited with underworld pictures. No mention was made of the boxing match, as this might make it a picture with appeal only to men.—Strand Theatre, Milwaukee, Wis.

Advertised "voice of New York" and dramatic underworld scenes.—Grand Theatre, Columbus, Ohio.

Spieler, The (Pathe)

ANN ARBOR, MICH.—Majestic Theatre (1,050), 3 days, 10c-50c. Comedy, "Her Mother's Back" (Pathe), Topics, Review and Par. News. Weather, fair.

Rating—20%

AD TIPS—The comedy angle should be emphasized, although there is mystery and intrigue. Audience appeal: limited.—Majestic Theatre, Ann Arbor, Mich.

Spite Marriage (M-G-M)

SYRACUSE, N. Y.—Loew's Theatre (3,000), 7 days, 25c-35c-50c, 5 Acts Loew Vaude., including Loew Journal Revue, Fox Movietone, Orch. Weather, mostly rain.

Rating—50%

TULSA, OKLA.—Majestic Theatre (1,200), 3 days, 25c-35c-50c, News, 2 Shorts. Weather, fair.

Rating—70%

MINNEAPOLIS, MINN.—Hennepin-Orpheum Theatre (2,900), 7 days, 2 shows Monday to Saturday, Sunday continuous, 25c-60c-75c, 6 Acts Vaud., headlined by Sophie Tucker. Weather, cold 3 days, warm 4.

Rating—65¼%

AD TIPS—Exploit Keaton in roaring comedy. Audience appeal: all ages and classes.—Loew's State Theatre, Harry Weiss, Mgr., Syracuse, N. Y.

We featured this film as having "The Funniest Honeymoon Ever Screened." We also stated that this was a sound film. Audience appeal: from high school age up.—Hennepin-Orpheum Theatre, Frank Burk, Mgr., Minneapolis, Minn.

Squall, The (F.N.)

NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, $1-$2-$2.50, 2 shows a day, 3 Sat. & Sun., Vitaphone Shorts. Weather, rain and cold.

Rating—66 1/10%

Square Shoulders (Pathe)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, 6 Acts RKO Vaude., Pathe News. Weather, rain.

Rating—125%

AD TIPS—Exploit Wolheim and Coghlan in very entertaining picture. Audience appeal: general—especially good for young boys.—B. F. Keith's Theatre, John J. Burns, Mgr., Syracuse, N. Y.

State Street Sadie (W. B.)

SAN ANTONIO, TEXAS—Princess Theatre (1,300), 4 days, 25c-35c, Comedy and Int'l News. Weather, warm and showers.

Rating—125%

State Street Sadie—Cont.

AD TIPS—Be sure to feature Nagel, who has staged a great come-back in the talkies. Great Chicago crook picture with plenty of mystery. Talking portion of film wonderful. Audience appeal: general.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Texas.

Stolen Kisses (W.B.)

WICHITA, KANSAS—Miller Theatre (1,981), 3 days, 25c-35c-50c. "Meet the Missus" (Par.), News, Revue and Organlog. Weather, unsettled.

Rating—98%

AD TIPS—Exploited the idea of a French farce, divorce courts and the cast including McAvoy, Cooley and Gillingwater. Catchlines: "Kisses You Hear, Love You See, Laughs You Feel." Audience appeal: general.—Miller Theatre, H. E. Jameyson, Pub. Dir., Wichita, Kansas.

Strange Cargo (Pathe)

SYRACUSE, N. Y.—Empire Theatre (1,700), 25c-40c, 7 days, Comedy, Fox M'tone. Weather, mostly rain.

Rating—115%

AD TIPS—Exploited by having airplanes drop special newspaper over downtown section. Advertised there would be 100 passes among 5,000 papers distributed. Had banner across main street. Audience appeal: general.—New Empire, Morris Fitzer, Mgr., Syracuse, N. Y.

Strong Boy (Fox)

OKLAHOMA CITY, OKLA.—Liberty Theatre (1,100), 7 days, 10c-25c-35c-50c, Int'l News, Movietone News, "The Collegians." Weather, fine.

Rating—100%

AD TIPS—A baggage-room romance that's a comedy of errors. A laugh special picture, and Leatrice Joy especially good in the leading role.—Liberty Theatre, Oklahoma City, Okla.

Syncopation (RKO)

OKLAHOMA CITY, OKLA.—Empress Theatre (1,250), 7 days, 10c-25c-35c-50c, Pathe News, Talking Comedy. Weather, fine.

Rating—125%

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, 6 Acts RKO Vaude., Pathe News. Weather, mostly rain.

Rating—125%

WICHITA, KANS.—Miller Theatre (1,981), 3 days, 25c-35c-50c, Christie Comedy, "Music Hath Charms," News Revue, Aesop's Fables. Weather, unsettled.

Rating—100%

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 4 days, 25c-35c-65c, 6 Acts, Overture, Pathe News. Weather, clear to rain.

Rating—110%

AD TIPS—Reputation of Waring Pennsylvanians was hit hard in ads and advance stories. Film was given play over good bill of vaudeville. Through entire run it was given two-thirds of usual ad space in newspapers. Song hits listed in ads and theatre displays. No outside hookups used. Audience appeal: all ages and classes.—Keith Palace Theatre, E. A. Lake, Mgr., Rochester, N. Y.

All Jingles, All Jazz, All Joy. The first extravaganza produced on the screen. Hear Downey of the golden voice and other great stars singing and playing "Jericho," "Do Something," "I'll Always Be in Love With You," "My Inspiration Is You," and many other hits.—Empress Theatre, Oklahoma City, Okla.

Exploit Waring's Pennsylvanians. Play up Broadway night club angle. Feature musical numbers in song as "Jericho," "Do Something." Audience appeal: general.—B. F. Keith's Theatre, John J. Burns, Mgr., Syracuse, N. Y.

Syncopation—Cont.

Exploited the singing of Downey, the songs and Waring's Pennsylvanians. Also that it was an all talking, singing and dancing picture. Audience appeal: general.—Miller Theatre, H. E. Jameyson, Pub. Dir., Wichita, Kansas.

Three Passions (U.A.)

SAN ANTONIO, TEXAS—Majestic Theatre (1,700), 7 days, 25c-35c-60c, Crockett's Kentucky Mountaineers and 4 Vaude. Acts, Pathe News, Fables and Fox Movietone. Weather, warm and showers.

Rating—80%

FORT WORTH, TEX.—Majestic Theatre (1,200), 15c-60c, 7 days, Fox Movietone News, Aesop's Fables, 5 Acts Keith-Orpheum Vaudeville. Weather, unsettled.

Rating—90%

AD TIPS—Lavish production of English night life. Feature Terry-Ingram combination, also Petrovitch, who seems to be a comer. Story is excellent and appealing. Audience appeal: upper classes.—Majestic Theatre, Raymond M. Willie, Mgr., San Antonio, Texas.

Loud pedal Terry the beautiful as the star. The story will please all classes and the nice musical score offers compensation for the lack of dialogue. We used Rex Ingram's name conspicuously as the director of "The Four Horsemen" and other big hits.—Majestic Theatre, Fort Worth, Tex.

Thru Different Eyes (Fox)

SALT LAKE CITY, UTAH—Capitol Theatre (2,000), 7 days, 15c-60c, Stage Presentation, Paramount News. Weather, fair.

Rating—100%

DALLAS, TEX.—Majestic Theatre (2,680), 7 days, 25c-35c-60c, Interstate Vaude., Aesop's Fables, Fox Movietone News. Weather, unsettled.

Rating—100%

HOUSTON, TEX.—Majestic Theatre (2,250), 7 days, 25c-60c, 5 Acts Vaud., Fox Movieton. Weather, rain and varied.

Rating—105%

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c-75c-$1, Laurel-Hardy in "Big Business," Fanchon-Marco "Opportunity Idea," Rube Wolf, M-G-M News.

Rating—95%

AD TIPS—Exploit the fact that more than fifty persons have speaking parts, in contrast to the first talking pictures to have been produced. Also as a thrilling court room mystery drama. Audience appeal: practically any adult audience.—Capitol Theatre, George E. Carpenter, Mgr., Salt Lake City, Utah.

Originality of plot development, Baxter, and talking feature brought in business. We stressed the courtroom scene, and explained in all ads and press matter the application of the title. Audience appeal is general.—Majestic Theatre, Houston, Texas.

Exploit Baxter, Duncan and Lowe. Feature the murder mystery angle and play up court room scenes. Audience appeal: all classes.—Majestic Theatre, Sid Henry, Mgr., Dallas, Texas.

Tide Of Empire (M-G-M)

TULSA, OKLA.—Majestic Theatre (1,200), 3 days, 25c-35c-50c, 2 Talking Units, News. Weather, fair.

Rating—90%

CEDAR RAPIDS, IOWA.—Paramount Theatre (1,957), 3 days, 10c-25c-50c, Publix Stage Show, Paramount News. Weather, fair.

Rating—90%

AD TIPS—Featured Adoree's work. Also emphasized this as picturization of Kyne's great story of the Gold Rush days. Audience appeal: general, but mostly for adults.—Paramount Theatre Herbert D. Grove, Mgr., Cedar Rapids, Ia.

Time, The Place And the Girl, The (W.B.)

LOS ANGELES, CAL.—Warner's Hollywood Theatre (3,000), 35c-50c-65c, Vitaphone Shorts.

Rating—130%

Trent's Last Case (Fox)

BIRMINGHAM, ALA.—Trianon Theatre (650), 15c-30c, Collegians, Fox News. Weather, rainy and unsettled.

Rating—86%

AD TIPS—Exploited stellar cast in unsolvable mystery. Audience appeal: high school age and over.—Trianon Theatre, George Steele, Mgr., Birmingham, Ala.

Trial Of Mary Dugan, The (M-G-M)

NORFOLK, VA.—Norva Theatre (1,800), 6 days, 35c-50c, Vita. Acts, Irene Franklin and Fuzzy Knight, Short Comedy and Fox News. Weather, fair and warm.

Rating—125%

BALTIMORE, MD.—Loew's Stanley Theatre (3,654), 6 days, 25c-65c, Fox Movietone and Paramount News. Orchestra Organ, Ukulele Ike (M-G-M musical short). Weather, clear, mild, light rain one day .

Rating—105%

MILWAUKEE, WIS.—Merrill Theatre (1,167), 25c-50c, Fox News. Weather, fair.

Rating—90% (Second Week)

CLEVELAND, OHIO.—Allen Theatre (3,300), 7 days, 30c-60c, M-G-M Movietone Acts, M-G-M News. Weather, fair.

Rating—90%

COLUMBUS, OHIO—Loew's Broad Theatre (3,000), 7 days, 25c-50c, Vitaphone Shorts, M-G-M and Fox Movietone News.

Rating—130%

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 25c-60c, 5 Acts Vaud., Fox Movietone News. Weather, rain and varied.

Rating—140%

LOUISVILLE, KY.—Loew's and United Artists State Theatre (3,400), 7 days, 35c 50c, Haden Read Organlogue, 2 Sound Acts, Fox Movietone News, M-G-M News. Weather, rainy and cool.

Rating—143½%

LOS ANGELES, CAL.—Criterion Theatre (1,652), 35c-50c-65c, Gus Edwards M-G-M Colortone Revue, "Mexicana," Movietone. News.

Rating—130% (Third Week)

AKRON OHIO.—Loew's Akron Theatre (3,500), 7 days, 25c-50c-65c, Selected News, 3 Vaudeville Acts. Weather, cool, showers.

Rating—135%

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, $1-$2, 2 shows a day, 3 Sat. & Sun., M-G-M Shorts, Comedy and Operatic. Weather, rain and cold.

Rating—88 9/10% (Eighth Week)

AD TIPS—Featured Shearer's first all-talking picture, laying emphasis on improvement of the picture over the stage production. Local advertising, also took advantage of fact that Mary Dugan had played on local stage recently. Ads described picture as "thrilling, breath-taking mystery," stressing the court room atmosphere which has always had good appeal in these parts. Appeal: general.—Norva Theatre, Norfolk, Va.

Emphasize that this is M-G-M's 100 per cent all talking triumph starring Shearer, with Stone and Warner. Attend the trial of the follies' beauty, overwhelmed by tragedy. A staggering climax. Hear the story from the lips of the greatest cast ever assembled. The most thrilling, realistic hit since the advent of talking pictures. Still playing New York at $2. You'll love this romance. Audience appeal: general to everyone who likes a good courtroom, mystery melodrama. Thousands do, judging by the attendance here.—Loew's Stanley Theatre, Charles Raymond, Gen. Mgr., Baltimore, Md.

Trial Of Mary Dugan—Cont.

Play up the name of the picture. The stage play by that name is generally known, tie up the picture with the play. Put it over as an all-talking mystery. Audience appeal: general, with a large percentage of elite patronage.—Strand Theatre, William E. Mick, Mgr., Milwaukee, Wis.

We cashed in on the advertising of the play which had appeared at a local legitimate house just prior to the picture engagement. Kept the interest keenly alive by reader notices. Also emphasized the excellent cast. Audience appeal: all classes.—Allen Theatre, W. E. Burton, Mgr., Cleveland, Ohio.

Used ads which read like court summons, also exploited as Shearer's first talking picture, and played success of stage play. Audience appeal: general.—Loew's Broad Theatre, Columbus, Ohio.

Play had been advertised here through censorship troubles with stock company, which helped some. But without that the picture would have been a box-office wow. Shearer, the well-known play, Stone and Warner, and an all-talking court trial all are fine selling points. Appeal is to adults.—Loew's State Theatre, Houston, Tex.

Advertised this as greatest of all talking pictures and it will sustain that. It can also stand the line "greater than the stage play." Inasmuch as the director is also the author this picture remains close to the stage form and is a treat to drama lovers. Shearer and Stone have good "mike" voice, and that should be a big advertising point. Finally, if you "shoot both barrels on this one" you can't miss reaping a big profit. Audience appeal: all persons above high school age.—Loew's, Col. Harry E. Long, Mgr., Louisville, Ky.

Three good star names worthy of big play. Thrills plentiful and mystery decidedly engrossing. Used references to these, and, of course, the line, "Who Killed Edgar Rice?" Appeal: high school age up; all classes.—Loew's Akron Theatre, D. J. Nolan, Mgr., Akron, Ohio.

True Heaven (Fox)

LOUISVILLE KY.—Alamo Theatre (900), 7 days, 15c-25c-40c, Collegians and two other sound acts, Fox Movietone News. Weather, rainy.

Rating—110%

AD TIPS—O'Brien and Moran good selling names, and since you have a good romance with that your ads need only stress the fact that this couple is appearing in a good love story. "The Collegians" helped out though, for many persons wanted to see how they would be in sound. Audience appeal: all classes.—Alamo, J. Blunk, Mgr., Louisville, Ky.

Two Weeks Off (F.N.)

TOLEDO, OHIO—Pantheon Theatre (922), 7 days, 35c-50c-65c, "The Right Bed," Pathe News, Audible Shorts. Weather, warm and variable.

Rating—145%

SEATTLE, WASH.—Orpheum Theatre (2,650), 7 days, 25c-35c-50c-75c-$1, Sound Fables, Pathe News, 6 acts R-K-O vaudeville. Weather, fine.

Rating—80%

AD TIPS—Exploited the stars as a great comedy team appearing in their first talking production. Audience appeal: younger classes.—Pantheon Theatre, Langdon W. Kumler, Mgr., Toledo, Ohio.

Play up the two stars in a great laugh production. Feature sound and dialogue sequences. Audience appeal: general.—Orpheum Theatre, Carl Reiter, Mgr., Seattle, Wash.

Undressed (Sterling)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20c-55c, Pathe News, Bert Smith Players in "Welcome Stranger," with Vaude. and Chorus, Comedy. Weather, clear, mild, light rain one day.

Rating—75%

AD TIPS—Exploit Washburn and Faire in a great emotional love drama. Tables overturned, crockery smashed, priceless paintings torn and crushed, hangings ripped from the ceiling . . . a battle for love. Audience appeal: to all who like a society romance carrying drama and plenty of comedy. Our clientele enjoyed it very much.—Nat Keene, Mgr., Hippodrome Theatre, Baltimore, Md.

Valiant, The (Fox)

NEW YORK CITY, N. Y.—Roxy Theatre (6,205), 7 days, 50c-75c-$1-$1.50, Fox Movietone News, tabloid version of "'The Gondoliers" and three other Rothafel stage divertisements. Bill held over for second week although business below average.

Rating—81½%

Veiled Woman, The (Fox)

SPRINGFIELD, MASS.—Fox Theatre (1,444), 7 days, 20c-50c, Movietone Vaude., Fox News. Weather, generally fair.

Rating—90% (Double Feature)

Voice Of The City (M-G-M)

CANTON, OHIO—Loew's Theatre (2,125), 3 days, 30c-50c, 5 Acts of Loew's Vaude and Int'l News Reel. Weather, cool and clear.

Rating—105%

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 25c-50c, Miller & Lyles (M-G-M), The Serenaders (W.B.), Paramount News. Weather, fair.

Rating—125%

TULSA, OKLA.—Majestic Theatre (1,200), 7 days, 25c-35c-50c, Talking Unit, News. Weather, fair.

Rating—100%

MILWAUKEE, WIS.—Majestic Theatre (1,500), 25c-50c, Laurel and Hardy Comedy, Vita. Short, M-G-M News. Weather, fair.

Rating—90% (Second Week)

AD TIPS—Play this one up as Mack's 100 per cent all-talking crook play. Make mention of fact that Mack not only is veteran playwright but that he also plays one of leading roles in film. Base advertising on fact that innocent man is convicted of murder and seeks revenge after escape from prison. Play up thrills and chills and names of players. Audience appeal: high school age and above.—Loew's Theatre, Russell Bovim, Mgr., Canton, Ohio.

Played up Mack's name as famed playwright and now a new talkie actor. Aided by advertising campaign carried on by Hearst's Bee-News. Audience appeal, general.—Rialto Theatre, John Howard, Mgr., Omaha, Neb.

An all talking detective mystery drama. "The peer of underworld talkies." Such phrases will help put the picture over. Audience appeal: all classes.—Majestic Theatre, Herbert Isreal, Mgr., Milwaukee, Wis.

Weary River (F.N.)

OTTAWA, CAN.—Centre Theatre (1,200), 6 days, 25c-60c, "The Bride's Relations" (Educ.), Fox News, Scenic. Weather, clear.

Rating—90%

AD TIPS—Placed special emphasis on the voice of Barthelmess, which proved particularly pleasing in his role of singing convict. The theme song, "Weary River," is a hit. Barthelmess probably never had a better role. Audience appeal: people of all classes and ages.—Centre Theatre, Don Stapleton, Mgr., Ottawa, Canada.

(*Continued on page* 1786)

Coming July 1

To acquaint the industry with matters new and strange

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MOTION PICTURE NEWS

Broadway Show Reviews

By Fred Schader

Rudy Vallee, Revue and Feature Film Give Paramount Entertaining Program

THERE is a corking three-cornered combination at the Paramount this week, the whole blending into an entertainment program that is thoroughly satisfying to the audiences. The weakest section of the bill being the feature film, "A Dangerous Woman," but even this picture isn't lacking in a good deal of entertainment.

The show runs two hours and twenty minutes. The surprising fact being the length of the stage entertainment which is just nine minutes short of an hour. The feature runs nine minutes over the hour. In addition there are nine minutes devoted to the Paramount News and a like time to Mr. and Mrs. Jessie Crawford who, although programmed for three numbers are doing five this week. Included in their offering are "Am I A Passing Fancy," "I'll Always Be in Love With You," "I Kiss Your Hand Madame," "Good Bye Old Pal of Mine" and "The Things That Were Made for Love." The last number is handled by Mrs. Crawford and earned the greatest amount of applause. Her playing seems to be much more inspired than that of her husband.

The stage revue is a John Murray Anderson production entitled "The Theme of Love" and, unlike the usual run of Publix Revues, this one is what is termed a "book show." It is, in fact, a miniature musical comedy, with a slight thread of plot, an ensemble background of eight boys and eight girls and six principals. Philip Bartholmae, author of "Very Good, Eddy," is responsible for the book. The story is built about the present craze for theme songs in pictures and the scene of action is laid in a motion picture studio. It is well carried out and there are any number of scenes in the production.

Besides the regular cast they also have Rudy Vallee playing a part and the flaps must get a kick out of that. In addition, Vallee and his band have a specialty in the revue which runs 11 minutes. The numbers are snappy in the revue and the chorus are tastefully and prettily dressed and there is that indefinable something about the revue that comes from John Murray Anderson's touch that puts it over with a smash. It is a real $4.40 box office piece of entertainment boiled down into less than an hour. There is a dancer, Marietta, with the unit that is the greatest bet that has come to Broadway in a long while. That girl can outdance anyone or anything that has been seen in years. Don Barclay, the comedy character in the revue, carries the story along nicely and peps up the proceedings. His specialty is a wow.

The feature has Baclanova, Clive Brook and Neil Hamilton as the trio of featured principals. It was formerly titled "The Woman Who Needed Killing," and was reviewed under that title.

Capitol Has A "Steel Blues" Revue And "The Bridge Of San Luis Rey"

IT looks as though the Capitol is going to have a very good week's business with the combination of "The Bridge of San Luis Rey," screened as a part talking picture, and a very clever stage revue produced by Arthur Knorr and entitled "Steel Blues." It is a very novel stage entertainment and, with Dave Schooler and his Capitolians as a background of music, it shapes up as a real show.

The program runs a little more than two hours and a half. The feature running an hour and three-quarters of which there is exactly 13 minutes of talk, a prologue and an epilogue, deftly woven into the tale itself. The revue takes about 45 minutes and the rest of the time is devoted to an overture and the showing of the newsreels.

The overture is comprised of a number entitled "Russian Sketches" and "Why Do I Love You" from "The Show Boat." Both were heartily applauded. They run 12 minutes. The combination of the M-G-M silent and the Fox Movietone News take up the next nine minutes of the program.

Opening the revue the Capitolians start with a short number and finishing when the quitting whistle blows. The set is made to represent the interior of big steel works and the musicians are clad as laborers in overalls and caps. The Chester Hale girls then slip over a clever number including a hand and leg drill that is cleverly worked out, and then the first of the specialties are introduced, the Pearl Twins, a couple of harmony singers who can also dance. The Caits Brothers follow and virtually stop the show with their stepping, after which the Capitol Trumpeters bring another heavy round of applause for their playing. Dorothy James is another of the specialty turns. Not too hot. She just about gets by with a number and hoofing seems to be her forte.

The chorus and the general production put the "Steel Blues" over rather than the work of any of the individual specialties that are presented.

Conan Doyle Movietone Chat Gaiety's Best Bet

The program, as laid out for the New York presentation of "The Black Watch" at the Gaiety Theatre this week, contains as its most interesting item a short Movietone of Sir Arthur Conan Doyle, the current Movietone News, a Magazine reel and the feature.

The author of "Sherlock Holmes" chatted about his detective stories and aired his views on spiritualism. While many may not share his beliefs on the latter subject he is sufficiently convincing to make a number of new converts for the cause.

"The Black Watch," with Victor McLaglen as the star, proved to be at times real interesting, while at others it was decidedly dull and draggy.

Broadway Theatres Suffer Loss Through Bad Weather

(*Continued from page* 1760—*C*)

day, and "On With the Show," due at the Winter Garden.

Figures for last week were "Bulldog Drummond" (Apollo), $19,500; "Broadway Melody (Astor), $20,433.76; "The Squall" (Central), $11,938; "Mother's Boy" (Cohan), $5,000; "Innocents of Paris" (Criterion), $11,400; "Trial of Mary Dugan" (Embassy), $6,936; "Alibi" (44th Street), $14,125; "Christina" (Gaiety), $5,231.50; "Show Boat" (Globe), $14,365; "Madame X" (Harris), $16,970; "Rainbow Man" (Selwyn), $8,321; "Desert Song" (Warner's), $16,323.25, and "Noah's Ark" (Winter Garden), $14,062.

"B'way Melody" A Hit In Great Britain And Holland

"The Broadway Melody" enjoyed successful premiers at its showings in London, England, and Amsterdam, Holland. It opened recently at the New Empire Theatre in London where six shows are now being run daily, the first time that consecutive noon-to-midnight showing has been made for a film in that city. The Amsterdam premiere was at the Tuschinski Theatre.

New Lessees Will Reopen "U" Oriental In Cleveland

Jimmy Carrier, representing the Universal chain of houses in Cleveland, O., concluded a deal whereby the Oriental theatre is leased to Messrs. Sam Miller, D. Corsillo and Tom Tomaselli. The new lessees plan to open the house this week. It has been closed all winter.

HOLLYWOOD

LAWRENCE A. URBACH
Western Representative

WALTER R. GREENE
Western News Editor

Hollywood Office: Mezzanine Floor, Hotel Roosevelt Phone Granite 2145

2 Million Feet Of 'Hell's Angels' To Be Cut To 12,000

After 20 Months Production Work, Caddo Air Spectacle Is Now Being Edited

(Hollywood Bureau, Motion Picture News)

Hollywood, May 23.—"Hell's Angels," Caddo's air spectacle, is finally being cut and edited, with first showings slated for September.

Howard Hughes, producer-director of the picture, has definitely decided that nearly two million feet of negative is enough from which to cut a twelve-reel picture. "Hell's Angels" has been in production about 20 months. Starting with a schedule that called for three months' shooting, the picture did a time marathon that passed the first year with indications that it was slated for many more months before completion.

It is understood that Hughes has spent close to three million dollars on "Hell's Angels" to date, with the producer figuring that he will make money on the picture through road shows, notwithstanding the huge production cost.

One Talk Reel Was Half The Expense Of Entire Feature

(Hollywood Bureau, Motion Picture News)

Hollywood, May 23.—One of the coast producing companies assigned a director to a silent picture, informing him that he would have to turn it out on an eighteen-day schedule. The director also found the budget for production was limited to $50,000.

After shooting a couple of days, the studio heads cut the shooting schedule to fourteen days. This made the director mad, and completed the picture in thirteen days—and at a cost of $42,000.

When the executives viewed the picture, they decided it was so good that talk should be included. After dialogue scenes were recorded, studio executives found that the talk in the final reel had cost $23,000; over half of what it had cost to make the entire silent version of six reels.

Cold Reception Given To Hays Wire

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, May 23.—West Coast studio executives are surprised at the cool reception given a telegram from Will H. Hays which was read at the recent Stanford University ceremonies commemorating the fiftieth anniversary of Muybridge's accomplishments in the field of motion photography.

A congratulatory wire from Mr. Hays was read to the gathering of college authorities, students, state officials and others. No applause greeted the reading of the Hays wire, although other telegrams of congratulation were enthusiastically received, it is reported.

Anthony Coldewey Promoted

(Hollywood Bureau, Motion Picture News)

Hollywood, May 23.—Anthony Coldewey has been promoted to the post of production supervisor at Warner Studios. Lucien Hubbard and Coldewey will split production supervision duties on the forthcoming schedule, both working under the direction of Darryl Zanuck, assistant producer to Jack Leonard Warner.

Sam Sax Buys "Carnival"

The William R. Doyle play "Carnival" which recently enjoyed a brief run at the Forrest Theatre, New York, has been purchased by Sam Sax. It will be produced by Symphonic Pictures Corp. in dialog and released through Gotham Photoplays Corp.



David H. Thompson has opened offices in Hollywood to represent artists, directors and writers. Associated with him are Ivan Kahn and Jonathan Smith.

M. P. Relief Fund Withdraws From L. A. Comm. Chest

Nationwide Scope Of Charity Prevents Continuance In Local Chest

Hollywood, May 23.—The Motion Picture Relief Fund will definitely withdraw from the Los Angeles Community Chest next October, and handle its own campaign for raising funds needed for operation of the Fund.

In announcing this move, Mary Pickford declared that it was no reflection on the Chest, but the Relief Fund had developed into a national charity, and could not be confined to the limitations imposed by the Chest.

It is known, however, that there has been much comment over the association of the Relief Fund with the Community Chest. The latter assured the Relief Fund officials two years ago that the Fund would be budgeted to receive $75,000 for its work during 1928. This figure was sliced to $45,000, with the Relief Fund only getting about $38,000 for the year, going deeply into the red. Only loans from private individuals who admired the work the Relief Fund was doing prevented a complete shut down.

The Motion Picture Relief Fund cares for the sick and needy of the film colony. It has been doing excellent work for several years, and has a number of former headliners of the business under its wing in several hospitals and rest homes.

Duncan Sisters Signed By M-G-M For Feature Talkie

A feature talking and singing picture, tentatively titled "Cotton and Silk," will be made by the Duncan Sisters, co-stars of Topsy and Eva," for M-G-M. Sam Wood will direct them in a story with a theatrical background written by Leonard Praskins. The musical score is now being prepared by Ballard MacDonald and Dave Dreyer. The Duncans will not appear as a unit team, but as separate players.

Mason's First Sound Role

LeRoy Mason has his first speaking role in "The Climax," the Universal talkie adapted from Edward Locke's stage play.

Hollywood

Coast Cameramen Now Functioning Under Union Plan

Scale Agreement Put Into Effect On May 20; Hours And Salaries Set

Hollywood, May 23.—The recently signed agreement between the cameramen's union and the Producers' Association started functioning Monday, May 20. The agreement primarily provides for a minimum wage scale for the first, second, assistant and still cameramen employed in the Coast studios.

The weekly minimum for first cameramen on features is set at $250; seconds, $125; still men, $100, and assistants, $60 Short subject cinematographers are rated slightly lower. Contract first cameramen for six months or more rate $150; second men, $85; still men, $75, and assistants, $50.

A week is considered to total 60 hours, figured from the time a man is called until he is dismissed. Any time exceeding the 60 hours during a week is payable at the rate of time and a half.

In instituting the new cameramen's scale and working conditions, it is said that several of the large studios are planning to install time clocks in order to have a definite check on the hours of every cameraman working each day.

Arrangements have been made for arbitration and adjustment of any difficulties that might arise during the life of the agreement.

"U" Raises Mary Nolan To Stardom; Plans For Her

Mary Nolan becomes a full-fledged Universal star with the announcement this week that the former Imogene Wilson will be the stellar performer in four sound and dialogue pictures for release next season. No more will she be "farmed out" to other companies. Her first to go into production will be "Madamoiselle Cayenne," original by Stephen Allen Raynolds. "Flaming Daughters," "The Come On Girl" and "Winnie O'Wynne" will be her other vehicles.

Each Pathe Production Is To Have Two Megaphonists

Pathe has adopted the production policy of having two directors on each production, a stage director and a screen director. One will supervise the action and the other the this new system will be "Paris Bound." Edward H. Griffith is the screen director and Frank Reicher the dialogue specialist. lines. The first feature to be made under

New Action Series From "U"

Universal will produce a series of two reel dramas dealing with the Royal North West Mounted Police. Ted Carson will be featured.

Eddie Dowling Tells One About Himself

EDDIE DOWLING, who hails from Cumberland, R. I., during a personal appearance tour in Providence last week, told this one on himself and Jimmy Hanley.

While the boys were at Eddie's mother's home in Cumberland they wrote "Sleepy Valley" and when the song was completed Dowling called his mother to listen.

"Who wrote it?" asked Mrs. Dowling.

"We did," said Eddie and Jimmy in unison.

"I'll listen," was the reply, "if you'll sing me 'Annie Laurie.' "

Jas. Ryan Becomes Chief Of Fox Movietone Tests

(Hollywood Bureau, Motion Picture News)

Hollywood, May 23.—James Ryan has been appointed official director of screen and Movietone tests for Fox. Jack Gardiner, casting agent for the past several years, has sold his business and accepted appointment as executive assistant to Sol Wurtzel, general studio manager of Fox,

Clifford Robertson Made Head Of Columbia Casting

Formerly director of the casting department for M-G-M, Clifford Robertson has been appointed head of Columbia Pictures' casting activities. He is generally credited with being the first studio casting director in the business and has been instrumental in "discovering" many present-day stars.

Blumenstock Turns Lyricist

Morton Blumenstock, Paramount title writer, has written special lyrics for the "Heimer" song set to the tune of "Bye Bye Blackbird."



Alan Crosland, director of Warner Brothers all musical production in technicolor, "On With The Show," which had its world premiere at Warners Hollywood Theatre on May 20th. Crosland is now directing John Barrymore in "General Crack" for Warners.

Tex Guinan Loses Her $25,000 Suit Against L. A. State

(Hollywood Bureau, Motion Picture News)

Hollywood, May 23.—Texas Guinan lost her $25,000 damage suit for breach of contract against Loew's State Theatre, Los Angeles, when Superior Judge Bowron ruled against the night club hostess.

Tex charged that the theatre employed her on October last for one week of personal appearances for $1,500; plus 50 per cent of gross above $28,000. She claimed she became ill after the first day, and could not continue the engagement. The theatre, she alleged, continued to bill her name throughout the week, and made enormous profits thereby.

In a cross-complaint, the theatre asked for $1,500 damages, declaring Tex was not ill, and could have continued if she had so desired. Judge Bowron dismissed the case, holding neither side had proved anything.

"Madame Q," "Vaudeville" New Roach Talkies In Work

"Madame Q," a two-reeler in talk with Jocelyn Lee in the title role, went into production last week at the Hal Roach studio on the Coast along with "Vaudeville," a new Hardy-S. Laurel fun film, also in dialogue. Like "Madame X," "Madame Q" will feature a courtroom sequence although the proceedings will not be as serious. Lewis R. Foster is directing the first, Hal Roach the second picture.

M-G-M Won't Loan Chaney To "U" For "Phantom" Sequel

(Hollywood Bureau, Motion Picture News)

Hollywood, May 23.—Universal is planning to produce an all-sounder sequel to "Phantom of the Opera," under title of "The Return of the Phantom." Carl Laemmle is reported to have made overtures to M-G-M for the loan of Lon Chaney for the starring role, with M-G-M turning the proposition down.

Gilbert-Barrymore Team

A director-star combination of Lionel Barrymore and John Gilbert has been selected by M-G-M to bring "Olympia," the New York stage play of last season, to the screen as a talking picture. Production begins as soon as Gilbert ends work in "Redemption." Tolstoi story which is his first dialogue effort.

Billiard Champ On Vitaphone

Charles Peterson, champ in the billiard realm, will make a short Vitaphone feature in which he will show some of his trick shots.

Mamoulian At Paramount Plant

Rouben Mamoulian, ex Theatre Guild director, is now preparing to launch "Applause," by Beth Brown. Garrett Fort has finished the adaptation.

Opinions on Pictures

The Black Watch

Sometimes It Runs, Sometimes It Don't

(Reviewed by Freddie Schader)

"THE BLACK WATCH," a Fox production, directed by John Ford starring Victor McLaglen, is based on the Talbot Mundy story "King of the Kyber Rifles." It proves to be an in and outer as far as entertainment value is concerned. There are moments that are stirring and there are others that drag without end and are boring. The reason for that principally is the dialogue, poorly written and constructed and placed in the mouth of Victor McLaglen, who is not a trained stage actor and never will be, and so at variance with his personality that all the audience could do was to laugh at the lines he spoke. When the picture gets to the regular grind film houses it will serve well enough for the week runs and get some money, but it will never be a record smasher.

Strangely enough the most stirring moments of the picture were not a part of the original novel. They are the sequences at the opening of the picture showing the Black Watch getting ready to entrain for France. Then with the skirling of the pipes come the moments that make the blood race.

McLaglen has the role of Capt. King, who is compelled to leave his regiment on the eve of its departure for the front in 1914. The War Office assigns him to a far more hazardous duty in far off India, but it is a secret mission and it appears as though the doughty Captain has a yellow streak, for India was considered comparatively safe as against the mess of things in France. He goes to India and contrives to avert a Holy War on the part of the Hill Tribes, through gaining the affection of Yasmani, the girl who is looked upon by the tribes as their Goddess who is to lead them to victory against the Unbelievers.

McLaglen was right at home when his characterization called for soldierly moments, but when asked to handle a love scene he was all at sea. Myrna Loy, who was entrusted with the Yasmani role did not live up to expectations.

John Ford, who directed, also turned actor. The role of MacGregor, the blinded English officer, was he without doubt, and he delivered a good piece of character work. Some of the war stuff might have been cut to advantage as the picture is long.

Drawing Power: A war story that is different with the scenes laid in India. The audiences will not like McLaglen as Capt. King as well as his Capt. Flagg by a long shot. They will, however, find mild entertainment here.

Produced and **distributed** by Fox Films. From the novel "King of the Kyber Rifles" by Talbot Mundy, **adapted** by James McGuiness. **Directed** by John Ford. **Length:** sound version only, 8,487 feet. **Running time:** an hour and thirty-three minutes. **Released:** May 26, 1929.

THE CAST

Capt. Donald Gordon King	Victor McLaglen
Yasmani	Myrna Loy
Lieut. Malcolm King	David Rollins
Colonel of The Black Watch	Lumsden Hare
Rewa Ghunga	Roy D'Arcy
Mohammed Khan	Mitchell Lewis
Major Twynes	Cyril Chadwick
Harrim Bey	Walter Long
Field Marshal	David Torrence
Black Watch Officer	Pat Somerset

"Welcome Danger" Seen As Lloyd's Best

(Preview comment by Walter R. Greene)

HOLLYWOOD, May 23.—Wired or unwired, theatres will not have to worry about the business that Harold Lloyd's next feature comedy, "Welcome Danger," will do.

"Welcome Danger" will ring up plenty of business, and should rate as the best Lloyd picture made since he started releasing through Paramount.

There is so much sure-fire stuff in the picture, that it is certain to be a laugh riot when cut down to final release footage of eight reels. Lloyd has two or three comedy sequences that are continual roars for periods of five to ten minutes each; one especially that is outstanding in originality.

It is planned to add sound effects—perhaps dialogue—to the picture after it is cut down to release footage. Judging from the material Lloyd has, and its flexibility for cutting to proper length, any sound accompaniment for the picture would be useless when the picture is shown in the theatres and the audiences start laughing.

Untamed Justice

For The Daily Change Houses

(Reviewed by Bill Furman)

(Silent)

"UNTAMED JUSTICE" is an ordinary crook picture that will get consideration from the daily change and double feature houses because of variations furnished by a mighty smart dog and a pair of well trained horses.

The story, unbelievable but still fast moving, will appeal to the youngsters. Grown ups will likely take it as just another picture. The girl flees to her brother's ranch in Nevada after she is suspected of the theft of some bonds. She meets an air mail pilot in town, and later paints "hello" sign on barn roof. The crooks arrive from the far-off city and change sign to "help," getting the air mail pilot down to pull a robbery. Crooks are attacked by the horses and the dog; with girl recovering the bonds and falling into final clinch with the aviator for a fade out.

Virginia Brown Faire, Gaston Glass, and David Torrence get featured billing; but the animals are the most convincing actors in the picture.

Drawing Power: Good for Saturday children show, or spotted on double bill where quantity is main draw.

Produced by Biltmore Productions. **Released** on independent market. **Footage,** 5600 feet.

Bridge Of San Luis Rey

Second Review, Talking Version

(Reviewed by Freddie Schader)

SINCE this production was reviewed at a Coast preview two talking sequences have been added. They enhance the telling of the story considerably. At the opening of the picture the Bridge of San Luis Rey is shown as it crashes. Then in the talking sequence the populace of Lima have elected a spokesman to the Holy Father and ask him for an explanation. This explanation is started from the pulpit of the Cathedral and blends into the silent story. At the finish of the tale itself the action comes back to the sermon that the Father is preaching which ends the explanation.

There was tremendous interest in the book, and likewise there is great interest in the picture. That much is evidenced by the business that the feature is attracting to the Capitol, New York, this week.

The work of adapting the book to the screen must have been a difficult one, but it is a task that has been admirably accomplished and the tale is most effective in its screen telling. As a matter of fact it is easier by far to sit through than it was to read.

The outstanding performance of the picture was the work of Lily Damita. It is unfortunate that this girl came to America and the screen here about five years too late. Had she arrived in the days when the silent films were holding full sway she would have been a star overnight on the strength of her work in this picture. She is tremendous as an actress. Her transitions of facial expression are marvelous and now it remains to see whether or not she will be able to talk sufficiently well to give as good a performance in the talkies. If she can, well there isn't going to be any stopping her. Henry Walthall, who plays Father Juniper, will undoubtedly stage a tremendous comeback in the dialogue pictures for his voice is a joy to hear in the talking sequences in this production.

Two other performances worth while in silent form were turned in by Raquel Torres and a juvenile named Duncan Renaldo. If the latter can talk he also should not have any difficulty in the future.

Produced and **distributed** by Metro-Goldwyn-Mayer. Adapted from Thornton Wilder's novel of the same title. **Directed** by Charles Brabin. **Length:** sound version, 7,980 feet. **Running time:** an hour and forty-four minutes. **Released:** March 30, 1929.

THE CAST

Camile	Lily Damita
Uncle Pio	Ernest Torrence
Pepita	Raquel Torres
Manuel	Don Alvarado
Esteban	Duncan Rinaldo
Father Juniper	Henry B. Walthall
Viceroy	Mikhail Vavitch
Marquesa	Emily Fitzroy
Dona Clara	Jane Winton
Jaime	Gordon Thorpe
Captain Alvarado	Mitchell Lewis
Don Vicente	Paul Ellis
Nun	Eugenia Besserer
Townsman	Tully Marshall

Opinions on Pictures

Marianne

Romance, A Pig And War

(Reviewed by Don Ashbaugh)

(Silent Version)

MARION DAVIES' latest picture, although neither outstanding nor unusual, will prove popular with the general run of picture patrons. It contains a little bit of everything; a triangle that turns into a quadrangle, making everybody happy—some comedy in which a pig and Mack Swain, as a swaggering general, capture the laughs—a French locale—a few shots of the war—and Marion Davies in many close-ups.

As one naturally expects, Marion is the central and dominating figure. She enacts the role of a French girl running some sort of French inn and nursery in a small French town. She flits hither and yon—wears a baby stare while being kissed—but it's her picture and she carries it.

The story opens with the first mobilization for war. Marianne promises to wait for her childhood lover. A few shots of war; a newsreel insert of the Paris Armistice celebration; and then a company of American soldiers marching into Marianne's home town.

The balance of the story takes place while the American outfit awaits orders to go home. One of the doughboys has "a way with women." Thus we are introduced to Oscar Shaw, the hero, whose flair and ability to put over light comedy is soon evident.

The action then revolves around the romance of Marianne and the soldier. Marianne's fiance returns home—blind. The girl is all set to give up her American and spend the rest of her life with the French lad. The Yankees embark for the seaport and home—the hero with a broken heart; when Marianne discovers the French boy has fallen in love with his nurse. Marianne wastes no time in gathering up her four adopted war orphans and dashing for the departing troop train—and her American hero.

Drawing Power: Marion Davies is the biggest bet to get them in. The star has had better pictures in the past, but the public will accept "Marianne" as satisfactory program entertainment.

Produced and **released** by M-G-M. **Story** and **screen play** by Dale Van Avery. **Directed** by Robert Z. Leonard. **Cameraman**, Oliver Marsh. **Titles** by Joe Farnham. **Footage** and **Release date** undetermined. **Cast** includes Marion Davies, Oscar Shaw, Robert Castle, Robert Ames, Scott Kolk, Emil Chautard, Mack Swain, Oscar Apfel.

"Custard Pie"

(Pathe-Sound Cartoon—One Reel)

THERE is lots of fun in this Aesop in sound. The cartoon travesty reveals the newest torture the animals have devised for poor old Al Falfa—this time a pie peddler. The merry cats and dogs raid Al's pie wagon and gather 'round the table to enjoy a feast. Old Al, chasing one of the pie-thieves, becomes entangled in a fence and the animals wind up their orgy by using him as a target in a pie-throwing contest. —RAYMOND GANLY.

The Far Call

Program Fare

(Reviewed by Bill Furman)

(Silent Version)

"THE FAR CALL" rates no better than general program material. The story is lamentably weak from a dramatic point of view, and what interest audiences will have in this picture can be confined to a series of very interesting shots of the seal rookeries off the Pribilof Islands.

The story concerns a young sea rover, Charles Morton, who conceives the fantastic idea of raiding the seal hatchery on St. Paul's Island in Behring Sea. Morton is miscast, the role calling for a type more on the order of Victor McLaglen or Frank Hagney. However, the fact that the youth weakens in the end and decides he doesn't want to be a seal pirate, must have resulted in the casting of Morton in the part. Leila Hyams was satisfactory in her role as the blonde daughter of the Scandinavian governor of the island, although called on for little dramatic effort. Ulric Haupt, as the heavy, was the most convincing member of the entire cast; although Wing, a fat Chinese cook with a bland smile and a murderous knife, runs a close second.

Loring (Charles Morton), arrives at the island to reconnoitre, and is discovered by the girl to be Paul Webber, son of a respected father, now deceased. Under the circumstances, the youth cannot go through with his plans for seal pirating and tries to call things off. This does not meet with the approval of London Nick (Ulric Haupt), who reorganizes the pirates under his own leadership and attacks the settlement.

Honor finally triumphs, with the pirates beaten off and the death of Nick at the hands of an infuriated Aleut.

Allan Dwan directed. He had little opportunity to get anywhere.

Drawing Power: Nothing much to this one aside from its probable appeal to the youngsters on account of its wild fighting episodes.

Produced and **released** by Fox. From novel by Edison Marshall. **Scenario** by Walter Woods and Seton I. Miller. **Directed** by Allan Dwan. **Photography** by Hal Rosson.

Release date (for sound and silent versions) April 28, 1929. **Footage**, sound: 5313 feet; silent, 5282 feet.

THE CAST

Pal Loring	Charles Morton
Hilda Larsen	Leila Hyams
Soup Brophy	Arthur Stone
Brophy's chum	Warren Hymer
Black O'Neil	Dan Wolheim
Captain Storkerson	"Tiny" Sanford
London Nick	Ulric Haupt
Kris Larsen	Charles Middleton
Lars Johannson	Pat Hartigan
Pete	Harry Gripp
Aleut Chief	Bernard Seigel
Wing	Willie Wong
Ling Fu	Frank Chew

Cruze's "The Great Gabbo"

"The Great Gabbo," all talker now being directed by James Cruze, is slated to be released as road show by James Cruze, Inc. Eric von Stroheim is playing title role, support including Pauline Starke, Don Douglas, Margie Kane. Cruze is using dancing and singing chorus of 300.

The Quitter

Interesting Program Picture

(Reviewed by Don Ashbaugh)

(Silent Only)

THIS one has more plot than the average program release, and the characters get over their parts well enough to hold interest fairly well throughout the picture. One scene, that of an operation on the hero's mother, while a little unpleasant, is an outstanding bit of work by Ben Lyon.

Fred Kohler portrays Duffy, race horse and cafe owner, whose favorite mount becomes ill several days before an important handicap. Ben Lyon, one of the drifters about the stables, wanders along and prescribes treatment which proves successful.

Later at Duffy's cafe, Ben meets Norma, a pretty entertainer portrayed indifferently by Dorothy Revier; also obviously out of her element. Ben incurs the enmity of the cafe piano player by proving himself a better musician; and later that of Duffy, who is in love with Norma.

Ben explains to the girl the sad story of his downfall—his training as a surgeon; his first successful operation and then the accident which occurs when he is on a motor trip with his mother. There in the country it becomes necessary to operate at once to save her life. He starts, but halfway through faints, and his mother dies.

Returning to the cafe, Duffy starts a fight with Ben, finally throwing the latter down stairs. When Ben is leaving with Norma, the girl discovers Duffy about to shoot Ben. She turns and shoots Duffy.

In an effort to get Ben out before he becomes involved in the scandal, Norma tells him that she really loved Duffy, and had been using him to make the cafe owner jealous. Ben returns, however, and operates to save Duffy's life. Norma later confesses her lie, and all is happy at the fade out.

Drawing Power: Ben Lyon is the best bet in putting this one over and he should be played up. The picture is not heavy from the standpoint of draw.

Produced and **released** by Columbia. **Story** and **scenario** by Dorothy Howell. **Directed** by Joseph Henabery. **Photographed** by Joseph Walker. **Footage**, 5,671 feet. **Release date**, April 1, 1929.

THE CAST

Neal Abbott	Ben Lyon
Patricia	Dorothy Revier
Duffy Thompson	Fred Kohler
Shorty	Charles McHugh
Nick	Sherry Hall
Doris	Jane Daly
Dr. Abbott	Henry Otto
Mrs. Abbott	Claire McDowell

"A Society Circus"

(Universal—One Reel)

THESE Horace in Hollywood comedies certainly do not hit a high average. Nothing complimentary can be said about this one.

Ambitious Horace, played by Arthur Lake, goes to a party along with a studio "wild man," liquored, and consequently more active than usual. Most of the comedy deals with Arthur's troubles trying to drive along the Hollywood avenue with the "wild man" at his side. Finally they arrive at the party, which is soon broken up when the savage escapes from his cage, and kidnaps Arthur's girl. The kid follows, throws the wild man into a fountain and rescues his sweetie.

Opinions on Pictures

High Voltage

A Complete Flop

(Reviewed by Don Ashbaugh)

(Silent Version)

PRODUCERS are going to have a tough time in the silent theatres if they are going to re-cut silent versions from talkers and expect audiences to accept them. "High Voltage" was produced by Pathe as an all-talker. The silent print, put out for unwired houses, is a complete flop; using a subtitle every few feet to denote what the characters are saying.

As a silent film, the picture is so palpably weak that it is hard to understand why the production officials bothered about cutting that version. A fairly good cast and an expensive location trip added little to the entertainment values.

The plot is maudlin and thin; in fact so much so that the audience knows what is going to happen miles in advance. Carol Lombard is a girl criminal being escorted via stage coach through the high mountains by Owen Moore, as a deputy sheriff, to a women's prison. Also in the bus are a banker and his daughter. The group are marooned in a deserted church and run out of food. Boyd is found inside the church with a small supply of food, which he apportions among the group.

Strangely enough, the travelers get along great together, even calling each other by their first names.

Boyd and the girl fall in love. She finds that he is also a criminal hiding from the law. Then the deputy sheriff falls in love with Lombard, and is torn between duty and heart—and never decides which to obey. The boy and girl plan a getaway, but the group is rescued meanwhile. Then the girl decides to serve her prison term, with Boyd also deciding to give himself up for sentence. The pair plan to meet after their prison terms—whether they do or not is not shown.

Drawing Power: William Boyd will probably attract his following to this one; but they will surely be disappointed.

Produced and **released** by Pathe. **Story** by Elliott Clawson. **Directed** by Howard Higgin. **Photography** by John Mescall. **Present footage,** 5,000 feet. **Release date,** undetermined.

The Cast: William Boyd, Owen Moore, Carol Lombard, Diane Ellis, William Bevan, Phillips Smalley.

"Hot Puppies"

(Universal-Stern—Two Reels)

(Reviewed by Raymond Ganly)

SOME nice laughs emerge from this Let George Do It comedy, starring Sid Saylor and directed by Gus Meins. Another player (not credited) frolics through the piece with Sid. The two of them get along well, and their efforts make this one of the best of the George comedies seen to date. It is laid out in slapstick pattern, and judged accordingly can be said that it comes across with fun to a greater degree than has been the case heretofore in this Stern Bros. series.

The boys are kicked out by their boss with orders to go to work and drum up business for the office. They're seen peddling fireworks, trying vainly to grab the customers. But the latter are scarce and the interest of a cop is about the only thing they can arouse.

The Woman From Hell

Good Entertainment

(Reviewed by Bill Furman)

(Silent Version)

"THE WOMAN FROM HELL" a William Fox production, is not the type of picture its title would seem to indicate. The title may have some box office value. The picture has genuine merit; Mary Astor showing to advantage as "the woman." Dean Jagger, a newcomer, may not be a finished actor but his work is decidedly human and convincing. Robert Armstrong, as the barker, and James Bradbury, Sr., turn in their usual excellent performances.

The story opens in a lighthouse off the rockbound coast of New England, operated by an old sea-dog and his son Jim. Across the intervening sea Jim's heart has gone to a girl playing the "devil" in an amusement concession at a beach resort. Jim visits the concession and is solicited by the barker to see the show and catch the "devil," with a kiss as a reward. Jim is slow and D'Arcy beats him to the kiss. D'Arcy presses his advantage, however, and takes a hard right swing from Jim. This serves as his formal introduction to the girl.

It is love at first sight and the pair are married. Later, when the two visit the show, the barker tries to persuade the girl to return to her old job. Jim returns and flies into a jealous rage. The quarrel is patched up, with the two returning to the lighthouse. The old sea dog resents the girl's presence, and the boy defends his father in front of his wife. Jim rows to the mainland, determined to have a finish fight with the barker. The latter, seeing Jim around the concessions, hastens to the lighthouse to get the girl to elope with him to Havana.

Jim returns. Finding the barker there, he tells his wife to go back to her old life with the spieler. Then Jim lands on the barker, with the latter getting in some fine rough and tumble acrobats, finally telling the young husband he does not appreciate a fine wife when he has one.

Drawing Power: An exceptional program picture, with a cast of excellent picture players that have familiar names to picture patrons.

Produced and **released** by Fox. From play by Jaime Del Rio, George Scarborough and Lois Leeson. **Scenario** by Charles Kenyon and Ray Doyle. **Directed** by A. F. Erickson. **Photographed** by Conrad Wells. **Titles** by Malcolm Stuart Boylan. **Release date,** April 21, 1929 (both sound and silent versions). **Footage,** sound: 5442 feet; silent, 5489 feet.

THE CAST

Bee	Mary Astor
Alf	Robert Armstrong
Jim	[illegible]
Slick Glicks	Roy D'Arcy
Mother Price	May Boley
Pat	James Bradbury, Sr.

The Cast: Betty Compson, Arthur Lake, Sally O'Neill, Joe E. Brown, Louise Fazenda, Ethel Waters, William Bakewell, Fairbanks Twins, Sam Hardy, Lee Moran, Wheeler Oakman, Otto Hoffman, Harry Gribbon, Purnell Pratt, Josephine Houston, Henry Fink, Thomas Jefferson, and Tom O'Brien.

On With The Show

Better Than A Broadway Musical

(Reviewed by Walter R. Greene)

(Vitaphone Musical)

FIRST, let it be said definitely that "On With The Show" is an outstanding hit for anybody's money. It has music, dancing, singing, comedy, drama—in fact everything for eye and ear entertainment. Photographed against a gorgeous background of stage settings entirely in Technicolor, the production definitely forecasts a cycle of all-color film musicals for the coming year.

Perhaps without the Technicolor effects for the stage numbers of the revue, the production would still be outstanding; but with new perfection in tones and shadings via the Technicolor process, "On With The Show" reaches a magnitude of screen entertainment that has never before been equaled. Unlike previous all-color pictures, the true colorings of the settings and costumes have been reproduced; without the flickering shadings of various colors during projection on the screen.

Getting back to the production itself—it presents a musical comedy revue within a story of backstage life. In details the attempts of a show owner to have the show go on at the final tryout before jumping into Broadway. Even though hounded by creditors and unpaid actors, the manager is able to carry through the performance with the realization that he has a definite hit.

In between the progress of the off-stage story, the regular musical revue is presented on the stage.

The dance ensembles originated and directed by Larry Ceballos are great. Ethel Waters, vaudeville headliner, sings two original blue numbers in her regular fashion. The Four Covans, working in front of the ensemble, go through a series of whirlwind dance numbers. The Fairbanks Twins also have a dance specialty. Josephine Houston and Henry Fink have individual vocal numbers. Joe E. Brown provides the stage comedy at timely spots, and is one of the outstanding hits. Grant Clarke and Harry Akst wrote words and music for several original song numbers.

Among those who carry the backstage story, Sam Hardy clinches first honors as the show manager. Louise Fazenda, Betty Compson, Lee Moran, Harry Gribbon, Wheeler Oakman, Sally O'Neill, Arthur Lake, Purnell Pratt, Thomas Jefferson, William Bakewell, Otto Hoffman and Tom O'Brien—all characters in the story, give excellent performance.

Alan Crosland directed—and did a most excellent piece of work. His handling of the difficult job of putting over an entire musical revue within a story, and still retaining audience interest in both, was outstanding.

Drawing Power: The picture alone will bring capacity crowds; but added to that there are no less than 18 stage and screen favorites as added attraction.

Produced and **released** by Warner Bros. **Story** by Humphrey Pearson. **Scenario** by Robert Lord. **Directed** by Alan Crosland. **Photography** by Tony Gaudio. **Dance and stage numbers directed** by Larry Ceballos. All Vitaphone and all Technicolor. **Running Time:** two hours and five minutes.

Short Subjects

"Parlor Pests"
(Educational—Two Reels)
(Reviewed by Raymond Ganly)

THE idea that perhaps there has been too much tootin' about the talkies was planted in the mind of the writer while previewing this silent comedy in a well-packed theatre. It followed right on the heels of "The Right Bed," an Educational talkie, and it won the audience right away, grabbing laughs right and left and licking the talkie to a frazzle.

Monty Collins and Vernon Dent star in this Mermaid. They bring a radio to Eva Thatcher's house where a dance is in progress. There they mix with the guests. They do an outlandish dance, fight among themselves and become entangled in each other's suspenders. This last gag is a dandy and the fun becomes all the more acute when the butler also becomes entangled in the elastic. Another gag that goes over well is the nose-pulling antics of the two boys while squabbling.

Stephen Roberts directed. In support are Estelle Bradley, Al Thompson and Robert Graves. Dwight Warren was cameraman.

"House Cleaning"
(Universal-Movietone—Two Reels)
(Reviewed by Raymond Ganly)

CHARLEY GRAPEWIN, old timer on the vaudeville stage, does a movie version of a typical stage skit and fares very well with it indeed. Paired with him is Anna Chance as the sweet better half who finds out his duplicity.

Through the medium of the listening microphones and the watchful cameras, the tale is told of Charley, who tries to kid his wife about the female portraits she finds in his bag. As he is a traveling man she has her suspicions, but he succeeds in lulling them. He asks a friend of his to send a telegram to his wife so that he will be able to go out of town on a "business" trip and thus avoid the annual spring housecleaning. But the friend double crosses him.

"Battling Sisters"
(Educational—Two Reels)
(Reviewed by Raymond Ganly)

WITH his tongue in his cheek, Lupino Lane turns out an effective screen skit that jollies along such hereditary notions that the male is the stronger and the female the weaker sex. Of course, the modernists have labelled this status of the sexes as a bit old-fashioned. True dyed-in-the-wool feminists, therefore, should enjoy this conception of the Lupino, who here reverses the accepted positions. He presents the spectacle of an army of women (the date is 1980) in military combat along the battle front, while the poor timid males (they have evolved by this time into quasi-maids) tremble in a disputed village nearby.

Wallace Lupino supports his brother, while Violet Blythe (in private life Mrs. Lupino Lane), Maxine Jennings, Betty Boyd have other principal roles. Henry W. George directed.

"Helter Skelter"
(Educational—Two Reels)
(Reviewed by Raymond Ganly)

HERE'S a darn good silent comedy, with lots of fast action fun. Little "Big Boy," appearing to splendid advantage as a poor waif, and a wire-haired terrier, as his little pal, run up a fat total of laughs. The kid and the dog cut up furiously. The comedy's lively gait, the appeal of the kid-dog team and its good story make this one a fine featurette. Good silent comedies are kind of scarce in these days of the talkies. But here's one.

Charles Lamont again directed the diminutive star, whose support came from Lila Leslie, George O'Dell and Lorraine Rivero.

"What A Day"
(Educational—Two Reels)
(Reviewed by Raymond Ganly)

MONTY COLLINS is solo star in this Mermaid. He takes the part of a dumb salesman in a furniture store and makes out fairly well with the gags allotted him. But he needs a companion-in-fun to hit a really fast clip. As an example, the Collins-Dent comedies score more successfully than the one star opi.

Monty is sure to provoke laughter. He breaks about five vases in a couple of minutes, gives a ludicrous demonstration of the advantages of an ice box and a washing machine, smashes a table, knocks a book case down about half a dozen times and mixes bargain sales signs so that a riot ensues among the women customers and the store is a total wreck when the rumpus is over.

The gags are equipped with laugh-getting qualities, the comedy sure to please.

Stephin Roberts took care of the direction of the cast in which Harry Myers, Al Thomson, Estelle Bradley and Al Alt have supporting roles. John Shepek was cameraman.

"Our World Today"
(Educational—One Reel)

A MALAY sultan attended by his rajahs and the entertainment presented at his court convey some interest to this new issue of "Our World Today." The second subject continues the "famous women" series that has been a feature of the magazine since its inception and shows Mrs. Carl Akeley, widow of the late African explorer, who is continuing with the work of her husband. A baby gorilla is an interesting detail of this subject. The last presentation is entitled "Manning a Monarch of the Air" and deals with dirigible the Los Angeles.

Box-Office Checkup

(*Continued from page* 1778)

Why Be Good (F.N.)

SCHENECTADY, N. Y.—Strand Theatre (1,000), 7 days, 25c-35c-50c, Fox Movietone News, Vitaphone Vaude., "The Right Bed" (Educ. talking). Weather, generally fair.

Rating—100%

CANTON, OHIO—Palace Theatre (1,906), 4 days, 30c-50c, All-sound Program on the Screen, including Pathe Sound Review, Sound Accompaniment Cartoon and All-talking Comedy.

Rating—100%

CLEVELAND, OHIO—Palace Theatre (3,600), 7 days, 35c-75c, "Only Her Husband" (Educ.), Æsop's Fables (Pathe), Pathe Sound News, Pathe Silent News, Par. News, Fox News, 5 acts vaud. Weather,fair.

Rating—90%

AD TIPS—Can be exploited as a "red-hot hit" presenting Moore in a familiar comedy role in her fastest moving picture. Good star draw. Appeal: principally to young people.—Strand Theatre, Schenectady, N. Y.

This will bring out the legion of Colleen Moore followers, to say nothing of those who "eat up" the flaming youth stuff. Go strong on both the name of the play and the principal player and also the "mad whirl of youth" angle. Mention snappy sound accompaniment and use plenty of teasers along the line of "where will this modern pace lead?" etc., but always keep uppermost fact that it is comedy drama and not melodrama. Audience appeal: high school age.—Palace Theatre, Marc Wolf, Mgr., Canton, O.

Why Be Good—Cont.

Advertised it as a fast moving story of the younger generation with a theme of interest to all ages, and as one of Moore's best portrayals. Audience appeal: for the younger generation and all those interested in its problems.—Palace Theatre, Frank A. Hines, Mgr., Cleveland, O.

Wild Orchids (M-G-M)

TACOMA, WASH.—Fox Colonial Theatre (965), 7 days, 25c-35c, Comedy, Krazy Kat and Fox News, Special Organ Music. Weather, fair.

Rating—127%

AD TIPS—After cast strong. Sold author of story. Put over mainly by increased newspaper space. Audience appeal: general.—Fox Colonial Theatre, Doug. Kimberley, Mgr., Tacoma, Wash.

Wild Party, The (Par.)

TROY, N. Y.—Troy Theatre (2,000), 7 days, 25c-40c, 1 Vita. Presentation, Fox Movietone News. Weather, fair.

Rating—100%

JOLIET, ILL.—Rialto Theatre (2,300), 4 days, 25c-50c, 2 Acts, Vita. Short, Donald Brian, Fox Movietone News. Weather, cold and some rain.

Rating—90%

AD TIPS—Exploit this show by making it an invitational affair. Use all posters and trailers inviting everyone to attend Bow's big party with much whoopee in the offing. Feature it as college picture with Bow the "It" girl at her best. Appeal: general.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Featured Bow in her first talkie and likewise called attention to the other Hollywood beauties taking part in the picture. Audience appeal: all classes.—Troy Theatre, Walter Roberts, Mgr., Troy, N. Y.

Wolf Of Wall Street (Par.)

VANCOUVER, B. C.—Dominion Theatre (800), 3 days, 25c-50c, presentation, on stage, Ukulele Wizard, Par. News, Comedy. Weather, fine.

Rating—65%

AD TIPS—Featured money struggles on famous financial center. Hooked up with local oil and mine excitement here. Audience appeal: all classes and ages from 16 up.—Dominion Theatre, I. F. W. Ackery, Mgr., Vancouver, B. C.

Wolf Song (Par.)

SCENECTADY, N. Y.—Proctor's (3,000), 4 days, 25c-35c-50c, Pathe News, 5 Acts Vaude. Weather, rainy and cold.

Rating—90%

AD TIPS—Two popular new stars, Cooper and Velez, who both talk and sing, is a good angle. Louis Wolheim has a following in supporting roles. A new kind of a story of frontier America. General in appeal.—Proctor's Theatre, Schenectady, N. Y.

Younger Generation, The (Col.)

DALLAS, TEXAS—Old Mill Theatre (1,400), 7 days, 20c-25c-35c, 2 Vita. Shorts, Our Gang Comedy and Pictorial News Events. Weather, unsettled.

Rating—95%

AD TIPS—Exploited the fact that the picture was from Hurst's widely read novel. Appeal to the younger set for business on this picture. Copy used—Fannie Hurst's sensational novel—now a sensational screen drama of love and pathos, ambition, jazz, thrills and lonely hearts. Hear modern youth talk and tell of "the younger generation." An all star talking cast. Audience appeal: all classes, but go after the younger set for the greater part of the business.—Old Mill Theatre, Al R. Lever, Mgr., Dallas, Texas.

MANAGERS' ROUND TABLE CLUB

CHARLES E. LEWIS
Chairman and Editor

A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress



CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"Thank You, Mr. Johnston"

LAST week, on the occasion of our first birthday, Mr. Johnston, editor and publisher of the MOTION PICTURE NEWS, expressed his opinion of our Club through a special editorial on this page. What Mr. Johnston said was certainly highly complimentary to every member of this aggressive and live-wire organization, and it therefore behooves us to show him that we are all that he thinks of us, and more.

There was a powerful lot of truth in his statement that the managers today are the men who are writing history in the industry. Little by little, the other factors in the motion picture business have had to take a back seat to make way for the men on the firing line who are the ones whose efforts must spell success or failure for the product now being turned out in the studios.

We would all do well to soberly take note of our importance in this great industry of ours, and to make sure that we, as individuals and as a group, should conduct ourselves in keeping with our positions. To manage a theatre should be, to each and every one of us, a privilege, an honor, a distinction, and every move you make should further strengthen our standing. Just as certain as the industry now begins to recognize our importance and need, so will they come to understand that we are as great as we make ourselves.

He told you that the manager's importance has increased and so has the usefulness of the trade paper. This fact is very evident with each issue of the MOTION PICTURE NEWS. Have you ever recalled any time in the past when the activities of the house manager received as much attention as the NEWS gives him? Do any of you stop to realize the cost of the many exhibitor service departments conducted in this trade paper? Departments which are in no respect revenue-producing in any way, but conducted for YOUR use just the same.

We have been signally honored by the words of Mr. Johnston last week, and if for no other reason, it should be our aim in the future to show him, through our continued efforts in the MANAGERS' ROUND TABLE CLUB that we appreciate his high opinion for each one of us and the Club as a whole.

How you can accomplish this is by continuing to use the Club as a Clearing House for tips on Theatre Operation, Exploitation and intercommunication between members regardless of where you may be located. Hundreds of showmen are now known from one end of the country to the other because of

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MANAGERS' ROUND TABLE CLUB

the Club. Here is a powerful medium for you if you would but recognize and take advantage of it.

Thank you again, Mr. Johnston, and we all hope that by the time the Round Table Club reaches its second birthday we will have achieved far greater progress than ever before. This we can only do through the one hundred per cent co-operation of every member now enrolled and all who join our ranks in the future.

C. E. L.

20% More Matinee Business In Strand Thru Club Stunt

Here and there we pick from our mail a letter telling about some manager who cashed in on a suggestion that he found in the Club columns. Naturally, this tickles all of us who are trying to make every showman in the business recognize the value of the Club for this purpose alone, without going into its many other great helps for the managers.

The latest one to call our attention to such profits was Thomas Lagaries of the Strand Theatre in Palmyra, N. Y. Tom tells us—"I used one of your suggestions when I started the new serial 'Tarzan The Mighty' and that stunt gives me about 20% additional matinee business every week." Now we are not going to preach a sermon about why YOU should try and make use of everything you read on the Club pages, but we do want you to know that every contribution you make to the Clubs columns is read with great interest by thousands of members and readers. That alone should afford you great satisfaction, aside from the fact that you were able to help a brother exhibitor. "All For One And One For All." Have we driven that thought hard enough? We cannot stress it too much because it IS a true expression of the Club spirit.

Let's hear more from you Tom, and don't forget that the other members would like to know what you are doing too.

E. J. Myers Puts Over A Corking "Tin-Can" Matinee

The moment we heard that there was some kind of a tornado, or storm or sumpin' or other out in the middle west we had a hunch that said storm would blow something unusual our way. And that hunch was quite correct for: Lo and behold, from out of the quiet (?) reaches of Chillicothe, Ohio, there has cameth a letter from our long lost and unheard of friend, E. J. (Ducky the Mayor) Myers, one of that famous team of Myers Brothers whose stock in business happens to be running the Majestic Theatre in the aforementioned town, city, hamlet or what have you. "Ducky," bless his little heart (and appetite) was last, both seen and heard, on a certain boat returning from a cruise to Peelee Island, Canada, a gorgeous (who will deny it) island located in the Canadian water of Lake Erie and the Mecca of Gus Sun Manager's Conventions (long may they continue) each and every summer.

But here we are giving Myers too much space for an introduction, so we will get back to the story: We have before us a photo as well as a front page story of how they put over, with great success, another of the now well-known "Tin-Can" clean-up matinees in their town. And you will agree with us that it was successful after you look at the photo. Another point we would bring out on this same photo is the great sign arrangement that they have for the front of their theatre. Try it in your town and see if you can get away with it. We had heard about that sign but doubted it until we received the picture. The front page newspaper story was marvelous publicity and taking the entire stunt into consideration, add the good-will of the city, and you have a perfect idea all ready for use. We won't attempt to say whether this was better than Sid Lawrence's Tin Can matinees, you can refer to them both and judge for yourself, but at any rate we certainly would like to hear about more of them.



(Private message for Ducky alone—Unless we hear from you regularly hereafter we will arrange to throw you off the boat next summer on the trip to Peelee Island. And what's more we will do the throwing BEFORE we reach the island, so it will be a tough break for you. Other Sun conventioners please take heed and note the above threat, especially Fred Johnson, "Tim" Roberts, and others. C. E. L.)

A Real Showman Passes On

The MANAGERS' ROUND TABLE CLUB, with deep regret, announces that one of its members, Hugh McCullough, late manager of the Orpheum Theatre in Marion, Ill., was instantly killed in an automobile accident near Nashville.

So that every one who reads this item may fully realize the important part Mr. McCullough played in the theatrical life of his section of the country, we are reprinting part of the editorial which appeared in the Marion Daily Republican on the day of his funeral:

> **"The other tribute was an unusual showman's tribute, and McCullough was a showman. He loved the stage, the circus and all those connected with them. It is tradition among show people that 'the show must go on.' It makes no difference, what happens, the program must continue and so McCullough would have expected it. He would have expected the show to continue nightly. He would have expected the curtain to rise on time and drop on time. He would never have dreamed of a "dark house" because of his death, but Reid, Yemm and Hayes, the owners, felt a tribute due 'Mac' from the showmen's world and no greater tribute could they express, to the world McCullough knew best, than to close their theatre for a night."**

The mark of respect paid to their late employee by Reid, Yemm & Hayes, owners of the theatre, in closing the house for one night, was particularly commendable and it bespeaks the high esteem in which Hugh was held by the men who employed him.

The Round Table Club regrets the passing of so fine a showman and brother member.

C. E. L.

MANAGERS' ROUND TABLE CLUB

Another Example Of An Attractive Lobby Display

Another example of fine looking, home-made lobby displays is offered herewith through a photo of the one executed by C. H. Chester, Mgr., of the Plaza Theatre in Oakland, Calif. Unless the photo exaggerates then Mr. Chester has turned out a fine piece of work and we should not wonder that it attracted much attention in the lobby of his theatre. The idea surrounding the completed job shows careful planning and under proper lighting it most certainly must of attracted the eye of everyone entering the theatre.



Lobby displays are great salesmen for coming attraction, providing they are not overdone and especially if you make them different enough so that they do not become tiresome to the customers every time they walk into the house. Add enough novelty, plus a little motion or animation, and you can make them really look for the display instead of tiring them. We would like to publish many more pictures on this subject of lobby displays and would welcome receiving photos of whatever you have succeeded in accomplishing along such lines. Even a snap-shot photo would be enough for our use, so don't worry about getting expensive pictures made.

Goldquist Ties Up "Simba" For School Children Matinees

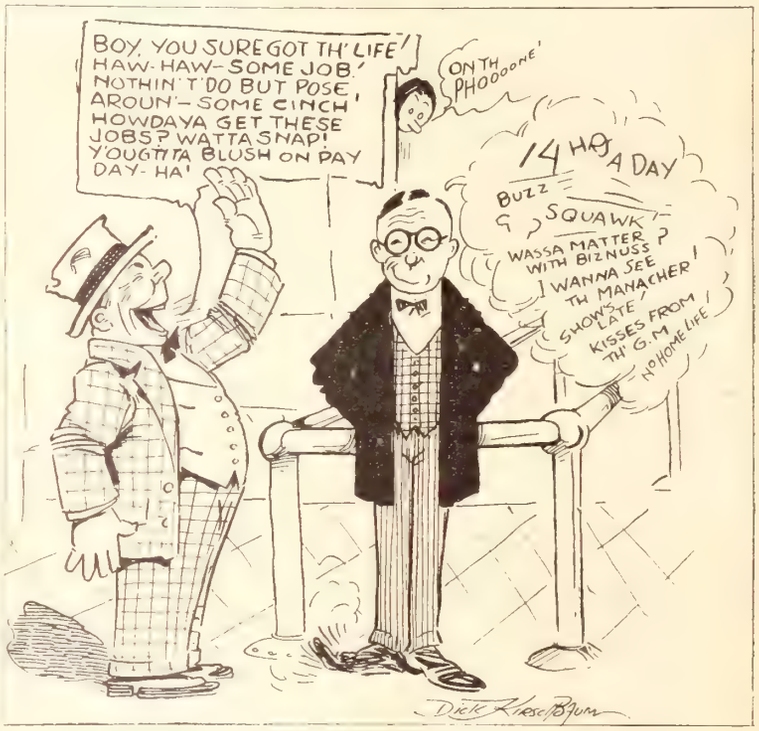
Another old timer to make his re-appearance once more, after a little silence, is our friend, Frank C. Goldquist, of the Web Theatre in Savanna, Ill. Frank has been a stand-by of the Club for a mighty long time and it is always a pleasure to get a letter from him regardless of whether it is of interest to the members or just personal. The latest one from Frank shouts his praises of the many great articles that have appeared recently in the NEWS and the Club columns. He reads the paper from cover to cover every week and there is little that gets by him at any time. Perhaps that is why he is the type of showman that he is. How about it, Frank? Don't be bashful; come out in the open and tell us the truth.

Goldquist's latest exploitation was in connection with "Simba" and he made good use of a school tie-up to great success. He believes this picture is ideal for such stuff and proved it by reaping a harvest with it himself. He tells us that not only did the schools dismiss the classes in time for the matinees, but the teachers and pupils came in bodies. He had the teachers collect the admission from the pupils in advance, which expedited the handling of the youngsters. On the theatre's part they made the children an attractive rate and then he pulled a corker when he confidentially told the teachers that if there were any children who could not raise the money, to bring them anyway. That was the gag that sold every teacher in the town for his theatre and shows damned fine showmanship. But the local school angle was not sufficient for Frank, and since Savanna is located on the opposite side of the river from an Iowa town, he arranged for a ferryman to make a special excursion rate for the kiddies on that side of the river. In this latter case, the school principal collected both the ferry rate and the theatre admission in advance and turned it over in a lump sum. A school must certainly be sold a hundred per cent solid to lend such co-operation, and that is apparently what Frank accomplished.

Frank, we must take leave of you now for a brief spell, and want to assure you that we are always glad to hear from you. Some of your other stuff will appear in an early issue, and, Frank, did you know that the Club is now a year old? You should be interested because you were one of the first to join the gang.

Meet The Club Cartoonist

This cartoon will serve to introduce you to Dick Kirschbaum, manager of the Lincoln Theatre in Arlington, N. J., and now doing cartooning as a side line for the Club. We have prevailed upon Dick to "shoot" us these "Lobby Laughs" at frequent intervals and we are sure you will get as much fun out of them as we do. Kirschbaum will also illustrate future articles with his timely cartoons.



"LOBBY LAUGHS"

NEXT WEEK

Read how Manager Rosenthal put over "Sound", against great odds, in Queens Village, N. Y.

MANAGERS' ROUND TABLE CLUB

Summer Suggestions From Experienced Showmen

(Editor's note:—In response to our request, a limited number of members have sent forth some suggestions on how they expect to counteract the effect of hot weather during the coming summer months. Many of these suggestions have been tried in previous years and were found very effective. We sincerely hope that you will find among them some items that you can make use of.—C. E. L.)

* * * * *

SPRUCE UP THE HOUSE

W. L. IRWIN, manager of the Liberty Theatre, in Marysville, Calif., believes in changing things around sufficiently to make the patrons realize that the theatre has undergone a "sprucing-up." They paint the front and lobbies, etc., in light, cool-looking colors. All plants and flowers in and around the theatre are changed to a fresher appearing variety, and the lighting of the entire house is dealt with in cool, comfortable colors. When they are finally finished, they really have a new-appearing theatre to offer their patrons during the warm weather. They do not stop at the theatre itself. The poster boards around the town are now undergoing a cleaning up and a new coat of paint. Irwin apparently wants them to know that things are cleaner and brighter at his theatre, and we do not doubt that he is succeeding very well.

* * * * *

PSYCHOLOGY A BIG FACTOR

C. W. BOTSFORD, manager of the Grand Theatre, in Sudbury, Ont., Canada, makes use of a still more novel appeal to patron psychology by having his house electrician create cool waterfall effects on the stage, giving the appearance of the out-of-doors. He even suggests that if your theatre's stage is large enough that you keep this effect going throughout the entire performance with subdued lighting. He feels that this effect will lend a cool feeling to those in the theatre. He also recommends the banking of cool greens and ferns, and says they should be kept damp and cool at all times and, if possible, arrange some fans back of them that will blow this damp breeze towards the audience. Plenty of pines should also be used as the odor of pines is particular suggestive of the cool climates, and the odor has anything else beat when it comes to killing stale smells in the house.

Wall fans are another part of his program to keep 'em cool and comfortable and, since these can be bought so reasonable, he does not think any theatre should be without them. If the theatre can afford one, he suggests a good competent cooling system be installed.

He finishes with the suggestion that the programs be built around a cool atmosphere so that they will not have to sit through hot desert stories or pictures of a similar character. Beach stories and out-of-doors pictures will help keep up the good impression and make them forget the warm weather.

* * * * *

USE YOUR PROGRAMS TOO

WILLIAM LEVEY, of the Beacon Theatre, in Port Washington, and J. J. DEMPSEY, of the Strand Theatre, in Dorchester, Mass., believe in starting early when it comes to talking about cooling systems in their theatres. The rear page of the Beacon program tells them in no small way about the hot weather to come. With Dempsey he now has a large and expensive cooling plant and is making sure that the customers know about it well in advance of the warm weather. The neat layout on the front of the Strand program will, no doubt, attract attention.



"BE PREPARED" FOR HOT DAYS

J. D. MARPOLE, of the Tokay Theatre, in Lodi, Cal., suggests that you, first of all, get your ventilation equipment in shape for the first hot spell that visits your town. Also to make sure that your drinking water will be good and cold at the same time. Change over your entire house lighting to a cool green color. Change doorman's uniform to white trousers. His ushers will wear light grey flannel trousers, soft white shirts and striped collegiate coats. His advertising during the warm weather will feature the fact that his theatre is "The Coolest Spot In the County." His newspaper advertising will also call attention to their excellent cooling system. For a kiddie stimulant, he is now negotiating with a large local confectionery store whereby, on presenting tickets from the theatre, all kiddies will either get a cold drink or ice cream, free of charge.

* * * * *

DON'T TELL 'EM IT'S HOT

JACK La REAUX, of the Huntington Theatre, out on Long Island, advises his brother members to keep away from red signs or anything that is red when advertising the word "Cool." Also keep away from the word "Hot," says Jack, as that alone makes a person feel the heat. In talking about weather always refer to it as "Cool." He has tide up with local florists and nurseries, and they are going to furnish plenty of palms and evergreens in the lobby and front of the theatre, and he is going to plant fans to keep these greens waving as though from a breeze. He is installing nile green lights around the inside of the house and will erect good weather-proof signs on top of his marquee calling attention to the giant cooling plant and the temperature of the theatre.

* * * * *

START YOUR CAMPAIGN EARLY

W. E. BELCHER, manager of the Riviera Theatre, in Rochester, N. Y., believes in preparedness when dealing with hot weather. His advice is—not to wait for the warm weather to arrive to sell your ventilating and cooling plant. Start early and, if you put the right punch into it, you will have the battle half won before the warm weather hits. He is another who believes in using plenty of cool, green lighting around all parts of the theatre. Hanging baskets with greens and flowers are another part of his program for cool, comfortable patrons. Special attractions should be employed wherever practical as they tend to stimulate business and give the patrons a little additional incentive to come out on the warm nights when they might otherwise stay on the porch. He has already tied up with a flower show to take place next August, and the newspaper story he sent us shows he is alive to the great possibilities of this arrangement during the warm summer weather. He is making arrangements to have local merchants donate various articles which he will give to his patrons on certain nights during July and August. Radios, etc., play an important part in this idea. Ladies' dress shop, close by, will give away $25 dresses during the summer on a co-operative tie-up. This, Belcher believes, is a good way of bringing out the men folks. "Get the ladies and you get the men" is a truthful expression in this business, and he is capitalizing on it. But, last of all and most important, he adds, all of your work and efforts to stimulate business will go for naught if you fail to watch the old ventilating system, and make sure that it works when you need it.

* * * * *

"TWO-FOR-ONE" A GOOD BET

JACK E. PFEIFFER, manager of the Egyptian Theatre, in Milwaukee, Wis., and known as the youngest manager in that state, comes along with the following from past experiences: They print one hundred thousand two-for-one tickets and sold them to merchants for ten dollars a thousand and honored them on Mondays, Tuesday's and Friday's, and, reports Jack, they certainly helped business a lot. In addition to pepping up the regular trade, it brought people in to the theatre who were never near the house before and many of they became regular patrons thereafter. They stimulated interest and business by giving away, free, articles of various values up to $100. This stunt was advertised on a large scale, and created a lot of attention. On Saturday matinees and Monday nights, they admitted ladies free accompanied by one paid admission. Which was just another way of using the two-for-one idea.

MANAGERS' ROUND TABLE CLUB

And Some Good Tips For Warm Weather

USE NATURE'S BREEZES

H. C. LEE, of the Babcock Theatre, in Bath, N. Y., writes to say that his idea of fighting the hot weather evil is to make the theatre look cool and, if possible, it should be cool. Without any cooling system of any kind, they get by nicely by using nature's own breeze via open exit doors as soon as it is dark enough. All lights are dipped a cool green color. He keeps them dipped often so that the effect will not be lost when the color starts to fade. The same lighting color applies to the lobby. They keep plenty of greens and flowers, and especially ferns, because, if they are kept in water, they always look refreshing and cool.

Last summer, for a box office stimulant, they started a China Night idea with coupons which resulted in much increased attendance on that particular night of the week. He does not recommend the use of too much "Ice Cold" advertising as the patrons will feel disappointed after they get into the theatre.

* * * * *

ICE DRINKS MAKES 'EM HAPPY

FRANK S. MICKLEY, of the Cameo Theatre, in Allentown, Pa., is preparing for the summer as follows: Ice drinks will be served on all hot days. This he does through a local concern who furnishes the drink preparation in return for the advertising. He dresses all his ushers in clean white duck. All advertising carries a cool effect such as being painted on light green backgrounds and having icicle borders. He does not permit any red or warm colored lighting in any part of his theatre during the warm days. Large signs call attention to their efficient cooling system. He found last year that the serving of drinks carried a lot of good will and left the impression with his patrons that the theatre was looking after their comfort

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GOOD SHOWS, BUT NO BUNK

A. H. R. MILLER, of the Opera House, in Waynesburg, Pa., comes along with his advice which, while it may contradict some of the others, nevertheless conveys his views, and we pass it along with the rest of the suggestions. He says: "The best way to keep going during the summer months is to make your patrons forget the heat." He does not believe in signs with icicles and exaggerated cooling plants, unless the house really has a refrigerating system. But he does give some damn good advice which we can all follow very well. KEEP YOUR HOUSE CLEAN AND ODORLESS. Have your ventilation equipment in good working order so that it will function when you need it. He also advises, cool color decorations, *comfortable* appearing ushers, plants and softened lights, strong programs to make 'em want to come to the theatre. BUT no bunk. Give them the right kind of shows. Forget the drinks, icicles and bunk, but make them comfortable and they'll come back again.

* * * * *

COOL SIGNS WILL ATTRACT



Here is one sample of summer displays as used last summer at Poli's Majestic Theatre in Bridgeport, Conn., and designed by J. E. Elicker, whose story about poster work appeared in last week's issue of the Club pages.



"THE PICTURE'S THE THING"

MARTIN H. ROGERS, of the Circle Playhouse, in Annapolis, Md., has but one suggestion to offer to his brother members about summer business. "I try to get good pictures regardless of weather conditions," and that seems to solve his problem of warm weather. Give them the pictures and they will come regardless of the weather.

* * * * *

A "COOL" GREETING

C. A. BATHOLOMEW, of the Post Theatre, in Oceanport, N. J., feels that his suggestions are particularly good for the average small town theatre. He is going to secure four baby spots which he will conceal and use to flood the front of his theatre in a cool, green light. From his local electrical company, he is borrowing a large fan which will throw a pleasant breeze onto everyone entering the theatre. In his auditorium his regular ventilation equipment is sufficient to keep the temperature comfortable during the ordinary warm weather.

For special advertising he has toed up with the local ice company to post a one-sheet of his theatre on each side of their ice trucks. He believes the psychology will react favorably on the residents of Oceanport.

* * * * *

FERNS & FLOWERS WILL HELP

M. R. BLAIR, of the Regent Theatre, in Cedar Falls, Iowa, tells us that he always freshens up the front in nice cool and well blended colors for the warm season. Ferns and flowers are kept growing in front all during the summer months. Every evening before the show he has the lobby and front of his theatre sprinkled with cold water and all the plants watered. This tends to cool off the heat which a strong sun would leave, even after sundown, on the sidewalks, etc. The front carries signs announcing their Cooling System, and these signs themselves sell the impression of "coolness" through the manner in which they are made up wit icicles, etc.

All lighting in the theatre is carefully watched and changed as often as needed. No reds or whites allowed for the summer. White seat covers are used throughout the theatre lending a still more cooling effect. He keeps his ushers dressed in sleeveless, soft, fluffy, cool dresses that are cool. And he finishes by saying that you should be sure to deliver the show and they are bound to come to the theatre.

MANAGERS' ROUND TABLE CLUB

The Original Idea Exchange and Sponsors of Inter-Communication Between the Showmen of the World

MEMBERSHIP OPEN TO ALL EXHIBITORS

NO DUES OR INITIATION FEES OF ANY KIND

MANAGERS' ROUND TABLE CLUB

"Be On Your Toes! Try Something New!"

Says—

Margaret R. Vanden Berg, one of the showwomen members of the Round Table Club, telling how she made a success of her theatre despite strenuous opposition from Chain House.



A Real Showwoman

"You have to be on your toes, planning and trying something new all the time."

If you think that's the slogan of an aggressive man exhibitor you're very much mistaken. It's the showwoman, not the showman, talking this time. And what's more, the showwoman is making a success of her neighborhood theatre against strenuous downtown opposition.

The lady is Margaret R. Vanden Berg. Her theatre is the Crescent, on East Washington avenue, Grand Haven, Mich. It's only a few months old—in fact, it was opened last Christmas—but it's going along very nicely, because Miss Canden Berg is a real showwoman.

Her Show Creed

Her exhibition creed is summed up pointedly in her own words: "Movie business today puts one in mind of the old grey mare: "It ain't what it used to be." When I first started in the business about twelve years ago, you could get the crowd no matter what you gave them. Now it is different. You have



to be on your toes, planning and trying something new all the time."

And Miss Vanden Berg knows what is required to make a success of a theatre, because she has had long experience. She started in the business as a cashier for Hunter Robbins, of Grand Haven, and finally became general manager of his house.

When Mr. Robbins sold his theatre, she decided to go into business for herself, and proceeded to organize her own company, of which she is President, and holds the controlling stock interest. The Crescent was built. As you might expect, it is modern and up-to-date from every angle, and is winning its way, despite the fact that a chain theatre in the down town section furnishes plenty of opposition.

In her exploitation of pictures, this enterprising woman exhibitor uses methods that have proved to be very fine attraction-getters and box-office builders.

For example, the Crescent recently played "The Michigan Kid." Obviously, the title of the film offered a chance for local, direct appeal advertising, and Miss Vanden Berg immediately saw the opportunity.

She sent to Detroit and ordered several hundred picture postcards. On one side was a view of a well-known Detroit office building, and in the message space this was printed in typewriter style:

"I have just returned from Alaska, where I had the most thrilling experiences and where I met the girl of my dreams. I shall be in your town at the Crescent Theatre Wednesday and Thursday to tell you the most fascinating story.

"The Michigan Kid."

Below appeared in black type: "Meet me at the Crescent Theatre."

After the cards were printed and addressed—the address being written in long hand—Miss Vanden Berg sent them back to Detroit for mailing. The evening after they were delivered thtey aroused such curiosity among the residents of Grand Haven that many telephone calls came in from people who wante dto know who The Michigan Kid was.

And the result was that the theatre did a very nice business on the picture.

"Try Something New"

In these days of complaints from many "mere men" exhibitors that they cannot make a success of their houses because conditions are too difficult, Miss Vanden Berg proves that it can be done—and by one of the so-called "weaker sex." She is an excellent example of the modern business woman, with genuine executive ability, and what is still more to the point—a showwoman who can not only organize a theatre corporation, but run it successfully, in the day-to-day, week-in-and-week-out battle for patronage.

What a lesson to those exhibitors of the opposite sex who spend most of their time mourning over the good old days instead of living up to Miss Vanden Berg's injunction:

"Be on your toes! Try something new."

"There IS A Santa Claus"

According to Ripley's "Believe It Or Not", Mrs. Wilhelmine Alff of Cherokee, Ia., attended the movies every night for eight years.

2,927 consecutive evenings.

Regional News from Correspondents

New Boston Theatre Is Leased By Olympic

THE Olympic Theatres, Inc., has leased for a period of 14 years from the Dunlap Realty Corp., the new theatre now under construction on Main Street, Springfield, Mass. The annual rental is stipulated at $85,000. The theatre is to be called the Paramount. Fixtures are to be installed costing, it is estimated, $150,000. The new theatre will be the largest in Springfield.

J. K. Adams, New England distributor for DeForest Phonofilms, has leased the building at 48-50 Melrose Street, Boston.

Installations of Traveltone are reported at the Broadway, South Boston and Strand Theatre in Southbridge, both opening last Sunday; Bradlee Theatre at Putnam, R. I., and Palace Theatre at Arctic, which opened during the week; United Theatre at Westerly, R. I., Opera House at Bellows Falls, Vt.; Suffolk Theatre at Holyoke; Castle Theatre at Mt. Pleasant and the Park Theatre at Auburn, R. I., which will open next week and the Central Theatre, Westerly, R. I., which will open the following week.

Thomas McNulty's Warwick Theatre at Marblehead, Mass., has been granted a Sunday permit to allow pictures between five and 11 o'clock P. M.

Harry "Tod" Browning, formerly manager for Keith-Albee in Boston, has been secured to manage the St. James in Boston just acquired by Publix.

Sol Hayes of Boothbay Harbor and Wiscasset, Me., was a visitor to Boston's film district during the week.

Charles Winston, with Loew's State Theatre at Boston a few years ago, has returned to Boston as publicity director for RKO.

RKO has dropped the word "Memorial" from the new theatre in Boston, which is now known as the New B. F. Keith Theatre.

The Community, Newton, Mass., has been acquired by Publix.

The Majestic, Hartford, Conn., has been sold by Maher & Tussenbrock to H. Tussenbrock.

The Strand, Jackman Station, Me., has been sold by W. Weyland to G. Gilbert.

J. J. Lane is the new branch manager at New Haven for Pathe.

The Rialto, Woonsocket, R. I., has been sold by the Woonsocket Theatre Co., to Richford Amusement Co.

The Greenwich, Greenwich, Conn., has been sold by the Greenwich Operating Co. to C. Savage.

The Non-Theatrical Exchange has removed from 1108 Boylston St., Boston, to 28 Piedmont St., that city.

The Annex, East Haven, Conn., has been purchased by E. Keating from Mr. DeFrancesco.

Buddy Stuart, for some years manager of the Fenway Theatre at Boston for Publix, is representing State Rights for Oscar Price.

William Ward, for some years proprietor of the Casino, Central Falls, R. I., is now manager of the Circuit, Pleasantville, Pawtucket, R. I.

The Capitol Theatre at Middletown, Conn., has been sold by the L N E Capitol Middletown Corp., to the Connecticut River Valley Theatre Corp. The latter company has also acquired the Cameo, Bridgeport formerly owned by the Connecticut Cities Enterprise Corp., and the Palace, Norwich, Conn., formerly owned by Newport Theatre Corp.

The Broadway, Norwich, Conn., has been sold by the Middletown Theatre Corp., to Philip Smith of Boston.

Samuel Moscow, sales manager for Independent Films, Boston, is seriously ill.

Fox-Midwesco Annexes 3 Brin Wisc. Houses

SEVERAL Wisconsin theatres were exchanged in a deal made public this week between the L. K. Brin Circuit and the Fox-Midwesco chain. The Oshkosh at Oshkosh, the Strand at Madison, and the Fond du Lac at Fond du Lac formerly controlled by the Brin Circuit were taken over by Fox-Midwesco. The Orpheum at Menasha and the Neenah at Neenah were taken over from Midwesco by the Brin Circuit.

The three houses just acquired by Fox will be closed for two weeks to permit remodeling and the installation of Western Electric Sound equipment.

Midwesco houses are now being built in Green Bay, in Marinette, and in Appleton.

Fox-Midwesco Circuit has taken a long term lease on a three-story brick building at 302 Sixth Street, which will be remodeled to fit it for offices for the executive and clerical staff of the circuit. Occupancy is planned for July 1st.

Mark Morgan has resigned his position as branch manager for Red Seal.

Community Theatre Circuit's new theatre at Delavan was formally opened on Wednesday. The new house has a capacity of 700. S. Olson is manager. The Pastime was closed upon completion of the new theatre.

The Tivoli at Stephenson, Mich., was taken over from R. G. Tetro by A. F. Maas.

A. P. Desormeaux sold his theatre at Mt. Horeb, the Strand, to J. H. Rupp.

A number of out-of-town exhibitors visited Milwaukee this week. Included were Theophiel Van den Berg of the Rialto at Norway, Mich., Charles Guelson of the Badger at Stoughton; Steve Dorece of the Crown at Racine; Miss Margaret Ashton representing the Vilas at Eagle River; Dan Kelliher of Elkhorn; A. P. Desormeaux of Madison; Francis Kadow of Manitowoc; Frank Steffen, Tom Norman and H. C. Miller, all of Racine; R. C. Wheeler of Lloyds at Menominie, Mich.; Neil Duffy of Appleton; and C. L. Roser of the Al Ringling Theatre at Baraboo.

The Eagle River Amusement Co., now controlling the Vilas, have taken over the city's other theatre, the Eagle, from N. M. Emmons.

Julius Lamm and Sam Abraham of the Roosevelt Circuit at Kenosha spent some time in Milwaukee exchanges during the past week.

The American Legion post at Whitehall has taken over management of the Trio at Whitehall from Trio Amusement Co.

Tom Norman, manager of the Capitol at Racine, a suburban theatre, is changing the policy of the theatre and in the future will exhibit first run pictures.

Ed. Kelzenberg, formerly managing Brin's Grand and Fischer theatres at Oshkosh, has been transferred to the Strand and Parkway in Madison to replace Louis Lutz who resigned recently to devote his time to his Boscobel theatre. Lutz was passing cigars last week in honor of a new baby girl.

Ed. Michaelson has changed the name of the Majestic to Family Theatre, and is showing silents at low prices.

Sound Boosted Gross Of Loew In Ontario

THE installation of sound equipment in Loew's Theatre, London, Ontario, resulted in an increase in net earnings during the first quarter of the present year that was greater than the net surplus for the whole of 1928. The net total for the first three months of 1929 was approximately $5,000 greater than for the same period of last year. The surplus for the whole year was $4,458.

The Dominion now has three theatres equipped with the RCA Photophone equipment, the third being the Orpheum at Vancouver, B. C.

Donat Paquin has re-opened the Eden Theatre, Hull, Quebec, and has closed the Capitol there.

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, has just had another conference with officials of the Famous Players Canadian Corp. at Toronto with further reference to the proposed amalgamation of Famous Players and RKO theatre chains in the Dominion.

W. C. Behring, manager of the Toronto branch of Fox has gone to Buffalo, N. Y., to reside, continuing his activities in the film exchange business. J. W. Reid has been appointed his successor at the Toronto Fox office.

Ben Whitham of Famous Players Canadian Corp., Toronto, has been in North Bay, Ontario, to supervise the finishing touches of the new Capitol in the Northern city.

Many Theatre Changes In Kansas City Area

THE following openings and closings of theatre in the Kansas City territory have been announced: New Auditorium, Kansas City, re-opened by Samuel Carver; Palace, Anthony, Kas., purchased by G. M. Pholenz from Mrs. B. Gooch; Opera House, Belle Plaine, Kas., sold to J. L. Leonard by D. I. Gates; Mayflower, Florence, Kas., sold to H. C. Musgrave by Whitney Bros.; Elite, Iola, Kas., sold to O. D. Taylor by T. M. Magruder; McDonald, McDonald, Kas., sold to Moore and Knock by Ritter Bros.; Garden, Marion, Kas., sold to Glenn Newbold by S. A. Mudd; Mainstreet, Fussell, Kas., sold to E. B. Danielson by Wallis Bros.; Olympia, Utica, Kas., sold to Edward Wheatcroft by H. E. Davis.

Sam Blair, Rialto, Clyde, Kas., Fred Greenburg, St. Joseph, Mo., and C. M. Pattee, Pattee, Lawrence, Kas., were among the out-of-town visitors in Kansas City last week.

Louie Charninsky, manager of the Pantages, Kansas City, not only gave "Dutch" Zwilling, manager of the Kansas City American Association baseball club, a season pass to the Pantages, but had a photographer on hand to make a picture of the presentation, which was shown as part of the weekly newsreel.

Appropriate ceremonies will mark the opening of the new Paramount exchange in Kansas City, according to Oscar Morgan, branch manager.

There will be no changes in the policy of the Mainstreet, Kansas City, according to Lawrence Lehman, manager.

Jay Means, who operates the Bagdad, Oak Park, Prospect and Murray, suburban houses of Kansas City, has spent $25,000 in installing sound in those theatres.

Items Of Interest In Frisco Film Circles

HOWARD BUTLER, city salesman for Pathe, has been transferred to the Denver office, where he will act as branch manager.

F. W. Jacobs of Auburn was booking pictures along the Row last week.

M. Washan has taken over the ownership of the Strand, Dunsmuir.

Charles Powers, manager of the California, Dunsmuir, was in town recently with his operator, getting some pointers on sound pictures, in order to be all set and ready for his opening.

H. G. Oastler, theatre owner of Lovelock, Nevada, was on the Frisco Row recently with his friends.

Robert Kirschner has taken over the management of the New Balboa.

Thomas Kane, who has been manager of the San Mateo for four years, has been transferred to the New Sequoia, Redwood City.

New Atlanta Board; Other Doings In South

W. W. ANDERSON, manager of the Atlanta, Ga., Pathe exchange, heads the newly elected administration of the Atlanta Film Board of Trade. Mr. Anderson assumed the presidency this week. Other officers installed were Jas. W. Hanlon, manager of the M-G-M exchange, who becomes vice-president of the Board, and John W. Mangham, Jr., manager of Columbia, who fills the post of secretary. Recently chosen directors are: Dave Prince (Paramount), W. W. Anderson (Pathe), John W. Mangham, Jr., (Columbia), Jas. W. Hanlon (M-G-M) and John T. Ezell (W. B.) E. L. Cole, who for many years has filled the post of executive secretary and treasurer, continues in that capacity.

Jerry Simpson of the Ideal and Lyric, Gastonia, N. C., is a constant visitor to the Charlotte film row recently preparing and arranging his bookings so that he may depart for an extended trip to California and the northwest.

Oscar S. Oldknow of Atlanta, Vice-President of the National Theatre Supply Co., visited the Charlotte office this week.

Jack Herndon has taken over the Pastime, Allendale, S. C., from R. G. Herndon.

Geo. B. Hendrickson has sold the Capitol, Columbia, S. C., to Publix. Recently, also Mr. Hendrickson sold the Garden, Manning, S. C. to Southern Amusement Co., Inc.

Mrs. Ruth E. Walker has sold the Garden, Sumter, S. C., to the Southern Amusement Co., Inc.

J. L. Caudell has taken over the Pastime, Lumberton, N. C., from J. W. Griffin. Mr. Caudell also operates the Grand, St. Pauls, N. C.

The Piedmont Amusement Co. has sold the Auditorium, Winston-Salem, N. C., to the Winston-Salem Theatres Corp.

Among visitors on the Charlotte Film Row this week were C. H. Arrington of the Palace, Lyric and Cameo, Rocky Mt., N. C.; Frank Stough of the Davidson, Davidson, N. C.; H. J. Paradis of the Oasis, Wilson, N. C.; L. C. Sipe of the Garden, Sumter, S. C., and the Garden, Manning, S. C.; W. E. Stewart of the Pastime and Westmore, Concord, N. C.; Lee Little of the Majestic, Camden, S. C.; L. L. Drake of the Ansonia, Wadesboro, N. C.; Claude Webb of the Webbs, Shelby, N. C.; and J. E. Webb of the Webbs, Gastonia, N. C.

Leo F. Keiler of the Strand Amusement Co., Paducah, is at present in Rochester, Minn., with his father, who is in a critical condition.

Ruth Steurle, former organist at the Rex Theatre, Louisville, Ky., was married last week and has gone to Chicago to make her home. She is the daughter of Joe Steurle, manager of the Rex.

John D. Klorer, Motion Picture News Correspondent in New Orleans, has been named to succeed Kenneth T. Knobloch as dramatic critic for the New Orleans Times-Picayune.

Marion Ferrara, manager of Teatro Fausto, Havana, was in New Orleans for several days last week.

Bowling Green, Ky., has joined the vanguard of advancement in theatre amusement and will shortly present talking pictures at the Capitol. The Crescent Amusement Co., owners of the Capitol, have ordered Western Electric equipment for this theatre.

Fred J. Dolle, president of the Fourth Avenue Amusement Co.; Dennis Long, treasurer, and George A. Sine, assistant to the president, attended the formal reopening of the Lyric in Indianapolis, Sunday, May 12.

The Towers, neighborhood house that has prospered for several years just outside the downtown district of Louisville, Ky., will probably install sound within next month or so.

Scotty Chesnutt, manager of Paramount Exchange, Jacksonville, is reported much improved. He is still in St. Luke's hospital.

William Atkins, exhibitor of Vero Beach, was a visitor in Jacksonville last week.

Earl Fain, exhibitor of Leesburg and Lake City, was a caller in the Universal Jacksonville Exchange this week.

Film Transit Suit In O.; Cincinnati Notes

C. H. & D. RAILWAY, electric line operating throughout Ohio, filed protest with Public Utilities Commission, Columbus, against application of Dudelson's C. C. C. Film Transit Co., to transport films by truck from theatres in Ohio key cities to other houses in these cities calling for films after final showing at night, and delivering in time for openings at the theatre of next booking. Protest based on violation of franchise.

Cincinnati branch First National has moved offices from Broadway Film Building to newly completed Warner Building. Independent Pictures, Chester Lowe, manager, will occupy vacated quarters of First National.

Fire in projection booth, Home Theatre, Campbell, Ohio, destroyed several reels of films and damaged projector.

Rialto and Palace, Hamilton, Ohio, will be wired for talkies following a recent meeting held by John Schwalm, Harry Silver and Harry Turberg, respective owners of the two houses, at which meeting final plans were made for erection of a new theatre by the combined interests of the parties mentioned.

C. A. Young, who recently sold his two theatres, at Hicksville, O., to R. E. Wilder, has again taken possession of both houses.

Fred Johnson, manager of houses at Cambridge and Marietta, Ohio, for the C. and M. Amusement Co., is recuperating at Magnetic Springs, Ohio, after a long illness. Harry J. Rees and Peter Maikelta are pinch-hitting for Johnson.

Dan Cummings has been named assistant manager of the Albee, Cincinnati.

A. E. Kaufman will erect a 500-seat house at Montpelier, Ohio.

State Theatre Corp., Salem, Ohio, expect to soon begin work on a $150,000 house, the plans for which are now being developed.

Daniel Gutilla has been named manager of the Grand, Marion, Ohio.

Manager Pfister, of the Mayflower, Piqua, Ohio, will hereafter conduct Sunday showings, his recent difficulties and arrest having been ironed out with the citizens.

Two exhibitors at Coshocton, Ohio, were arrested for third consecutive time for Sunday showing, on complaint of Citizens Enforcement League. Cases continued and violators released on their own recognition.

Griff. Granger and Kenneth Graham have sold their lease on Sunbury Theatre, Sunbury, Ohio, to Russell Cring and William Clayton, there.

Moise Levy, father of Henry Levy, owner of "L" circuit of theatres in Cincinnati, passed away at home of his daughter.

Carl Hahn, 50, leader of Lyric orchestra, Cincinnati, and widely known in musical circles, died at Christ hospital.

Police are investigating a bomb explosion, similar to blasts caused by Chicago racketeers, which wrecked the interior of the New Elk, Toledo, last week, and which caused damage to sound equipment and building estimated by Manager Philip Zeller at $20,000.

Another move in Marion, O.'s changing theatrical circles brings the Famous Players-Lasky organization into acquisition of the Palace and Marion Theatres along with the reported sale of the entire Young-Wolf chain in Ohio and Indiana.

Ohio's intermittent war on Sunday movies, most recently active in Marion and Portsmouth, has spread to Coshocton where the Citizens' Enforcement League has taken up the cudgels for observance of the state blue laws. Affidavits were sworn against Ralph Reisinger and Chris Chacos, managers respectively of the Sixth Street and Pastime.

San Antonio House To Have Gala Dedication

OPENING of the new Greater Majestic Theatre, in San Antonio, Tex., a 4,000-seat vaude-film house, under construction and operated by the Interstate Amusement Company, promises to take on an international aspect. President Gil of Mexico has named F. Sanchez Mejorava, Minister of Communications of Mexico, as his personal representative to attend the dedication, the date of which has been set for June 14.

John Eberson, the nationally famed architect who designed the theatre, is in San Antonio personally supervising the finish of the work of construction.

Combined with the theatre is a 14-story office building. The two represent an investment of $3,500,000.

Milton Feld, managing director of Publix Theatres, and C. L. Stoddard, director of Personnel of Publix Theatres, both of New York, spent several days in San Antonio looking over tentative sites for a new Publix Theatre. The latter will take the place of the Princess and Empire, Publix houses whose leases expire this year. A 3,000-seat theatre is under contemplation.

Regional Flashes From Okla. City Film Row

PLASTER falling from the ceiling of the Palace, Oklahoma City, Okla., May 10th, injured seven patrons. The theatre, owned by John Sinopoulo and associates, was ordered closed by the city authorities until the necessary repairs could be made to insure safety to patrons.

J. L. McKinney, manager for Nu-Art Record Cue Service, at Dallas, announces that his company has taken over the sale of Champion Talking Pictures Equipment for Oklahoma, Arkansas and Texas.

The new Waco, Waco, Texas, is installing Carrier Air Washer.

Ray Stinnett will erect a new theatre building at Dallas, Texas.

The Capitol, Fort Worth, Texas, has installed DeForest Phonofilm and Phonodisc equipment.

L. D. Brown, manager of the Queen, Brownwood, Texas, was fined $250 in Federal court each in two cases, for alleged infringement of music copywrights held by the American Society of Authors, Composers and Publishers. Cases against other exhibitors will be tried at Dallas in June.

J. A. Lempke, Waco, Texas, is confined to the hospital at Dallas, Texas, from an operation.

R & R Theatres is proceeding to wire one or more additional houses in each location. Some of the R & R towns will have as many as four wired houses, and every town will have a minimum of two.

Tiffany-Stahl is arranging for erection of a new home in Okla City.

The Princess, Burkburnett, Tex., is undergoing extensive remodeling.

The Liberty, Fort Worth, Texas, will re-open with sound at early date.

Confirmation of the sale of the Orpheum and Rialto, Tulsa, Okla., was made by Ralph Talbot, who as head of the Ritz Theatre Corp. and the Majestic Amusement Co., purchased the two show houses, both wired.

The two houses were sold by the W. M. Smith enterprises, headed by Mrs. Ella Schaber, Margaret L. Smith and W. P. Smith. The price involved was not revealed although it is known to have been in excess of $100,000.

According to announcement the Ritz corporation takes charge of the Rialto Theatre while the Majestic company assume management of the Orpheum.

Managerial Changes In Joliet, Ill.

MAURICE M. RUBENS, of Joliet, Ill., general manager of Great States theatres in Joliet, has been appointed director of theatre operations for the entire circuit of 60 theatres in Illinois, with offices in Chicago.

Mr. Rubens succeeds A. L. Mayer as director of operations. Mr. Mayer has been transferred to the Publix circuit and has been placed in charge of operations in Omaha, Nebraska.

Roy J. Rogan, assistant general manager of the Great States theatres in Joliet has been named to supervise local theatres.

Film Storage Checkup Due In Baltimore

INSTIGATED by the Cleveland Clinic Disaster a check up of motion picture theatres, hospitals and other places where films are stored, will be made by the Baltimore, Md., Fire Department to see they are being governed by storage regulations.

Due to a gift of $10,000, anonymously given, the Lyric Theatre, West Mt. Royal Avenue, Baltimore, Md., where grand opera is presented and where feature films are sometimes shown will be improved with a new orchestra pit, new dressing rooms and increased width of stage, according to Dr. Hugh H. Young, president of the company.

A number of persons interested in boat and sport clubs, headed by Robert V. O. Swartwout, head of a radio broadcasting station, Baltimore, Md., will endeavor to have Daylight Saving ordinance or resolution introduced into the City Council, by William G. Albrecht, soon.

Loew's Theatres in Baltimore, Md., including the Century, Stanley and Valencia, efficiently managed by Charles Raymond, have announced by their screens that their cooling systems are ready for immediate use and that at the first hot spell patrons can be assured of comfortable temperatures inside those playhouses.

The Ringler, Bishopville, Md., has had sound equipment installed.

The Grand, Highlandtown, Baltimore, Md., will close to the public June 1, to allow extensive improvements to be made. The proscenium arch will be moved back by narrowing the stage thus giving space for several hundred more seats.

Sound equipment has been installed in the Alpha Theatre, Catonsville, Md., conducted by Cashmeyer Brothers and in the Columbia Theatre, Baltimore, Md., by Eugene B. McCurdy, proprietor.

Ernest V. Johnson has sold the Berkeley, Berkeley Springs, Va., to Dan Dunn.

2 Boise Houses Break With Operators Union

BOISE'S two leading theatres, operating with talkies broke with the Motion Picture Operators' union a few days ago and prepared to run "open shop."

The Egyptian was closed for a short time but is expected to open for at least one show immediately, with Manager Frank Larson operating the machine. Walter Mendenhall, operator of the Pinney, declared operators had demanded $65 a week for a five-hour day and time and a half over time. He said theatres of comparative size in other cities the size of Boise were paying $40 to $60. He states that labor and other costs had mounted 400 per cent since installation of the talkies.

It is announced that Phil Thomas, exhibitor of Idaho, has recently completed deals whereby he has taken over the Gem, Filer, Idaho, and also the theatre in Eden, which will give him a circuit of four houses. Thomas is contemplating adding another house to his circuit in one of the larger towns in the Twin Falls district.

S. B. Steck, operating the Lyceum, Ogden, Utah, was a Salt Lake visitor last week.

George Lindsay of the Star, Eureka, Utah, spent a short time in this city conferring with exchange managers.

Marvin W. Peterson of the Avalon, Fillmore, was among Film Row visitors here last week.

It is stated in Salt Lake City that there is not a wired house in Cache Valley in Northern Utah, as yet, but most of the exhibitors are considering immediate installation.

J. Edwin Thamert exhibitor of Boise, Idaho, was a visitor along Film Row here for several days last week.

Lawrence Jones of Malad, Idaho, is contemplating installing sound at his house.

Ogden City commissioners were addressed this week by Ezra C. Peterson, who urged that the license fee for tent theatres, now $10 per day, be lowered. The matter was taken under advisement.

The Star, operated by Andy Floar and Louis Strike of Salt Lake, is closed for the purpose of rebuilding and installing sound.

Cassia county's pioneer opera house, built by Judge B. P. Howells in Oakley, Idaho, 25 years ago, has been sold for a community opera house. The building will be renovated.

"Yours Merrilly, Joe K.," well known exhibitor and manager of the Idaho Falls Theatre at Idaho, was visiting the Salt Lake exchange Mart recently.

Mrs. J. W. Simmons has won her controversy and now has Sunday shows in Oakley.

C. Brown Smithfield is making a portable talking outfit to use on his circuit.

Lee Stallings opened the Kineme Theatre at Richfield, Utah, with sound last week.

Two young boys were lodged in the Salt Lake county jail a few days ago following the younger boy's asserted confession to several recent thefts perpetuated upon local motion picture houses.

Branch Manager Feinstein will attend the opening of the new Broadway Theatre at Idaho Falls, operated by Joe George, who has recently had sound equipment installed. Feinstein will then go into Butte where he will confer with Merele Davis of the Broadway Theatre there regarding the opening of this house with sound.

Exhibitor News From Albany, N. Y.

HARRY THOMPSON, recently named as manager for First National in Albany, was last week named as chairman of the credit committee of the Albany Film Board of Trade.

The Capitol in Rome, Kallet house, reopened last week after having been closed for about two weeks, while it was being wired for sound.

Frank Archer, owner of the Star in Rhinebeck, was along Albany's Film Row during the week. George Dwore of Schenectady was also in town.

The orchestra at the Mark Strand in Albany is to be let out the fore part of June, according to present plans.

Good progress is being made these days in the construction of the Lake Theatre at Lake George, and which will be owned and operated by Mrs. Carpenter.

W. H. Linton, one of the oldest exhibitors in the Albany section, who has been operating the Olympic Theatre in Utica, is to devote himself to new interests and will be associated with his son in the manufacture of talking apparatus. It is understood that Chris Marx, Utica, will take over the house.

Over 18,000 votes have been cast by residents of Albany in connection with the campaign being staged for Sunday shows. 92 per cent favor Sunday shows.

The daughter of W. W. Farley, of Albany, one of the heads of the Farash Theatre chain in Schenectady, is back home having recovered from an automobile accident several weeks ago.

Fenton Lawlor, who has been handling the new theatre in Delmar, resigned last week to accept a position on the road for Albany's RKO exchange.

Arthur Richardson, who operates the Strand at Schroon Lake, is back from a winter spent at Orlando, Fla.

Mrs. Dennis Regan, of the Star in Greenwich, is once more seen along Albany's Film Row, having taken back the theatre which she leased several months ago.

New 1,300-Seat House Announced For Dallas

CONSTRUCTION has been started on a $200,000 theatre at Plainview, Tex. The theatre will have a seating capacity of 1,300 people and is being constructed by the Underhill Construction Co. The financing of the theatre has been undertaken by a group of Plainview citizens. Boller Bros., of Kansas City, are the architects and the house will be patterned after the Granada in Kansas City, which is of Spanish design.

The latest installation of sound equipment in Dallas has just been completed at the Columbia, suburban house in East Dallas.

Frank Starz, director of publicity for the Interstate Circuit, is in Houston and San Antonio on business. While in San Antonio Mr. Starz will look over the new Majestic there which is just being completed.

Mr. Karl Hoblitzelle, president of the Interstate Amusement Co., has been in New York for the past three weeks on business.

Indiana T. O. Involved In Suit Over Building

A CONTROVERSY between A. E. Schuffman, Newcastle, Ind., business man, and Walter E. Greene and John W. Lee, owners of a theatre located in the same building has resulted in the filing of a suit in circuit court. The theatre operators seek to have the building restored in as safe a condition as it originally was and demand $10,000 damages. The local fire chief has received a letter from the state fire marshal condemning the building.

The Tivoli, Mishawaka, Ind., has reopened under the regime of the Columbia Theatre Corp. Talking pictures will be featured.

In order to help meet movie competition, Charles Berkell, head of Berkell Players, stock company playing Indianapolis, Ind., at the English, has announced a reduction in prices of about 25 per cent.

S. R. Nicholson, who became affiliated with the management of Terre Haute's leading theatres when they were taken over by the Western Indiana Theatres Corp. a few years ago, has discontinued his connections as manager of the Liberty.

The new theatre, at Marion, Ind., will be known as "The Paramount." E. J. Miller, of Chicago, vice-president of Fitzpatrick & McElroy, controlling the theatre, recently expressed the hope that the opening could be held about July 1.

Articles of incorporation have been filed with the secretary of state in Indianapolis by the following firms:

Murray Theatre Corp., of Richmond, Ind., initial capital stock of 2,500 shares of no par value. Incorporators are Clarence W. Jessup, Frank J. Holland, Anna E. Jessup and Mae E. Holland.

Gary Tivoli Co., of Gary, Ind.; initial capital stock of $100,000. Incorporators are Charles N. Nau, James D. McHugh, and Edward M. Pripps.

Portland Theatre Realty Co., Portland, Ind.; an initial capital stock of 1,000 shares of no par value. Incorporators are John S. Hines, Ida R. Hines, Ralph Hines, Ruth Hines and Harold Hines.

Omaha, Neb., Manager Promoted By Publix

HARRY WATTS, for 18 years theatre manager in or near Omaha, has been named manager of Publix' Minnesota, in Minneapolis.

R. W. Thayer, who succeeds William A. Hartung as manager of the Omaha Orpheum, arrived last week from Syracuse, N. Y., where he has been stationed at a Schine house.

Ted Emerson, advertising manager of the Paramount, has been transferred to Des Moines to manage three Publix houses there.

EMPIRE FILM VAULTS INC.

MODERATE PRICE FILM STORAGE

1 to 10 Containers.....$ .75
11 to 50 " ..... .50
51 to 100 " ..... .40
Over 100 Containers.....$ .35
Cases per month, 20 to 25 reels..... 1.00

723 Seventh Avenue, N. Y. Bryant 2180-2181-2182

4,000-Seat Project In Akron Leased by W.B.

WARNER BROTHERS will lease the 4,000-seat theatre in Akron which will be part of the new $2,500,000 hotel and building to be built on West State St., according to announcement made by James A. Tuck of Chicago and Cleveland, supervising architect. Tuck has stated that the project has been completely financed and that no stock will be offered for sale. When completed this will be the largest theatre in Akron. Last month Loew opened a new 3,500-seat house. The new building will be 26 stories in height.

Herman Kornfeld, former exhibitor and father of Henry H. Lustig, died last Friday as a result of gas poisoning following the explosion of X-Ray films at the Cleveland Clinic.

Mrs. E. B. Yoerns, owner and manager of the Bedford, has installed Creatone sound reproducing device made by the Deca Disc Corporation of Waynesboro, Pa.

Publix Fitzpatrick and McElroy circuit will take over the Palace Theatre, Marion and the Palace Theatre Canton, on June 2nd. They were formerly operated by Messrs. Young and Wolf.

Dan Gutilla who formerly operated a theatre in Bellefontaine, has leased the Grand, Marion, for the past year run under a receivership.

The Stillman closes May 24th for the summer. This will permit many changes to be made.

Wonderphone, sound on disc reproducer made by the Sound Film Company of Cleveland, has been installed in the Opera House, Chardon, and the Dayton, Akron.

The Elk, Toledo, owned by Phil Zeller was bombed last week resulting in damages estimated at $15,000. The explosion occurred early in the morning and no one was hurt.

Iowa Conditions Better Because Of Roads

ED SMITH, head of the Allied States organization of theatremen of Iowa, states that in a 600 mile trip taken in northern Iowa last week that he found business conditions better for the theatre men. The roads have been improved. Never before in the history of the state have the graveled roads gone to pieces so completely in the spring. Many of the main highways were abandoned for weeks on account of impassable mudholes while board roads have been built in many places and for the first time. The one good thing that can be said is that the closing of main highways helps in the putting across of the paved road issue in Iowa.

In northwestern Iowa the fight for and against the Sunday movies is still being waged. At Lewis, Iowa the advocates of the Sunday movies received a temporary setback when a fire of unknown origin gutted the theatre and resulted in a $6,000 loss. Azel Ames, owner of the theatre, carried no insurance on the theatre, but he announced that the fight for the Sunday movies would be carried on and that he would open another theatre soon as the site for the new house had been decided upon.

At last they have Sunday movies at Eagle Grove, Bedford and Massens but the poor coeds at Ames, however unwillingly, still have to go on picnics in the good old North woods on the Sabbath," says Harlan Miller in "Over the Coffee Cups." Although the Sunday movies were voted in in the downtown theatres in Ames, at the theatre near Ames College campus the Sunday entertainment is still taboo.

H. E. Thoensen, office manager for Parrott Films for the past eight and a half years at the Des Moines office, is leaving here to go into film work in California. Mr. Thoensen left for Los Angeles accompanied by his family on May 18.

Paramount entertained last week G. W. Cecil of Bedford, A. C. Schuneman of Webster City.

Frazer, Iowa has new theatre manager in E. F. Henle who has bought the Opera House there.

Leo Moore of the Majestic and Ritz at Centerville was in at the office of M-G-M last week. He has put in sound equipment at the Ritz.

F. E. Robertson who has been an exhibitor at Lohrville and Churdan bought the Princess Theatre at Dexter last week.

RKO entertained a number of exhibitors last week including H. F. Waldorf of the Grand at Estherville, W. B. Frank of the Humota at Humboldt, W. P. Grossman of the Palace at Nevada, Frederick Wayt who recently took over the Strand at Newton and E. M. Fanton of the Fanton at Gilman.

W. J. Miller, Iowa theatre broker in a recent survey of conditions among theatre men in Iowa stated that business conditions looked better in Iowa but that the exhibitors in the towns of 2,000 and better were in a puzzling situation. The service cost on sound pictures was so high as to make the overhead exhorbitant.

Maxwell, Iowa, is opening up with a motion picture house. E. C. Hastings is putting it in.

For the past year secretary of the Des Moines Film Board, Leone Mathews who underwent an operation for the removal of a pair of tonsils, is back from the hospital.

Several changes in managers was made with the opening up of the Publix theatres in Des Moines under the new directors since A. H. Blank sold his remaining half interest in the houses of his larger chain to Publix. The new manager of the Capitol Theatre which reopened last week as the Paramount Theatre is Jack Roth, formerly manager of the Eastman Theatre, a Publix house at Rochester, N. Y. Jess Day who was displaced as manager of the Capitol where he has acted as manager for the past year is lining up for new work. Frank Gollener remains as assistant at the Capitol.

At the Garden Theatre, Des Moines the new manager is Ted Emerson, formerly director of publicity for the Riviera at Omaha which was recently rechristened the Paramount.

Mrs. Fay Graham, owner and manager of the Lyric at Valley Junction, has wired her theatre and is putting in the Movietone equipment. A recruit to the sound movies is Sam Elman of the Grand Theatre in East Des Moines.

Minn. Suit Ends After 10 Years Of Litigation

STOCKHOLDERS of the Miles Theatre Co., Minneapolis, Minn., have been given $250,000 in cash and the New Garrick Theatre is to revert to its former owners. This settlement ended nearly ten years of litigation.

M. L. Finkelstein, L. Rubin, William Hamm and Twin City Amusement Trust Estate were the defendants. Federal District court awarded the plaintiffs $582 000. The settlement made outside of court resulted in the payment of $250,000 and the giving of the theatre back to the plaintiffs.

J. F. Cubberley, Minneapolis field representative for the Finkelstein and Rubin theatre chain, announced the purchase of the Eltinge Theatre bldg., in Bismark, N. D., from E. A. Hughes Mr. Cubberley says that the F & R organization will spend $75,000 on this theatre this summer.

E. M. Arnold, owner of the Bijou, Harvey, N. D., plans to make the theatre one of the most modern in the state. The theatre is now being remodeled and redecorated. New seats and sound equipment will be installed.

This spring Litchfield, Minn., is to have a new theatre, if plans materialize. The house, which is to seat 500, will cost approximately $30,000.

A Pacent reproducer is to be installed at the Wonderland, Windom, Minn., according to Messrs. Redfield and Strout, owners of theatre.

Reports indicate that a theatre which will seat 1000 people is to be built in Stillwater, Minn.

Motion pictures will now be shown at Peterson, Minn. John B. Anderson has leased a building in that town and installed equipment.

The State, Caledonia, Minn., was formally opened last week with Photophone. Elmer Detars operates the house.

Hugo Bribo, of Mora, Minn., has leased the theatre at Bruno, Minn.

The Garrick, Hawley, Minn., has been leased to W. L. Lakie, manager of the Bijou, Barnesville, Minn. Willard Nelson has been placed in charge.

The recent election in Litchfield, Minn., gave the Sunday show enthusiasts something to make whoopee over. Returns stood 617 for the Sunday show against 392 against.

The Sunday show policy won out by a small margin of votes in Hutchinson, Minn., recently.

Situations Wanted

AT LIBERTY: Grade A theatre manager, with past record of successfully putting over theatre. Will accept salary or percentage proposition. Now located in New York City. Box 540, Motion Picture News, 729 7th Ave., New York City.

ORGANIST soloist, male. Ten years' experience Publix Keith - Orpheum. Complete library. Features. Modern. Organist, 32000-54th St., Des Moines, Ia.

YOUNG MAN, 32, desires to connect with organization making sound devices. Assistant to executive. Much business experience; some technical knowledge. Adapt easily. Box 500, Motion Picture News, New York City.

For Sale

FOR SALE: 850 high-class upholstered opera chairs. $1.75 per chair. Box 425, Motion Picture News, 729 7th Ave., New York City.

Skouras Leases Bldg. In St. Louis, Mo.

IN St. Louis financial and real estate circles it is reported that Skouras Brothers have successfully concluded negotiations for the 99-year lease of the Victoria Building, Eighth and Locust Streets.

Tentative plans for a 35-story building on the site have been prepared. Clarence E. Turley who manages the Ambassador and Missouri Theatre buildings for Skouras, is in charge of plans. Whether they will include a theatre has not been stated definitely.

Officials of Skouras Brothers Enterprises have declared that the present type of stage show now on display at the Ambassador and Missouri will be continued indefinitely.

Kennerly & Stiegemeyer, 1111 Title Guaranty Building, St. Louis, Mo., are preparing plans for an 850-seat theatre to be erected in Robinson, Ill., by the Robinson Realty & Investment Company.

Walter J. Grant, United States Referee in Bankruptcy in East St. Louis, Ill., has issued an order for the sale of the assets of the Arco Amusement Company, operators of the Lyric Theatre in East St. Louis.

The owners of the Strand, Laurel, Miss., which was destroyed by fire recently are considering rebuilding the structure immediately.

Dominic Fresena Theatres, Inc., of Taylorville, Ill., plans to expend $20,000 in interior alterations and improvements to their theatre in Springfield, Ill.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Katorga				
Krassin	Special Cast	Feb. 19	7000 feet	
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Prisoners of the Sea	Russian Cast	April 13		
Shanghai Document, A	Travelogue	Oct. 13	5000 feet	
Ten Days That Shook the World	Russian Cast	Nov. 2	7000 feet	
Three Comrades and One Invention	Russian Cast	Oct. 13	6000 feet	
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The				
Yellow Pass, The	Russian Cast	Dec. 8	6600 feet	

COLUMBIA
FEATURES

Title	Star	Rel. Date	Length	Reviewed
Apache, The	Alvarado-Livingston	Nov. 19	5818 feet	
*†§Bachelor Girl, The	Logan-Collier-Todd			
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (F. & D.) (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Driftwood	Alvarado-M. Day	Oct. 15	6267 feet	
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Father and Son				
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Nothing to Wear	Logan-Von Eltz	Nov. 5	5701 feet	
Object—Alimony	Wilson-Allan	Dec. 22	6266 feet	
Power of the Press	Fairbanks, Jr.,-Ralston	Oct. 31	6465 feet	
Quitter The	Lyon-Revier	April 1	5671 feet	
Restless Youth	M. Day-Forbes	Nov. 30	6085 feet	
Stool Pigeon	Borden-Delaney	Oct. 25	5792 feet	
Sideshown, The	Prevost-Graves	Dec. 11	5999 feet	May 18
*†Submarine (D)	Holt-Revier	Nov. 12	8192 feet	
	(Silent Version)	Nov. 12	8192 feet	Sept. 15
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
†§Flight	Holt-Graves			
*†§Flying Marine, The	Lyon-Mason-Robards			
*†§Road to Broadway, The				

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewep
*†§Columbia-Victor Gems	26 Subjects released twice a month		1 reel	
†§Talking Screen Snapshots	Released twice a month		1 reel	

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
All In Fun	Jerry Mandy	Oct. 21	1 reel	Oct. 27
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
America's Pride	Our World Today	Oct. 7	1 reel	Oct. 6
Auntie's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Battling Sisters	Lupino Lane	June 2	2 reels	
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Be My King	Lupino Lane	Dec. 9	2 reels	Nov. 10
Best Dressed Woman In World	Our World Today	Feb. 17	1 reel	Mar. 30
Bumping Along	Stone-Ruth	Nov. 18	1 reel	Nov. 3
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Come to Papa	"Big Boy"	Oct. 14	2 reels	Oct. 13
Companionate Service	Dorothy Devore	Oct. 7	2 reels	Oct. 6
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fisticuffs	Lupino Lane	Oct. 28	2 reels	Oct. 27
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Follow Teacher	"Big Boy"	Dec. 16	2 reels	Nov. 17
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Glorious Adventure	Hodge-Podge	Oct. 14	1 reel	Oct. 27
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	April 28	2 reels	Mar. 16
Hay Wire	Stone-Dale	Nov. 4	1 reel	Oct. 27
Heller Skelter	"Big Boy"	June 16	2 reels	
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	April 20
Hold That Monkey	Monty Collins	Nov. 11	2 reels	Oct. 27
Hot or Cold	Al St. John	Dec. 2	2 reels	Nov. 10
Hot Times	Al St. John	May 26	2 reels	May 11
Household Blues	Collins-Dent	June 2	1 reel	
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
In the Morning	Vernon Dent	Dec. 30	1 reel	Nov. 24
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Lucky Duck	Billy Dale	Oct. 7	1 reel	Sept. 15
Magic City	Our World Today	Nov. 11	1 reel	Nov. 3
Making Whoopee	Goodwin-Bradley	Oct. 28	2 reels	Oct. 13
Meandering Thru the Menagerie	Hodge-Podge	April 28	1 reel	
Misplaced Husbands	Dorothy Devore	Nov. 25	2 reels	Nov. 24
Moving Movie Show	Hodge-Podge	Mar. 31	1 reel	
Murder Will Out	Vernon Dent	Dec. 16	1 reel	Nov. 10
Only Her Husband	Jerry Drew	May 19	2 reels	May 18
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	
Passing Show of Perak, The	Our World Today	May 19	1 reel	
Patchwork of Pictures	Hodge-Podge	Nov. 18	1 reel	Nov. 24
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Permanent Wave Railroad	Our World Today	Dec. 9	1 reel	Dec. 1
Playful Papas	Jerry Mandy	Dec. 1	1 reel	Dec. 1
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Quiet Worker	Jerry Drew	Nov. 4	2 reels	Oct. 6
Richest Street in the World	Our World Today	April 21	1 reel	April 20
Rubbing It In	Al Alt	June 30	1 reel	
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Shifting Scenes	Hodge-Podge	Dec. 16	1 reel	Mar. 30
Skywayman, The	Reed Howes	Nov. 18	2 reels	Nov. 3
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Stage Frights	George Davis	Oct. 21	2 reels	Oct. 6
Studio Pests	Jerry Drew	June 30	2 reels	
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Day	Monty Collins	June 16	2 reels	
What a Piloo	Billy Dale	June 16	1 reel	
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	
Wives Don't Weaken	Drew-Bradley	Dec. 16	2 reels	Dec. 15

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad (F)	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The (F)	Gribbon-Clyde	April 7	2 reels	May 18
*†§Bride's Relations (F)	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues (F)	Johnny Burke	Mar. 10	2 reels	April 27
*†§Cold Shivers (F)	McKee-Hutton	May 19	2 reels	May 11
*†§Don't Be Nervous (F)	Lloyd Hamilton		2 reels	
*†§Eligible Mr. Bangs (F)	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute (F)	Lloyd Hamilton	May 5	2 reels	
*†§Lion's Roar (F)	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Old Barn (F)	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Ride on a Runaway Train	Hodge-Podge		1 reel	
*†§Right Bed, The (F)	E. E. Horton	April 14	2 reels	May 18
*†§Shipmates (F)	Lupino Lane	April 21	2 reels	May 11
*†§Trusting Wives (F)	E. E. Horton	June 23	2 reels	
*†§Whirls and Girls (F)	Gribbon-Clyde	Feb. 24	2 reels	Feb. 18
*†§Zip! Boom! Bang! (F)	McKee-Conlin-Glass	Mar. 17	2 reels	

FIRST NATIONAL

Title	Star	Rel. Date	Length	Reviewed
*†Adoration (D)	Billie Dove	Dec. 2	6381 feet	Jan. 19
*†§Barker, The (D)	Sills-Compson	Dec. 30	7800 feet	Dec. 15
California Mail	Ken Maynard	April 7		
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz (D)	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Companionate Marriage	Bronson-Walling	Oct. 21	6227 feet	
Crash, The	Sills-Todd	Oct. 7	6225 feet	
Dancing Vienna	Lyon-Mara	Jan. 13	5683 feet	
*†§Divine Lady, The (D)	Griffith-Warner	Mar. 31	9914 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
Do Your Duty	Charlie Murray	Oct. 14	6027 feet	
Glorious Trail	Ken Maynard	Oct. 28	5806 feet	
*†Haunted House (D)	Kent-Todd	Nov. 4	5755 feet	Dec. 22
*†§His Captive Woman (D)	Sills-Mackaill	April 7	7992 feet	April 6
	(Silent Version)	Feb. 3	7692 feet	Jan. 19
*†§Hot Stuff (D)	Alice White	May 5	6774 feet	May 18
	(Silent Version)	April 21	7466 feet	Mar. 9
*†§House of Horrors (D)	Todd-Hale-Fazenda	April 28		
	(Silent Version)	April 7	6700 feet	Sept. 22
Lawless Legion	Ken Maynard	Mar. 3	6109 feet	
*†§Lilac Time (D)	Moore-Cooper	Nov. 18	8490 feet	Mar. 24 '28
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	Billie Dove	April 7		
	(Silent Version)	Mar. 17		
*†Naughty Baby (D)	White-Mulhall	Dec. 16	6360 feet	Feb. 9
	(Silent Version)		6406 feet	
*†Outcast (D)	Griffith-Lowe	Nov. 11	6622 feet	Dec. 8
Phantom City	Ken Maynard	Dec. 23	5887 feet	
*†§Prisoners (D)	Corinne Griffith	May 19		
	(Silent Version)	May 5		
Royal Rider, The	Ken Maynard	May 5		
*†Saturday's Children (D)	Corinne Griffith	April 14	7950 feet	May 4
	(Silent Version)	Mar. 10	6727 feet	
*†Scarlet Seas (D)	Barthelmess-Compson	Dec. 9	6337 feet	Jan. 5
*†Seven Footprints to Satan (D)	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†§Squall, The (A. T.) (D)	Joyce-Loy	May 26	9629 feet	May 18
	(Silent Version)	May 12		
*†Synthetic Sin (D)	Colleen Moore	Jan. 6	6852 feet	Jan. 12
*†§Two Weeks Off (D)	Mackaill-Mulhall	May 12		
	(Silent Version)	April 28		
Ware Case, The	Special Cast	Nov. 25	6185 feet	
*†§Weary River (D)	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good (D)	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies (A. T.) (D)	Alice White			
*†§Careers (A. T.) (D)	Dove-Moreno-Myers			
*†§Careless Age, The (A. T.) (D)	Fairbanks Jr.-Myers-Young			
*†§Dark Streets (D)	Mulhall-Lee			
*†§Drag (D)	Barthelmess-A. Day			
*†§Fast Life (D)	Fairbanks Jr.-Young-Morris			
*†§Girl in the Glass Cage (D)	Young-Nye			
*†§Great Divide, The (D)	Mackaill-Keith-Loy			
*†§Hard to Get (A. T.) (D)	Mackaill-Burns			
*†§Lady Who Dared, The	Dove-Pidgeon-Todd			
*†§Lilies of the Field (D)	Corinne Griffith			
*†§Little Johnny Jones	Eddie Buzzell			
*†§Most Immoral Lady, A	Leatrice Joy			
*†§Smiling Irish Eyes (A. T.) (D)	Moore-Hall			
*†§Twin Beds (A. T.) (D)	Mulhall-Miller			
Wells Fargo Express	Ken Maynard			

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Blindfold	O'Brien-Moran	Dec. 9		
	(Silent Version)	Dec. 9	5598 feet	Jan. 5
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
*†Dry Martini	Astor-Moore	Oct. 7	7176 feet	Nov. 10
	(Silent Version)	Oct. 7	6828 feet	
*†Exalted Flapper	Carol-Norton	May 26		
*†Far Call, The	Morton-Hyams	April 28		
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†Great White North	Special Cast	Dec. 30	5560 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 24	5232 feet	April 27
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
Homesick	Sammy Cohen	Dec. 16	5153 feet	
*†§Hearts in Dixie (A. T.)	Fetchit-Muse	Mar. 10	6650 feet	Mar. 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	May 5		
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28	10116 feet	Sept. 22
*†§Mother Machree	Bennett-McLaglen	Oct. 21	6807 feet	Mar. 17 '28
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
*†§Masked Emotions	George O'Brien	May 19		
*†Me Gangster	Terry-Collyer	Oct. 14	6042 feet	Oct. 27
*†§Not Quite Decent	Collyer-Dresser	April 7	6 reels	May 4
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	May 4
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
*†Prep and Pep	Rollins-Drexel	Nov. 18	6806 feet	Jan. 5
*†Protection	Elliott-Phillips	May 12		
*†Romance of the Underworld	Astor-Boles	Nov. 11	6162 feet	Jan. 12
*†Riley the Cop	McDonald-Drexel	Nov. 25	6132 feet	Dec. 8
	(Silent Version)	Nov. 25	5993 feet	
*†Red Dance	Del Rio-Farrell	Dec. 2	9250 feet	June 30
*†Red Wine	Collyer-Nagel	Dec. 23	6194 feet	
*†Sunrise	O'Brien-Gaynor	Nov. 4	8393 feet	Oct. 14
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
	(Silent Version)		5526 feet	
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
Taking a Chance	Rex-Bell	Nov. 18	4876 feet	
*†Trent's Last Case	Griffith-Day	Mar. 31		
*†§Thru Different Eyes (A. T.)	Baxter-Lowe	April 14	4991 feet	April 20
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant The (A. T.)	Paul Muni	May 19	5537 feet	May 18
*†Veiled Woman, The	Tora-Vincenti	April 14		
*†Woman from Hell, The	Astor-Armstrong	April 21		

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
*†Black Magic	Dunn-Holland	June 2		
*†Chasing Through Europe	Stuart-Carol	June 9		
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
*†§Fox Follies	Special Cast			
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost in the Arctic	Special Cast			
†One Woman Idea, The	LaRocque-M. Day	June 16		
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
Protection	Burgess-Elliott-Page			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Azure Coast, The	Variety	May 26	1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9	1 reel	
Bonnie Scotland	Variety	July 21	1 reel	
Call of the Deep	Variety	July 7	1 reel	
Cup of Coffee, A	Variety	June 23	1 reel	
Changing Seasons	Variety	June 9	1 reel	
Desert Skyscrapers	Variety	Nov. 25	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Down The Mississippi	Variety	Aug 4	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Glories of the Evening	Variety	Nov. 11	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 17	1 reel	
Low Necker	Marjorie Beebe	Dec. 18	2 reels	Jan. 14
Magic Sands	Variety	May 12	1 reel	
Monument Valley	Variety	Nov. 25	1 reel	
Neapolitan Days	Variety	Sept. 2	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Northwest Corner, The	Variety	Oct. 14	1 reel	
Snowbound	Variety	Aug. 19	1 reel	
Spanish Craftsman	Variety	Sept. 30	1 reel	
Squadrons of the Sky	Variety	April 13	1 reel	
Steeplechase	Variety	Oct. 14	1 reel	
Storied Palestine	Variety	Dec. 23	1 reel	
Through Forest Aisles	Variety	Sept. 16	1 reel	
Vest Pocket Republics	Variety	April 28	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Belle of Samoa, The (A. T. (F)	Moran-Clark & McCullough		2 reels	
*†§Beneath the Law (A. T. (F)	Clark & McCullough		2 reels	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
*†§Forget-Me-Note (F)			3 reels	
*†§Friendship (A. T.) (F)	Gallagher-Edeson		2 reels	
*†§Furnace Trouble (A. T.) (F)	Robert Benchley		2 reels	
*†§George Bernard Shaw	Interview			June 30
*†§Ghosts	Mutt & Jeff Cartoon		1 reel	
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Happy Birthday (A. T.) (F)				
*†§In Holland (A. T.) (F)	Clark & McCullough		2 reels	
*†§Interview, The	Clark-McCullough			
*†§Knife, The (A. T.) (F)	Lionel Atwill			
*†§Knights Out (A. T.) (F)	Clark & McCullough		2 reels	
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The (A. T.) (F)	Clark & McCullough		2 reels	
†§Miller & Farrell (F)	3 Songs			
†§Mind Your Business (F)	Herbert & Bard		2 reels	
*†§Music Fiends, The (A. T.) (F)	Clark & McCullough		2 reels	
*†§Napoleon's Barber (A. T.) (F)	Otto Matieson		3 reels	
*†§Nightie Knights	Clark-McCullough		2 reels	
†§Old Tunes for New (F)	Dr. Sigmund Spaeth			
*†§On the Beach at Atlantic City (F)	Friedland & Revue			
*†§Pagliacci—Prologue (F)	Richard Bonelli		1 reel	
†§Royal Hawaiian Singers (F)	Song Program			
*†§Schubert's Serenade (F)				
*†§Serenade (Schubert)	Harold Murray			Sept. 8
†§Sound Your A (F)			3 reels	
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§Stewed, Fried and Boiled (A. T.) (F)	Robert Benchley		2 reels	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Waltzing Around (A. T. (F)	Clark & McCullough		2 reels	
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8
†§Why Be Serious? (F)	Will Mahoney			

GENERAL PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelor Club, The	Talmadge-Worth			
Heroic Lover, The	St. Leo-Bedford			
Wild Heart of Africa	Special Cast	(Parthenon Pictures)		

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Head of the Family, The	Russell-Corbin	Dec.	6250 feet	
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†Baby Cyclone (D)	Cody-Pringle	Nov. 3	5053 feet	
*†Brotherly Love (D)	Dane-Arthur	Oct. 13	6053 feet	
Bushranger, The	Tim McCoy	Nov. 17	5220 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7880 feet	
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 16
China Bound	Dane-Arthur	May 18	6 reels	April 20
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
Desert Rider	Tim McCoy	May 11		
Dream of Love	Crawford-Asther	Dec. 1	7987 feet	Jan. 5
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	April 20
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Honeymoon	Flash-Moran	Dec. 29	4823 feet	
Lady of Chance	Norma Shearer	Dec. 22	7126 feet	Jan. 26
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
*†§Man's Man, A	Haines-Dunn	May 25		
Masks of the Devil	John Gilbert	Nov. 17	6575 feet	Dec. 1
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Napoleon	Special Cast	Oct. 27	6893 feet	Feb. 16
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Shadows of the Night	Flash-Gray	Oct. 6	5448 feet	
*†Show People	Davies-Haines	Oct. 20	7453 feet	Nov. 17
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Sioux Blood	McCoy-Frazer	April 20	4811 feet	
Spies	Special Cast	Dec. 8	7999 feet	Mar. 9
*†§Spite Marriage	Buster Keaton	April 6	7047 feet	
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†§Where East Is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
*†Wind, The (D)	Gish-Hanson	Oct. 27	6721 feet	Nov. 17
*†§White Shadows in the South Seas	Blue-Torres	Nov. 10	7968 feet	Aug. 18
West of Zanzibar	Chaney-Nolan	Nov. 24	6150 feet	Jan. 5
*†Woman of Affairs (D)	Garbo-Gilbert	Dec. 15	8319 feet	Nov. 3
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
All Parts	Charley Chase	Oct. 27	2 reels	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Assorted Babies	Ufa Oddities	Nov. 5	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Booster, The	(Silent Version) Roach Stars			
Boy Friend	Roach Stars	Nov. 10	2 reels	Dec. 1
Brown Gold	Ufa Oddities	July 6	1 reel	
Call of the Cuckoo	Max Davidson	Oct. 15	2 reels	
Chasing Husbands	Charley Chase	Dec. 22	2 reels	
Deals In Babies	Ufa Oddities	Aug. 3	1 reel	
Do Gentlemen Snore?	Roach Stars	Oct. 13	2 reels	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Early to Bed	Laurel-Hardy	Oct. 6	2 reels	Nov. 3
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Feed 'Em and Weep	Roach Stars	Dec. 8	2 reels	
Foundations of Gold	Ufa Oddities	May 11	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Habeas Corpus	Laurel-Hardy	Dec. 1	2 reels	Jan. 12
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Kisses Comes High	Ufa Oddities	Dec. 8	1 reel	
Lacquer and Pearls	All Star Cast	May 25	2 reels	
Leader, The	Ufa Oddities	April 27	1 reel	
Liberty (Silent Version)	Laurel-Hardy	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Little Mother	"Our Gang"	June 1	2 reels	
Lonely Lapland	Ufa Oddities	Nov. 10	1 reel	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Madame Du Barry		Nov. 17	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
Movie Night	Charley Chase	May 11	2 reels	
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
Noisy Noises (Silent Version)	"Our Gang"	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
Ol' Gray Hoss (Silent Version)	"Our Gang"	Oct. 20	2 reels	July 28
Oriental Motoring	Ufa Oddities	July 20	1 reel	
Outlandish Manners	Ufa Oddities	June 8	1 reel	
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding, A	Ufa Oddities	April 13	1 reel	
Savage Customs	Ufa Oddities	Nov. 24	1 reel	
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
Strange Prayers	Ufa Oddities	Dec. 22	1 reel	
That's My Wife (Silent Version)	Laurel-Hardy	Mar. 23	2 reels	
Thin Twins	Charley Chase	April 13	2 reels	
Thundering Toupees	All Star Cast	May 25	2 reels	
Tiny Housekeepers	Ufa Oddities	June 22	1 reel	
Two Tars	Laurel-Hardy	Nov. 3	2 reels	Dec. 8
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
*†We Faw Down	Laurel-Hardy	Dec. 29	2 reels	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
Wiggle Your Ears (Silent)Version	"Our Gang"	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	
Wives for Sale	Ufa Oddities	Oct. 27	1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13	1 reel	Nov. 3

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
*†§College Days (A. T.)	Starr-Nugent-Montgomery			
Deadline, The	Flash-Lorraine-Gray			
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Eva the Fifth (A. T.)	Love-Hackett-Doran			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Gob, The (A. T.)	Haines-Page			
*†§Green Ghost, The	Young-Torrence-Sebastian			
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (A. T.) (D)	Nagel-Love-Hyams			
Jungle	Joan Crawford			
*†§Last of Mrs. Cheney (A. T.)	Norma Shearer			
*†§Madame X (A. T.)	Ruth Chatterton		8806 feet	April 20
*†§Marianna (A. T.)	Davies-Shaw			
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			May 4
*†§Redemption	Gilbert-Nagel-Adoree			
*†§Revue of Revues (A. T.)	King-Love-Haines-Crawford			
Single Standard, The	Flash-Gray-Lorraine			
Single Standard, The (Silent Version)	Flash-Gray-Lorraine			
*†§Thunder	Chaney-Haver			
*†§Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
*§†Big Squawk, The (A. T.)	Charley Chase		2 reels	
Bob Nelson (F)	3 Songs	Mar. 16	1 reel	
Bob Nelson (D)	3 Songs	June 29	824 feet	
*†Booster, The	Charley Chase	Nov. 24	2 reels	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (A. T.) (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Duci de Kerekjarto (D)	2 Violin Solos	Feb. 23	1 reel	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi & Nat Ayer (F)	2 Songs	Nov. 24	1 reel	
Elsa Ersi and Nat Ayers (F)	2 Songs	Mar. 23	1 reel	
Ella Shields (F)	2 Songs	Oct. 27	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Frances White (F)	3 Songs	Nov. 17	1 reel	
Fuzzy Knight (F)	2 Songs	Oct. 13	1 reel	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (F)	2 Songs	Oct. 27	1 reel	
George Dewey Washington (F)	2 Songs	Nov. 17	1 reel	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Dewey Washington (D)	3 Songs	Mar. 23	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gordon and Squires (D)	3 Songs	Mar. 2	1 reel	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Irving Aaronson's Commanders (D)	3 Band Nos	June 1	793 feet	
Jan Garber's Band (D)	3 Band Nos	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Jimtown Speakeasy (F)	Miller & Lyles	Nov. 10	1 reel	
Johnny Marvin (F)	2 Songs	Sept. 29	1 reel	
Johnny Marvin (F)	2 Songs	Nov. 3	1 reel	
JosephRegan (F)	2 Songs	Oct. 13	1 reel	
Joseph Regan (F)	2 Songs	Nov. 3	1 reel	
Keller Sisters and Lynch (D)	3 Songs	Mar. 30	1 reel	
Leo Beers (F)	3 Songs	Oct. 6	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
Locust Sisters (F)	2 Songs	Oct. 6	1 reel	
*†§Madame Q (A. T.)	Jocelyn Lee		2 reels	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Sept. 29	1 reel	
Marion Harris (F)	2 Songs	Oct. 20	1 reel	
Marion Harris (F)	2 Songs	Nov. 17	1 reel	
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Mayor of Jimtown The (F)	Miller & Lyles	Oct. 13	1 reel	
Metro Movietone Revue No. 1 (F)	All-star Cast	Nov. 3	(T. color) 2 reels	
Metro Movietone Revue No. 2 (F)	All-star Cast	Nov. 24	(T. color) 2 reels	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Metro Movietone Revue No. 4	All Star Cast	April 27	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
*†Noisy Noises	"Our Gang"	Feb. 9	2 reels	
Odette Myrtil (F)	2 Songs	Oct. 20	1 reel	
*†Ol' Gray Hoss	"Our Gang"	Oct. 20	2 reels	Oct. 13
On the March (F)	William O'Neal	April 27	1696 feet	
Ponce Susters (F)	2 Songs	Oct. 20	1 reel	
Ponce Sisters (F)	2 Songs	Nov. 10	1 reel	
*†§Popular People (A. T.)	Charley Chase		2 reels	
Revellers, The (D)	3 Songs	Mar. 2	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels (F)	8 Victor Artists	Mar. 9	1 reel	April 13
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
*†School Begins	"Our Gang"	Nov. 17	2 reels	Sept. 29
Ship Ahoy (D)	Spitalny Band Revue	April 20	2042 feet	
*†§Small Talk (A. T.)	"Our Gang"		2 reels	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
*†Spanking Age	"Our Gang"	Dec. 15	2 reels	
Spitalny and His Orchestra (D)	Band Nos. and Revue	Mar. 16	2 reels	
Stepping Along (D)	Sunshine Sammy	Mar. 30	1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Tita Ruffo (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
*†§Unaccustomed As We Are (A. T.)	Laurel-Hardy	May 4	2 reels	
Van and Schenck (F)	2 Songs	Sept. 29	1 reel	
Van and Schenck (F)	2 Songs	Oct. 27	1 reel	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (F)	2 Songs	Mar. 9	1 reels	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 3
Vincent Lopez (D)	Piano and Orchestra	Feb. 16	1 reel	
Vincent Lopez (D)	Piano Solos	Nov. 10	1 reel	
*†§Vodeville (A. T.)	Laurel-Hardy		2 reels	
Walt Roesner & Capitolians (F)	2 Band Nos	Oct. 6	1 reel	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
William O'Neal (D)	3 Songs	Feb. 23	1 reel	
*†Wrong Again	Laurel-Hardy	Feb. 23	2 reels	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

Title	Star	Rel. Date	Length	Reviewed
Avalanche	Jack Holt	Nov. 10	6099 feet	
*†§Abie's Irish Rose (D)	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
(Silent Version)		Jan. 5	10187 feet	Jan. 12
*†Betrayal, The	Jannings-Ralston-Cooper	May 11	6492 feet	May 11
(Silent Version)		May 11	6614 feet	
*†Behind the German Lines (D)	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
(Silent Version)		Feb. 18	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
(Silent Version)		Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Chinatown Nights (A. T.) (F)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
(Silent Version)		Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Dangerous Woman, A (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23
*†§Doctor's Secret, The (A. T.) (F)	Edeson-Chatterton	Jan. 26	5832 feet	Feb. 9
(No Silent Version)				
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton	Mar. 9	5354 feet	Mar. 9
(No Silent Version)				
*†§Gentlemen of the Press (A. T. (F)	Walter Huston	May 4	7167 feet	May 18
(No Silent Version)				
His Private Life	Menjou-Carver	Nov. 7	4690 feet	Nov. 17
*†§Hole in the Wall (A. T.) (D)	Colbert-Robinson	Mar. 23	5850 feet	April 20
(Silent Version)				
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
Hunting Tower	Harry Lauder	Nov. 3	5812 feet	
*†§Innocents of Paris, The (A.T.) (F)	Maurice Chevalier	May 25		April 20
*†§Interference (A. T.) (F)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
(Silent Version)		Jan. 5	6643 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels	April 13	5886 feet	Mar. 16
(Silent Version)				
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Moran of the Marines	Dix-Elder	Oct. 13	5444 feet	Nov. 3
*†§Manhattan Cocktail	Arlen-Carroll	Nov. 24	6051 feet	Jan. 12
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Dix-Kane-Hall	April 20	7256 feet	April 27
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
(Silent Version)		Feb. 23	7402 feet	Dec. 1
*†§Sins of the Fathers	Jannings-Chatterton	Dec. 29	7845 feet	Feb. 2
(Silent Version)		Dec. 9	7724 feet	
*†§Shopworn Angel, The (D)	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
(Silent Version)		Jan. 12	7112 feet	
Someone to Love	Rogers-Brian	Dec. 1	6323 feet	Dec. 8
Sunset Pass	Holt-Conklin	Feb. 9	5862 feet	
Take Me Home	Daniels-Hamilton	Oct. 13	5614 feet	Oct. 27
Three Week Ends	Bow-Hamilton	Dec. 8	5962 feet	Dec. 15
*†§Tong War (A. T.) (See Chinatown Nights)				
*†§Varsity (D)	Rogers-Brian-Conklin	Oct. 27	6348 feet	Nov. 3
(Silent Version)		Oct. 27	6063 feet	
*†Wedding March, The (D)	Von Stroheim-Wray	Oct. 6	10659 feet	Oct. 20
*†Woman from Moscow, The	Negri-Kerry	Nov. 3	6916 feet	Nov. 10
What a Night	Daniels-Hamilton	Dec. 22	5378 feet	Jan. 5
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
(Silent Version)			6036 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
(Silent Version)		Jan. 5	12267 feet	Aug. 26 '27

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Beaches and Scream	Krazy Kat Cartoon	Oct. 27	1 reel	
Believe It or Not (Christie)	Frances Lee	Nov. 24	2 reels	
Call Again	E. E. Horton	Oct. 20	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27	2 reels	
Flying Yeast	Krazy Kat Cartoon	Feb. 6	1 reel	
Footlight Fannie (Christie)	Frances Lee	Feb. 19	2 reels	
Footloose Wimmin (Christie)	Bobby Vernon	Dec. 8	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gobs of Love (Christie)	Billy Dooley	Dec. 15	2 reels	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hat Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Home Girl, The	Gilmore-Kruger	Dec. 1	2 reels	
Hot Sparks (Christie)	Bobby Vernon	Nov. 3	2 reels	
Joint Affair, A	Krazy Kat Cartoon	Mar. 16	1 reel	
Ko-Ko's Act	Inkwell Cartoon	Dec. 15	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
KoKo Beats Time	Inkwell Cartoon	Feb. 9	1 reel	
Ko-Ko's Courtship	Inkwell Cartoon	Dec. 29	1 reel	
KoKo's Crib	Inkwell Cartoon	Mar. 23	1 reel	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
KoKo's Hot Ink	Inkwell Cartoon	Mar. 9	1 reel	
Ko-Ko In the Rough	Inkwell Cartoon	Nov. 3	1 reel	
KoKo's Knock-down	Inkwell Cartoon	April 20	1 reel	
Ko-Ko's Magic	Inkwell Cartoon	Nov. 17	1 reel	
Ko-Ko on the Track	Inkwell Cartoon	Dec. 1	1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6	1 reel	
KoKo's Reward	Inkwell Cartoon	Feb. 23	1 reel	
KoKo's Saxophonies	Inkwell Cartoon	April 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lay On, MacDuff (Christie)	Jack Duffy	Nov. 17	2 reels	
Liar Bird, The	Krazy Kat Cartoon	Nov. 24	1 reel	
Lone Shark, The	Krazy Kat Cartoon	April 13	1 reel	
Loose Change (Christie)	Jack Duffy	Oct. 6	2 reels	
Love Spats	Jack Duffy	April 27	2 reels	
Nicked Nags	Krazy Kat Cartoon	Nov. 10	1 reel	
Nifty Numbers (Christie)	Frances Lee	Dec. 29	2 reels	
Night Howls	Krazy Kat Cartoon	Dec. 22	1 reel	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13	2 reels	
Reduced Weights	Krazy Kat Cartoon	Feb. 2	1 reel	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
Sheepskinned	Krazy Kat Cartoon	Mar. 30	1 reel	
She-Going Sailor, A (Christie)	Billy Dooley	Nov. 10	2 reels	
Should Scotchmen Marry? (Christie)	Jack Duffy	Dec. 22	2 reels	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Still Waters	Krazy Kat Cartoon	Dec. 3	1 reel	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Torrid Toreadors	Krazy Kat Cartoon	April 7	1 reel	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Vanishing Screams	Krazy Kat Cartoons	Mar. 2	1 reel	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§After Seben (A. T.) (F)	James Barton	May 18	2 reels	
*†§Apartment Hunting (A. T.) (F)	Special Cast	Mar. 9	2 reels	
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb.2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston (No Silent Version)	Feb. 23	1911 feet	
*†§Booklovers (tentative) (A. T.)	Special Cast	June 15	2 reels	
*†§Boyhood Days (F)	Borrah Minnevitch (No Silent Version)	Jan. 26	1510 feet	
*†§Blue Songs (D)	Ruth Etting (No Silent Version)	Jan. 5	1 reel	Mar. 2
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
†§Crooning Melodies (A. T.) (F)	Glersdorf Sisters	Mar. 16	1 reel	
*†Daisy Bell (D)	Song Cartoon	June 1	1 reel	
*†§Dear Teacher (A. T.) (F)	Special Cast	May 4	2 reels	
*†§Dear Vivian (Christie A. T.) (F)	Special Cast	June 22	2 reels	
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
†§Favorite Melosies (A. T.) (F)	Ruth Etting	Mar. 16	1 reel	
*†§Florida Nightmare, A (A. T. (F)	Special Cast	June 15	1 reel	
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
*†§Her Husband's Woman (A. T.)	Wilson-Ford			
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§His College Chums (A. T. (F)	Eddie Peabody	April 13	1 reel	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorough Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 reels	
*†§Just One Word (A. T.) (D)	Special Cast (No Silent Version)	Jan. 26	615 feet	
*†§Kisses (A. T.) (F)	Special Cast	Feb. 9	2 reels	
*†§Knights in Venice (A. T.) (F)	Special Cast	Mar. 23	1 reel	
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 teels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†Mother Pin a Rose on Me	Song Cartoon	July 6	1 reel	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
Off in the Silly Night (Christie A .T.) (F)	Special Cast	June 8	2 reels	May 11
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor (No Silent Version)	Feb. 23	2 reels	
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†§Schubert's Friends (D)	Famous Composer Series	April 27	1 reel	
*†§Schubert's Inspiration (D)	Famous Composer Series	Mar. 30	1 reel	
*†§Schubert's Masterpiece (D)	Famous Composer Series	May 18	1 reel	
*†§Schubert's Songs (D)	Famous Composer Series	Feb. 23	1 reel	
*†§Schubert's Unfinished Symphony (D)	Famous Composer Series	June 29	1 reel	
*†Sidewalks of New York (D)	Novelty	Feb. 2	1 reel	
*†§Sleeping Porch, The (A. T.)	Raymond Griffith			
*†§That Party in Person (D)	Eddie Cantor (No Silent Version)	Jan. 5	805 feet	
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Americans (A. T.) (F)	Walter Huston	June 1	2 reels	
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§Vital Subjetcs (A. T.) (F)	Butterworth	June 8	1 reel	
*†§What Is It? (A. T. (D)	Elinor Glyn	Feb. 16	1 reel	
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	
*†Yankee Doodle Boy, A (D)	Song Cartoon	Mar. 2	1 reel	
*†Ye Olde Melodies (D)	Song Cartoon	May 4	1 reel	
*†§Ziegfeld Midnite Frolic (A. T.) (F)	Eddie Cantor	May 4	2 reels	Mar. 0

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Backstage Blues (A. T.)	Moran & Mack			
*†§Burlesque	Carroll-Skelly			
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Concert, The (A. T.)	Menjou-Compton			
*†§Dangerous Curves (A. T.)	Bow-Arlen			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†Four Feathers	Wray-Arlen-Beery			April 20
*†§Gay Lady, The	Gertrude Lawrence			
*†§Glorifying the American Girl	Mary Eaton			
*†§Greene Murder Case The (A. T.)	Powell-Eldridge-Arthur			
*†Grounds for Divorce	Adolphe Menjou			
*†§Illusion (A. T.)	Rogers-Carroll-Collyer			
*†§Insidious Dr. Fu Manchu (A. T.)	Warner Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Man I Love, The (A. T. (F)	Arlen-Brian (No Silent Version)	May 25	7 reels	April 27
*†§Man Must Fight, A	Rogers-Brian-Arthur (No Silent Version)	June 29		
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			
*†§Mysterious Dr. Fu Manchu	O'land-Arthur			
*†§Pointed Heels (A. T.)	Powell-Ralston-Kane			
*†§Rainbow Man, The (A. T.)	Dowling-Nixon-Darro			
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder Mystery The (A. T.) (F)	Eldridge-Oland-Conklin (No Silent Version)	June 1	6500 feet	May 4
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 15		
*†§T N T	Harold Lloyd			
*†§Wheel of Life, The (A. T.) (F)	Dix-Ralston-Heggie	June 22		
*†§Woman Trap, The	Morris-Brent-Huston			
*†§Youth (A. T.)	Hersholt-Wray			

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FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Annapolis (F)	Brown-Loff	Dec. 2	7957 feet	
	(Silent Version)	Nov. 18	7008 feet	
Border Patrol, The	Harry Carey	Dec. 23	4598 feet	
*†Captain Swagger (F)	La Rocque-Carol	Nov. 18	6124 feet	Dec. 29
	(Silent Version)	Oct. 14	6312 feet	
Celebrity	Armstrong-Basquette	Oct. 7	6145 feet	Aug. 11
Flying Buckaroo, The	Wally Wales	Nov. 25	4751 feet	
Forbidden Love	Lily Damita	Oct. 28	6787 feet	Jan. 19
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 18
*†§Geraldine (F)	Quillan-Nixon	Jan. 20	5959 feet	Mar. 9
	(Silent Version)	Jan. 20	5587 feet	
*†§Godless Girl, The (F)	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)	Mar. 31	9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§King of Kings, The	Warner-Logan	Sept. 30	10259 feet	
	(Silent Version)	Sept. 30	10196 feet	Apr. 29 '27
*†§Leatherneck, The (F & D)	William Boyd	Mar. 24	6965 feet	April 13
	(Silent Version)	Mar. 24	6898 feet	
Love Over Night	La Rocque-Loff	Nov. 25	5737 feet	
*†§Marked Money (F)	Junior Coghlan	Dec. 5	5490 feet	
	(Silent Version)	Nov. 11	5506 feet	
*†§Mother's Boy (D & F)	Morton Downey (No Silent Version)	May 12	7423 feet	May 1
*†Ned McCobb's Daughter (F)	Irene Rich	Jan. 12	6015 feet	Feb. 9
	(Silent Version)	Dec. 2	6070 feet	
*†§Noisy Neighbors	Quillan-Vaughan	Jan. 27	5998 feet	
	(Silent Version)	Jan. 27,	5735 feet	
*†§Office Scandal (F)	Phyllis Haver	Mar. 3	6511 feet	
	(Silent Version)	Mar. 3	6511 feet	
*†§Sal of Singapore (F)	Haver-Hale	Jan. 4	6349 feet	
	(Silent Version)	Nov. 4	6988 feet	Aug. 22
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Show Folks (F)	Quillan-Basquette	Dec. 16	6566 feet	Dec. 15
	(Silent Version)	Oct. 21	6581 feet	
*†§Shady Lady, The (F)	Phyllis Haver (Silent Version)	Jan. 20	5808 feet	Mar. 30
		Jan. 20	6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Spieler, The (F)	Hale-Adoree	Dec. 30	5600 feet	Mar. 2
	(Silent Version)	Dec. 30	5816 feet	Oct. 20
*†§Square Shoulders (F)	Junior Coghlan	Mar. 31	5438 feet	
	(Silent Version)	Mar. 31	5477 feet	April 6
*†§Strange Cargo (A. T.) (F)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
	Silent Version)	Mar. 31,	6134 feet	
Yellow Contraband	Leo Maloney	Oct. 28	5937 feet	Oct. 2

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 10	2 reels	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Ball Park, The	"Aesop Fable"	May 19	1 reel	May 11
Bargain Hunt, The	Jackson-Hiatt-McKee	Oct. 14	2 reels	Oct.
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Game	"Aesop Fables"	Oct. 21	1 reel	Oct. 27
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel.	Date	Length	Reviewed
Break of Day, The	"Aesop Fables"	Jan.	27	1 reel	
Burglar, The	Jackson-Hiatt-McKee	Dec.	9	2 reels	
Button My Back	Billy Bevan	Feb.	24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb.	3	2 reels	
Camping Out	Donald Haines	Dec.	16	2 reels	Dec. 22
Campus Vamp, The	Sennett Girls	Nov.	25	2 reels	Nov. 24
Caught in the Draft	"Aesop Fables"	Nov.	11	1 reel	Dec. 1
Circus Time	Donald Haines	Feb.	10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar.	3	1 reel	
Clunked on the Corner	Johnny Burke	Jan.	6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"			1 reel	Mar. 30
Cure or Kill	"Aesop Fables"	Oct.	7	1 reel	Oct. 6
Cycle of Erosion, The	Educational Film	Jan.	20	1 reel	
Day Off, A	"Aesop Fables"	Dec.	9	1 reel	Dec. 1
Defensive Ends, The	Football Sense	Oct.	28	1 reel	Oct. 27
Defensive Half Backs, The	Football Sense	Oct.	7	1 reel	Sept. 29
Defensive Line, The	Football Sense	Oct.	21	1 reel	Oct. 20
Dogging It	Sportlight	Mar.	17	1 reel	
Don't Get Jealous	Bevan-Dent			2 reels	May 11
Eagle of the Night (Serial)	Frank Clarke	Oct.	14	10 episodes	Oct. 6
Fair Catch, The	Football Sense	Oct.	14	1 reel	Oct. 27
Fire Detective, The (Serial)		Mar.	3	10 episodes	
Fish Day	"Aesop Fables"	May	26	1 reel	May 18
Fish and Feathers	Sportlight	May	26	1 reel	May 18
Fishing Fool, The	"Aesop Fables"	Dec.	2	1 reel	Dec. 8
Fight Game, The	"Aesop Fables"	April	28	1 reel	May 4
Flying Hoofs	"Aesop Fables"	Dec.	23	1 reel	Dec. 15
Foolish Husbands	Bevan-Dent	Mar.	17	2 reels	Mar. 16
Forest People of Central Africa	Educational Film	Jan.	20	1 reel	
Girls Will Be Boys	Sportlight	Feb.	17	1 reel	Feb. 9
Getting Together	Sportlight	Oct.	28	1 reel	Oct. 20
Glaciers	Educational Film	Feb.	10	1 reel	
Grandma's House	"Aesop Fables"	Feb.	24	1 reel	Feb. 16
Great Ice Age of North America	Educational Film	Mar.	24	1 reel	
Gridiron Demons	"Aesop Fables"	Oct.	28	1 reel	Oct. 27
Head Hunters of Solomon Islands	Educational Film	Feb.	3	1 reel	
His New Stenographer	Billy Bevan	Dec.	30	2 reels	
Hubby's Latest Alibi	Billy Bevan	Nov.	4	2 reels	Nov. 17
Hubby's Week-End Trip	Bevan-Dent	Dec.	2	2 reels	Dec. 8
Jim Jam Janitor, A	Johnny Burke	Nov.	11	2 reels	Nov. 3
Knowing the Ropes	Rice Sportlight	Jan.	6	1 reel	Jan. 12
Lad and His Lamp, A	"Aesop Fables"	Mar.	10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar.	3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan.	6	1 reel	Jan. 5
Laundry Man, The	"Aesop Fables"	Nov.	4	1 reel	Nov. 17
Little Game Hunter, The	"Aesop Fables"	May	5	1 reel	May 4
Matchmaking Mamas	Burke-Ellers-Kemp	Mar.	31	2 reels	Mar. 30
Masai, The	Educational Film	Jan.	6	1 reel	
Mild or Mighty	Sportlight	Feb.	3	1 reel	
Monkey Love	"Aesop Fables"	Oct.	14	1 reel	Oct. 27
Muscle Marvels	Sportlight	Oct.	14	1 reel	Oct. 13
Night Watchman's Mistake, The	Johnny Burke	April	23	2 reels	April 27
No Children	Haines-Coombs	Mar.	10	2 reels	
No Picnic	Haines-Coombs-Dempsey	Oct.	7	2 reels	Sept. 29
No Sale	Haines-Coombs	Nov.	18	2 reels	
No Vacation	Haines-Coombs	Jan.	13	2 reels	
On the Links	"Aesop Fables"	Nov.	25	1 reel	Dec. 1
Pink Pajamas	Bevan-Dent			2 reels	April 13
Players at Play	Sportlight	Jan.	20	1 reel	Feb. 2
Polar Flight, A	"Aesop Fables"	Nov.	18	1 reel	Nov. 10
Queen Bee, The	"Aesop Fables"	Feb.	17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May	12	10 episodes	
Rodeo, The	Star Cast	Mar.	24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar.	3	1 reel	
Smith Catalina Rowboat Race	Jackson-Hiatt-McKee	Oct.	21	2 reels	Oct. 13
Snapping the Whip	"Aesop Fables"	Jan.	20	1 reel	Jan. 19
Spartan Diet	"Aesop Fables"	Nov.	11	1 reel	Dec. 8
Sweet Adeline	"Aesop Fables"	Feb.	3	1 reel	Jan. 26
Targets	Sportlight	Nov.	25	1 reel	
Taxi Beauties	Jack Cooper	Dec.	23	2 reels	
Taxi Dolls	Jack Cooper			2 reels	April 13
Taxi Scandal, A	Jack Cooper	Oct.	28	2 reels	Oct. 27
Taxi Spooks	Jack Cooper	Feb.	17	2 reels	
Tiger's Shadow, The	McConnell-Allan	Dec.	23	10 episodes	
Tomato Omelette	Haines-Combs	May	5	2 reels	May 11
Under Dog, The	"Aesop Fables"	Mar.	31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan.	27	2 reels	
Water Wonders	Sportlight	April	21	1 reel	April 20
Watch My Smoke	Haines-Coombs	April	7	2 reels	Mar. 30
Water Cure	"Aesop Fables"			1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan.	13	1 reel	Jan. 12
Wooden Money	"Aesop Fables"	Feb.	10	1 reel	Feb. 2
Young Hopefuls	Sportlight	April	28	1 reel	May 11

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's (A. T.) (D & F)	LeMaire-Simon	Mar. 24	2 reels	Mar
*†§Black Narcissus	"Buck & Bubbles"			
*†§Crystal Champion	Sportlight	May 5	1 reel	April 27
*†§Custard Pie	"Aesop Fables"	May 26	1 reel	
*†§Dancing Around (A. T.) (D & F)	LeMaire-Phillips		2 reels	April 13
*†Dinner Time (D & F)	"Aesop Fable"		1 reel	
*†Faithful Pup (D & F)	"Aesop Fables"		1 reel	
*†§Fowl Play	"Buck & Bubbles"			
*†§Garden of Eatin' (A. T.) (D & F)	The Gleasons			
*†§Go Easy, Doctor (A. T.) (D & F)	LeMaire-Simon		2 reels	May 11
*†§Her New Chauffeur (A. T.) (D&F)	Simon-Teasdale		2 reels	
*†§Lincoln (Special reel) (A. T.) (D & F)	George Billings	Feb. 10	1 reel	Feb 2
*†§Pathe Audio Review	Released Every Week		1 reel	
*†§Pathe Sound News	Released Twice Every Week		1 reel	
*†§Plumbers Are Coming (A. T.) (D & F)	LeMaire-Simon		2 reels	
*†§Pressing His Suit (D & F)	Topical Tri)s		1 reel	May 11
*†Presto Changes (D & F)	"Aesop Fables"		1 reel	
*†Skating Hounds (D & F)	"Aesop Fables"	April 28	1 reel	April 27
*§Stage Struck (D & F)	"Aesop Fables"		1 reel	
Three Acts	Sportlight		1 reel	
*†§What a Day (A. T.) (D & F)	Simon-Mallory		2 reels	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Joe College	Quillan Loff O'Neill			
*†§Flying Fool, The (A. T.) (D & F)	Boyd-Prevost-Gleason		5715 feet	
*†§For Two Cents (A. T.)	Robert Armstrong			
*†§High Voltage (A. T.) (D & F)	Boyd-Prevost-Hale			
*†§My Lady's Man (A. T.) (D & F)	Downey Laueforc			
*†§Paris Bound	Harding-Fenton			
*†§Sailor's Holiday (A. T.)	Alan Hale			

RKO
FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steele	April 7	5081 feet	
Avenging Rider	Tom Tyler	Oct. 7	4808 feet	
Big Diamond Robbery	Tom Mix	May 13	6114 feet	
*†§Blockade	Anna Q. Nilsson	Dec. 16	6408 feet	
*†§Circus Kid	Darro-Brown	Oct. 7	6085 feet	
	(Silent Version)			Sept. 22
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter, The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Headin' for Danger	Bob Steele	Dec. 16	5265 feet	
Hardboiled	O'Neil-Tashman	Fen. 3	5940 feet	
Hey Rube!	Olmsted-Trevor	Dec. 23	6262 feet	
His Last Haul	T. Moore-Owen	Nov. 11	5797 feet	
Idaho Red	Tom Tyler	April 21	4783 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
King Cowboy	Tom Mix	Nov. 26	6269 feet	
Lightning Speed	Bob Steele	Oct. 21	4647 feet	
Little Savage	Buzz Barton	May19	4781 feet	
Love in the Desert	Borden-Trevor	Mar 17		
Orphan of the Sage	Buzz Barton	Dec 23	4923 feet	
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Rough Ridin' Red	Buzz Barton	Nov. 4	4714 feet	
Red Sword	Nixon-Collier Jr.	Feb. 17		
Sally's Shoulders	Lois Wilson	Oct. 7	6279 feet	
Singapore Mutiny	Taylor-Ince	Oct. 14	6812 feet	Oct. 13
Sinners in Love	Olive Borden	Nov. 4	6310 feet	Oct. 20
Son of the Golden West	Tom Mix	Oct. 1	6037 feet	Sept. 29
Stolen Love	M. Day-O. Moore	Dec. 2	6223 feet	
*†§Taxi 13	Conklin-Sleeper	Nov. 18	5760 feet	
Tracked	Ranger	Nov. 4	4957 feet	
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Tropic Madness	Leatrice Joy	Dec. 9	6217 feet	
Tyrant of Red Gulch	Tom Tyler	Nov. 25	4823 feet	
Woman I Love	Morris-Kerry	May 26		
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Actualities	Curiosities	Jan. 30	1 reel	
Almost a Gentleman	Al Cooke	June 25	2 reels	
Beef Steaks	Hellum-Davis	Dec. 30	2 reels	
Big Hearted Toots	Duncan-Hill	Feb. 3	2 reels	
Birds and Beasts	Curiosities	Feb. 13	1 reel	
Casper's Night Out	Duncan-Hill	Mar. 3	2 reels	
Casper's Week-End	Hill-Duncan	Dec. 9	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Curiosities No. 2	Novelty	Oct. 10	1 reel	
Curiosities No. 3	Novelty	Oct. 24	1 reel	
Curiosities No. 4	Novelty		1 reel	
Curiosities No. 5	Novelty		1 reel	
Curiosities No. 6	Novelty	Dec. 5	1 reel	
Curiosities No. 7	Novelty	Dec. 19	1 reel	
Don't Say Ain't	Hill-Duncan	July 21	2 reels	
Faces	Curiosities	April 24	1 reel	
Follies of Fashion	Curiosities	May 21	2 reels	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Here and There	Curiosities	May 7	1 reel	
His Wife's Secret	Hill-Duncan	May 26	2 reels	
Honey Balks	Hellum-Davis	Dec. 2	2 reels	
Horsefeathers	Barney Hellum	Dec. 9	2 reels	Sept. 29
Horse on Barney, A	Hellum-Davis	April 21	2 reels	
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Just a Stall	Hellum-Davis	May 19	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Big Game Hunt	Mickey Yule	Dec. 23	2 reels	
Mickey's Brown Derby	Mickey Yule	May 12	2 reels	
Mickey's Explorers	Mickey Yule	Feb. 17	2 reels	
Mickey's Great Idea	Mickey Yule	Jan. 30	2 reels	
Mickey's Initiation	Mickey Yule	July 7	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Last Chance	Mickey Yule	Apr. 14	2 reel	
Mickey's Menagerie	Mickey Yule	Mar. 17	2 reels	
Mickey's Northwest Mounted	Mickey Yule	June 9	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Mickey the Detective	Mickey Yule	Oct. 28	2 reels	
Mild But She Satisfies	Alberta-Vaughn	Oct. 14	2 reels	
Neigh, Neigh, Spark Plug	Barney Hellum	Mar. 24	2 reels	
Novelties	Curiosities	Feb. 27	1 reel	
Odds and Ends	Curiosities	June 4	1 reel	
*†§Odd Facts	Curiosities	April 10	1 reel	
Okmnx	Barney Hellum	Oct. 7	2 reels	
Orienta	Curiosities	Mar. 13	1 reel	
Pace That Thrills, The	Hellum-Davis	June 16	2 reels	
Pot Pourri	Curiosities	Jan. 17	1 reel	
Kummin' Thru the Rye	Barney Hellum	Jan. 27	2 reels	
Seeing's Believing	Curiosities	Jan. 2	1 reel	
Six Best Fellows	Alberta Vaughn	Oct. 27	2 reels	
Slide, Sparky, Slide	Hellum-Davis	July 14	2 reels	
Smile, Buttercup, Smile	Duncan-Hill	Jan. 6	2 reels	
Sparerib Reforms	Hill-Duncan	April 28	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
Sunshine's Dark Moment	Barney Hellum	Feb. 24	2 reels	
That Wild Irish Pose	Alberta Vaughn	Oct. 24	2 reels	
Toots' Big Idea	Duncan-Hill	Mar. 31	2 reels	
Watch Your Pep	Alberta Vaughn	Oct. 7	2 reels	
What a Wife	Duncan-Hill	Oct. 14	2 reels	
Who's the Boss?	Hill-Duncan	June 23	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Headwork (A. T.)				
*†§Your Own Home Town (A. T.)	Russ Brown			

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Companionate	Olive Borden			
*†§Forty-Ninth Street	3 Moore Bros.			
Laughing at Death	Bob Steele	June 2		
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Daniels-Boles			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			

RAYART (S. R.)
FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anne Against the World	Mason-Mower	April 15		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel.	Date	Length	Reviewed
Black Pearl, The	Lee-Hallor	Jan.	1	5261 feet	
Brothers	Keefe-Bedford	Feb.	1	6092 feet	
City of Purple Dreams	Bedford-Frazer	Oct.	1	5937 feet	
Devil's Chaplain, The	Keefe-Faire	Mar.	15	5451 feet	
Isle of Lost Men	Tam Santschi	Oct.		5800 feet	
Shanghai Rose	Irene Rich	Mar.	1	6539 feet	
Ships of the Night	Logan-Rankin-Sojin	Dec.	15	5940 feet	
*†§Should a Girl Marry? (D)	Foster-Keith	Nov.	1	6525 feet	
Sisters of Eve	Anita Stewart	Sept.	15	5675 feet	
Some Mother's Boy	Carr-Ralston-Robards	Feb.	15	5901 feet	
Sweet Sixteen	Foster-Olmstead	Dec.		5991 feet	
Two Sisters	Dana-Lease	April	1		
When Dreams Come True	Costello-Lease	Jan.	15	6242 feet	

FILMTONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Overture of 1812 (Tschaikowsky) (D)	Filmtone Harmonies	Nov. 1	400 feet	
Val and Ernie Stanton (D)	Songs	Nov. 1	400 feet	
At the Night Club (D)	G. Read & Shaw's Hawaiians	Nov. 1	400 feet	
Dancing Colleens (D)	Tap Dancers	Nov. 1	400 feet	
Radio Franks, The (D)	Songs	Nov. 1	400 feet	

STATE RIGHTS

FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
About Trial Marriage	Corliss Palmer	Circle Pict.	Oct. 15		
Appassionata	Leon Mathot	Franco Film	April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp.		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod.		5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5600 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Muriat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict.			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Linda	Baxter-Foster-Beery	First Division		6775 feet	
Livingston in Africa	English Cast	Amer.-Anglo		5799 feet	
Lookout Girl, The	Jacqueline Logan	Quality Dist.	Nov.	6413 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mother of Mine	Special Cast	Zakoro	Oct.	7200 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry?	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.		5573 feet	Sept. 15
On the Divide	Bob Custer	Syndicate	Oct. 15	4657 feet	
Orchid Dancer, The	Cortez-Lagrange	Franco Film	April 15	7200 feet	
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Oct.	6100 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Scarlet Youth	Corliss Palmer	Circle Pict.	Oct.		
Shanghai Document	Russian Cast		Oct. 13	5000 feet	
Shiraz	Hindu Cast	Amer.-Anglo		8065 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Sorrme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
Ten Days That Shook the World	Russian Cast	Amkino	Nov. 2	7815 feet	Nov. 24
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Three Comrades and One Invention	Russian Cast	Amkino	Oct. 13	6000 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Ameranglo		7300 feet	
Untamed Justice	Faire-Glass	Biltmore		5770 feet	
U-Boat 9	Foreign Cast	Jofa Prod.		6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European	7 reels	
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield	5200 feet	
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone		
Dancer of His Majesty, The	Special Cast	Amkino	7000 feet	
Duty to be Silent	Maria Albana	Aff. European	6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer		
Full Dressed Thieves	Nils Asther	Aff. European	7 reels	
German Underworld	Special Cast	Aff. European	7 reels	
§Great Power, The	Special Cast	Bell Tone		
Great Unknown, The	John Loder	Aff. European	6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern		
Her Viennese Lover	Asther-Nolan	Aff. European	6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield		
Just Off Broadway	Keith-Christy	Chesterfield		
Milak of the Snowlands	Special Cast	Ufa-Eastern		
Our Daily Bread	Mary Nolan	Aff. European	7 reels	
Poet and Czar	Special Cast	Amkino	8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial		
	(Silent Version)	Imperial		
*†§Rainbow Man, The (A. T.)	Eddie Dowling	Sono-Art Prod.		
Two Days	Special Cast	Amkino	6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European		
Verdun	Special Cast	Richmount		
Vera Mlezewa (tentative)	Derussa	Aff. European	7 reels	
Water The	M. Chekhov	Amkino	7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern	6714 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Asleep at the Switch (A.T.) (D)	Roseland	Mar. 15	1 reel	
*†§At the Photographers (A. T.) (F)	Harry Delf	Elbee	2 reels	
*†§Club Alabam (A. T.) (F)	Abbie Mitchell	Intl. Dist. Corp.	1 reel	
*†Clyde Doerr & His Saxophone Sextet (F)	Jazz Nos.	Intl. Dist. Corp.	1 reel	
*†§Friend Husband (A. T.)	Burr	2 reels		
*†Galloping Gaucho	Mickey Mouse Cartoon	Disney Cartoon Feb. 1	1 reel	
*†§Hoak (A. T.) (F)	Frawley & Smith	Inctl. Dist. Corp.	1 reel	
*†§Join the Party (A. T.) (D)	Roseland	Mar. 1	1 reel	
*†§Little Friends of All the World (F)	Junior Dunkan	Bray	Dec.	1 reel	
	(Silent Version)	Bray	Dec.	1 reel	
*†§Marionettes, The No. 1 (F)	Novelty	Intl. Dist. Corp.		1 reel	
*†§Marionettes, The No. 2 (F)	Novelty	Intl. Dist. Corp.		1 reel	
*†§Meal Hound, The (A. T.) (F)	The Nugents	Intl. Dist. Corp.		1 reel	
*†§Meet the Family (A. T.) (F)	Harry Delf	Elbee		2 reels	
*†§Miser, The (A. T.) (F)	Bransy Williams	Intl. Dist. Corp.		1 reel	
*†§Monkey Squawks (A. T.)	Burr	2 reels			
*†Opry House	Mickey Mouse Cartoon	Disney Cartoon May		1 reel	
*†§Party, The (D)	Safrus			1 reel	
*†Plane Crazy	Mickey Mouse Cartoon	Disney Cartoon. Mar.		1 reel	
*†§Radio Franks & Four Bachelors (F)	Song Program	Intl. Dist. Corp.		1 reel	
*†§Signed, Sealed and Delivered (A. T.)	Burr	2 reels			
*†Steamboat Willie	Mickey Mouse Cartoon	Disney Cartoon. Jan.		1 reel	
*†§This and That (D)	Safrus			1 reel	
*†§Ticket Please (D)	Safrus			1 reel	
*†Trip to the Zoo, A (F)	Animal Cast	Intl. Dist. Corp.		1 reel	
*†§Varieties (D)	Safrus			1 reel	
*†§Vaudeville (D)	Safrus			1 reel	
*†§When the Clock Struck 12 (A. T.) (F)	Welch-Malcomb	Intl. Dist. Corp.		1 reel	

SILENT SHORTS

Title	Star	Rel. Date	Length	Reviewed
Aladdin Bonzo	Bonzo Cartoon	Roseland	Jan. 15	1 reel	
Bonzolina	Bonzo Cartoon	Roseland	Jan. 1	1 reel	
Booster Bonzo	Bonzo Cartoon	Roseland	Mar. 15	1 reel	
Detective Bonzo	Bonzo Cartoon	Roseland	Mar. 1	1 reel	
Down Hawaii Way	Color Novelty	Castle	Jan. 1	1 reel	
Fatal Warning, The (Serial)	H. Costello-Graves	Mascot		10 episodes	
Flaming Canyons	Color Novelty	Castle	Feb. 1	1 reel	
Kids and Pets	Color Novelty	Castle	Mar. 15	1 reel	
Love's Witchcraft	Ufa Short	Ufa-Eastern	Feb. 1	1 reel	
Nature's Tiny Tragedies	Ufa Short	Ufa-Eastern	Jan. 15	1 reel	
Peculiar Households	Ufa Short	Ufa Eastern	Jan. 1	1 reel	
Polo Bonzo	Bonzo Cartoon	Roseland	Feb. 1	1 reel	
Salt Water Millinery	Ufa Short	Ufa-Eastern	Mar. 15	1 reel	
Sixty Minutes from B'way	Color Novelty	Castle	Jan. 15	1 reel	
Spook Bonzo	Bonzo Cartoon	Roseland	Feb. 15	1 reel	
Sunshine	Color Novelty	Castle	Mar. 1	1 reel	
Tally-Ho	Ufa Short	Ufa-Eastern	Mar. 1	1 reel	
Trailing the Western Sun	Color Novelty	Castle	Feb. 15	1 reel	
We Parents	Ufa Short	Ufa-Eastern	Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
*†§Cavalier, The (F & D)	Bedford-R. Talmadge	Nov. 1	6775 feet	Oct. 27
	(Silent Version)			K
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
Floating College, The	O'Neill-Collier, Jr.	Nov. 10	5477 feet	
Gun Runner, The	Cortez-Lane	Nov. 20	5516 feet	
*†§Lucky Boy (F & D)	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
	(Silent Version)			
Man in Hobbles, The	Lee-Harron	Dec. 20	5957 feet	
*†§Marriage By Contract (F & D)	Miller-Gray	Dec. 1	7780 feet	Oct. 20
	(Silent Version)			
*†§Molly and Me (F & D)	Brown-Bennett-Vaughn	April	8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past (F & D)	Bennett-Brown	April 1		
	(Silent Version)			
*†§My Lady's Past	Bennett-Brown	April 1		
Naughty Duchess, The	Warner-Southern	Oct. 10	5271 feet	
Power of Silence, The	Belle Bennett	Oct. 20	5554 feet	
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation (F & D)	Keane-Standing			
	(Silent Version)			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Toilers, The (F & D)	Ralston-Fairbanks Jr.	Oct. 1	7256 feet	Oct. 20
	(Silent Version)			
Tropical Nights	Miller-McGregor	Dec. 10	5449 feet	
*†§Whispering Winds (F & D)	Southern-McGregor	May 1		
	(Silent Version)			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
*†§Festival of Bagdad, A	Color Symphony		1 reel	
Gold	Color Classic		1 reel	
*†§Hawaiian Love Call, The	Color Symphony	Dec. 15	1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	
*†§In a Persian Market	Color Symphony	Oct. 1	1 reel	Nov. 17
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	
Little Vagabond	Color Classic	Feb. 1	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Lover's Paradise	Color Classic	Jan. 15	1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
*†§Toy Shop, The	Color Symphony	Nov. 1	1 reel	
Twinkle Toes	Color Classic	Mar. 1	1 reel	
†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream (F & D)	Cortez-Windsor	June 1		
	Silent Version)			
Miracle, The	Southern-Pidgeon			
*†§New Orleans (F & D)	Cortez-Bennett	June 20		
	(Silent Version)			K
*†§Two Men and a Maid F & D	Collier Jr.-Bennett	June 15		
	(Silent Version)			
†§Zeppelin (F & D)	Claire Windsor			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Awakening, The (D)	Banky-Baron	Nov. 17	7972 feet	Jan. 12
*†Battle of the Sexes (D)	Bennett-Hersholt-Haver	Oct. 13	8180 feet	Oct. 20
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April 12		Mar. 23
	(No Silent Version)			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†§Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†§Lummox (A. T.) (D)	Westover-Collier Jr.			
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	
*†Revenge (D)	Dolores Del Rio	Nov. 3	6541 feet	Dec. 15
*†Woman Disputed (D)	Talmadge-Roland	Oct. 29	8041 feet	Nov. 17

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§City Lights (D)	Charlie Chaplin			
*†Evangeline (D)	Del Rio-Drew			
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Locked Door, The (A. T.)	Boyd-Stanwyck-La Rocque			
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§She Goes to War (F)	Boardman-Rubens-Holland	June 22		
	(Silent Version)	June 22		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This is Heaven (D)	Banky-Hall	June 22	7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Dec. 16	4179 feet	
Body Punch, The	Daugherty-Faire	Oct. 28	4786 feet	
*†§Broadway (A. T.)	Tryon-Brent-Kennedy			
	(Silent Version)	Mar. 3	5729 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The (F)	Special Cast	April 17		
	(Silent Version)	April 7		
Clearing the Trail	Gibson-Gulliver	Oct. 7	5311 feet	
*†§Clear the Decks (F)	Reginald Denny	Mar. 3	5740 feet	
	(Silent Version)		5792 feet	
*†§Cohens and Kelleys In Atlantic City, The (F)	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across (D & F)	Basquette-Howes	April 28		
Crimson Canyon, The	Ted Wells	Dec. 16	4179 feet	
Danger Rider, The	Hoot Gibson	Nov. 18	5357 feet	Dec. 22
Eyes of the Underworld	William Cody	April 28	4208 feet	
Freedom of the Press	Stone-Keith-M. Day	Oct. 28	6474 feet	Oct. 20
Gate Crasher, The	Glenn Tryon	Dec. 9	5597 feet	
*†§Girl on the Barge, The (F)	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
*†§Give and Take	Sidney-Hersholt	Dec. 23	7089 feet	Dec. 29
	(Silent Version)	Dec. 23	6552 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
Hero of the Circus	Special Cast	Dec. 2	5606 feet	
Honeymoon Flats	Lewis-Gulliver	Dec. 30	6057 feet	
How to Handle Women	Tryon-Nixon	Oct. 14	5591 feet	July 14
*†§It Can't Be Done (F)	Tryon-Carol	Mar. 24	6090 feet	
Jazz Mad	Hersholt-Nixon-Lewis	Nov. 11	6832 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
Lariat Kid, The	Hoot Gibson	May 19		
*†§Last Warning, The (F)	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome (F)	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
Man Disturber, The	Reginald Denny	May 19		
*†Man, Woman and Wife (F)	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
*†§Melody of Love (A. T.)	Pidgeon-Harris,Winton	Dec. 2	6733 feet	Oct. 27
Michigan Kid	Nagel-Adoree	Oct. 21	6030 feet	July 7
One Rainy Night	Laura La Plante	Dec. 9		
Phyllis of the Follies	M. Moore-A. Day	Nov. 25	5907 feet	
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
Price of Fear, The	Cody-Thompson	Oct. 28	4230 feet	
*†§Red Hot Speed (F)	Denny-Day	Jan. 27	6621 feet	Feb. 26
	(Silent Version)	Jan. 27	6621 feet	
Red Lips	Nixon-Rogers	Dec. 2	6957 feet	
*†§Scandal (D & F)	Laura LaPlante	April 21	6475 feet	April 27
	(Silent Version)	April 21		
*†§Shakedown, The (F)	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
*†§That Blonde	Laura La Plante	May 5		
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18	4616 feet	
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	
Wolves of the City		Dec. 2		
*†§You Can't Buy Love (D & F) (A. T.)	Hersholt-Crawford-Chase	May 26		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All for Geraldine	Sid Saylor	Dec. 5	2 reels	Nov. 17
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
Alpine Antics	Oswald Cartoon	April 1	1 reel	
And Morning Came	Young-La Salle	Dec. 19	2 reels	
At the Front	Arthur Lake	Feb. 25	1 reel	Feb. 18
Beyond the Smoke	Edmund Cobb	Mar. 23	2 reels	Feb. 23
Bookworm Hero	Lewis-Gulliver-Phillips	Dec. 17	2 reels	
Boundary Battle, The	Edmund Cobb	Nov. 17	2 reels	Oct. 27
Buster's Spooks	Trimble and Dogs	July 3	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Bull-oney	Oswald Cartoon	Nov. 28	1 reel	Sept. 29
Calford in the Movies	Lewis-Gulliver-Phillips	Oct. 15	2 reels	Oct. 6
Calford on Horseback	Lewis-Gulliver-Phillips	Dec. 10	2 reels	Dec. 1
Chaperones	LaSalle-Young	June 5	2 reels	May 11
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Cleaning Up	Arthur Lake		1 reel	April 27
Clean Sweep, A	Bob Chandler	Dec. 1	2 reels	Nov. 24
Close Shaves	Sid Saylor	May 22	2 reels	April 27
Come on, Horace	Arthur Lake	Oct. 8	2 reels	
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	Oct. 13
*†§Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
	(Silent Version)	May 27	2 reels	
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Cut-ups	Sid Saylor	Aug. 14	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Daring Chances	Jack Hoxie	Dec. 15	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Dead Game	Art Acord	Oct. 7	2 reels	
Dear Old Calford	Lewis-Gulliver-Phillips	Nov. 26	2 reels	
Death's Head	Bob Curwood	Dec. 8	2 reels	Dec. 15
Delivering the Goods	Trimble-Hardwick and Dog	May 29	2 reels	April 27
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Early to Wed	Young-LaSalle	July 10	2 reels	
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Farmyard Follies	Oswald Cartoon	Dec. 24	1 reel	
Fiery Fireman, The	Oswald Cartoon	Oct. 15	1 reel	
Fighting Forester, The	Edmund Cobb	Oct. 20	2 reels	
Fighting for Victory	Lewis-Gulliver-Phillips	Nov. 12	2 reels	Oct. 27
Fighting Tenderfoot, A	Bob Chandler	Dec. 29	2 reels	
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
	(Silent Version)	April 29	1 reel	
Fish Stories	Young-La Salle	Nov. 21	2 reels	Oct. 20
Fly Cops	Sid Saylor	July 17	2 reels	
Footprints	Laemmle Novelty	Nov. 19	1 reel	Oct. 27
Fun in the Clouds	Arthur Lake	Nov. 5	1 reel	Oct. 20
Getting Buster's Goat	Trimble and Dog	July 24	2 reels	
Good Skates	Young-La Salle	Aug. 28	2 reels	
Half Holiday, A	Laemmle Novelty		1 reel	May 18
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
*†Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
	(Silent Version)	Mar. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	2 reels	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Horse Tail, A	Oswald Cartoon	Dec. 10	1 reel	
Hot Puppies	Sid Saylor	June 19	2 reels	
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	
Just Monkeys	Laemmle Novelty	Mar. 11	2 reels	Feb. 9
Just the Type	Young-LaSalle	July 31	2 reels	
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
Kidnapped	Bob Curwood	Mar. 16	2 reels	Feb. 9
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
	(Silent Version)	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Look Pleasant	Sid Saylor	Oct. 10	2 reels	
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
	(Silent Version)	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Mystery Rider, the (Serial)	Desmond-Perdue	Nov. 26	10 episodes	
Newlyweds' Angel Child, The	Snookums-Perdus-Egan	July 10	2 reels	
Newlyweds Camping Out, The	Snookums-Perdue-Egan	June 12	2 reels	May 11
Newlyweds' Court Trouble	Snookums-Perdue-Egan	Oct. 31	2 reels	Sept. 29
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	May 11
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	Dec. 28
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26	2 reels	Dec. 1
Newlyweds' Pests, The	Snookums-Perdue-Egan	Aug. 7	2 reels	
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Nght Watch, The	Arthur Lake		1 reel	Mar. 30
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Paddling Co-Eds	Lewis-Gulliver-Phillips	Oct. 29	2 reels	Oct. 27
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	Oct. 13
Phantom Riders		Feb. 16	2 reels	
Playing False	Bob Curwood	June 15	2 reels	May 11
Private Business	Sid Saylor	April 24	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Red Warning	Jack Hoxie	Nov. 1	2 reels	
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	May 11
	(Silent Version)	April 15	2 reels	
Rocks and Saddles	Oswald Cartoon	Nov. 12	1 reel	Oct. 20
Romeo of the Range	Bob Curwood	Oct. 6	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Saps and Saddles	Bob Chandler	Oct. 27	2 reels	Oct. 18
Secret Outlaw, The	Bob Curwood	Nov. 10	2 reels	Oct. 6
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
	(Silent Version)	Feb. 18	1 reel	
Sleeping Through	Arthur Lake	Dec. 31	1 reel	Dec. 8
Society Circus	Arthur Lake	June 17	1 reel	
South Pole Flight, A	Oswald Cartoon	Nov. 26	1 reel	Dec. 1
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	May 4
	(Silent Version)	May 13	1 reel	
*†Steamboat Willie	Oswald Cartoon		1 reel	
Stop Barking	Trimble and Dog	Aug. 21	2 reels	
*†Stripes and Stars	Oswald Cartoon	May 27	1 reel	May 11
	(Silent Version)	May 27	1 reel	
*†Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
	(Silent Version)	Mar. 18	1 reel	
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	Oct. 20
Television George	Sid Saylor	Feb. 27	2 reels	May 11
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	Mar. 16
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Two-Gun Morgan		Feb. 28	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	Dec. 8
Wax Figures	Laemmle Novelty	Oct. 22	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
*†§Wicked West	Oswald Cartoon		1 reel	May 11
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Woman's Man, A	Arthur Lake	Dec. 3	1 reel	Nov. 17
Wooden Soldier, The	Laemmle Novelty	Dec. 17	1 reel	Dec. 1
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 5

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain in the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Born to the Sad le	Ted Wells		4126 feet	
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§College Love (D & F) (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence (D & F)	La Plante-Hamilton			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
*†§Harmony Lane (D & F)	Leonard-Dunn			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day (D & F)	Reginald Denny	June 2		
	(Silent Version)	May 26		
Hoofbeats of Vegence	Rex-Perrin	June 16	4525 feet	
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
*†§Love Trap, The (D & F)	Laura LaPlante			
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night (D & F)	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat (D & F)	La Plante-J. Schildkraut		13 reels	April 20
*†§Under the Southern Cross	Special Cast		6500 feet	April 27
	(Silent Version)			Jan. 26
Wagon Master, The	Ken Maynard			May 18
Watch My Speed	Reginald Denny			
Winged Horseman, The	Gibson-Elder	June 23	5767 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club (A. T.) (F)	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§Love Birds	Pat Rooney and Family		2 reels	
*†§On Guard (A. T.) (F)	Lewis-Gulliver-Phillips		2 reels	May 11
*†§Rivals, The	Lewis-Gulliver-Phillips		2 reels	May 11
*†§Three Brox Sisters	Songs	Jan. 14	1 reel	Mar. 8
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

Title	Star	Rel. Date	Length	Reviewed
*†§Beware of Bachelors (D)	Audrey Ferris	Oct. 27	5778 feet	
	(Silent Version)	Dec. 1	5278 feet	
*†§Conquest (A. T.) (D)	Blue-Warner-Wilson	Dec. 22	6729 feet	Feb. 16
	(Silent Version)	Jan. 19	4706 feet	
†§Desert Song, The (D)	Boles-King	May 11	11034 feet	April 20
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
§From Headquarters (D)	Monte Blue	April 27	6323 feet	
	(Silent Version)	June 6		
§Frozen River (D)	Rin-Tin-Tin	April 20	5483 feet	
	(Silent Version)	May 26		
*§Glad Rag Doll, The (D)	Dolores Costello	May 4	6885 feet	
	(Silent Version)	June 8		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30	5610 feet	
	(Silent Version)	May 4	4875 feet	
*†§Home Towners, The (A. T.) (D)	Bennett-Kenyon-Brockwell	Nov. 3	8693 feet	Oct. 27
	(Silent Version)	Dec. 15	4841 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27	4885 feet	
*†§Land of the Silver Fox (D)	Rin-Tin-Tin-Nye-Hyams	Oct. 13	5179 feet	
	(Silent Version)	Nov. 10	5079 feet	
*†§Little Wild Cat, The (D)	Ferris-Hall-Dawson	Dec. 8	5644 feet	Jan. 29
	(Silent Version)	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Midnight Taxi, The (D)	Moreno-Costello	Sept. 1	5729 feet	Nov. 24
	(Silent Version)	Oct. 6	5057 feet	
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
*†§My Man (D)	Fanny Brice	Dec. 15	9247 feet	Jan. 5
	(Silent Version)	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	April 6	5558 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	Silent Version)	April 20	4797 feet	
*†§On Trial (A. T.) (D)	Frederick-Lytell	Dec. 1	8290 feet	Nov. 3
	(Silent Version)	Dec. 29	5455 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	Silent Version)	April 14	5236 feet	
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool, The (D)	Jolson-Bronson-Dunn	Sept. 29	9551 feet	Sept. 29
	(Silent Version)	April 13	7444 feet	
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6011 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	Silent Version)	April 13	5658 feet	
*†§Terror, The (A. T.) (D)	McAvoy-Horton	Sept. 8	7654 feet	Aug. 25
	(Silent Version)	Oct. 20	5443 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T. (D)	Thomas Meighan			May 18
*†§Gamblers, The	Wilson-Warner-Robards	June 9		
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 8
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.) (D)	Sophie Tucker			
*†§Hottentot, The (A. T.)	Horton-Miller		7 reels	April 2
†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien	June 15	9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda			
*†§Sap, The (D)	E. E. Horton			
*†§Time, the Place and the Girl The (D)	Olmsted-Withers-Kirkwood		6 reels	May 1
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS (D)

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Beau Night	El Brendel			
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Painter	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Family Affair, A	Arthur Byron			
Family Ford, The	Jim and Marion Harkins			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulis & Clark			
In Spain	Phil Baker		1 reel	May 11
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview		Mar. 16	
Meet the Wife	Frank Orth & Co.			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros.		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Typical Types	Bobby Folsom			
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†§Kitty (D & F)	Brody-Stuart			
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Whirl of Life, The	Lerch-George		7000 feet	
Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman in White, The	Blanche Sweet		7 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Apaches of Paris	Dina Gralla		8 reels	
Berlin After Dark	Special Cast		7 reels	
Doctor's Women, The	Miles Mander		7 reels	
Prince and the Dancer, The	Dina Gralla		8 reels	
Whirl of Life, The	Louis Lerch		8 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

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In This Issue: "The Showman Section"

Motion Picture News

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Vol. XXXIX
No. 22

June 1, 1929
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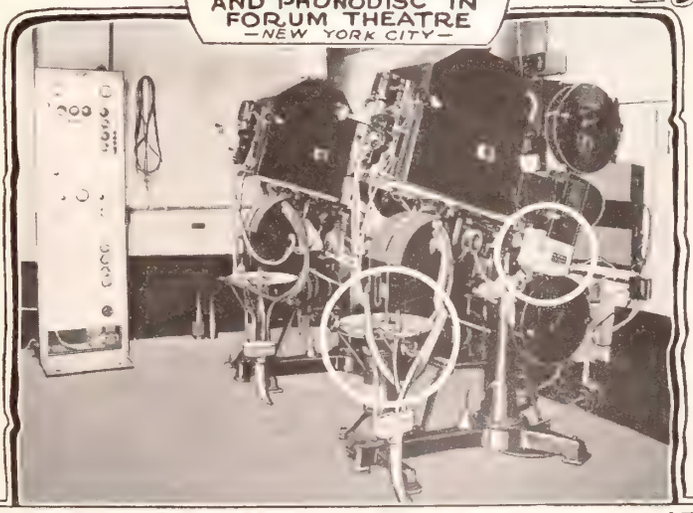
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Motion Picture News

Vol. XXXIX NEW YORK CITY, JUNE 1, 1929 No. 22

Sound Costs

Should The Exhibitor Continue To Bear The Burden?

By William A. Johnston

EXHIBITORS are wrought up over the matter of score charges. After the knock-down and drag-out battle over the price of a sound picture, the salesman dips down into his bag and produces another bill for the records. "A variation of the night-club cover charge", one theatre man styles it. Red-hot letters on the subject are coming to us from the large and smaller wired houses.

* * * *

We sympathize with the exhibitor in the situation: but our sympathy is also tempered with the feeling that this score charge is but one of the burdensome drawbacks to the blessing of sound pictures.

As we are all aware, this sound picture craze came to the industry like a bolt from the blue—a pretty deep blue because silent pictures were not going so well.

The public suddenly wanted the new kind of pictures; exhibitors who could afford installations went pell-mell after them; studios totally unprepared began hurriedly—and very expensively—to grope in the dark after the new recipe. Theirs was a tough and monumental job—let no exhibitor overlook that fact. They had a season's output—or a hundred and fifty million dollars' worth of product all ready—silent picture stars under contract—and they had suddenly to face a new budget and a new job which was all Greek to them. When the history of this present era is written, it will be said that the producers met a crisis in a wonderful way.

* * * *

For a long time there were but few installations—a few hundred only, plus promises of some hundred more by the end of last year. Even now, the installations are approximately 2,500. Yet the public has been clamoring for sound pictures for two years.

We take it that when the distributor looked at his balance sheets he decided he had to put a quota on the disc as well as on the film. There being so few installations he had, naturally, to put the assessment on the sound end of the picture very high.

As installations increase, and they should rapidly by now, this individual assessment should materially decrease.

* * * *

We present the hope that it will. We note by the public reports that the big companies are making a good deal more profits with sound pictures than ever before with silent ones. The returns, after all the big budget of experimental work, are coming in, by all signs, very handsomely. So it will be well, and good business too, for the producer to give the exhibitor every possible advantage of the clearing skies. There is no reason why he should go on bearing the burden of the darker days.

And it seems pretty certain that the solution of the problem will be found in a virtually universal adoption of percentage booking for sound pictures. This would be, as we pointed out last week, decidedly a step in the right direction. With an equitable percentage system in force, both distributor and exhibitor would then put the problem on the fairest possible basis: letting the public decide what the picture is worth.

Paramount-Warner Negotiations May Precipitate Stupendous Stock Market Fight For Control

Zukor And Associates May Sell Their Holdings At 100 But Control Would Have To Be Bought In Open Market

AN open stock market fight for the control of the Paramount-Famous-Lasky Corp. may result from the negotiations that are now on between the executive heads of that company and the Warner Bros. It is the fact that William Fox seems to have set his mind on acquiring Paramount; that may cause the situation of develop into a battle of finances. Several weeks ago while the Warners were treating with Zukor and offering $75 a share for the holdings of his and his associates Fox is said to have stepped in and made an offer of $11 a share more. This stopped the Warner negotiations for the time being. But they have been resumed again and the last reports are to the effect that Adolph Zukor and his associates in the organization are ready to step out at the price of $100 a share. This stock, however, would not give absolute control of the company and to secure that control in the open market might become an expensive feat, although the banking interests behind the Warners are said to have been operating in the Street to get sufficient stock to give them control for several weeks past, buying cautiously so as not to skyrocket the price.

Execs Non-Committal

This week there were several meetings between the Warners and the Paramount faction. None of those interested, when asked point blank how the deal stood, would commit themselves.

The price of $100 a share for Paramount is about $35 above the week's price in the market.

One close to Zukor stated on Wednesday that no matter what happened the head of Paramount would not under any condition see Fox obtain control of the company, Zukor feeling that he was too badly dealt with in the matter of the Metro-Goldwyn-Mayer deal and evidently resenting it.

Then also there is the factor of the close business relationship between the banking houses of Kuhn, Loeb and Co. and Goldman-Sachs. The former being the Paramount bankers and the latter acting for the Warners.

When the deal is closed it is stated that Sam Katz will head the organization in the capacity of president and that Harry Warner will be the chairman of the board. Zukor, it is stated, will step out as also will Jesse L. Lasky. However the identity of Paramount will be maintained and it is to continue to function as a company on its own. S. R. Kent will be able to write his own ticket, electing to remain if he cares to, but in all probability he will leave the motion picture field and associate himself with Hayden, Stone and Co., it is said.

To Katz will undoubtedly fall the direction of the theatres that are held by the two companies and Warner will be active in the production end of the combined organizations.

The deal between Paramount and the Radio Corporation is seemingly at a standstill and will remain so for the time being. Then on the return of David Sarnoff from Europe within the next few weeks there may be a resumption, providing that the Warner tie-up hasn't been completed by that time.

With the Warner-Paramount-Radio faction on one side of the fence and having the use of the Photophone and the Fox-Metro-Goldwyn-Mayer on the other with the Western Electric affiliation there may be an angle other than that of motion pictures to the struggle for supremacy in the amusement field.

What Will It Be Claire Or Gilbert

HOW is Pathe going to bill the new Mrs. John Gilbert? Will it be just Ina Claire, or Ina Claire-Gilbert, or Ina Gilbert?

What will be the best for the box-office?

Ina Claire today doesn't mean as much to the country at large as Ina Claire of her Harry Lauder imitation days, or of "The Quaker Girl" days did to the public. Incidentally Ina Claire and Reginald Denny should have a great time getting together and fanning over "The Quaker Girl" at the old Park Theatre. But Reg was only a chorus man in those days and so perhaps Ina wont remember him.

50 W. E. Engineers Sail For Britain On Big Installation Job

A whirlwind installation drive is to be launched in the British Isles by the Western Electric Co., which this week sent 50 of its engineers to Britain to equip 130 theatres there with W. E. sound apparatus, the work to be done during the summer months up to the middle of September. Britain, at this time, has 44 houses with W. E. equipment. Their job finished in England, the engineers will be rushed back to America to meet installation work which is expected to be at its peak in the fall. The group of engineers will be sent over in detachments, the first group sailing June 1st, the second June 6th and the third and last June 15th. A superintendent, four supervisors, 31 engineers, five operators and six inspectors, under the commond of F. W. Johnson, comprise the squadron of workers.

Saenger-Publix Deal Completed Excepting Details

Involves More Than 215 Houses In The South; E. V. Richards To Remain In Charge

The deal for the taking over of the entire Saenger Circuit in the South by Publix Theatres has virtually been closed. The transactions involves more than 215 theatres in the Southern states. The Saenger Circuit itself operates houses in Alabama, Florida, Arkansas, Louisiana, Mississippi, and Texas numbering about 115 and, in addition, the Saengers are interested with Publix in about 100 houses in other southern territory.

Julian H. Saenger, accompanied by his brother, and E. V. Richards together with a number of executives of the circuit have been in New York for almost a month working out the details on which the deal with Publix would be made. This week it was stated that the deal was about closed, but there remained a few minor details to be worked out.

E. V. Richards, vice-president and general manager of the circuit, it is stated, is to remain at the helm and operate the houses for at least two years after they are acquired by Publix.

Publix acquired a minority interest in the Saenger Circuit about two years ago. At that time they made a deal whereby the Saengers, in addition, became jointly interested with them in the operation of some of the eastern Southern states where the circuit was not represented. It was also planned at the time to extend the operations of the circuit into Latin America with Cuba as the first step in the link.

Censors Ruthlessly Mutilate Sound Pictures In Dominion

Ottawa, Ont., May 31.—Considerable ripping of synchronized features has been done recently by the Provincial Boards of Moving Picture Censors in both Quebec and Ontario. "Desert Nights," starring John Gilbert, was a more or less sorry spectacle after the Ontario censors got through with it, the screen being black for many stretches to maintain musical synchronization. Audiences roared when the breaks continued. At Montreal, the Quebec censors cut big holes in "Syncopation" and other sound pictures have also been maltreated. The Ontario Board has held up "Wild Orchids."

A.M.P.A. Will Hold A "Get Acquainted" Meeting

The A.M.P.A. held no meeting this week on account of Memorial Day.

Next Thursday's luncheon will take the form of a "Get Acquainted" meeting, on which occasion a host of new members will be introduced to their brother Ampas. Several important matters of business will be brought up for discussion.

Agreement To Play On Percentage Seen As Solution To Sound Rentals

EXHIBS PROTEST CHARGES

Theme At T. O. Meetings Is That They Are Paying Too Much For Sound Film

EXHIBITOR organiatzions all over the country are in arms against what they term exorbitant prices charged for film with dialog or sound. They are particularly attacking the charges made for score and disk service. This was the theme of the convention of the Northwest exhibitors in Minneapolis last week and is to be the most important subject at the Ohio Motion Picture Theatre Owners meetings to be held in Columbus next Wednesday. Texas has also added its voice to the protest against rentals.

In Ohio, P. J. Wood, business manager of the exhibitor organization has just completed a statewide survey of the first-run theatres in the larger cities of the state and discovered that almost without exception they are and have been doing a good business with sound pictures. He is now completing a survey of the smaller and subsequent run houses to ascertain just how they are faring. In his letter to the exhibitors, which is accompanied by a form that will give the convention the necessary information as to the situation throughout the state, he remarks that the general reports from the small theatre owners are to the effect that while they have been able to inincrease their business with sound attractions the extra amount of business has been offset by the additional operating expenses due mainly to the prices that they have been forced to pay for pictures.

After the Ohio report is completed it is the purpose of the organization to lay the facts before the sales managers of the various companies asking that a live and let let live basis of rentals be arrived at.

Undoubtedly the percentage proposition will be placed before all of the exhibitor organizations who will seek relief from the sales organizations on the questions of rentals.

F. Whitbeck Resigns From West Coast Exploitation Post

Los Angeles, May 31.—Frank Whitebeck has resigned from the post of exploitation chief for the Fox-West Coast Theatres. Whitbeck was brought from Loew's State, San Francisco to the Los Angeles office at the time that Jeff Lazarus was detached and sent to the Fox Studios. He has an enviable record for effective publicity in the theatre operation field.

No successor for the vacancy has been named, Bob Collier, who was with West Coast for a number of years, filling in for the present.

It Gets Credit Whether It's There Or Not

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, May 31.—One of the prominent suburban houses being used for both sound and silent previews, now has a standard reply to patrons who inquire the title of the picture being previewed.

Both the doorman and cashier state: "I don't know, but I think it is "Hell's Angels."

Theatre patrons are familiar with the picture on account of the vast amount of local publicity given it through staged and other airplane accidents.

Publix Eastman Theatre Succumbs To The Talkies

To Satisfy Public Craving For Talkfilms, Rochester House Abandons Music Acts

Rochester, N. Y., May 31.—Sound films have become the vogue at the Eastman Theatre, largest downtown house operated by Publix here.

Under Publix supervision, the theatre has since January undergone a gradual change which so far has banished music school acts to make way for Publix units and substituted sound films for silents and the Eastman orchestra. The orchestra itself has been cut down. Twenty-three of the sixty-nine men being given two weeks' notice early in May according to Manager S. S. Solomon. The Publix policy at the Eastman is exclusively sound film. The orchestra now is used only for overtures and silent newsreels.

Contracts for the rest of the orchestra runout in August.

Film Storage Investigation Ordered In New York State

Albany, N. Y., May 31.—Lieutenant-Governor Herbert H. Lehman, of Albany, N. Y., is to take no chance on any repetition of the recent Cleveland hospital catastrophe. Mr. Lehman last week decided to investigate all hospitals and laboratories in the state to determine not only the extent of use of film, but also as to methods of storage. A demonstration of safety and inflammable film was given at a gathering of state officials at Albany last week and representatives of the General Electric Co. and the Eastman Kodak Co. were invited to become technical advisors to the committee just named by the Lieutenant-Governor.

NEXT SEASON'S PLANS

Producer And Distributor Will Stand Or Fall On B. O. Quality Of Product Turned Out

PRACTICALLY all of the major companies producing sound pictures, and all of them are, are in accord if not an actual agreement, that their productions will have to be played by the exhibitors the coming season on a percentage basis. This plan it is believed will do away with the hue cry that is being raised by exhibitors that they cannot afford the high rentals that are being asked for the dialog and sound productions.

With a number of sales conventions of the big companies coming along this month it is believed that the sales forces will receive their instructions at these meetings to contract for product on a percentage basis only.

This plan if carried out will mean that a new method of "selling" will have to be devised for motion picture product. Several of the sales managers in voicing their opinions rgarding the high price of sound film rentals have stated that as the industry as a whole is entering a new era in its existence that the matter of readjustment will have to be felt out. The fact that all houses are not equipped to play sound pictures makes it a necessity that those that do play them carry the burden of the cost.

For the greater part the sales managers state that they do not believe in a guarantee and percentage system, but are in favor of straight percentages. They state that if a guarantee is asked for then the percentage of the producer and distributor will of necessity be lower than if they play on a straight basis.

Seemingly the percentage plan will be a fair one for the exhibitor will only gamble his house against the product that the producers turn out. If the product is weak and fails to do business then the producer's share of the receipts will be in proportion to the intake. This will likewise hold true in the instances of the hit pictures, for when the business is big the share will be proportionately larger. One thing that a plan of this nature will compel, in the event that it is universally adopted, is the making of better pictures, for the producers won't have a chance to sluff off their bad productions without standing the loss themselves.

"Red" Grange To Comeback In Universal Talking Film

Hollywood, May 31.—"Red" Grange the University of Illinois football hero, has been signed by Universal for a talking production with an option on another. The first is to be titled "The College Hero."

Actors Equity To Request Meeting With Producers Ass'n; Strike Threat Held Possible

Frank Gilmore, Equity Head, Expected In Hollywood; Union Gaining Strength Through Talkies

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—A showdown with picture producers is to be demanded by Actors Equity Association, with the possibility of a strike in the studios looming as an alternative to failure of the contemplated negotiations.

While a studio strike seems remote at this moment, it is entirely likely that the threat of a tie-up will appear if the Producers Association refuses to negotiate.

With Frank Gilmore, head of Actors Equity Association due on the coast, it is understood that Equity will soon request a meeting with representatives of the Producers Association to talk over the introduction of Equity working conditions and regulations in coast studios.

The Producers Association has turned down the offers of Equity to talk things over on several previous occasions. But conditions have admittedly changed since the last request two years ago. Every stage star and player brought to the coast since the widespread production of talkers is an Equity member. This has nearly doubled the number of Equity members in Hollywood; with present estimates showing that at least fifteen hundred players working in pictures hold Equity cards.

Equity's Demands

It is understood that Equity will insist that the eight hour day be adopted in the studios, with pay for time spent in rehearsals, similar to the condition now obtaining in the Equity agreement with the legitimate managers. It is pointed out that with many stage people now coming into the industry because of the talkies, these demands are sure to be made.

It is expected that the picture producers will insist that the eight hour day is not practical in picture work, but the Equity viewpoint, so it is reported, will be that the picture producer is shortsighted in this attitude, for the reason that, if a troupe works long hours, its efficiency is diminished after four or five hours are passed, and the production actually suffers.

Also, instances have been reported where actors have been engaged for pictures, have rehearsed for two or three weeks, and then have been removed from the cast for various alleged reasons, no pay having been given them for the rehearsal period.

It was intimated that the Producers Association expects to turn over any request for a meeting with Equity representatives to the Academy of Motion Picture Arts and Sciences for consideration. Academy members have openly declared that their organization will not act as a buffer in the negotiations between the Producers and Equity

One Academy member pointed out that his organization had endeavored to assist in the preparation of a code of ethics for the cameramen over a year ago. At that time, a committee of producers was appointed to discuss better working conditions for the cameramen with representatives from the American Society of Cinematographers. Through prolonged absence of various members of the group, the cameramen's code negotiations dragged over a period of several months, and was finally abandoned. Immediately thereafter, however, the cameramen's union was formed with nearly 100 per cent membership, and the producers were then forced to deal direct with the union for introduction of a standard union agreement to govern working conditions and wage scale for the cameramen.

According to the Academy member, any proposed agreement between Equity and the Producers Association should be discussed only by the two organiaztions involved.

Richard Dix Signed By Radio Pictures

RICHARD DIX has been signed by Radio Pictures, according to an announcement by Joseph I. Schnitzer, president of RKO Productions, this week. The signing of Dix followed a series of conferences with William LeBaron, vice-president in charge of production, just before Le Baron's return to Hollywood. Dix will be starred in romantic roles.

Tiffany-Stahl And Gaumont Reciprocal Distribution Pact

Tiffany-Stahl and the Gaumont Co. of Great Britain reached an affiliation this week at the former's New York office, whereby Gaumont will distribute Tiffany-Stahl product in the British Isles and Tiffany-Stahl will do the same for Gaumont product in the U. S.

Contracts were also signed for the joint production of a number of features, some to be made in the U. S. and some in England. A Tiffany-Stahl representative will be assigned to the Gaumont studio in England while a Gaumont representative will act in a similar advisory capacity at the Tiffany-Stahl Hollywood plant.

Contracts for the reciprocal distribution agreement were carried out in New York by William Gell, Gaumont managing director; Arthur Lee, Gaumont's American representative in N. Y.; Grant L. Cook, Tiffany-Stahl vice-president; and William Fitelson, in charge of Tiffany-Stahl's law division. The pictures are to be distributed under the name of Tiffany-Gaumont in the U. S. and Gaumont-Tiffany in Great Britain.

Guaranteeing Stars' Voices By Affidavit

M-G-M Forestalling Any Accusations Of Its Talent Doubling

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31, 1929.—Metro-Goldwyn-Mayer will take no chances on the accusation being made that their stars' voices are doubled in "Hollywood Revue of 1929." Each member of the cast will sign an affidavit stating that he or she actually took part in the singing and talking numbers, and in the dancing as well. The fact that Conrad Nagel, Joan Crawford, Marion Davies and certain others actually warble a ditty or two in this picture, it is thought, might lead to scepticism regarding their new-born talents, and it is to offset this that the sworn statements will be issued. Nagel sings "You Were Meant for Me" from "The Broadway Melody" as a sort of dare to Charles King, who rendered it in the original picture, the idea being to prove that screen stars have as good vocal qualifications as stage stars. Among others taking part in the "Hollywood Revue" are John Gilbert, Norma Shearer, Bessie Love, Marie Dressler, Polly Moran, Anita Page, Karl Dane, George K. Arthur, William Haines, Stan Laurel, Oliver Hardy, Gus Edwards, Cliff Edwards (Ukelele Ike), Gwen Lee, the Brox Sisters and Jack Benny.

Lloyd Protecting New Feature From Comedy "Lifters"

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—In order to eliminate any chance of producers, directors, writers seeing his latest picture before release, Harold Lloyd is pre-viewing the film in suburban towns far distant from Hollywood.

Several times in the past Lloyd has previewed his features close to Los Angeles, with the result that unscrupulous writers and producers have lifted the best comedy sequences from the Lloyd picture for use in their own comedies. With Lloyd spending several weeks in cutting and editing, the lifters had plenty of time to rush a picture into production and get it on the market before the Lloyd comedy was released. Lloyd officials figure the comedy cannot be ready for release before October.

The Hattons And G. Lehman Signed For "Fall Of Eve"

Columbia has enlisted the services of Frederick and Fanny Hatton and Gladys Lehman to do the dialogue and continuity respectively for "The Fall of Eve," the company's newest all-talkie special that will star Patsy Ruth Miller and Arthur Rankin. Frank Strayer to direct. All three writers have been prominently identified with the writing of comedies for the screen.

Fox To Center Buying Power For Film In N. Y.

All Product For Entire Country To Be Bought In New York By Jack Sullivan

William Fox has decided that he will centralize the buying power for all of his circuits in New York City. All screen productions for the various theatres that are under Fox control will be bought in the office which is to be under the direction of Jack Sullivan, who has been brought from Los Angeles for that purpose.

Sullivan was formerly the exchange manager for Fox in Southern California. Later when Fox took control of the West Coast Theatres he replaced Joe Goldberg as film buyer for the circuit. So well has that department been functioning under his supervision that it was decided that the buying for all Fox circuits should be centralized in New York, and Sullivan selected to head the activities of that division.

Harold B. Franklin, who is the operating head of the Fox-West Coast Theatres, arrived in New York on Friday and will remain for about ten weeks, working out the details with Sullivan of the nation-wide buying office.

The Fox purchasing power will be the largest single unit in the entire industry, as it will undoubtedly embrace the Loew Theatres as well as the Fox controlled houses. The Fox controlled houses include the West Coast Theatres, the houses of the Fox Circuit, the Poli houses in New England, the Metropolitan Theatres in New York and adjacent territory, the Mid-West houses and the Schine theatres in upper New York state.

Publix Stage Units In L. A. Let Out While Wesco Retains Them

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—With the Los Angeles Paramount discontinuing Publix stage presentations, replacing them with all sound and orchestra program, Fox-West Coast Theatres announced in special advertising in local dailies that Fanchon and Marco stage presentations would remain as regular attractions at Loew's State.

Competition between Publix and West Coast has of late been particularly keen. Early this year, Publix took back operation of the Metropolitan and West Coast and changed the theatre name to Paramount, greatly increasing advertising. Loew's State followed suit. The increased advertising splash by both weekly change houses resulted in shooting the weekly grosses up about $8,000.

Death At W. B. Frisco Branch

V. O. Dunton, Vitaphone cashier for the Warner Brothers San Francisco exchange, died recently as the result of injuries sustained in an automobile accident.

"Captive Woman" Leads B'way With $44,000 At Strand; $78,300 For "Dangerous Woman"

Ad. Originality

A UNITED ARTISTS ad appearing in the trade papers this week attracted wide attention for its originality. The name of the picture was omitted from the ad, but a half tone scene still of Ronald Colman and the leading woman made it easy to identify the picture as "Bulldog Drummond."

Bruce Gallup, advertising manager of U. A., got many compliments on this unique and daring departure.

"On With Show" Sets New Mark In 1st Week On Coast

Gallops To A 260 Percentage At Warners; "Alibi" And "Fox Follies" Also Good

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—A record smasher steps to the fore among the Hollywood cinema attractions. It is "On With the Show," which set a brand new mark for the Warners Hollywood Theatre. $36,000, the intake for the week, good for a percentage of 260. This mark was made without the assistance of a stage show.

Next in line was "Alibi," which got $23,000, for 150 per cent, at the United Artists. "The Fox Movietone Follies" brought in $12,500 to the Criterion, or 125 per cent. Even though it's now in its 16th week, "The Broadway Melody," at Grauman's Chinese, got a rating of 125 per cent, or $20,000.

The Paramount, in its first week without the stage show and with "Innocents of Paris" as its feature attraction, grosses $26,500, or 105 per cent. "Show Boat," in its third week at the Biltmore, took in $11,800, which was a satisfactory showing. Both "The Black Watch," playing its third week at the Carthay Circle, and "The Valiant" at Loew's State, realized only a percentage of 90, the former bringing in $11,000 and the latter $25,000.

Denny To Sign With English Firm To Make Talking Films

Hollywood, May 31.—Reginald Denny is negotiating a contract with a firm of English picture producers. The contract calls for the Universal star to make a trip abroad and make a series of four talking productions abroad at the conclusion of his present contract. Denny quits Universal next month.

"Bridge Of San Luis Rey" Pulls $78,988 To The Capitol; Changes In Long Runs

THREE of the features spotted in grind houses on Broadway last week topped the 100 per cent average. The leader was "His Captive Woman" at the Strand Theatre, where the production was having its first run at popular prices after a $2 top engagement at the Central only a block away. The business on the week was $44,000 which gave the house a percentage rating of 126 4/5. The two others were "The Bridge of San Luis Rey" at the Capitol, which clicked to the tune of $78,988 for 108 7/10 per cent, while at the Paramount "A Dangerous Woman" got $78,300 for a percentage of 108 1/10.

At the Roxy the business for the second week of "The Valiant" picked up over the first week. Last week the house did $88,963.75 as against $83,509.25 for the initial week. A heavy advertising campaign in the daily papers undoubtedly contributed to the increase in business. The percentage rating for the house for the two weeks was 81½ per cent (first week) and 86 4/5 per cent (2nd week).

"Hot Stuff' which was a hold over at the Cameo dropped off on the second week getting $5,780.

Both the Rialto and the Rivoli had a change of bill. At the former house "Close Harmony" in the last of its run got $12,700 in six days, while "Eternal Love" at the latter dropped out after two weeks with $14,400 as the take.

Extended Run Changes

Two changes occurred in the extended runs this week with "The Show Boat" leaving the Globe for "Broadway." In the sixth and final week "Show Boat" got $14,560, while "Noah's Ark" in its final week at the Winter Garden got $14,323, leaving last Sunday night, while "On With The Show" opened on Tuesday. "The Desert Song" is slated to leave Warner's this week with "Honky Tonk' slated for June 4th opening. Last week "Desert Song" played to $14,615. "Mother's Boy," which flopped at the Cohan and got around $4,620 last week, leaves this Saturday. The house will go dark.

"The Rainbow Man" left the Selwyn last week doing $7,878 and opens today at the Paramount. "Innocents of Paris" ends its run at the Criterion tonight and that house goes dark until "Four Feathers" comes in. Last week $11,300. "Christina" left the Gaiety and made room for "The Black Watch" which is getting a fair play for its first week.

"The Broadway Melody" at the Astor although the longest on the street is still the leader of the run pictures. In its fif-

(*Continued on page* 1874)

Federal Trade Commission Issues Two Drastic Orders Against West Coast Theatres

Must Discontinue Alleged Practice Of Compelling Distributors To Withhold Product From Rivals

WASHINGTON, D. C.—May 31.—Orders requiring West Coast Theatres, Inc., and other companies and individuals named with that organization in the complaints issued by the Federal Trade Commission in May, 1925, to discontinue alleged combining among themselves to compel distributors and producers of motion picture films to refuse to sell or lease films to competitors of West Coast Theatres, have been issued by the Government.

Two separate orders against West Coast Theatres, Inc., have been entered by the commission, each directed against West Coast and different groups of respondents. One order applies to the combination in southern California, the other to the combination in northern California.

Principal Out Of It

The order does not apply to Principal Pictures Corporation, complaint against which was dismissed by the commission at the time the order was issued. West Coast Theatres, Inc., owned 60 per cent of the capital stock of Principal Pictures Corporation until 1923 when it sold its interest to other stockholders of the pictures corporation.

Companies listed as respondents in the second order to cease and desist are: West Coast Theatres, Inc., West Coast Theatres, Inc., of Northern California; the T. and D. Junior Enterprises, Inc., Herbert L. Rothchild Entertainment, Inc.; H. M. Turner, Fred Dahnken, C. L. Langley, and F. W. Livingston, doing business under the trade name and style of Turner, Dahnken and Langley, operating theatres mostly in northern California.

This order did not apply to Herbert L. Rothchild Entertainment, Inc., complaint against which company was dismissed by the commission coincident with order. In July, 1925, Mr. Rothchild sold all his stock in the company to the then Famous Players-Lasky Corporation. The name of the corporation was changed to San Francisco Entertainment, Inc.

The commission, in its findings, declares that West Coast Theatres, Inc., was in control of the market for motion picture films in Southern California and nearby territory, because of its ownership and control of more than one hundred theatres, its close association with other theatre owners, who were in some instances officers or stockholders and sometimes associated with West Coast through contracts or other common interests.

U's Anti-Parking Ban Cost 'Em Some Dough

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, May 31.—At regular intervals, Universal Studio officials place a ban on all autos entering or parking on the studio grounds, with only trucks and business cars being allowed through the gates. Last week the ban went on.

Neil Hamilton, unfamiliar with the periodic regulations put into effect by studio officials, drove up to the gate last week and was refused admittance with his car. The actor promptly drove back home. A few hours later an assistant director was frantically trying to locate Hamilton, an entire company being held up awaiting his arrival. When Hamilton finally drove back to the studio, he drove right through the gate without question.

Papers Have Run-In With Theatres On Memphis Loop

Editors Cut Down On Show Comment While Film Men Pull Out Fat Ads

Memphis, Tenn, May 31.—Film houses on Memphis' loop were operating sans show reviews and sans columns of show comment last week, as a result of a disagreement that ended in the cutting of ad space in two of the city's three papers by the houses.

Reports had it that the theatres cut their space in Saturday's "Evening Appeal" and Sunday's "Commercial Appeal" when the two papers refused to accede to their demands to allow them to switch their largest ads each week from the Saturday afternoon to the Monday afternoon issue. The theatres had a show column and reviews in only one paper "The Press-Scimitar."

Form Press Assoc. For Cooperative News Gathering

Associated Newsreels, Inc., was formed this week by Universal and will supply a sound service that will be taken advantage of by Universal, Kinograms and others.

Heading the new organization as general manager is Captain G. McL. Baynes, who has departed on the Leviathan for England to initiate the service of the Association in the continental countries and to open new offices there.

Ga. Exhibs Now Organizing; Fear New Legislation

Hold Meeting In Atlanta And Plan Another In Macon; To Fight Revenue Move

Atlanta, Ga., May 31.—For the purpose of forming the Georgia Assoc. of M. P. Theatre Owners and Operators, a group of Georgia exhibitors, representing 35 theatres, met by common consent in Waycross last Sunday. A charter will be applied for at once. Pending the granting of the charter, acting officers are George T. Ricker, president; E. F. Boyd, vice-president; Love B. Harrell, secretary-treasurer.

The purposes of the association will include "prevention of breaches of contracts, the promotion of a spirit of cooperation and good-fellowship, and unified opposition to adverse legislation."

A large meeting will be held at the Lanier Hotel, Macon, Ga., on June 2.

Georgia exhibitors believe organized action is imperative at this time as the General Assembly of the state convenes in Atlanta on June 26. The entire state taxation system is to come before the legislative body. It is reported that inimical measures have been directed against the film industry, an increase of approximately $4,000,000 to be sought for the state treasury. Exhibitors are not eager to have their profits taken out of their pockets to realize increase in revenue.

Canadian F. P. And R. K. O. Forming A New Corporation

On Wednesday an agreement was reached between the Famous Players Canadian Corporation and the Radio-Keith-Corporation for the organization of a new company, to be known as the Radio-Keith-Orpheum (Canada), Limited, the capital stock of which will be owned equally by both factions.

The formation of the new company is for the purpose of operation of the Capital and Orpheum Theatre, Winnepeg, the new Orpheum and Vancouver Theatres, Vancouver; Keith's Theatre, Ottawa; the Pantages, Toronto, and other houses.

There are negotiations under way for the acquisition of theatres in Montreal, St. Johns, Hamilton and other Canadian cities. In the territory where they deem that they are not adequately represented the company will build.

Lou Lusty To Coast For Inspiration Publicity Post

Departing from the United Artists New York office last Saturday, Lou Lusty goes to the West Coast to take up his duties as publicity director for Inspiration. He has been associated with the Art Cinema Corp, in New York. Headquarters will be at the Tec-Art Studios.

Studio Tour Used As Aid To Sell Real Estate

Prospective Customers First Go On Inspection Trip Which Is 1st Step In Sales Drive

(Hollywood Bureau, Motion Picture News)

Hollywood, May 30.—Offering a free trip through Mack Sennett's studios as a come-on for unsuspecting tourists, Harry E. Jones, Inc., are in reality getting the Los Angeles visitors on the ground in order to dispose of business and residence lots in the subdivision adjoining the Sennett property.

The real estate operators' latest plan to get tourists to the subdivision provides for the distribution of return postcards into autos parked on the city streets. The cards promise a free trip through the studio, pointing out that "this is the only studio in Los Angeles granting this privilege."

Nothing is intimated on the card about real estate, nor that the invitation is extended by a subdivider who hopes to get the visitor interested in the purchase of property.

Just what interest Mack Sennett has in the operations of the real estate organization for the sale of property is not known, although it is reported that Sennett received various concessions for the construction of his new plant in Studio City when it was built two years ago.

Florida Exhibs Will Be Hard Hit By New 10% Tax

Tampa, Fla., May 31.—Several bills have been introduced in the Florida Legislature to place a "luxury tax" upon many articles, such as cigars and tobacco products, soft drinks, candies, toilet articles, etc., and in each of the bills the theatres were to be hit with a 10 per cent tax on their receipts.

This week Mayor John T. Alsop, of Jacksonville, appeared before the legislature as a representative of Publix and not as an official, in a protest against any tax being placed upon theatres. He gave statistics to show the devastating effect of a like law in South Carolina, where there were 260 theatres in operation before the tax was placed on the theatres, and today there are but 80 in the entire State.

W. B. To Have Theme Song For Every Feature Release

Every Vitaphone production will have a featured theme ditty. A number of the Warner music and lyric writers now at the company's Hollywood plant have already composed several new songs. M. Witmark and Sons will publish the numbers. Orchestras, singers, dance bands, mechanical reproducing devices and the radio are all good mediums for drumming up trade for pictures boasting a special song offering, Warner executives say.

Brookhart Bill Attacked By Hays Association Attorney As Blocking Free Trade Right

Film Fan, With Nerve, Saves His Carfare

ALBANY, May 31.—A brand new type of hitch-hiker appeared last week in Albany, N. Y. While an automobile was waiting for a traffic light at one of the corners in the city, a young man walked up to the automobile, and started to climb in beside the driver, and then informed the latter that he would like to be taken to the motion picture theatre as he was very anxious to arrive on time. The driver was so astonished at the rather unusual command, that he complied with the request.

Welsh And Heath Resign; Junior Laemmle Is Boss

General Shake-Up At U. City In The Cards; To Cut Studio Overhead

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—A general shake-up at Universal City is in the cards with Carl Laemmle, Jr. as the director-in-chief of operations. Robert E. Welsh, who has been general manager of production for a year at the studio, resigned last week. This week Arch Heath, who was general supervisor and director of sound production, followed his example. A misunderstanding over the product for the coming year between Laemmle Senior and Welsh is said to have been the cause of the break, with Welsh tearing up his contract which had two years to run. The younger Laemmle was immediately placed in charge by his father and Ben Jackson, who until a few months ago was in charge of the Movietone City for Fox has been made studio manager.

Young Laemmle, it is stated, will immediately put certain economies into effect that will cut the studio overhead between productions. That overhead, due to players and directors laying off between pictures, is said to run in the neighborhood of $50,000 weekly. But this is a condition that has long been the rule at U.

Welsh, it is stated, will take a rest of about six weeks, making a trip to Hawaii and on his return be identified with the Paramount production organization. Welsh came to the studios from the New York offices and took charge here when things were in a chaotic state because of the advent of sound and the lack of equipment for making sound pictures in the studio. He worked day and night and lined up a staff and built a couple of sound stages, getting Universal into the running in the sound field.

"Would Put Small Exhibitor Out Of Business" Says Hess; 100 Days Needed To See Films

In an analysis of the bill introduced in Washington by Senator Smith W. Brookhart, of Iowa, Gabriel L. Hess, one of the attorneys for the Associated Motion Picture Producers and Distributors of America, attacks the measure as "like every other price-fixing proposal introduced in the Congress, a definite deviation from those principals of the free interplay of commerce and trade." He also says that "Nothing would put the small exhibitor out of business so quickly as the enforcement of the prohibition against renting of pictures until they have been actually produced and are available for exhibition."

In the Brookhart Bill there are five regulatory measures provided. These are outlined in the analysis as follows:

1. To prohibit selling of pictures in a block or group of two or more films at a designated price for the entire group.

2. To prohibit the renting of films until they are completed and are available for immediate release, or without first affording the exhibitor an opportunity to view the film upon the screen.

To prohibit the renting of films to theatres owned or controlled by a producer or distributor, or to a theatre affiliated with any other producer or distributor, without giving all competing exhibitors equal opportunity to bid for the pictures.

4. To prohibit arbitration of trade controversies.

5. To give the Federal Trade Commission authority to enforce the foregoing prohibitions and to fix the price differentials between a block of films and separate films.

In part Mr. Hess maintains, that:

What Is Block Booking?

"Block booking is a trade term for wholesale selling and buying. It is a system of distribution which greatly reduces rental prices and overhead costs and permits production on a scale which greatly lessens the rental cost to exhibitors and therefore the admission price charged the public, the ultimate consumer of motion pictures.

"Block booking is analogous to the sale by a newspaper syndicate of six months' or a year's service at a time. It is further analogous to what the individual does when he subscribes to a magazine. He knows the current type of article and story, the past reputation of the magazine, and on that faith he subscribes for the publication. *That is block booking.*

An Injury To Small Exhibitors

"Nothing would put the small exhibitor out of business so quickly as the enforcement of the prohibition against renting of pictures until they have been actually produced and are available for exhibition.

"Economically and physically such a prohibition is impossible. Production costs must be based largely on the estimated distribution of the picture. The exhibitors themselves would not and could not view all the pictures bfore thye receive them. There are 10,500,000 pieces of film delivered to th 20,500 theatres in this country annually. To show each film to each exhibitor would require traveling on the part of the exhibitor to an exchange center, sometimes hundreds of miles away, to view the pictures. Not only would his cost of travel be added to the overhead, but his loss in time away from his theatre would result in serious losses.

(Continued on following page)

Spoor Wide Film Presages Another Great Upheaval

New Projection Equipment Needed If Producers Adopt Invention

A new era in the production of motion pictures which will be as revolutionary as was the advent of sound is foreshadowed in the successful demonstration of the Spoor-Berggren wide film in conjunction with the RCA Photophone. For the purposes of the demonstration a portion of the musical comedy "Lady Fingers" was produced at the RCA studios in New York, the double system being used in shooting the picture, the images being shot on the Spoor-Berggren wide film while the sound track was recorded on the regulation sized film. The demonstration was most successful, although there was some slight flicker in the giant screen, which measured 38 by 52 feet, when the picture was projected. Mr. Spoor stated after the showing that the flicker could have been minimized by adjustment of the projector shutter.

There is no doubt but that the wide film is going to be one of the factors to be conjured with in the near future. Its general adoption by producers will, however, necessitate new projecting equipment in the theatres where the pictures are shown.

RCA, it is reported, have entered into an agreement with the Messrs. Spoor and Berggren for the use of the invention in connection with several productions that they have in mind. It is possible that the first picture that they will make by this process will be the opening attraction at the New York Hippodrome next season.

Schedule Of Events At N. C. Exhib Meet Announced

Charlotte, N. C., May 31.—The office of the Theatre Owners Association of North Carolina has made public the tentative program of events for the summer convention of the body that will be held June 17-18 at Wrightsville Beach. There will be no banquet this year, arrangements calling for just a get-together and buffet luncheon on Monday night.

Addresses and speakers at the convention are as follows:

"General Discussions of the Industry," R. F. Woodhull, president M. P. T. O. A.; "Legality of Arbitration," Dr. Hart; "Sound in 'Our Small Towns';" "The Main Street Theatre," M. A. Lichtman, president Tri-State Exhibitors Asso.; "Theatre Insurance in N. C.," Clint Weyer; "Contracts," J. W. Bailey, general counsel T. O. Assoc. of N. C.; "Sound and Equipment," Electrical Research representative; "Theatre Operation and Management," H. F. Kincey, general manager Publix-Saenger Theatres; "My Observations Since Leaving N. C.," Montgomery Hill, Publix-Saenger; "How It Feels Not To Own a Theatre," Senator A. F. Sams.

Talkie Censorship Gets A Slap From Pa. Pews

HARRISBURG, PA., May 31.—Censorship of talkies in Pennsylvania came in for some caustic comment in the "Harrisburg Patriot" on May 14 when a reviewer of "The Trial of Mary Dugan," which showed at Loew's Regent, remarked that the patrons had to resort to "lip reading" to follow the thread of the story when some of the dialogue was cut out of the film where the picture part was not deleted.

Hays Att'y Attacks Brookhart Bill As Blocking Free Trade

(*Continued from preceding page*)

100 Working Days To See Films

"There are on the average of eight hundred feature pictures produced in this country each year. For the exhibitor to select the best it would be necessary for him to view all of these pictures. At a minimum that would require eight hundred hours actually seeing pictures. The average working day is eight hours, therefore he would have to spend one hundred days,—three and one-third months,—in projection rooms doing nothing else but seeing those pictures. Meanwhile the cost would be mounting up."

In conclusion Mr. Hess states:

Price Fixing

"The proposal to allow the Federal Trade Commission to fix the price differential between what an exhibitor would pay for any film as an individual purchase and what the producer asks in wholesale selling, is like every other price-fixing proposal introduced in The Congress, a definite deviation from those principles of the free interplay of commerce and trade."

New Motion Picture Firms Incorporated At Albany

Albany, N. Y.—Companies incorporating in the motion picture business in New York State at Albany, and receiving charters from the Secretary of State during recent weeks, included the following:

Bombola, Inc., $20,000, Milton Freiberger, Corinne Heidelberg, Max Silverstein, New York City; RKO-Proctor Corp., capitalization not stated, Hiram S. Brown, B. B. Kahane, Joseph Plunkett, New York City; Syracuse Riviera Theatre, Syracuse, $150,000, Harry, Bessie Gilbert and William H. Gerber, Syracuse.

Gold Talking Pictures Corp., $10.000, Max Zipperman, Brooklyn; Isidore Cohen, Samuel Datlowe, N. Y. C.; DeClair Theatre Corp., $2,000, Lucille Clark, John Gladstone, Long Island City; Joseph Harris, Brooklyn; Loew's Scenic Studio, Inc., capitalization not stated, Matie Hammerstein, Gertrude Lebelson, Helen Steinberg, N. Y. C.; Realtalk Distributing Corp., capitalization not stated, Kalman Greenberg, Alfred Rennek, Alice Kleinman, N. Y. C.; American Radio & Television Distributing Corp., capitalization not stated, Dorothy Greenbaum, Brooklyn. Curtis G. Pepper, N. Y. C.; Howard G. Lee, Westfield, N. J.

Joe Brandt Back From 3-Months' Trip To Europe

Joe Brandt, president of Columbia Pictures, returned to New York last Saturday, May 25, on the S. S. Statendam fresh from a three months' business trip through the principal production and distribution centers of England and the Continent. While on the other side, Mr. Brandt made a survey of the talking pictures situation. Accompanying him was his wife.

Coast Circuits Lining Up For A Real Battle

Publix Reported Invading All Fox-West Coast Cities West Of Denver

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—Publix Theatres are reported to have purchased an interest in the Marcus chain of theatres in Utah, and have immediately brought about a cancellation of whatever existing agreements there were with the Fox-West Coast and that circuit of theatres. Today the cancellation of the Fanchon and Marco "Ideas" (a Fox-West Coast subsidiary) goes into effect. A policy of all sound bills is being inaugurated immediately, the initial feature being "The Desert Song."

This move is a forerunner of a fight between the Publix Theatres and the Fox-West Coast chain that will extend from Denver to the Coast. Publix are now planning a de luxe theatre in Hollywood, the location undoubtedly being at Sunset Boulevard and Vine Street, the site of the former Paramount-Lasky studios. This move is being made following the failure on the part of Publix to secure Grauman's Chinese Theatre, which was taken over by Fox.

Fox-West Coast will take over the management of the Chinese on June 10, with Homer B. ("Rasty") Wright, who has been managing Loew's State Theatre for a number of years, being transferred to the Hollywood house. Bruce Fowler will replace him at the downtown theatre.

In the Salt Lake territory Louis Marcus has been active lately in acquiring additional theatres. Last week he took over the Granada Theatre from A. L. Glasman, of Ogden. This property has lately been secured by a department store chain, which will erect a new building on the site next year. In the meantime Marcus will operate, presenting road show talking pictures. Marcus will make a further announcement of his plans in Salt Lake in a few days.

The Paramount-Empress Theatre in Salt Lake will close on June 7 and be remodeled, reopening in the Fall with the presentation of talking films and legitimate stage attractions.

Fox-Wesco Obtains 8 More Theatres In The Northwest

Seattle, Wash., May 31.—Purchase of the string of eight theatres in four cities of the Pacific Northwest formerly owned and operated by Ed Dolan and his associates was announced this week by Fox-West Coast Theatres, Inc., through Charles M. Thall, head of the Northwest territory. It is understood purchase price was well in excess of $1,000,000.

The houses involved are: Aberdeen, the Weir, D & R, Dream and Bijou; Hoquiam, the Liberty and Seventh Avenue; Centralia, the Grand and Liberty; Chehalis, the St. Helena and Dream.

June 1, 1929

The

SHOWMAN
Section

Featuring

Pictorial Review of Theatres.

Business Building Theatre Map.

Exploiting the Theatre Cooling Plant.

Sound Equipment and Operation Reference Pages.

Solving Your Theatre Construction Problems.



The Uptown Theatre, Philadelphia

A modern in architecture as well as design and equipment is the Uptown Theatre, Philadelphia, one of the most important of the new theatres opened in 1929. Above is shown an exterior view, photographed at night and showing the modern exterior design and excellent lighting effects and display signs.

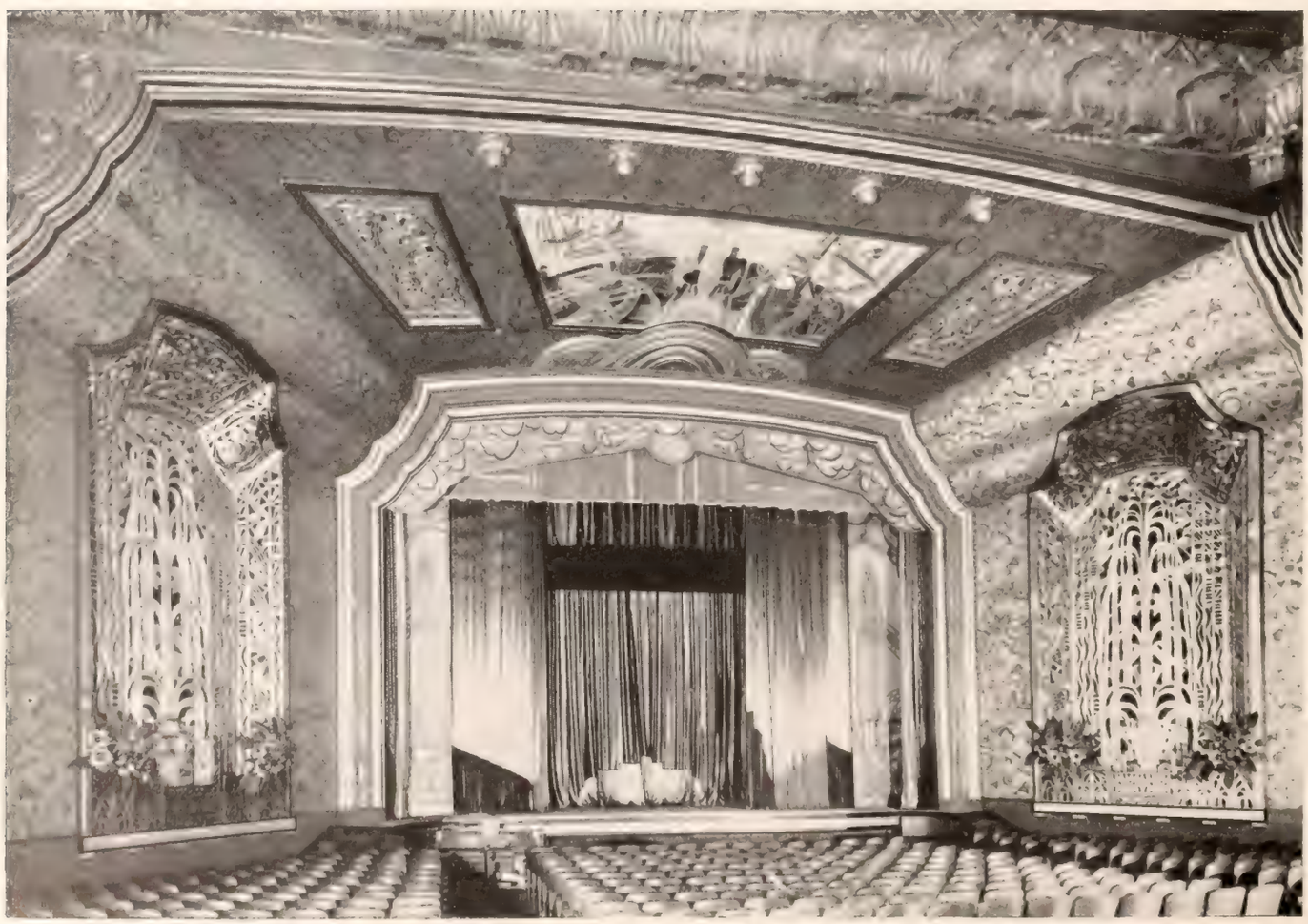
MAGAZINER, EBERHARD & HARRIS, ARCHITECTS



Above, the inner foyer



Above, Mezzanine Landing



Proscenium Treatment MAGAZINER, EBERHARD & HARRIS, ARCHITECTS

MODERN ARCHITECTURE FOR THE PICTURE THEATRE

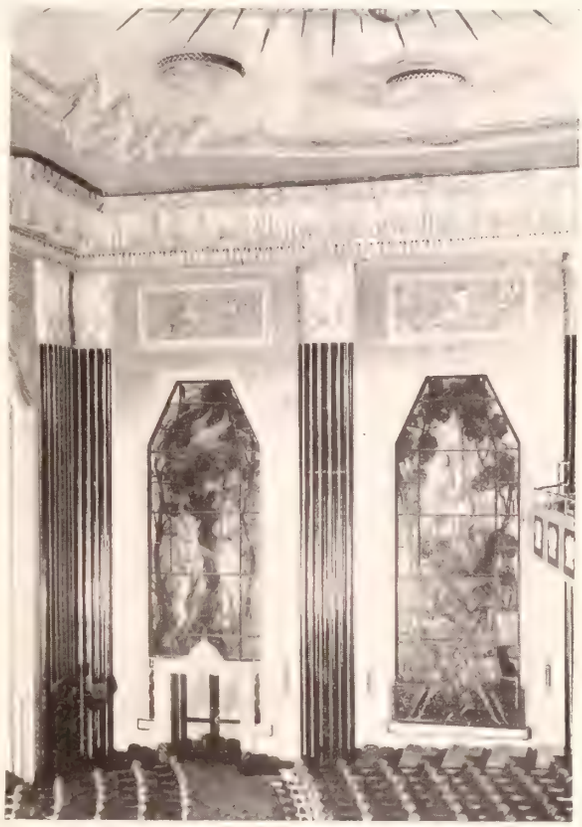
Departure from Tradition Ceases to Make Playhouses in New Style a Mere Novelty; Uptown, Philadelphia, a Striking Example

ADAPTATIONS of the modern school of architecture to the motion picture theatre have ceased to be a mere novelty or an experiment. Too many ambitious theatre structures executed in accordance with modern trends have been built with complete satisfaction to the owner, the operator, and the patron of screen entertainment, for the modern type of theatre to continue as a sort of curiosity in this country. Progress, important advancements from the utilitarian as well as the esthetic standpoint, however, continues apace, as well might be expected of a comparatively new development. It is only five years since modern art gripped the interest of people in this country as European importations of furnishings, decorations and samples of architectural designs grew in numbers and interest for the American home builder, and later the business man and commercial builder.

One of the most recent and as well one of the most striking examples of the modern architecture in theatre design to be completed was presented with the opening of the Uptown theatre, in Philadelphia, the work of Magaziner, Eberhard & Harris, architects of Philadelphia. The theatre was built and is owned by Samuel Shapiro, operator of group of picture theatres in Philadelphia, and is operated in association with the Warner-Stanley interests.

The architects have employed a restrained application of modern art as developed in Europe, at least as developed by the more extreme exponents of the art. There are concessions, very intelligently effected, to to the traditional longing, if we may take the many theatres erected during the past several years as true expressions of popular taste, which influences the American public in its attitude toward the theatre. There is in the Uptown a sense of balance which makes the modern art appear less breath-taking than has been the case in many of the productions which European architects and designers have sponsored. Yet there is a decided break from the older school of heavy adornment, the lavish use of intricate decorative design, which ever has been open to the suspicion that decoration was used for a deeper purpose than mere surface effect—to "gloss over" as it were definite weakness in structural design and plan of the architecture.

As a matter of fact this modern movement represents a victory, perhaps temporary but unquestionably emphatic, for the realists in the ancient conflict between the school which insists that plan should take precedence over decoration and that the "beauty of the truth," to be found in the strength of the design in its application to the particular requirements of the building, is the real goal. Decoration and adornment, on the other hand, has had and still has its champions and emphasis on this rather than on plan will continue to influence their productions.



Right sidewall, auditorium of the Uptown Theatre, Philadelphia, showing painted glass panels

New developments in lighting, newer developments in the building craftsmanship and new materials certainly have had an important influence on the progress which the modern architecture has made. Particularly true is this of the motion picture theatre, in which the technique and the art of lighting has certainly outgrown the vehicle in which it was developed.

The exterior of the Uptown is faithful to the modern style. The interior, however, is even more advanced. In the outer lobby it is the modern design of the iron work which expresses most emphatically the new mode in decoration. The foyer introduces a repitition of this, and adds greatly to it in such striking features as a fresco and the ceiling lights, which are in the modern German treatment.

In the foyer there is a well opening to the mezzanine promenade, marble combined with iron grille work being a feature of the well. Stairways are located at either end of the foyer and lead directly to the promenade, a spacious lounge, with retiring rooms located off the promenade. There is a reading room done in yellow, silver and black, with a modern fireplace, decorative panels as main features and furnishings upholstered in glazed black leather. Green and silver form the color scheme carried out in the women's rest room.

The promenade decoration is in shades of silver and gold, with ceiling panels of green, outlined in purple. A stairway leads from the promenade to the balcony level.

The general scheme of the auditorium decoration is in metallic lustre of silver, gold and bronze, offset by black. Features of the sidewall decoration are panels of glass, executed in modern designs and beautifully colored. These are set in recesses formed by reeded columns done in black and gold, crowned by floriated capitols. The cornice and proscenium decoration extend to the full height of the auditorium. The proscenium treatment is especially interesting and colorful. Two fountain organ grilles flank the stage opening.

The glass panels and the mural were executed by the Eastman Studios, their theme is the progress of civilization, and they have been described by the painter in the following words:

"The four wall windows depict the travel of a human being (man or woman) through the ages of civilization. Beginning with the Garden of Eden through the Babylonian period, into the Middle Ages, and into the early French Renaissance, and finally their arrival into the age of the New World of modern skyscrapers, airplanes, etc.

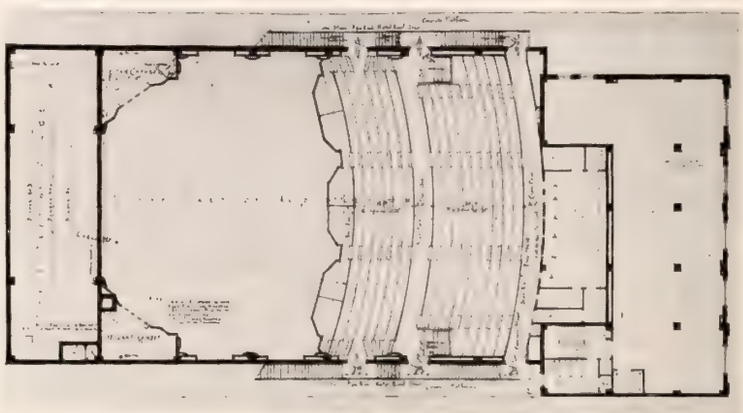
"For the proscenium mural, the subject is 'Lo! The New Day Has Come.' The heroic figure of the woman is the symbol of the new progress of our dynamic civilization. She is being worshipped by artisans and craftsmen."



Above, South end of promenade, showing well opening to main foyer, and at left a corner of the mural executed in the modern style which is an important feature of the foyer decoration.

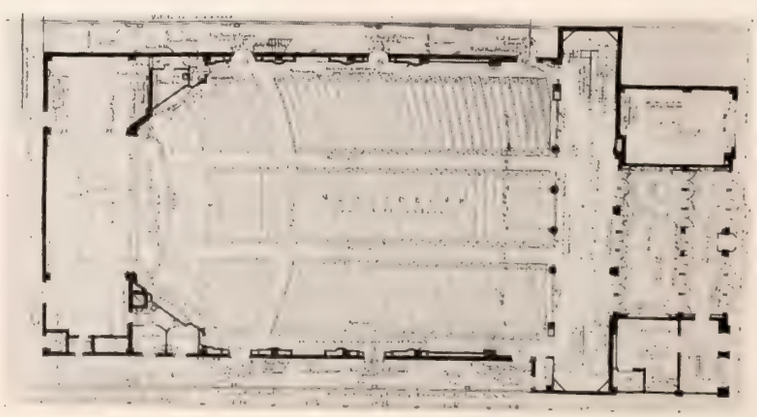


Above, a section of the cosmetic room, in the suite of the ladies' lounge, and one of the most modernistic rooms in the Uptown Theatre. Wall treatment, lighting and the furnishings are in the strictly modern style.



Balcony and 4th Floor Plan of Office Building

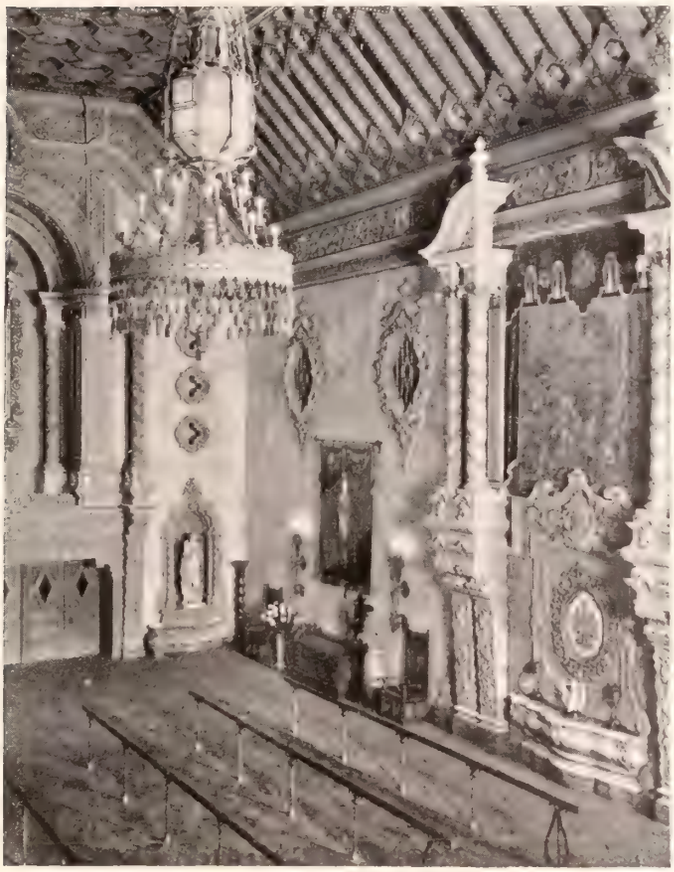
MAGAZINER, EBERHARD & HARRIS, ARCHITECTS



First Floor Plan

THE NEW LOEW THEATRE AT AKRON, OHIO

Atmospheric house features Spanish Design—John Eberson, Architect



Above, main lobby



Above, stairway to mezzanine

Below, auditorium view from main floor





Above, ladies' retiring room



Above, the mezzanine promenade

JOHN EBERSON, ARCHITECT

Below, auditorium viewed from balcony





Staircase to Mezzanine



View of Lobby and Promenade



Main Entrance Viewed from Lobby

LOEW'S STATE THEATRE

Providence, R. I.

C. W. & GEO. L. RAPP, ARCHITECTS



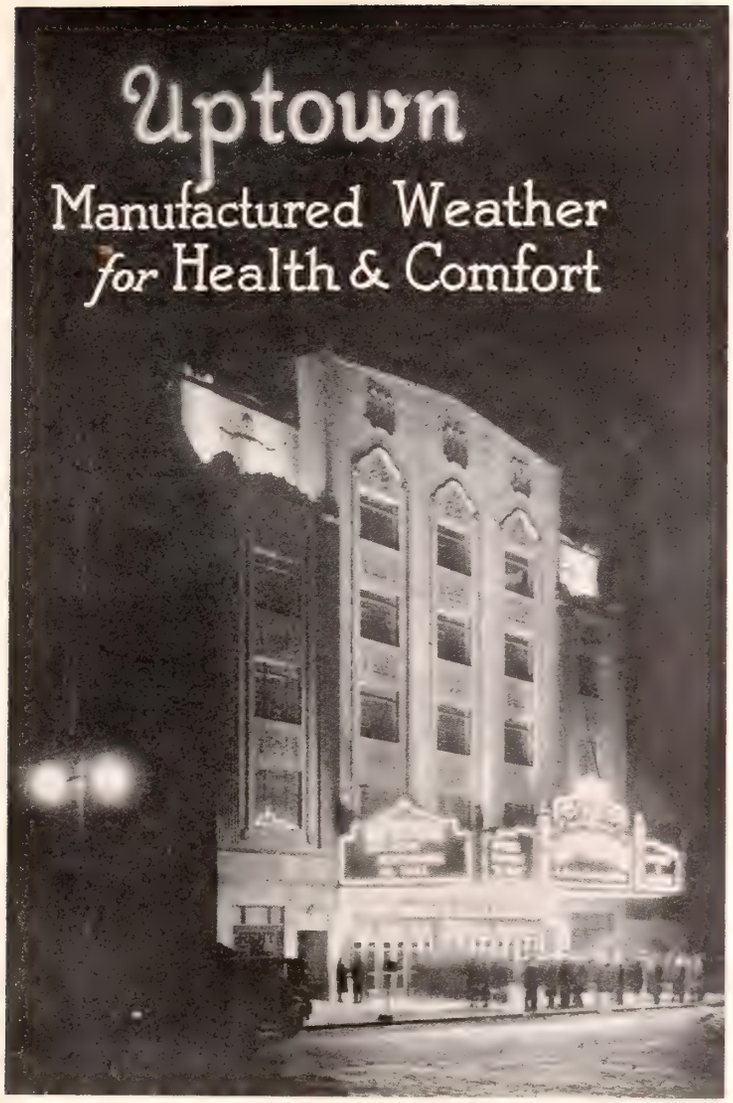
View from Stage



Proscenium Treatment

AUDITORIUM VIEWS LOEW'S STATE THEATRE

C. W. & GEO. L. RAPP, ARCHITECTS



Magaziner, Eberhard & Harris, Architects

—Again Manufactured Weather in Philadelphia

We recommend the following temperatures to be maintained in your theatre according to the variations in outdoor temperature during the summer:

Outside Temp.	*Theatre Temp.*
75°	73°
80°	74-5°
85°	76°
90°	77°
95°	78°
100° and above	79-80

For all of the above conditions we recommend a relative humidity in your theatre ranging from 55% to 60%.

PHILADELPHIANS are now assured additional enjoyment in another theatre—the Uptown—which has been provided with *Manufactured Weather* to give patrons an ideally comfortable and a scientifically healthful atmosphere every day in the year, regardless of outdoor weather or the size of the audience.

This is the same system of air conditioning, including Carrier Centrifugal Refrigeration, which provides ideal, *quiet* comfort in the Boyd and in the recently completed Mastbaum. It is the same system which has won recognition by an impressive and rapidly growing list of progressive theatres in the United States and abroad, as providing not only healthful comfort, but the *absolutely silent operation* demanded by houses featuring talking pictures.

In installing this air conditioning system in the Uptown we are pleased to have worked in the closest cooperation with the American Heating & Ventilating Company and the Architects, Messrs. Magaziner, Eberhard & Harris.

Carrier
AIR CONDITIONING
DRYING
REFRIGERATION

We shall be pleased to have theatre owners, architects and engineers investigate the results accomplished by the Carrier System for Air Conditioning and ask for a visit from one of our engineers. Write, too, for the Book, "Theatre Cooling and Conditioning," and a list of Carrier Conditioned Theatres.

Carrier Engineering Corporation

Offices and Laboratories
NEWARK, NEW JERSEY

New York Philadelphia Boston Chicago Cleveland Washington Kansas City Los Angeles

Exploiting the Theatre Cooling Plant



The line forms on the right on sweltering summer days at the theatre where cooling has been properly exploited. Above, view of the front of Rivoli theatre, New York City

Equipment Becomes Rival Of Feature Pictures As Business-getter During Summer Season

By Thomas C. Kennedy

FROM a standpoint of advertising support, the ventilation and cooling system is the one feature of the theatre plant which has not been entirely neglected by theatre men, though considering the profit which a certain comparatively few have realized from heavy campaigning, during the summer months at least, it would seem that a great number of showmen fail to develop the full potentialities of the ventilation systems in this respect.

Based on what actually has been accomplished at the box office through high-pressure exploitation of the cooling plant, there is every good reason for the theatre man to advertise extensively and exploit thoroughly, using the same showmanship methods that are applied to sell the bigger picture attractions.

One thing that has been eliminated, and it is a benefit to theatres as a whole, is the exaggeration of statement which prevailed before scientific cooling and ventilation became a commonplace in the picture theatres. The old "30 degrees cooler inside," displayed on posters decorated with polar bears, cakes of ice and trimmed up with painted frosting, not only lost its lure for the public but became an absolute repellent to trade. Largely because on entering many theatres thus ballyhooed, the patron found that the half-dozen or so electric fans with which the auditorium was equipped were not equal to the job of making it "30 degrees cooler inside." The theatre which actually has equipment of modern design for purposes of ventilating and cooling the auditorium now is best exploited by plain statement of fact, and facts are sufficient to sell the public the theatre thus equipped as an ideal "summer resort," or rather a resort where relief is found from the heat and humidity of the outside atmosphere.

The range of advertising mediums suitable for exploiting cooling plants is subject to no limitations not imposed upon the theatre advertiser when he exploits a big feature picture, or even a new sound installation. Newspaper tieups, special newspaper advertising campaigns featuring the institutional type of copy, publicity stories illustrated with photos of some of the machinery and describing the workings of the plant, cooperative merchant advertising, program readers, screen trailers, outside billing and lobby displays, may be used.

Several of the leading circuits conduct special newspaper campaigns at the beginning of the summer season. These campaigns consist of a series of display ads—similar to the example reproduced on another page—devoted entirely to selling the idea of the comfortable and healthful atmosphere which is maintained every minute of the day in theatres equipped with apparatus scientifically designed to create atmospheric conditions that actually are comfortable and healthful. In addition to the series of institutional ads featuring the cooling plants, slogans are adopted and these, along with brief selling copy are given a prominent place in the newspaper displays used to exploit current attractions. Special borders and illustrations in many instances are tied-up with the copy on cooling in preference to the usual idea of fitting the illustration entirely to the feature attraction of the program. In other words, the cooling plant is importantly displayed in each and every bit of advertising done by the theatre. Those are the methods which the bigger circuits have found profitable, as evidenced by continued practice year after year.



Effective display material for exploiting the cooling plant in front-of-the-house billing. Two photos above show special posters and thermometer used at the Rivoli, New York



Above, reproduction of newspaper display featured in summer campaign selling cooling plants at the Kunsky theatres in St. Louis. The connection between cooling and high standard programs during summer is a notable feature of the copy.

Frontal displays are given less to pictures of polar bears and ice cakes than to special signs, posters and banners, lettered with pale green or light blue on a white ground, which feature the slogan adopted for the cooling plant campaign. The popular form of lettering is a script. The theatres also display thermometers which record the temperature. These are mounted on special stands carrying explanatory matter which conveys the fact that the temperature shown represents the inside temperature of the theatre and calling attention to the contrast with the natural outside atmosphere.

SCREEN trailers are used to excellent advantage both to the theatre and the public. Personal messages from the management to the patrons stress the fact that the atmosphere maintained within the theatre is first of all healthful, because the air is in circulation and is washed clean of dust and impurities. It is not an artificial condition created merely for comfort without regard to conditions of health. But is a scientific application designed first for health and therefore naturally comfortable. This same type of selling matter is featured in house organs or programs, in special letters used in direct-by-mail campaigns if such are conducted, and in the newspaper copy.

The selection of a good slogan is an important matter in planning and executing the campaign for the cooling equipment of a theatre. The word "scientific" is frequently introduced, and the term "refrigeration" also fits into the idea which should be sold. As an indication of some of the slogans which have been used successfully in the past we list below some of catchlines.

"Scientifically Cooled by Refrigeration." "We Now Manufacture Our Own Weather." "Cool as a Mountain Top." "Scientifically Cooled." "It's Always Cool and Comfortable at the ....." "Where (name of city) Keeps Cool." "No Draughts, No Chills, But Cool." "Cool as the Sea Breezes." "Atlanta's Refrigerating Station."

The Publix theatres use the term "The Refrigerated" before the name of the theatre in all advertising for houses equipped with cooling plants. This is done consistently throughout summer months.

However, the important point to be stressed at this time is not the details of how the advertising should be done, so much as the fact that preparations should be made to exploit the cooling plant all during the summer season. The prominence now being given to sound may have the effect of taking attention off other features of theatre selling which are quite capable on their own of bringing business to the film shows, when the competition of beach resorts and outdoor amusements become formidable rivals of the theatre.

EQUALLY important is the necessity to operate cooling plants up to their full efficiency at all times. Manufacturers of ventilation and cooling systems frequently rise to complain of the manner in which their apparatus is operated, though the equipment is made to run itself practically. The difficulty is that in many cases the man operating the plant is told "to cut down" for the purpose of conserving electricity.

Intermittent stoppage of the machinery and over-loading to bring a rapid change in the atmosphere which becomes overheated and stuffy leads to effects which very conceivably might make the cooling plant a detriment rather than a help to the box office. The patron who is submitted to a sudden chill following a period of stuffiness, is not likely to carry away from the theatre any very favorable opinion of the "cooled and comfortable atmosphere."

In such cases every dollar spent to exploit the cooling plant is an investment in forces of destruction to the reputation of the theatre and the confidence which its management should enjoy. The properly "atmosphered" theatre should, at all times, have fresh air for ventilation, proper temperature, good circulation of air and freshness from odors. These are provided for in the leading cooling and ventilation systems installed in theatres, but no plant can function efficiently if it is not properly operated.

PEOPLE generally are learning to judge for themselves the comfort which is offered in an artificially cooled and ventilated theatre or public building. The theatres have been instrumental in attracting public attention to the advantages derived from the modern systems, it is true. But other business concerns have been converted to the commercial value of ventilation and cooling in summer, with the result that restaurants, and large department stores have made costly installations and are capitalizing them. More education for the public on the subject, and increasing knowledge of what constitutes "comfort and scientific cooling."

The theatre owner, therefore, who has invested in an efficient plant is hardly making the most of his investment if he permits it to be operated only on occasions, or to be handled in a manner which militates against the result—good, cool healthful atmosphere—sought when the apparatus was purchased and installed at considerable cost to him.

In hot weather the cooled theatre can be a powerful attraction, always provided, of course, the show is acceptable and there is that intangible asset necessary to all success, good-will. But this cannot be accomplished by advertising alone. The advertising will attract attention to the feature of good atmosphere, but unless the performance is there, the promise itself means little in dollars and cents at the box office. The mere possession of an expensive system, bought, paid for and then only half used, plus great exploitation and

(*Continued on page* 1859)



Headlining the group display for three of the Loew theatres in Cleveland, is the message used to pound away on the attractions of the artificially cooled theatre

Solving Your Theatre Construction Problems

Conducted by

Victor A. Rigaumont

Theatre Architect

Note:—This department is conducted as a general service to exhibitors and as an aid to them in solving their various construction problems (excepting those which relate to projection rooms). All correspondence will be treated in strict confidence and answers will be identified by initials only. Address all communications, Victor A. Rigaumont, in care of Motion Picture News, *729 Seventh Avenue, New York City. Readers incur absolutely no obligation through requests for advice on construction addressed to this department.*

Converting 1-Story Brick Building

Dear Mr. Rigaumont:

We contemplate a theatre in a town of about 8,000 and we have an option on a single-story brick building measuring 51 by 125—back alley only. How can this be converted into a comfortable, inexpensive theatre? Give number of seats, and approximate cost of conversion.

Thanking you for your kind attention, we are,

L. C. L.

Answering L. C. L.:

You should be able to convert this structure into a satisfactory, safe theatre. Allowing ten feet for the front lobby and rest rooms, eight feet for standing space and using a seventeen-foot platform-stage you can obtain 810 seats on the main floor. You would have a center bank of seats, two aisles and two wall banks. The exits would have to be at the front and back as your building location does not allow space for side courts.

It is impossible to estimate the cost of this alteration with the vague data at hand. It would be necessary to know the condition of the present building, so as to be able to determine if any part of it can be re-utilized, or if it is necessary to wreck the present building completely and erect an entirely new structure. However, you should be able to get a nice practical building at an economical figure. If you will send me a photograph of the present building (not for publication, unless you permit it), I shall be only too glad to help you in solving your proposition. You incur no obligation whatsoever in seeking this advice.

* * *

Excluding Outside Noises

Dear Mr. Rigaumont:

I'm just wondering if you can give me a practical tip on the best method of remodeling the front of a comparatively large theatre so that the clatter of street cars and other noises can be reduced to a minimum.

R. R. B.

Answering R. R. B.:

Your problem is really one that requires personal study of actual conditions. I gather that your inquiry is prompted through a desire to exhibit sound pictures. As you undoubtedly realize, intense quiet is necessary for perfect presentation of audible screen entertainment.

Noises from heavy street cars and trucks are extremely difficult to overcome because vibrations are transmitted through earth and solid construction. A great deal of clatter may seep through thin doors or windows. Perhaps, padding and weather-stripping of your doors might keep out much of the noise. The padding could be attractively covered with leather upholstery material. You might also cushion the inside of the front wall.

I suggest that you check up on the air intake vent to see if the air is drawn from possible sources of noise. As I said in my opening lines, you have a very difficult problem and one that requires complete knowledge of all conditions—both affected and affecting.

If you will send me a plan of the building, particularly a sketch of the front, also a sketch showing the position of the building in relation to adjacent streets and car tracks with their frogs and switches, I shall be glad to study your problem. Photographs would be of considerable help to me. I shall, also gladly have an acoustical expert investigate your situation. This service will, of course, be entirely confidential and you incur no obligations whatsoever.

* * *

Promoting a Theatre Enterprise

Dear Mr. Rigaumont:

Having gone through a couple of building operations, we are now seriously considering the erection of a theatre building and seek advice regarding the promotion of this type of venture. Can you tell us what is the usual procedure in starting a promotion of this kind so that we can compare it with the methods that we followed in our former enterprises?

A. P. S.

Answering A. P. S.:

There is really very little difference in promoting a theatre enterprise from that of promoting—say, an office building or some mercantile structure. Although, up to a short time ago financiers were not quite so interested in theatre propositions because of the supposed uncertainty. However, with the progress in the entertainment field and the entrance of large capital and with the bankers visualizing the possiblities, there have been many large loans placed in the theatre building field.

Before you purchase or option any ground, it is desirable that you obtain the advice of a theatre architect who specializes in this type of building. He can tell you if your particular plot of ground is suitable for such development, economically. You can have him make a survey of other sites that you have in mind for the purpose of comparison and, perhaps, profit. A survey of this kind can generally be obtained at very small cost and, if the proposition matures, the cost of this survey is usually absorbed in the architect's fee.

After you have determined the site, the preliminary sketches should be prepared showing the seating capacities and possible revenues from other sources within the structure. Then, an estimate should be prepared showing the cost of the structure together with an equipment estimate on such items as furniture, decorations and other operating equipment. With this information at hand, the financial interests will be in a position to talk comprehensively concerning any loans, bearing in mind the possible revenue that you may have from the business.

After this preliminary work is done, the actual construction drawings and specifications are prepared and submitted to various competitive bidders, at which time you can ascertain the actual cost of the entire layout and arrange your finances accordingly.

In the Middle West, there are several capable theatre architects who would be willing to cooperate with you along these lines.

* * *

General or Separate Contracts

Dear Mr. Rigaumont:

What is the best way to award the contract for the construction of a theatre? Should the plumbing, heating and electrical contracts be let separately from the general contract?

B. W. S.

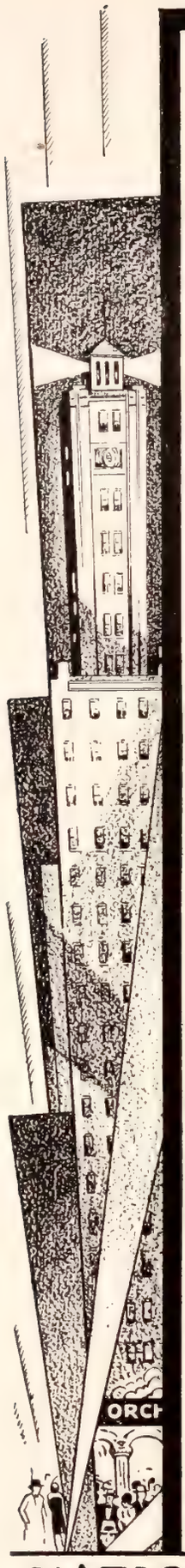
Answering B. W. S.:

The best way to award a contract for the construction of a theatre is to let your Architect handle the entire situation and confer with you at all times. Naturally, he will obtain bids based upon his drawings and specifications. These bids are generally submitted free of charge.

It is sometimes the practice to award the general contract for construction of the building separately from the mechanical contracts, such as plumbing, heating, electrical and ventilating work.

The advisable method is to place the entire responsibility upon the one head and award the entire work to the General Contractor under a Grand General Contract. The General Contractor, being responsible for the construction of the building, can coordinate the work of the other contractors in such a way as to fit in with his schedule and thus deliver the building on time.

It is most important to remember that after a building has reached the stage in which it receives the mechanical equipment, a lot of money has been invested and this money is drawing interest and taxes. Therefore, all chances for delay should be eliminated because as the job grows older, these extra expenses grow larger. It is much more efficient to administer a job so that the Architect and the owner can look toward one directing head, who should be the Grand General Contractor. The slight extra charge that the General Contractor usually makes for assuming these subcontracts is well worth the money.



How to Kill the Summer Slump

Hot Weather is just ahead! And whether or not this influence will be appreciably noticed in your box office depends in large part on whether or not you are equipped for summer patronage.

The way to kill the summer slump is through an adequate ventilating system. *National* offers and services ventilating systems for any theatre, regardless of its size. And *National* ventilating systems are absolutely silent in operation—a vital consideration to the exhibitor showing sound pictures.

Your nearest National Branch will gladly give you complete data, prices, etc. No obligation, of course.

REMEMBER—behind NATIONAL'S *One-Source, One-Guarantee, One-Quality Service* stand the world's largest manufacturers of theatre equipment and accessories. Combined with the *National Guarantee* this assures the Exhibitor more for his money in equipment, accessories, maintenance, and repair work. *THERE'S A NATIONAL BRANCH NEAR YOU.*

(4286)

NATIONAL THEATRE SUPPLY COMPANY

Offices in all Principal Cities

New and Improved Equipment

A Review of the Latest Developments in Theatre Engineering

New Film Speed Indicator for Sound Projectors

E. E. OLIVER, of the Oliver Motion Picture Supply Company and a pioneer equipment manufacturer and distributor, has placed on the market the Oliver Reproducer. This device reproduces sound by the disc method, and its outstanding feature is that it is controlled by the projection motor and the Oliver Speedometer, recently perfected by the inventor.

The speedometer, as it is called, resembles the automobile speedometer. The dial is calibrated to show feet per minute, and minutes per thousand feet of film. A feature claimed for this improved film speed indicator is that it places no wear on the shutter shaft.

The Oliver Reproducer employs the speedometer to regulate the speed of the turntable to match the speed of the film. The pitch of the sound varies slightly with the speed, becoming higher as the film speed rate is increased, but synchronization between the two is maintained at all times.

The Oliver Reproducer, it is understood, will sell for $750 f. o. b. the factory. This price covers the cost of equipment which includes 2 turntables, 2 Rola speakers, 2 Oliver Speedometers, and 2 Audak Pickups.

The reproducer equipment and the speedometer will be marketed through theatre supply companies.

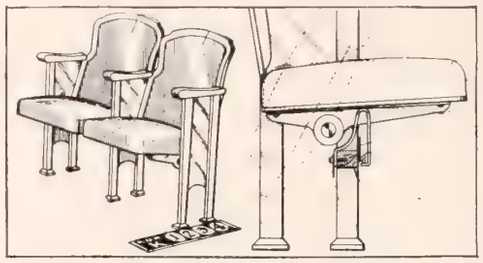


Oliver "Speedometer"

Invents System to Direct Patrons to Vacant Seats

AN invention of Albert G. Carter, of Norwood, Ohio, aims to eliminate the necessity of theatre ushers in picture houses to show patrons to vacant seats by an arrangement of lights to indicate the location of unoccupied chairs. The inventor has made application for a patent covering the device.

The invention relates to automatic indicators whereby vacant seats in theatres



Features of "electrical usher system." Left view of 2 seats showing location of indicating lights adjacent to each row of seats. Right, side section showing contact switch located under each seat

can be automatically indicated to the patrons waiting in the lobby or foyer by means of a chart located in such places, as well as to indicate the exact seat in the row by illuminated numerals on the aisle at the end of each row of seats.

The invention consists of an automatic switch located on each seat and adapted to light an electric lamp at the end of the row in which the seat is located, together with a second light upon the chart set up in the lobby or foyer.

The lights to indicate each seat are wired in series with each other so that the switch beneath that particular seat is capable of completing the connection to each light, according as the seat is occupied or vacant, at which time automatic spring devices raise the seat.

Each row in the theatre is indicated on the lobby chart by a light, which light burns continuously when the system is in operation. In the aisle at the end of each row there is also a designating light. As seats become vacant the number indicating them illuminate in that row on the chart, and also on the row charts in the aisles.

The indicating charts, thus show only numbers and locations of those seats which are vacant.

New Bulletin Tells Uses of Colored Glass for Lighting

A RECENT manufacturer's publication dealing with the uses of natural colored glass hoods and plates in theatre decorative, stage and advertising lighting is now available for theatre men from the Reynolds Electric Company, of 2669 West Congress St., Chicago, manufacturers of Reco Color Lighting equipment. The new publication is designated Bulletin No. 77 by the company.

The bulletin describes the uses of hoods and color plates, the later designed to fit into floodlights. These are especially adaptable to box lights, flood or spotlights and olivets. The glass is made in strips to take care of expansion.

Assemble Line of Fabrics for Sound Theatre Drapes

UNSATISFACTORY acoustical properties of the theatre often are the source of conditions which nullify the potential tonal quality of the reproducing apparatus used for the presentation of talkie films or musical effects of both the synchronous and non-synchronous type by means of film or disc-recorded sound. Frequently it is necessary to provide special drops to enclose the rear of the speaker or horn apparatus in order to prevent echo or reverberation back of the screen, or cover wooden seats, or drape reverberation spots in the auditorium.

It has been found that some fabrics are far more sound-absorbing than others. Payne & Company, of Dayton, Ohio, specializing in upholstery fabrics and supplies, have made a special study of materials adopted to uses for drapes, seat coverings, etc., for theatres using sound equipment. A new line of slip cover material for theatre seats and fabrics for draping walls has been assembled by this company for special application to the picture theatre.

The company reports that the largest sale of fabrics for sound theatre uses is a special black velour 54 inches wide and of a special weight which seems to be especially adapted to use as surrounding drape drops for the rear of the horns or speakers. Often the rear walls of the theatre are highly sound reflective, hence the widespread use of absorbing material to enclose the speakers.

Mammoth Curtain Installed at Atlantic City Hall

PROBABLY the largest fireproof asbestos theater curtain in the world has been installed at the mommoth Convention Hall at Atlantic City. The curtain was made at the Ambler factory of the Keasby & Mattison Company, and was installed and decorated by Peter Clark, Inc.

The curtain, which is a double one, mounted on a frame with an air space, is 54 feet high and 114 feet wide, and contains approximately 1,800 square yards of three point asbestos cloth, reinforced with brass wire. It weighs about 6,000 pounds.

The curtain complies with the strictest interpretation of the New Jersey State Law, and the regulations of the Bureau of Building Inspection of the Department of Public Safety in the City of Philadelphia, which impose very rigid specifications for protective theatre curtains for all proscenium openings of 30 feet or more in width.



There's still time!

Get the Facts!

KOOLERAIRE

Healthful Atmospheric Conditioning

The Cooling Sensation

OF THE

THEATRE INDUSTRY

NOW BEING INSTALLED BY LEADING THEATRES AND THEATRE CIRCUITS.

You Cannot Afford

To Buy a Cooling Plant Without Investigating

KOOLERAIRE

DROPS TEMPERATURES 10 TO 19 DEGREES

The Low Cost of Installation and Operation Will Amaze You

A 1,500 SEAT THEATRE CAN BE COOLED FOR $20.00 PER WEEK



NO ENGINEER REQUIRED

▲ ▲

Learn About KOOLERAIRE Today

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Weighing the Industry's Progress and Impending Changes Due to Sound

S. M. P. E. Meet Revealed True Significance Of The "Talkie Upheaval"

AS a demonstration of the rapid strides which have been made by the new ally of the motion picture, synchronized sound, the recent meeting of the Society of Motion Picture Engineers, held at the Park Central Hotel, New York City, last month, commands particular attention of those who are within the ranks which form the motion picture industry. Of course, sound has become firmly established. The reaction of the public to the new and constantly improving production employing the new invention was responsible for creating a demand which sent production hurriedly off in a new direction. Nevertheless, perhaps nothing has occurred—box office reports of sound pictures outstripping the older form of entertainment—revamped production schedules which make sound pictures dominate the programs of the large companies—announcements of an increasing demand for theatre equipment and greatly increased capacity on the part of manufacturers to supply and install the apparatus—nothing of this sort has served to reveal the real significance of sound as a force which is reconstructing the entire industry along new lines.

What The Future Holds

What the future holds for the studio, and perhaps far more importantly, for the theatre might be read between the lines of many of the discussions which occupied the sessions of this scientific body associated with the motion picture. Sound completely dominated the Spring Meeting of the S. M. P. E. Indeed, of the total of 32 papers read before those sessions 17 were exclusively concerned with sound. Though the sound pictures were the most important subject of the meeting of the Society last fall, both that and the meeting previous to it, showed the members, aside from those directly associated with electrical companies manufacturing studio or theatre equipment, to be one with the rest of the industry in regarding the sound pictures something in the light of a new toy. The recent meeting sound was revealed in a new light. The laboratory man, the engineers, the technicians have tradition, experience, a working foundation on which to build future improvements, design embellishments to the technique and the art of the sound picture. The energy and the creative imagination which they are bringing to the task of seeking solutions to existing problems and the development of greater scope for the sound picture was manifest throughout the several sessions held by the Society.

The sound picture of today may be strides ahead of those first attempts made with the present type of equipment—the which occurred only about two years ago—but the sound picture of the present has not wrought the changes, important physical changes, which the sound picture of the future is destined to effect—always provided, of course, the plans are brought to successful issue in accomplishment.

Extending Emotional Ranges

Concerning advancements announced during the meeting and ready for immediate application to the sound picture, perhaps the most important contribution of the laboratory to the new screen is the process for employing color tints with prints recorded by the sound-on-film system, made public in the paper read by L. A. Jones of the Eastman Kodak Company. Dr. Jones as head of the physics department of the Eastman Laboratories is responsible for the development of a series of tints which do not stop the light required for sound reproduction by the sound-on-film system when applied to the base of positive prints.

Reproduction of light-recorded sound pictures in natural colors is not yet possible, owing to technical difficulties still to be surmounted. But by means of this new process a scene can be flooded with sixteen tints, a valuable extension of the emotional range of the cinema art.

The director who has a mob scene to handle under the new process can use the tint denominated "inferno" to spread over the footage of that "shot." This is a fiery red tinged with magenta. By subjective association, according to Dr. Jones, it is indicative of turmoil, unrestrained passion and strife. The delicate orange of "peachblow" tint can be used to enhance the mood of a closeup love scene, or "candleflame" can be utilized to induce mild mood reaction such as coziness and comfort without opulence.

In his demonstration Dr. Jones presented a film prepared by the Fox Film Laboratories, containing a series of short "shots" of dramas and scenic panorama, one for each tint.

The tints were explained by Dr. Jones as "rose doree," a deep warm pink; "peachblow," a delicate flesh pink; "afterglow," a rich orange; "firelight," a soft orange yellow; "candleflame," a pastel orange-yellow; "sunshine," a clear brilliant yellow; "verdante," a pure green; "aquagreen," a brilliant blue-green; "turquoise," a brilliant blue; "azure," a sky blue; "nocturne," deep violet-blue; "purp'ehaze," a bluish-violet or lavender; "fleur-de lis," a royal purple; "amaranth," a warmer purple; "caprice," a cool pink; "inferno," a fiery red, and "argent," the hueless neutral tint.

For each tint Dr. Jones described its use in the extension of the "color language."

For its value as a practical application of an art which is still but vaguely understood by many in the theatre field, where it is practiced with varying degrees of success, and is known as "the psychology of color," the following list of the various tints to be employed in coloring positive film bases and the brief comment on the hues is printed here.

Tint No. 17, Argent. This is a hueless color, a silvery gray showing no chromatic characteristics. It may be regarded as the zero or starting point on the scale of saturation or color strength. It is very necessary as a means of establishing a visual accommodation in terms of which a hue may be appreciated by contrast. It may be used to fatigue the eye to the point of monotony after which the presentation of a hue will have enhanced effect.

Tint No. 6, Sunshine. A clear brilliant yellow approximately complementary to sky-blue, therefore quite closely matching the subjective color of sunlight when seen in contrast to blue sky. The visual transmission is high, 83 per cent, therefore it is particularly adapted for use on a scene designed to give the impression of brilliant sunlit conditions and where an interior is obviously illuminated by sunlight entering through windows and open doors. This color is definitely warm but not to the same extent as Candleflame. Firelight, and Afterglow which make with this color a series increasing progressively in warmth. It is mildly stimulating, suggesting a mood of lively interest and attention, but not one of high excitement or nervous tension.

Tint No. 5, Candleflame. A pastel orange-yellow. It is slightly lower in transmission (75 per cent) than Sunshine giving a screen more orange in hue and lower in brilliance which definitely suggests artificial illumination when used on interior scenes. Somewhat warmer than No. 6. Possibly useful on exteriors in suggesting morning or afternoon with less intense sunlight than prevails at midday. By objective association useful in inducing rather mild mood reactions such as feelings of coziness, comfort, intimacy, well being, peace and plenty without opulence.

Tint No. 4, Firelight. A soft yellow-orange. This is warmer than Candleflame to which it is closely akin in mood reaction value. The lower transmission (66 per cent) gives a somewhat less brilliant screen and this with the more orange hue makes it particularly adapted for use on an interior scene where it is desired to suggest an artificial illumination softened and subdued perhaps by shaded lamps and candles. It is suggestive also of illumination emanating from an open fire; but is not quite orange or red enough to satisfactorily render the fire itself if visible, for which Afterglow is perhaps better. It stimulates mood reactions of the same category as Candleflame but with greater intensity. Suggestive of warmth, comfort, intimate home relationships, mild affection, etc.

(*Continued on page* 1862)

STAGE LIGHTING

IN THE CAPITOL THEATRE

THREE years ago, the Capitol Theatre, one of New York City's finest motion picture houses, installed Ward Leonard Vitrohm Dimmers for the control of all lighting.

Mr. William Mulligan, Chief Electrician of the Capitol, says:

"This theatre was one of the first and largest of the modern motion picture houses. The management here has always been quick to appreciate the value of apparatus which aids in giving the best possible show. When, three years ago, the decision was reached to replace the inadequate lighting control system with Vitrohm Dimmers, the Capitol took, in my opinion, a step which has helped tremendously in securing the proper kind of lighting control.

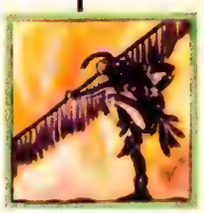
"We back stage certainly find them easy to operate and keep going. The control secured is accurate, and this is especially important today where lighting is tied in so definitely with the stage presentation."

Investigate at once the possibilities which Vitrohm (*vitreous enamelled*) Theatre Dimmers offer you. Good lighting has become an essential in theatre operation. Bulletins on Vitrohm Lighting Control will be sent you without obligation—Write today for them.

WARD LEONARD ELECTRIC CO. MOUNT VERNON - NEW YORK



A colorful stage scene offered recently at the Capitol Theatre, New York City.



AMERICAN INDIANS long before the advent of the white man on this continent had developed numerous dances, rich in symbolism of war, peace, agriculture, and religion. Even today certain of the dances are retained in the ritual of the tribal remnants. Lighting from sun, moon, and fires was important in the development of the dances.

In the Toledo Paramount, too



THE magnificent Toledo Paramount joins the big list of Publix houses seated by Heywood-Wakefield. . . . Two years ago, Publix officials, engineers, chemists, and maintenance men made an exhaustive study of theatre chairs. It is significant, therefore, that, since the investigation, *Heywood-Wakefield chairs were installed in every Publix house that has been erected or reseated.* Publix has been pleased with the style, the quality, the speedy, flawless installations, and the box office appeal of Heywood-Wakefield theatre seats. And they show their approval by awarding a contract for 40,000 *more* H-W chairs. . . . Pantages, Balaban & Katz, Orpheum Circuit, Warner Brothers, and many other prominent showmen are using Heywood-Wakefield chairs for good, money-making reasons. Let us tell you and show you why. A line to the nearest H-W sales office will bring detailed information on the advantages of reseating.

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SOUND EQUIPMENT AND OPERATION

Servicing The Non-Synchronous Theatre Installation

by John F. Rider

While concerned specifically with the non-synchronous installation and its servicing, all operators of sound equipment will find this article most worth while, because it traces the effects of audible disturbances issuing from the speakers to their various and several causes in the ampliyer system, the power pack, the tubes or the speakers themselves—all of which applies equally to the synchronous as well as the non-synchronous reproducers. It is information that will fortify the operator with valuable knowledge to help him when trouble manifests itself and servicing repairs must be made quickly. The article also suggests a procedure which the operator may follow in checking the sound system to discover the sources of impending trouble in the apparatus.

SO many motion picture houses are equipped with non - synchronous sound equipment that a special story, even a series of stories discussing the servicing problems of these installations cannot help but do good. Hence we concern ourselves with amplifying equipment employed in conjunction with disc records, cued to synchrony with pictures.

Generally speaking this equipment consists of the phonograph pickup, a volume control, a scratchfilter (if one is used), the power amplifier, the power supply system and the speakers. The fact that two channels are available makes very little difference. The same is true of the type of audio amplification employed. Be it resistance, transformer or impedance coupling, the unit constitutes an amplifier. The same is true of the power supply system, with the exception that the use of a generator constitutes a power supply system different than a power pack where the Alternating Current available from the local power system is rectified into Direct Current for application to the tubes in the installation. However, both constitute power supply systems. The same is true of loud speakers. Be they of the morning glory type, the cone type of the dynamic they still remain speakers.

The possible trouble in such systems are quite numerous and we deem it best to consider the individual sections of the complete installation. Starting with the pickup, we find that in the majority of installations, this system is comprised of the actual magnetic pickup, the volume control and the scratch filter. The volume control in such systems is usually a three terminal resistance with a variable centre tap, arranged in such manner that the electrical impulse generated by the movement of the armature within the pickup unit is impressed across the volume control resistance, and by adjustment of the variable control, any portion of the magnitude of electrical impulse, usually spoken of in fractions of a volt, may be applied to the amplifier, after being applied across the scratch filter. In effect the volume control is a voltage divider whereby the potential available from the pickup unit may be divided at will; the desired percentage of the entire voltage generated being applied to the associated apparatus.

Accordingly, three units are within the group associated with electrical energy. Of these three, two are mechanical devices with moving parts. Since all three are associated with the electrical, they are possible sources of electrical disturbance and possible sources of electrical trouble.

The phonograph pickup responds to the minute variations representing the recording on the disc. As such, the needle and armature are continually in motion and in order to respond to all that is recorded, the movement of the needle and the armature must be unimpaired. An obstruction of some nature, no matter how small, which retards the movement of the armature within the pickup unit, will effect the performance of the device.

Loose parts give rise to distorted music and speech, but in addition cause various forms of electrical disturbance, such as crackling and sputtering sounds. In line with this form of trouble, is the volums control. Perfect contact between the movable lever and the resistance element is imperative, otherwise sputtering sounds will be heard as the lever is moved when volume adjustments are made. Imperfect contacts between the connecting terminals and connecting wires will cause the same. Oxidized or corroded elements in contact with the movable lever will cause uneven volume control adjustment and frequently fluctuating signal intensity. The same is true of imperfect contact between the lever and the resistance element. No matter how rigidly fastened, these elements are subjected to some vibration during the rendition of a musical program. Whatever the distance between the speakers and the operating room, a certain amount of vibration is transmitted back to the operating room.

Imperfect contacts between the elements constituting the scratch filter will give rise to electrical disturbance of the character mentioned in connection with the other units. Frying sounds may emanate from this device, despite perfect contact between the terminals and the connecting leads. The origin of these sounds may be the components of the filter. A leaky condenser will do the trick. Frayed insulation between the turns of the coil used in the filter will likewise produce such an effect. In connection with this device, it is necessary to consider the possibility of distortion. The purpose of the device is to remove the high frequencies representing the scratch. This however cannot be accomplished without the loss of some of the higher audio frequencies. A defect in the device, such as a partial short circuit of the turns constituting the inductance will materially effect the range of frequencies which may be passed through the device, consequently distortion is the result.

With respect to distortion, incorrect connection of the volume control will produce bad results. These will be noted when the volume is reduced and because of the apparently satisfactory condition when the adjustment is "maximum,"

(Continued on page 1844)

SOUND EQUIPMENT AND OPERATION REFERENCE PAGES

by JOHN F. RIDER

MOTION PICTURE NEWS

THE VACUUM TUBE 700.1

AS a subject for discussion, the vacuum tube is very interesting, replete with many interlocking details. Fortunately, however, the interest of the "talkie" field lies in but two phases of the subject; the vacuum tube as an amplifier and as a rectifier or as a means of magnifying sound and as a means of supplying operating potentials, hence the discussion of the tube as employed in this field will not be of the usual length necessitated by the requirements of other fields.

The vacuum tube, as we know it today, consists of a number of elements contained within a chamber, from which has been withdrawn, by certain processes, all air and gases. In other words a high degree of vacuum is secured within this chamber. The elements within the conventional amplifying tube are three in number, and differ in physical structure. The three elements are, a filament, a grid and a plate. The usual alignment of the elements is such that the filament is located within the confines of the wires of the grid arranged to form a narrow rectangle, and the plate of similar shape but of larger dimension completely surrounds the grid. However, certain tubes employ an alignment of elements where the grid is of two sections, located each side of the filament, andthe plate is likewise of two sections, located on the outside side of the grid.

The operation of the vacuum tube is based upon the emission of electrons, (negatively charged current carriers) from the filament, usually termed the cathode and heated to incandescence.

Bearing in mind that that the emission from the cathode is negatively charged, these particles or carriers can be attracted to another element, if the latter is positively charged by means of a battery. This is done in the vacuum tube and the positive element is the plate, usually called the anode.

In their passage to the plate, the electrons are obliged to pass through the meshes of the grid. The distance between the wires constituting the grid is relatively great, hence the grid does not offer a serious obstruction. However, if the grid is given an electrical charge, it will influence the electrons, the exact influence depending upon the polarity of charge. That this will exist is obvious, since the electrons flow through the grid wires when on their way to the plate. If the grid receives a negative charge, it will repulse some of the electrons which have left the filament and less will reach the plate. If, on the other hand, the grid is given a positive charge, it will attract some of the electrons and also accelerate the flow of electrons from the filament to the plate, bcause of the additive attracting power.

MOTION PICTURE NEWS

THE VACUUM TUBE 700.11

BEING located between the filament and plate, the grid functions as a valve controlling the electronic flow, increasing the flow when positively charged and decreasing the flow when negatively charged. Now, the positive charge upon the plate is secured by connecting a battery between the filament and the plate with the positive side of the battery connected to the plate and the negative side to the filament. The influence of the plate upon the filament is to attract electrons, and this flow of electrons FROM THE PLATE provides an electrical path so that current from the battery may flow FROM THE PLATE TO FILAMENT TO THE PLATE provides an electrical path so that current from the battery may now flow FROM THE PLATE TO THE FILAMENT since electric current flows from positive to negative. The current flow from the plate to the filament is known as the "plate current."

The attractions of the electrons emitted from the filament to the plate is due to the positive charge upon the plate. If this charge is small, the attracting force is small and few electrons reach the plate. Since the magnitude of potential supplied by the battery to the plate governs the charge upon the plate, the value of plate potential governs the electronic flow, consequently the plate current.

The filament, however, is also of importance. The electronic emission from an element is usually a function of the temperature and the constituency. The latter we take for granted, although further details will be mentioned in this series. The former, on the other hand, is governed by the potential applied to the filament to heat it to proper temperature. If the temperature is less than normal, the electronic emission is less than normal. If the electronic emission is less than normal, and the plate voltage is normal, the plate current will be less than normal.

Bearing in mind the variable charge upon the grid and its valve action upon the electronic flow and its reducing and increasing effect upon the plate current, if we connect an alternating potential across the grid and filament circuit, the grid will be alternately negative and positive, rising and falling, from zero to maximum and then back to zero during each alteration. The variation in charge upon the grid will cause a corresponding increase and decrease in plate current, and the result is a reproduction of the alternating voltage applied to the grid, in the plate circuit, but here in the form of corresponding variations in plate current.

The salient feature of the vacuum tube is not the mere effect of the grid upon the plate current, but that the variation in plate current, secured by reducing the plate potential from a value 180 to 100 volts, difference of 80 volts is secured by varying the grid potential over a range of 10 volts positive and negative. Under these conditions the amplifying power of the tube is 8, since $180 - 100 = 80$, and $80 \div 10 = 8$. . . . Hence, amplification within the tube.

SOUND EQUIPMENT AND OPERATION REFERENCE PAGES

by JOHN F. RIDER

MOTION PICTURE NEWS

CURRENT, VOLTAGE AND RESISTANCE 800.3

THE operation of a complete sound picture system involves many studies, electricity, physics, chemistry, etc., but of greatest importance is the first, electricity. Now, in connection with this subject, it is necessary to give analogies in order to facilitate comprehension. Its characteristics are similar to that of water, but unlike water it has no substance.

In a pumping system, a pump exerts a certain amount of pressure to force a certain quantity of water through pipes. In electrical circuits, a force known as potential forces a certain amount of electricity through the circuit. The force, potential, is analogous to the pump and the pressure in the pump is, in turn, analogous to the value of potential in the eletrical circuit. As a matter of fact, the potential is the pressure and is usually expressed in volts, the volts, being theunit of potential or electrical pressure. The quantity of water forced through the pipe line is analogous to the quantity of electricity forced through the circuit by the potential, and quantity of electricity is expressed in amperes, the ampere being the unit of current. We may consider the current as being the water in the pipe line.

The reason for the pump in the pipe line is to overcome the friction offered to the flow of water by the sides of the pipe. This friction may be classed as resistance offered by the pipe lines to the flow of water. We find a similar phenomenon in electrical circuits. The current flows through a wire, ujst as the water flows through a pipe. The wire carrying the current offers a certain amount of resistance to the flow of current and we have the term resistance in electrical circuits. The magnitude of resistance is expressed in ohms and the ohm is the unit of resistance to electrical current. Hence, we have the three significant terms, voltage, current and resistance.

If the size of the pipe line is decreased it will be necessary to increase the pressure, in order that amount of water flowing through the pipe line be the same as before, i.e., before the diameter of the pipe was reduced. The same is true in electrical circuits. If the resistance is increased, it is necessary to increase the voltage in order that the current remain constant. If the resistance is increased and the voltage remains constant, the current will decrease. The variation of voltage, current and resistance in D.C. circuits is expressed by three rules known as Ohm's Law and are:

$$\text{Voltage (E)} = \text{Current (I)} \times \text{Resistance (R)}$$
$$\text{Current (I)} = \text{Voltage (E)} \div \text{Resistance (R)}$$
$$\text{Resistance (R)} = \text{Voltage (E)} \div \text{Current (I)}$$

The capitol letters are the designations employed for various terms.

MOTION PICTURE NEWS

ALTERNATING CURRENT AND POTENTIAL 800.4

POTENTIAL employed in sound equipment is not always of the direct type, designated as D.C., hence the current flow in sound equipment circuits is not always of uni-direction. Instead, potential is of two types, D.C. and A.C., direct and alternating, and current flow is likewise, direct and alternating or uni-directional and duo-directional.

In D.C. circuits, the current flows in one direction only, hence after a certain period of time, which is infinitesimal, the current in the circuit reaches its maximum value, just as in a pumping system, where the pump is operating at a constant speed through a constant pipe line, the flow of water reaches its maximum pressure after a short period.

In A.C. circuits the current flows in two directions, first in one and then in the other, as for example in a pumping circuit wherein the movement of the piston, starting from rest, is first up, back to rest and then down and then up to rest, completing a cycle of motion. The water flow in such a system will be in two directions.

If the piston is analogous to the voltage or potential in the circuit, it is evident that it is not maximum at all times and differs from the D.C. circuit. This is true, since the action of the piston is such, that starting from rest, moving up, the pressure increases until the stroke is maximum, at which time the potential is maximum and then again decreases as the piston approaches the rest position (midpoint), at which time the potential is zero. From rest or zero position, the pressure commences to increase in the opposite direction until the stroke is maximum, at which point the potential is again maximum and then recedes to zero as the piston moves up to the rest position. The rise and fall in potential is evident and, since the current in the circuit is a function of the potential or voltage, it is evident that the variation in current will follow the variations in magnitude of potential. Two such alternations complete a cycle of voltage or current variation. The periodicity of a complete cyclic variation is known as the frequency of the alternating potential or current.

With respect to frequency designations, the current passes through a complete cycle a number of times a second, and this periodicity is known as the frequency of the potential or current and is designated as "cycles per second." With respect to current and potential designations, the term amperes and volts employed in D.C. circuits are likewise applicable to A.C. circuits. However, the opposition to current flow in A.C. circuits differs from that in D.C. circuits, hence is not always expressed as resistance, the term applied to the opposition in D.C. circuits. The new terms, reactance and impedence, shall be discussed at greater length later.

little thought is accorded the volume control unit.

SOME of the pickups used for this work contain the scratch filter. What has been said before is still applicable.

From the pickup system we pass to the audio amplifier. The possible faults are numerous, but the most frequent involves the vacuum tube. The fact that a tube lights, is no sign of satisfactory performance or electrical condition. Furthermore, the fact that the filament prongs make perfect contact with the socket prongs, is no proof that the other tube prongs make good contact with the other socket prongs. Very frequently operation of the complete amplifier is disrupted because vibration jarred a tube plate prong loose from the socket contact. . . . A simple fault—a simply remedy, yet a major effect.

Generally speaking amplifiers employing 226 type tubes are not as silent with respect to "hum" as amplifiers employing the 227 cathode type of A.C. tube, and very frequently the "hum" may be traced to this tube or to its associated circuits and circuit elements. Of particular interest is the adjustment of a resistance employed in shunt with the filament or filaments as the case may be, of the 226 tubes in the amplifiers. Incorrect adjustment of this resistance will cause excessive hum. The fact that one adjustment has been made is not proof of the correct adjustment when tubes are changed. In many cases one adjustment may suffice for many similar type tubes, but then, again, it may not.

Excessive hum in the installation may be due to insufficient line voltage, i.e., the voltage available from the power supply line may not be sufficiently high to meet the requirements of the transformers employed in the amplifier. Provision for varying line voltage is usually made by supplying a tapped primary. However, many do not make use of this primary adjustment because they do not realize the significance of the taps.

Excessive hum in the system may be due to the application of insufficient plate potential or plate voltage. This is particularly true when the 226 type of tube is employed. It takes but one tube in the system to cause an objectionable degree of "hum."

Arcing across the elements of the vacuum tubes is due to the application of excessive potential and if traced further with B eliminator sources of plate potential, to lack of sufficient load upon the eliminator. This fault however is infrequent.

Blasting of the speaker or distortion when the signal is loud, is invariably a sign of tube overloading, usually of the output tubes and can be overcome by reduction of the input signal. In connection with the overloading of the output tube or tubes, as the case may be, special mention is made of the speakers connected to the power amplifier. These speakers constitute the load to secure satisfactory output tube operation with respect to freedom from distortion and power transfer between the tube or tubes and the load, a certain impedance relation is necessary. The average amplifier installation is designed to feed a 4000 ohm load. This value is determined by the plate impedance of the average tube. In push pull systems, the total tube impedance of two tubes is about 4000 ohms, 2000 ohms for each tube. To secure best frequency response and maximum undistorted power transfer, the load should be numerically equal to twice the tube impedence. It is usual to employ two or more speakers in an installation. If the job calls for one speaker and two are used, they should be connected in parallel and changes instituted in the output circuit to accommodate the two speakers in parallel, since the impedance of this combination is ½ the impedance of one. If the job has been designed for one speaker and four are to be used, they must be connected in series parallel, two in each series combination and each set of two in parallel. These facts are quoted because of the influence upon the quality of reproduction and the attainment of maximum undistorted power output.

IN connection with speakers, much hum may be induced in the speaker leads from nearby power lines. Loss of high notes is possible if the type of wiring employed between the speakers and the amplifiers has a large capacity between the wires. Twisted wire should be used. Dynamic speakers employing individual rectifiers should be arranged in units and remotely controlled. Shorts or leaks to ground from these cables will result in sputtering and crackling sounds.

So far we have discussed very little of the inside of the amplifiers. Overloading of the coupling units in the amplifier is apt to cause various forms of electrical disturbance, very annoying to the listener. Overloading resistances by passing excessive plate current will cause sizzling and frying sounds. Overloading transformer primaries by passing excessive current through the windings will produce several effects. First is damage to the core itself, if it is of the alloy type so common today. The effect of this phenomenon is a change in the frequency characteristic of the transformer and a loss on the lower end of the audio frequency spectrum. Second, is possible injury to the windings. If the insulation is frayed, a leak may develop and arcing between turns or layers will give rise to crackling and sputtering sounds. Such resistances or transformers must be replaced because they will eventually burn out.

Distortion in an amplifier may be due to insufficient grid bias, due perhaps to a partial short between the turns constituting the grid bias resistance. In some cases, distortion due to an open in the circuit connecting a bypass condenser across a grid bias resistance. This form of trouble is manifest by a hum.

A daily diminuation in amplifying power despite the application of correct operating potentials is a sign of filament deactivation, that is to say, the electronic emission is low and tube reaction or replacement is necessary. We recommend the latter. Any one interested in the design details of a unit suitable for the determination of the electronic emission of a vacuum tube may write to the author. The device is simple and inexpensive. . . . It will save a lot of grief.

The determination of the plate current consumed by the various tubes in the amplifying system is a very satisfactory method of determining operating conditions and even the isolation of the fault. The reasons for this are numerous. In the first place the plate current reading will give one an idea of the plate potential applied. Second, it will show insufficient, excessive or lack of grid bias. By so doing it will show an open in the secondary or grid circuit of the coupling unit. It will show an open in the plate circuit, if other checkup shows plate voltage applied to the coupling device connected in the plate circuit.

An open in the input circuit will be manifest by a howl or hum. An open in the grid circuit will be evidenced by a hum and weak amplification. An open bypass condenser will be manifest by a hum, sometimes a howl.

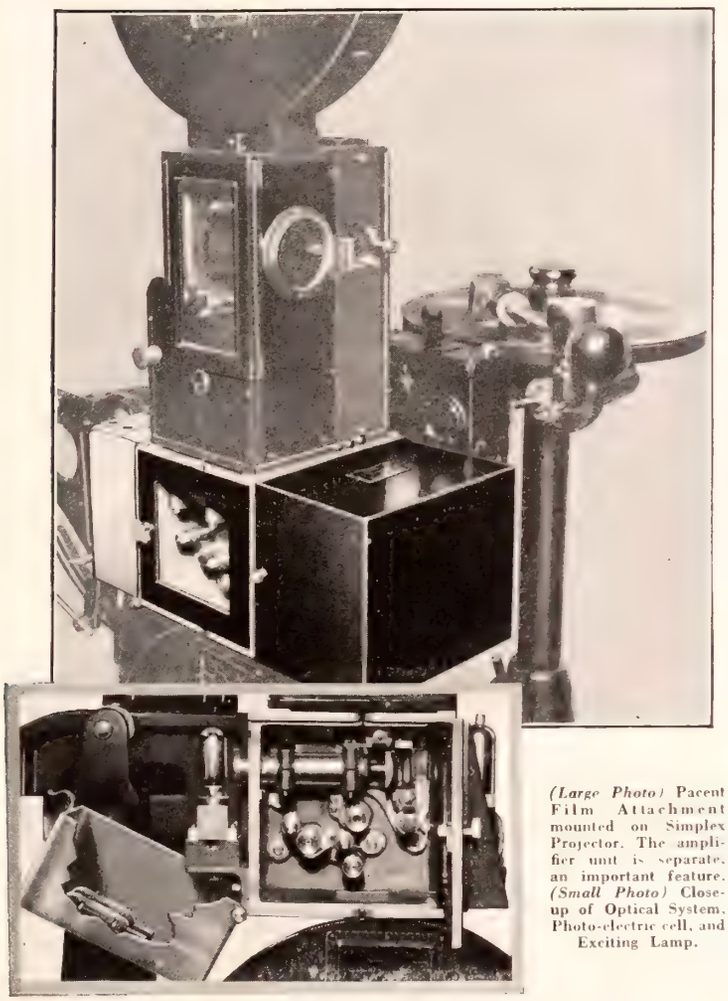
It is customary to employ two plate current meters in push-pull output systems. The attainment of uniform D.C. current distribution in these two tubes is of advantage, since the effect of the D.C. current flow upon the core of the coupling unit is eliminated and better performance secured.

IN the B eliminator, frequently employed to supply operating potentials, we find numerous items of interest. Insufficient line voltage or operation of the rectifying tube or element at potentials appreciably less than normal will cause a hum. A deactivated filament in a filament type of rectifying tube will likewise cause a hum. This is a matter of operating life. Such tubes are good for about 1000 hours under normal potentials. The gaseous rectifier is good for about the same period of time. After the gas pressure in the tube has been reduced, the tube will hum. Once again this is a matter of operating life.

Excessive hum operating in the power supply unit, may be due to a defective rectifying tube or element. If this is the case, the plate voltage will be less than normal, with normal input. However, hum may also be due to an open bypass condenser across one of the resistances in the voltage divider system. This state will have very little effect upon the plate voltage. On the other hand, an open in the circuit connecting the filter condensers across the filter chokes will likewise cause a hum and react upon the output voltage, reducing it to a certain extent. However,

PACENT PROMISED IT

PACENT Delivers it



(Large Photo) Pacent Film Attachment mounted on Simplex Projector. The amplifier unit is separate, an important feature. *(Small Photo)* Close-up of Optical System, Photo-electric cell, and Exciting Lamp.

The Pacent Film Attachment is unquestionably the simplest and most efficient device of its type. There are very few moving parts. When disc reproduction is used, the film is threaded directly from the projector head, past the Sound-on-Film sprockets (not through them). Special periscope feature gives quick check on focus and operation of Sound-on-Film system.

The Finest Sound on Film Device Ever Built

PACENT this week brings perfected Sound-on-Film Reproduction into the hands of the exhibitor. Every exhibitor who buys Pacent equipment can now have Sound-on-Film that is literally years ahead in quality.

Pacent promised the finest Sound-on-Film device ever built. Pacent delivers it in the form of an attachment which sets new standards in simplicity, in operating efficiency, and in general performance.

Pacent contributes in the new Film Attachment many noteworthy advances. Look carefully at the two photographs in this advertisement. Read the descriptive text accompanying them. It is evident that the Pacent Film Attachment has features and advantages found in no other system for reproduction by the Sound-on-Film method.

Extreme simplicity, with very few moving parts gives a marked reduction in stray noise—the finest filtering system ever devised—a special optical and photo-electric cell system giving unequalled results—easy threading, eliminating necessity of threading through Sound-on-Film section when disc reproduction is used: These are but a few of the features of the Pacent Film Attachment.

The price is unbelievably low—$500 per attachment. Two attachments required with each Pacent Reproducer System.

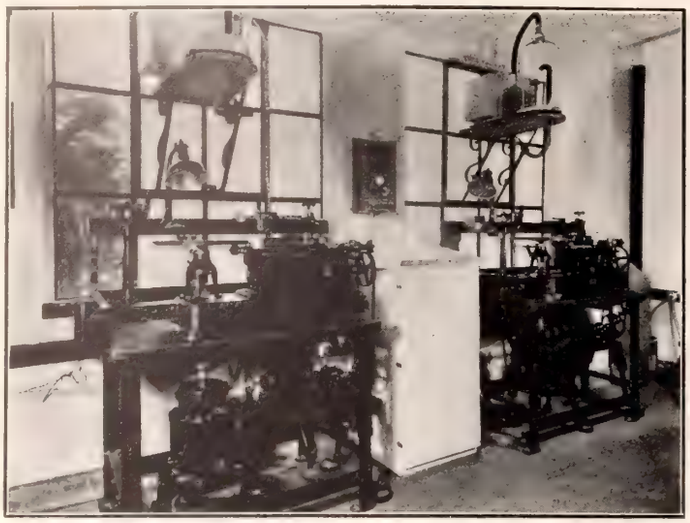
Over 400 orders already in. These receive preference. If you have not placed your order, do so at once to insure early delivery.

PACENT REPRODUCER CORP.

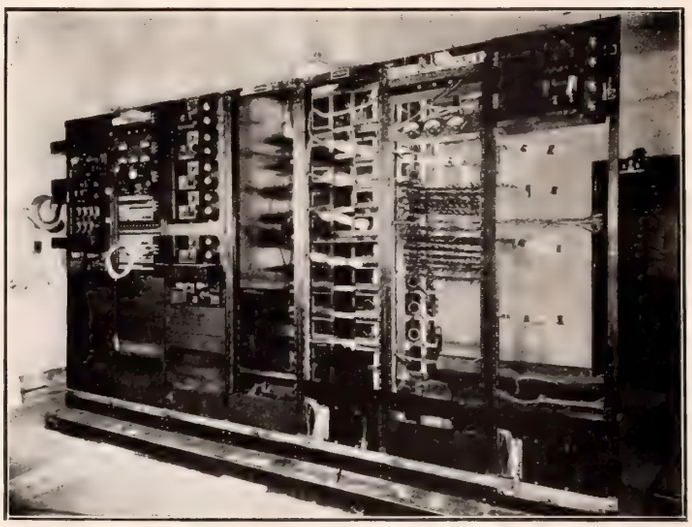
Film Center Bldg. PACENT REPRODUCER SYSTEMS New York

Sales and Service Representatives in Principal Film Centers Throughout the United States and Canada

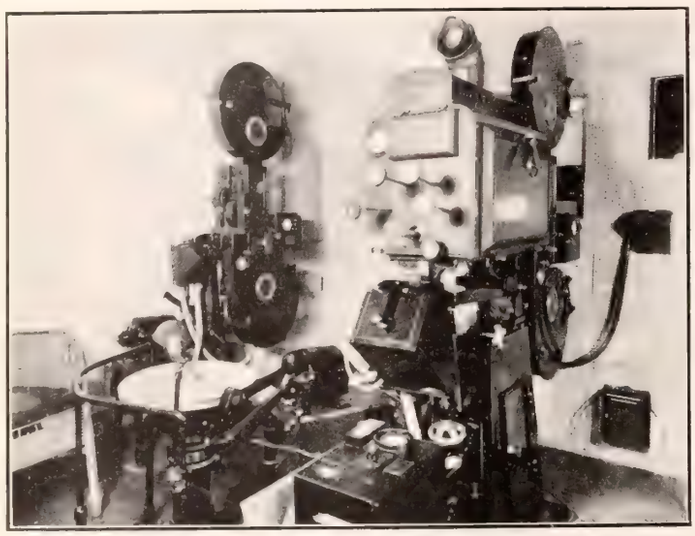
Studio Sound Recording Equipment



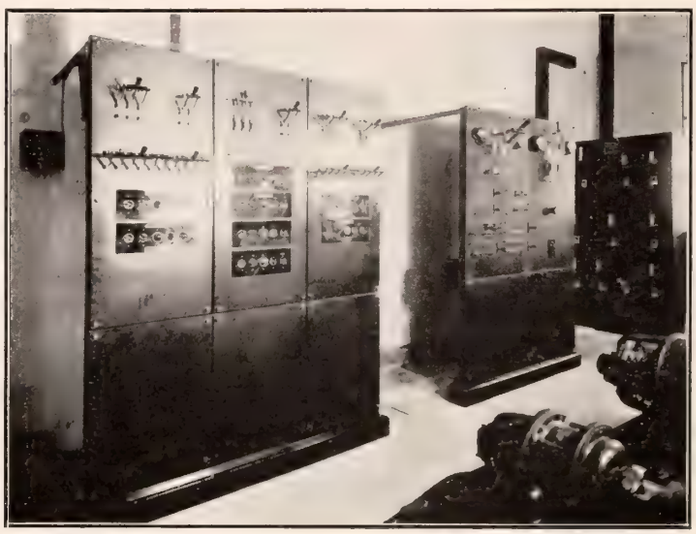
Recording room of sound stage division at the United Artists studios. The apparatus shown are disc record cutting machines. A suction process draws wax particles from cut record into jar.



View of the amplifier room. The telephonic switchboard effect permits in and out connections in any portion of the amplifier system for testing purposes, play-back, etc.



The last step in the process of producing sound pictures. Above the booth with projection and reproduction apparatus for showing "rushes" and completed pictures.



Motor generator room, showing group of panels used in running all camera motors and recording motors as well, thus controlling synchronization.

open circuits associated with the bypass condensers across sections of the voltage divider system may be apt to cause a howl and sometimes "motorboating," due to the great increase in regeneration in the system. Herein lies the difference between an open filter condenser and an open voltage divider resistance bypass condenser. The open filter condenser will cause a hum, but seldom a howl or the sound like the exhaust of a motor-boat.

A short circuit in a bypass condenser across a resistance in the voltage divider system will short the resistance and voltage will not be available from that portion of the resistance network. This condition will influence the voltage output at the other taps, reducing the value of each tap. On the other hand, an open in the voltage divider system will cause an increase in the voltage available from the "maximum" voltage tap. A punctured filter condenser will cause an excessive current load upon the rectifying tube or element and short the filter system or the voltage divider system. This means that plate voltage will not be available from the eleminator. Excessive current drain is apt to damage the rectifying tube or rectifying element.

In connection with the punctured filter condenser, it is necessary to realize the significance of this phenomenon. The result is a sign and that voltages encountered in that part of the system are in excess of the operating voltage rating of the condenser. If this is the case, the replacement unit should have a higher operating voltage rating.

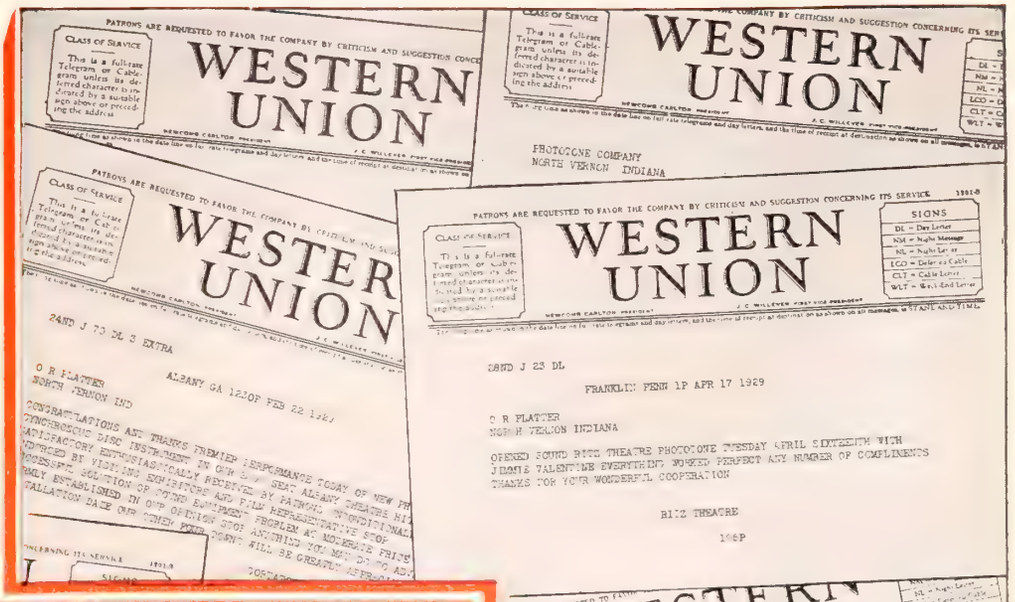
Some of the power systems are arranged to accommodate the field coil of the dynamic speaker as one of the filter chokes. If this system is not employed because the speaker employs a separate rectifying and filter system, it is necessary to either short the two contacts provided for the speaker field coil, or to connect a choke or a resistance between the two terminals. The choke is recommended, since it will improve filtering. A 30 henry choke with a resistance of about 400 to 500 ohms and rated at the least at 100 milliamperes is suitable.

May we refer again to the scratch filters. In the event that this device is not employed with the phonograph pickup, we suggest the following electri-

(*Continued on page 1858*)

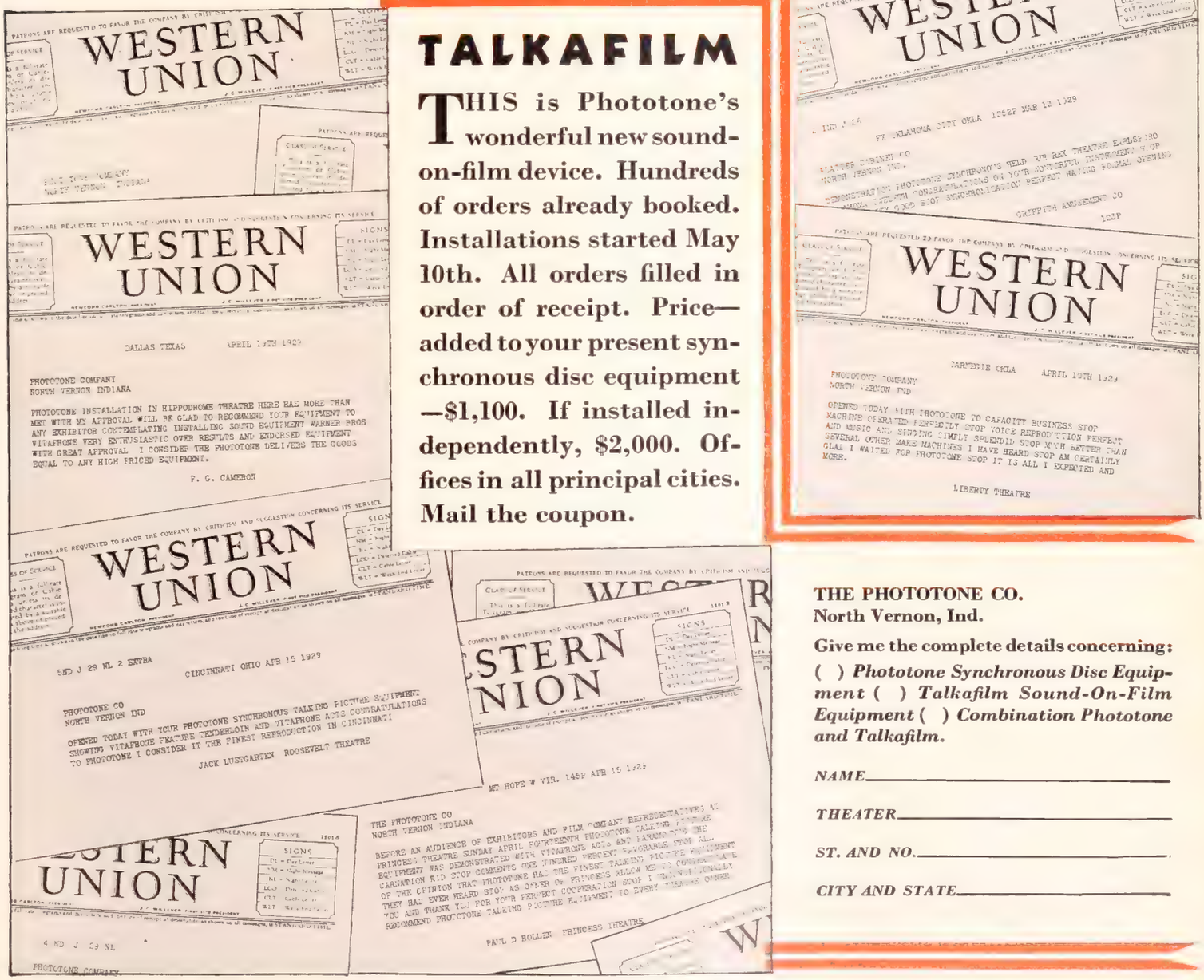
PHOTOTONE

TELEGRAMS, letters, phone-calls from all over America tell of Phototone's success. Results which excel in clarity and sweetness of tone those which are possible with the most expensive equipment are yours at a nominal cost. Complete synchronous equipment, including sound-on-film, $2,600. Synchronous disc equipment alone, $1,500.



TALKAFILM

THIS is Phototone's wonderful new sound-on-film device. Hundreds of orders already booked. Installations started May 10th. All orders filled in order of receipt. Price—added to your present synchronous disc equipment—$1,100. If installed independently, $2,000. Offices in all principal cities. Mail the coupon.



THE PHOTOTONE CO.
North Vernon, Ind.

Give me the complete details concerning:

( ) Phototone Synchronous Disc Equipment ( ) Talkafilm Sound-On-Film Equipment ( ) Combination Phototone and Talkafilm.

*NAME*_____

*THEATER*_____

*ST. AND NO.*_____

*CITY AND STATE*_____

Stress Value of Ventilation as Means of Reducing Fire Hazards

Clinic Disaster Directs Attention to Study of Safety Factors in Plants for Storage of Large Quantities of Film

THE Cleveland Clinic catastrophe has not had any effect on motion picture theatre business outside that city, and did not seriously interfere with attendance there. The public did not connect the cause of the accident with the presence of motion picture film in the picture theatres. However, the attention of theatre owners, builders, fire chiefs, municipal authorities, etc., has been directed to further study of the best methods of storing films of all kinds. Investigators from all over the country have visited Cleveland for the purpose of trying to discover what caused the explosion and fire, what kind of gases were released, and what is the best manner of housing films in large quantities in the future.

Cleveland has in force an ordinance covering protection and storage of motion picture films, which was outlined by Attorney James Metzenbaum, and was adopted by the city in 1924. This ordinance is said to be the model in use in other cities and states.

It is now proposed to introduce into the City Council an ordinance covering all kinds of film, which shall incorporate the following requirements: First—Ventilation that will keep the temperature below the smouldering point; second, An automatic device that will close the fire door as well as open a vent when the heat becomes intense; third , An automatic sprinkler system.

Urge Building Check-Up

The Cleveland Association of Building Owners and managers has issued a bulletin urging every building manager in the city to make a careful check-up as to whether explosive films are stored in his building. The bulletin recommends that an acetate base film that is said to be no more hazardous than ordinary paper can be bought at a slightly higher cost.

The Cleveland Film Exchange building houses a great deal more films than was contained in the Clinic at the time of the accident. However, all precautions are taken to house them properly. They are in fireproof vaults, kept at a low temperature, and accessible only through a fireproof door which is inspected regularly, and which is open only while the vaults are in use.

It is claimed that no poisonous gases are liberated when motion picture films burn.

The Cleveland film disaster has resulted in an inspection of city-wide interest of the new Paramount exchange building in Kansas City, Mo., by hospital officials and film men. The new exchange is said to be the last word in safety in storing films. The building is divided into two units, the 2-story part housing offices, advertising and display rooms, while a 1-story annex houses the storage vaults and the rooms where the inspections are made.

Film Exchange a Model

Connections between the two units are through a 13-inch fire wall, with double steel doors equipped with fusible links which melt when the room becomes heated above normal. The seven vaults of the building have double fire doors similar to those connecting the units and the racks on which the films are stored are metal. Special vents are built into the ceiling, the outlet of which is the roof.

Four exits are provided for the storage and shipping rooms, each door being equipped with the fusible link. The booth is shut off from the remainder of the room by a double fire door which closes automatically. A blaze in the vault would not harm any one and, with the weekly fire drill, every employee would be out of the building before any gas reached them, according to Arthur H. Cole, office manager.

Fire experts closely identified with the National Association of Fire Chiefs, believe that mechanical ventilation of buildings is the first weapon in the prevention and fighting of fires, according to The Modern Science Institute, Inc., of Toledo, Ohio.

Modern skyscrapers, department stores, theatres, public schools and sport arenas with up-to-date air conditioning systems are less formidable fire hazards than other buildings without systems of positive ventilation, fire officials in leading American cities have discovered. This is true because the probability of a fire is thus reduced and if a fire does start firemen can stop it more quickly, it is pointed out. The same principle applies in reducing the danger of explosions in various types of buildings whether due to dust or inflammable materials, firemen assert.

Protecting Firemen

Chief Fred Myers, of the Toledo Fire Department, for example, declares that controlled ventilation of buildings is the best insurance against spontaneous combustion, which causes many fires, due to the fact that all parts of the building are properly "aerated" by an adequate and correctly installed mechanical system.

"To the average person, ventilating a building may appear as the wrong procedure, as it gives the fire fresh air that permits it to burn more brightly," Chief Myer said. "This is the thing to be desired as it gives the fireman a chance to enter the building and fight the fire at short range where the streams will do the most good."

Assistant Fire Chief Homer J. Jones, of the Canton Fire Department, who has made an extensive study of the subject, says the object of ventilation is two-fold.

"First," he said, "it allows the smoke, heat, fumes and gases (products of combustion), which are lighter than air, to escape into the atmosphere. This prevents these elements to 'mushroom' along the ceiling thereby causing the fire to spread through the building.

"Second, it eliminates the danger of 'backdraft' or 'hot air' explosions, due to the fact these elements are lighter than air they build up enormously at the highest point in a building and unless ventilation is provided a terrific explosion may result, with fatal results to firemen stationed in doors or at windows and with enough severity to demolish a building."

Need Of Ventilation

Chief Jones points out that it is the need for air and more ventilation to let out gases and fumes that firemen frequently are seen breaking windows and doors.

"A good example of the action of ventilation is a bad rubbish fire is a basement," he said. "Assume there is a hood directly overhead to which is connected a damper-controlled smokepipe extending out through the roof with the damper left closed. The chances are you will have a hard fire to fight and experience a heavy loss. Open the damper and the smoke, heat and fumes are drawn up through the vent pipe, which permits speedy and effective extinguishing at close range.

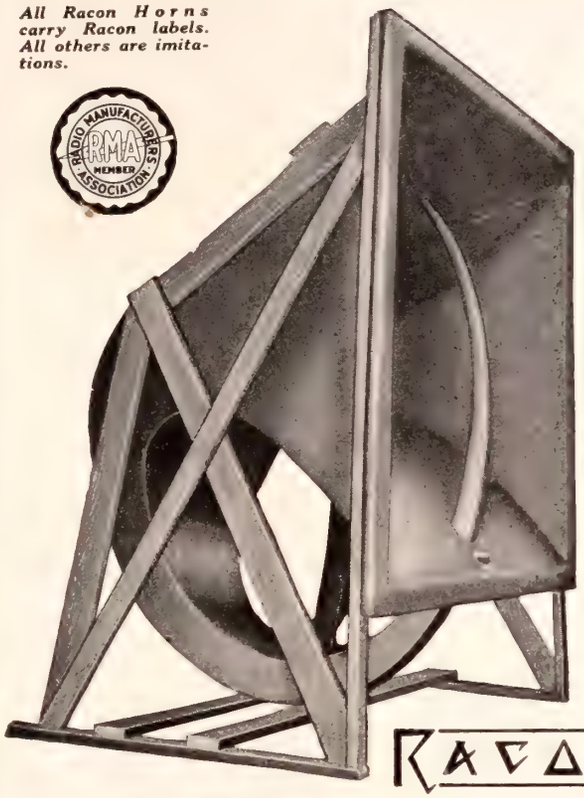
"Too much emphasis cannot be placed on the importance of inspection of buildings. Each fireman should have the opportunity to inspect the places of business in his district at various times to familiarize himself with the location of stairways, elevator shafts, etc."

No New Date Set for Chicago Exposition

THE theatre equipment exposition which was scheduled to be held in Chicago from June 1st to the 9th under the auspices of the American Theatre Exposition Corporation, has been indefinitely postponed. Announcement of the decision to call off the exposition as originally planned was made in the middle of May by officials of the company sponsoring the project, the statement declaring that insufficient time to carry out the program as planned made advisable a postponment of the June date. No definite date was set, but it was said that the exposition possibly would be staged in October or November.

All Racon Horns carry Racon labels. All others are imitations.

RMA RADIO MANUFACTURERS ASSOCIATION MEMBER



RACON HORNS

Thrill Your Audiences and Keep the Theatre Crowded

Steady crowds swell profits and build greater bank balances.

There are many horns, but not one is in the Racon class—not one that approaches this supreme achievement in the faithful reproduction of master musicians, famous orchestras and public speakers.

Racon performances, under all tests, are perfect ones. All jarring, unnatural imitations of instrument or human voice are wholly absent. Non-vibratory material, one-piece construction, and original, perfect design make Racon the recognized leader.

All products of the Racon Electric Company are covered by patents of its own. On May 7, 1929, the U. S. Patent Office issued Patent No. 1711514 on the Racon Dynamic Unit which shows the novelty and merit of this unit.



Giant Dynamic Horn Unit

RACON ELECTRIC CO. INC.

No. 4320

Air Column 10 feet **Bell 40 in. by 40 in.**
Depth 34 inches **Weight 45 pounds**

Specialists in Acoustic Chambers
FACTORIES
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Slough, Bucks, England, and 105 Sherbourne St., Toronto, Canada
WRITE FOR CATALOG





COMPLETE SYNCHRONIZED TALKING PICTURE EQUIPMENT

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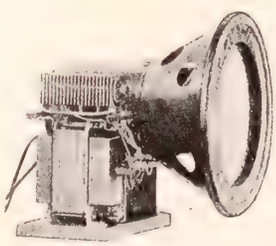
The Mellaphone Turn Tables
Two Dynamic Cone Speakers
Samson Six Tube Amplifier
Tubes Complete
Pick Ups and Fader

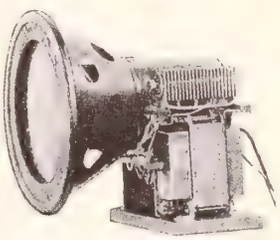
Turn Tables Only — $500 Per Pair

Perfect Synchronization ***Perfect Reproduction***

Built of Finest Materials and Workmanship

Easy to Install





MELLAPHONE CORPORATION

Box 485 Rochester, N. Y.

Factory: 33 South Water Street

THE BULLETIN BOARD

Notes, Reports and Ideas That Keep You Posted on the Trend of the Trade from Month to Month

THE sound pictures continue as the factor upon which the major activities of all branches of the industry are based. In the equipment and construction field it is the manufacture and sale of apparatus needed for sound picture presentations that leads, while new building is concerned wholly with houses specially designed for their adaptability to the new medium of screen expression or reconstruction required to adopt older houses to sound. In the exhibition branch there is in process much serious experimentation with all-round presentations. The summer season will witness a widespread application of such operating policies and the "sound films" then will undergo the greatest test thus far assigned them.

International Expands

CREDITED almost entirely to the sound development is the expansion program of the International Projector Corporation. Last month the company acquired a six-story building adjoining its plant in New York City, a move which will almost double the company's capacity. Four stories will be added to the new building in the next few months, which will bring the total manufacturing space to more than 150,000 square feet. According to the official announcement orders for new machines with sound equipment are swamping the company and business booked to date will keep the combined plants running at capacity during 1929 and 1930.

Talkies And Profits

THE annual report of Western Electric, issued in March, showed the large influence which sound pictures had upon the business of that company. At that time it was stated that up to the close of 1928 Electrical Research Products, subsidiary of W. E., had equipped 1,000 theatres and a large number of studios for sound recording and reproduction, and that it was expected more than 3,000 theatres would be equipped by the company during 1929.

The All-Sound Policy

IN the exhibition end, Publix is now engaged in the application of all-sound policies at various theatres in the circuit. At Portland, Ore., the Publix house, the Portland, instituted the policy in April, starting off with an intensive advertising campaign to sell the new type of programs. The message of the drive was that a new day had dawned, that stage acts had become outmoded. It was a rather daring move that Mr. Katz made in selecting Portland for this experiment, for there the stage presentation has been built up by consistent campaigning for the Fanchon and Marco revues circuited by West Coast Theatres. It is still too early in the experiment to know definitely how the all-sound policy at the de luxe theatres of Portland will fare and wear. But when the summer season sets in and the mixed programs are subjected to the usual cuts in quality and quantity, it may develop that the Publix strategy will be proved very wise as to both plan and execution. Four de luxe theatres in the south were put on the all-sound basis the beginning of May. These are the Howard, Atlanta; Alabama, Birmingham; Tivoli, Chattanooga; Tennessee, Knoxville. And according to report in MOTION PICTURE NEWS of May 11, grosses at all houses shot above those of the several preceding weeks.

Sounding The Market

WHAT sound has done to Hollywood is well known, and its influence on the amusement stocks has placed these among the favorite issues of the traders in Wall Street. Warner, Paramount Famous-Players, on the big board, and Columbia Pictures on the Curb, have been in the news reporting the rumors and activities of the market. The rise in Warner stock variously has been attributed to such several reasons as heavy purchasing by the du Pont interests, "declared by insiders to represent investment accumulation"; large buying of the stock by John J. Raskob—another name to conjure with in Wall Street—and the rumor that the latter was to become a director; which was denied by Warner spokesmen and Raskob spokesmen—large orders for the stock by W. C. Durant "on expectation of an early merger with United Artists." The latter report was current Thursday, May 16. Friday morning papers carried the Douglas Fairbanks statement issued in Los Angeles, in which the Warner-U. A. deal was declared to be cold.

Warner's Two-For-One

THE directors of Warner Bros. at a meeting Monday May 20, approved a proposal to increase the authorized capital stock and to split the shares up on a basis of two new shares for each one of the old shares. Under the plan the capital would be increased from 2,500,000 shares to 7,500,000 shares. At the same time it was announced that the directors contemplate declaring an initial quarterly dividend of 75 cents a share on the new common stock and also declare an extra of 12½ cents a share. A dividend of 75 cents quarterly on the new stock would be equivalent to $6 annually on the old stock. All of which explained the rise which the Warner stock made during the weeks previous to the announcement.

Echoes Of A Big Deal

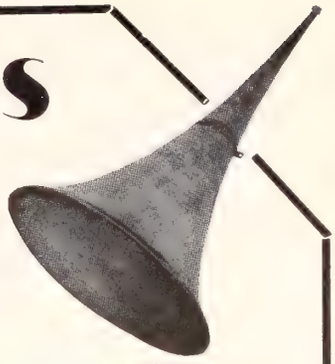
THE United Artists-Warner deal, according to the rumors, was to involve twenty million in cash to be paid by the Warner interests for one-half of the reorganized corporation to be known as United Artists, Consolidated. Under the reorganization plan it is understood that Fairbanks, Miss Pickford, Samuel Goldwyn, Joseph M. Schenck, D. W. Griffith, Gloria Swanson and her financial backers are to split $20,000,000 preferred stock among them. The reorganization of negotiations toward a merger with Warner cost United Artists the membership of Charles Chaplin, the constitutional independent who has decided to go it wholly free of outside organization. Mr. Chaplin stands out as the one leading personage who has declared himself independent of the sound craze. His future films will find him as silent as he has been since he became prominent as a comedian of the stage and later the outstanding artist of the motion pictures.

New Names For Old

GREAT as have been the changes in the general complexion of Hollywood due to the sound pictures, even greater upheavals are predicted by many. One well known independent producer advances the theory that the film business will assume more the character of the so-called legitimate show business, with the independent producer making a large number of the productions and the big production companies concentrating on the elaborate musical and spectacular films, just as the Shuberts operate in the legitimate field. The "star system" appears to be a little out of step with the development as it exists now. Newcomers, at least to the screen, spring into prominence overnight. A sensational example is the case of Paul Muni, who stars in "The



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TO WITHSTAND ALL CLIMATIC CONDITIONS

Recognized as the pioneer makers of public address acoustic horns we take pardonable pride in offering Macy's latest light weight moisture proof, sound reproducers. Simple in design, easy to install, thoroughly tested and approved by sound equipment engineers, we believe we have the finest products of their kind on the market and invite you to a *perfect sound reproducing demonstration.*

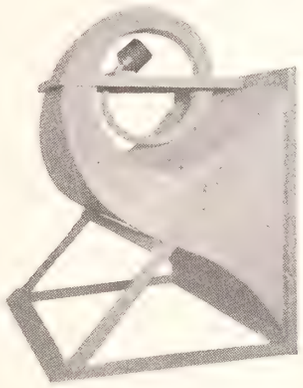
MODEL P.A. 42
Bell, 22 ins. round
Length, 42 ins.
Weight, 5½ Lbs.

MODEL P.A. 6
Bell, 30 ins. round
Length, 6 feet
Weight, 14 Lbs.

Model P.A. 6 and 42

These two types are especially recommended for

CONVENTIONS, OPEN AIR ASSEMBLIES, POLITICAL GATHERINGS, FAIRS, RACE TRACKS, ATHLETIC GATHERINGS, ETC.



Model S-120

Especially Recommended for

MOTION PICTURE THEATRES, ICE SKATING RINKS, DANCE HALLS, CHURCHES, LARGE AUDITORIUMS, ETC.

Depth; 36 inches *Air-column, 10 feet*
Bell, 40 x 40 inches *Weights, 58 Lbs.*

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Specially designed to reproduce the human voice and orchestral music in talking picture and group address installations.
We claim the following advantages for this true tone reproducing horn—
Extremely easy to install—No loss of pitch—No drumming tone and made of the finest acoustic properties.

Our Acoustic Engineers Are at Your Service.

If you cannot call for a demonstration send for our booklet.

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1451 39th Street ***Pioneer Makers of Acoustic Horns*** Brooklyn, N. Y.

THE ORIGINAL

DA-LITE

DA-TONE X
Sound Screens

NOW offered to all theatres for use with any and all types of Sound Systems

DA-LITE DA-TONE X screens still are standard equipment in all theatre installations of Western Electric sound apparatus everywhere in the world, but no longer is this original sound-porous, high reflective screen restricted to use with any one make or brand of equipment.

THEATRES EVERYWHERE may now improve their projection, increase the quality of their sound reproduction and SAVE MONEY on original cost and maintenance. The full sound-porous, light reflecting surface is durable, and as easy to wash as the tile flooring in the lobby.

MORE THAN 4,000 Da-Tone X screens will be installed in theatres throughout the world by the end of 1929. This and the fact that Da-Lite Da-Tone X was the only screen to pass the test for the highest quality results demanded of accessory equipment by Western Electric established the superiority of Da-Tone X over all other sound-porous screens.

THIS BETTER QUALITY is available at LOWER PRICES, to wit:

75 cents per square foot

THE DA-LITE SCREEN COMPANY

922 West Monroe Street Chicago, Ill.

The Bulletin Board

Valiant.'' Muni, making his first appearance on the screen, scored as emphatically as he did with his first important stage opportunity, when as Muni Wiesenfreund he became the talk of Broadway for his impersonation of the lead role in the stage production of ''Four Walls,'' later done on the screen with John Gilbert in the role.

Circuit Expansion

THEATRE expansion continues apace, with the large circuits growing larger it is true, but more importantly they are acquiring the de luxe type houses and appear headed for concentration in the down town sections to the exclusion of the suburban and neighborhood class of theatre. Radio-Keith-Orpheum followed up the acquisition of the Pantages circuit, by the purchase of F. F. Proctor's string of theatres in New York. No official figures were announced but estimates placed $16,000,000 to $18,000,000 as the value of the Proctor circuit. Mr. Proctor retained his 5th Avenue Theatre as a real estate investment. This transaction marked the retirement of a well nkown and much esteemed leader in the theatrical field in New York. F. F. Proctor has been active in New York theatrical life for the past forty years. He started as a performer in circus and variety under the name of Levantine and became a theatre builder and manager in 1884, at which time he opened a theatre in Albany. In 1889 he entered the New York City field building Proctor's Twenty-third Street Theatre, where in association with Charles Frohman he produced ''The County Fair,'' the famous Neil Burgess stage play. He started production of vaudeville programs contemporaneously with B. F. Keith. His first vaudeville theatre was the Proctor Pleasure Palace, the site of which is now occupied by the most recent and one of the most beautiful theatres built by Mr. Proctor, the 58th Street.

Publix Acquisitions

AN announcement from Gary, Indiana, issued on May 14, told of the conclusion of a deal whereby Paramount obtained control of ten theatres in that state and Ohio through purchase of 50 per cent of the stock in a holding company formed to take over theatres from a group of theatre owners. The theatres will be operated by Publix. Former owners who retain 50 per cent of the stock in the holding company are V. U. Young of Gary and C. J. Wolf of Wheeling, W. Va. The theatres acquired include the Palace, Broadway and Orpheum in Gary, Sipe and Indiana in Kokomo, Palace in Anderson, Palace and Marion at Marion, Ohio, and the Palace and Lyceum in Canton, Ohio.

Fox Theatres

FOX continues the rapid expansion of its theatres. Details of the new financing in connection with the acquisition of 115 theatres in the New York area by Fox were contained in the announcement of an issue of $13,000,000 Fox Metropolitan Playhouses, Inc., 6½ per cent convertible notes, due on May 1, 1932, and offered by a banking group headed by Halsey, Stuart & Company, Inc., and Hallgarten & Company and others. During the month it was also reported that Fox West Coast would enter the Phoenix, Arizona, field, where it was reported the company had offered to lease from the City of Phoenix a portion of the city hall block for 50 years at a yearly rental of $14,000. As part of the terms of the lease, it was said, Fox West Coast would agree to build a theatre. The proposed Fox theatre construction plan in Boston struck a snag through the action on the part of ten taxpayers objecting to the closing of Tamworth St., a small street within the property assembled for the proposed theatre, which would be the largest in New England, and would take in the Hotel Touraine property. In connection with the theatre operations, Fox Film Corporation will launch an innovation designed to use the stage as a developing ground for acting talent for its talking pictures, through the establishment of stock companies at certain houses in the Fox circuit. The initial unit was established at the Fox Palace in Hartford, Conn.

Modern, Not Modernistic

THE name of the Plaza Theatre, so well established in the midtown section of New York City as a symbol of high-quality screen entertainment in surroundings of refinement and good taste under the expert showmanship of Leo Brecher, is to be carried forward by a new initimate playhouse to be built at 42 East Fifty-eighth Street, the site of the Clark Galleries, which has been leased for a term of ten years from Mrs. Cornelius Vanderbilt. The old Plaza, at 59th Street and Madison Avenue, passed out to make way for tall office building. Mr. Brecher states that his new theatre will be in an architectural style that will be an adaptation of either Colonial or Tudor, and that it would be modern but not modernistic.

Medals For Projectionists

RECOGNITION of the always-important human element in business lies behind the gold medal awards which Fox-West Coast Theatres have announced for operators and house managers in connection with presentations of sound pictures. Harold B. Franklin, president and general manager of the company, in announcing the gold medal competition declared that the capability and skill with which the house managers and the projectionists apply the reproducing apparatus and the talking pictures is the factor that will determine the popular success of sound films, now that the company has installed the finest apparatus and has gone as far as humanly possible in placing at the disposal of managers and technical men books of instruction on the operation of sound.

''The Fox organization buys the best mechanical apparatus available. We have established 'schools of sound' for employees. We have given them books of instruction by men who have been trained in these machines. Now we are to go deeper into the human side of this problem because, after all it is a human problem, and offer to our operators and managers 'the gold medal of perfection' for the perfect projection of talking pictures. We believe that once our employees know that we realize the difficulties under which they work, that we are ready and willing to encourage, as well as find fault, that we will instill a spirit of competition that will not only benefit those workers in our theatres, but place them on the road to better their own working position.'' The above quotation from Mr. Franklin's announcement provides an excellent example of the attitude of the successful, modern employer toward the employee.

Machines For Small Theatres

BOTH RCA Photophone and DeForest Phonofilm are now marketing junior models of the sound reproducing equipment manufactured by these concerns, the smaller units at lowered prices being designed for the smaller type theatres. RCA's new type ''F'' model markets for $3,800 under the price of the smallest unit in the former line offered by this company. These units are for theatres of a capacity of 750 or less seats. Before the introduction of model ''F,'' RCA's smallest unit cost $8,500 for sound-on-film single system reproducer. The new model is priced at $5,950 for combination disc and film reproducer; $4,750 for film system only; $3,450 for disc system only. General Talking Pictures Corporation's new model, also for houses of 750 seats or less, is priced at $4,975 for the dual film and disc reproducer; the single system film reproducer at $3,995, and the single system disc reproducer at $2,745.

Building Costs Analyzed

SOME interesting figures on the proportionate costs of the various trades and materials employed in construction work recently were published by a New York investment organization. According to this survey, carpentry and lumber, in one form or another, take the largest share of the actual amount paid out for labor and material, representing thirty-three cents of each dollar. Masons and masory, come next with 18 per cent, with concrete work as the next highest item, which is listed at 10 per cent. Plumbing and sanitation, and lathing and plastering each consume nine cents of every dollar expended in construction. Heating is placed at 6 per cent; electrical wiring and installation at 3 per cent; papering, roofing and miscellaneous are listed as responsible for the remaining 12 per cent.

How To Advertise

''ONE of the most stupid things that retail stores do is to run the same advertising in various types of publications with no regard for the type of reader and the appeal best suited to that particular publication,'' Kenneth Collins, vice-president of R. H. Macy & Co., said in the course of an address before the International Association of Newspaper Advertising Executives, held in Chicago last month. Both the source of the statement and the logic thereof, makes it worthy of consideration by advertisers in other than the retail store field. At the same meeting Walter G. Bryan, advised merchants to budget their annual advertising appropriations. Mr. Bryan stated that the budget should be built on the basis of the previous year's

(*Continued on page* 1860)

Your Theatre
needs the attraction of individually designed
UNIFORMS

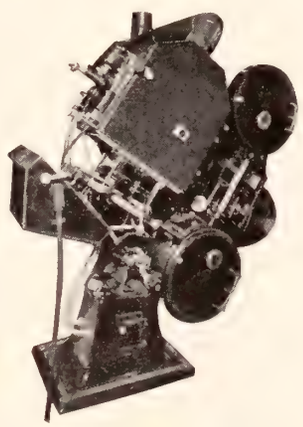
. . . . and it costs no more to buy from America's largest uniform makers: the house with the largest experience, creators of uniforms for the finest theatres in the country, famed for originality of ideas as well as speed of service. Let us submit estimates and original designs for uniforming the entire staff of *your* theatre!

Browning King & Co.

UNIFORM DEPT:

260 Fourth Avenue, New York or any of our stores in 26 principal cities from coast to coast.

ROCKBESTOS
—the asbestos covered wire
Motion Picture Cable
on the
Motiograph DeLuxe Projector
in Keith Theatre
Philadelphia, Pa.



Motiograph De Luxe

Rockbestos Motion Picture Cable is the extra flexible cable. No finer cable is made.

It may cost more, but it is worth it. Replacements are fewer. Insist on Rockbestos.

Write for Bulletin on M. P. Cable.

ROCKBESTOS PRODUCTS
CORPORATION
NEW HAVEN, CONN.
NEW YORK CHICAGO PITTSBURG
On the Pacific Coast—C. Dent Slaughter

The Success of Your
Sound Equipment
Can Be No Better Than the
Loud Speaker
You Use

TAKE TIME TO INVESTIGATE

42 Years of AMPLION Enduring Quality

Better installations are now offered with an AMPLION GIANT dynamic unit and an AMPLION matched exponential air column horn. Many installations originally made without these loud speakers have been brought up to par by replacing less efficient speakers with the latest Amplion matched equipment.
Amplion Corporation is the ONE place in America where you can purchase the COMPLETE installation or any part of the equipment as desired. You can pay more but cannot buy better quality.



Amplion Exponential 10 ft. Air Column Horn
Specially designed to reproduce the human voice and orchestral music in talking picture and group address installations.



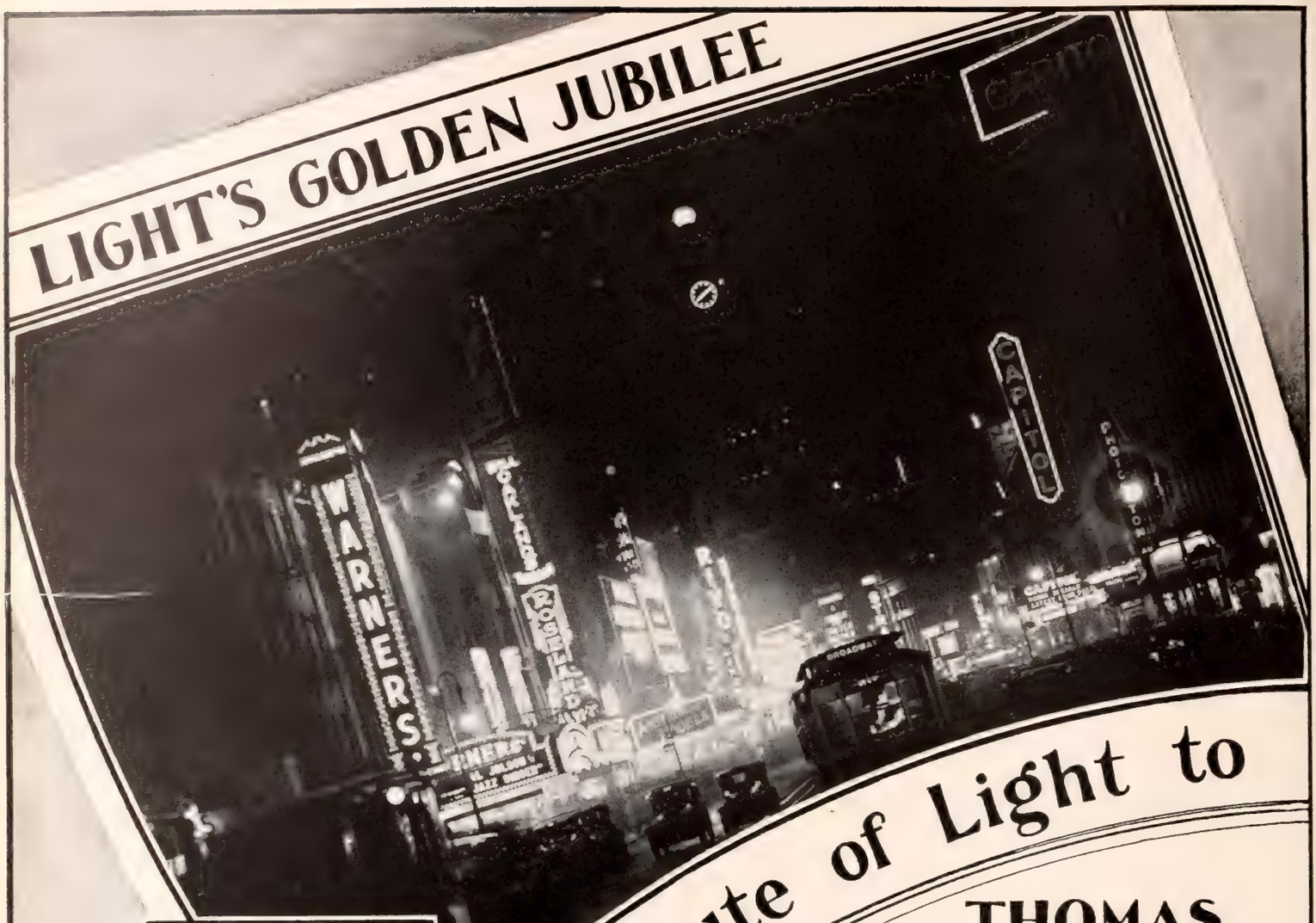
Amplion Giant Dynamic Air Column Unit
Built especially for public address and band repeating in large halls, theatres and open spaces. Designed to operate on an output of fifteen watts of undistorted power. This giant Amplion Dynamic Unit (weight 20 pounds) is capable of range and volume heretofore unattainable in any Unit, for it is the largest ever built.

CATALOG ON REQUEST

Let Us Solve Your Horn Problems, Our Acoustic Engineers Are at Your Service

AMPLION CORPORATION OF AMERICA
133-145 West 21st St. New York

LIGHT'S GOLDEN JUBILEE



A Tribute of Light to

THOMAS ALVA EDISON





Broadway is America's contribution to entertainment.

The "Gay White Way" with its myriads of lamps paves a bright path for the millions who flock to this mecca of enjoyment.

All this, the light, throngs that are attracted by light, the entertainment that has been made possible by light, had its beginning in Thomas Edison's little laboratory at Menlo Park, N. J., October 21, 1879.

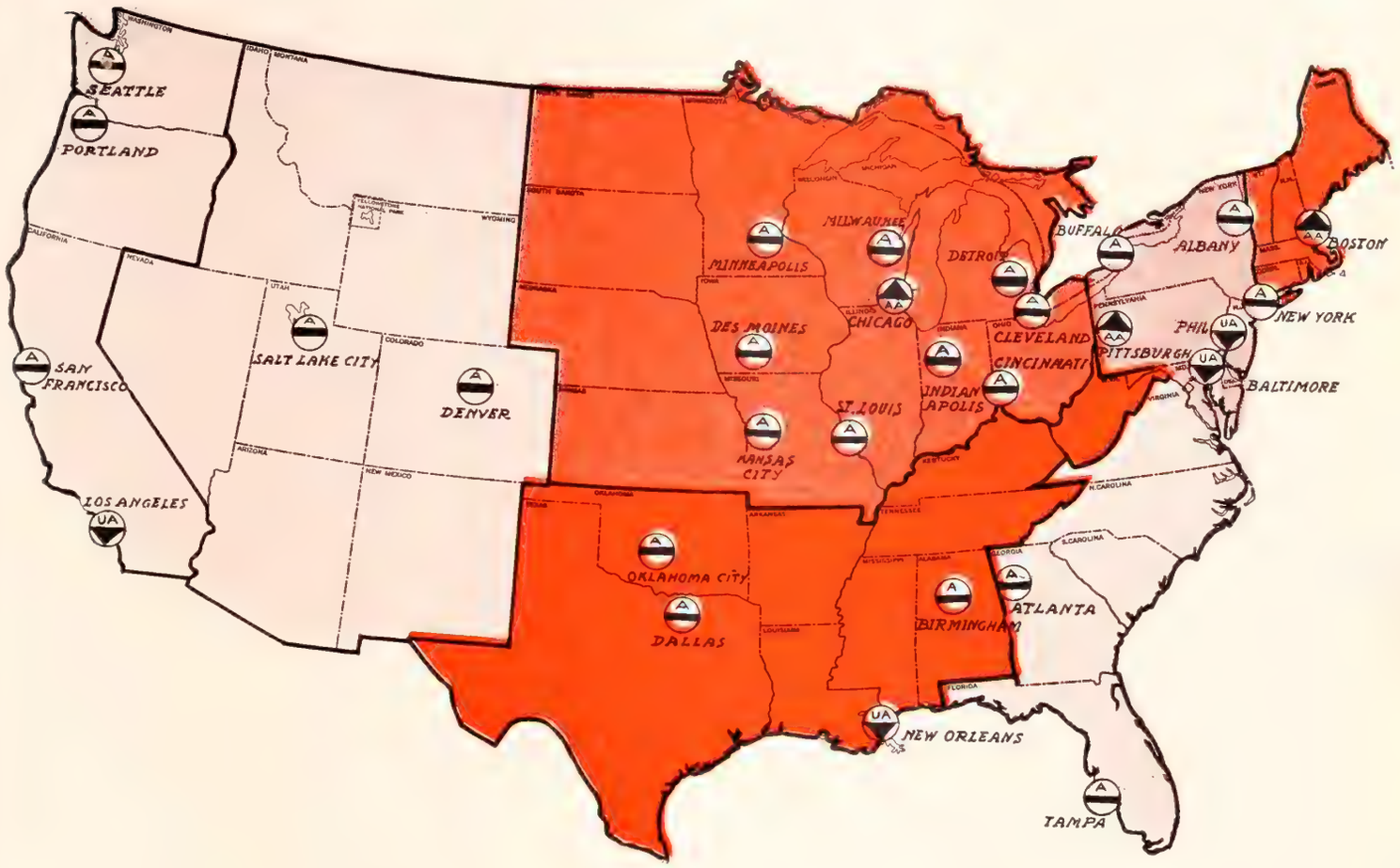
Today, Broadway proves conclusively the value of light to the showman, and with its millions of lamps, it is a fitting tribute to the man who made all this possible.

EDISON MAZDA LAMPS

GENERAL ELECTRIC

Theatre Building Business Map

Including Analysis of Key City Attendance Averages



Above Average Business	AA	Very light new construction
		Light new construction
Average Business	A	Moderately heavy construction
Under Average Business	UA	Heavy new construction

The map of the United States shown here is divided into seven territories, with colored shading indicating the division of new proposed theatre building as represented for the period from April 15th to May 15th. This new construction is represented in valuation of dollars and cents rather than number of projects.

The shading is in four densities: solid, which represents the greatest value of proposed theatres; heavy stipple, which is second in valuation of new construction; medium, which areas represent conservative building; and the very light areas, where the investment in new theatre projects is very light. The information used in compiling the statistics visualized by the map was obtained through several reliable sources, and the map is to be considered as very nearly accurate in representing comparative theatre building activities in various sections of the country.

The circles shown on the map are located in key cities and illustrate averages of theatre attendance during the period from April 15th to May 15th, 1929. The diagrams indicate the relative attendance at the first-run theatres in these cities during the period covered. These are given by "averages," with symbols to indicate "Above Average" and "Under Average" box office returns. The term "average" as applied in this survey indicates satisfactory box office returns, based upon theatre expectancies, which, in turn, are governed by past earnings under similar or nearly similar conditions.

These attendance statistics were compiled from an analysis of the Key City Reports, published weekly in Motion Picture News, and other sources of information gathered by this publication.

THE SHOWMAN new building project report for the period of April 15th to May 15th shows an increase in building over the previous thirty-day report by nearly 4,000,000 dollars in investment and fifteen theatres.

The figures for this report are $19,680,000 to be invested in sixty new theatres which are to seat 75,630. Of these theatres, six run over $1,000,000, while four fall between the figures of $500,000 and a million. The average for this group are: $328,000 per theatre, seating 1,261, with the cost per seat of $260. These averages are very nearly the same as shown for the last few reports indicating that a very fine class of theatres are being built with a moderate seating capacity.

The territorial division of the country which leads in the amount of building is the Southwestern and it is to be remarked that this is the first time in the two years of reporting on theatre building in "The Showman," that this territory has taken first place. The building called for is $6,770,000 for the construction of thirteen theatres to seat 13,300. One of these theatres will cost over a million dollars. The averages for this territory are $520,770 per theatre seating 1,023 with an average cost per seat of $509.

The territory taking second rank is the Middle States, where $4,830,000 will cover the cost of eleven theatres seating 18,950. Of these theatres two will cost between $500,000 and a million and two above one million. The average cost per theatre figures $439,100 with 1,723 seats and an average cost per seat of $255.

New England has practically the same program where $4,180,000 will be invested in nine theatres to seat 14,130. Two of these theatres will cost over a million dollars and one

between $500,000 and a million. The averages for New England are $464,444 per theatre, seating 1,570 with an average cost per seat of $295.

The North Atlantic States building program is $2,010,000 for 10,400 seats to be incorporated in seven theatres. Two of these theatres are major buildings, one between $500,000 and a million and the other over a million dollars. The average cost per theatre is $287,150 seating 1,486 with an average of $193 per seat.

The West Coast has scheduled nine theatres to seat 8,000 with a total cost of $710,000. The averages for this group of theatres are $78,900 per building with 890 seats and a cost per seat of $88.75.

THE Southeastern territory follows, calling for five new theatres with a total cost of $555,000. These theatres will seat 5,350, giving an average of 1,070 seats per theatre at a cost of $131,000 a theatre. The cost per average seat is $612.

The Western territory has only three theatres scheduled which together will cost $320,000 and seat 2,500. The averages for this group are $107,000 per theatre, 833 seats with a cost per seat of $128.50.

Canada shows some building activities where three new theatres are projected to cost in the aggregate $205,000 and seat 3,000. The averages for these Canadian theatres are $68,333 per theatre with 1,000 seats and $68 cost per seat.

Indicative that the building in the country is being fairly evenly distributed is the heavy Southwestern and New England programs which through this month's report make up for lack of any great activities in these districts as reported in our previous 1919 reports.

West Coast and Middle Atlantic, which topped all districts for our April reports, show a decrease. But as was pointed out previously in this article, the total building for this thirty-day report is very encouraging in respect to the heavy volume.

Individual states which take honors in building programs for the current report are Texas, leading with seven theatres to cost $6,500,000 and seat in the aggregate 8,900.

Massachusetts second, with a program calling for an investment of $3,600,000 to cover the cost of constructing four theatres to seat 9,130.

Illinois is third where five theatres will seat 7,650 and cost $2,260,000.

Ohio announces three new proejcts to cost $2,240,000 and seat 7,200.

New York takes fifth rank where three new theatres will cost together $1,540,000 and seat 5,300.

Texas and Massachusetts are the two outstanding states, inasmuch as these two states in the past have not been showing a great deal of building activities.

Our survey of the equipment field shows practically no change from the activities as reported in our last report. This means that the sale of theatre equipment is going along at a record-breaking pace with the exception of a few centers. Among them can be numbered Cincinnati, Milwaukee and Washington, D. C.

AVERAGE business prevailed at the theatres during the period April 15-May 15. Indications were not wanting to show that theatre business during that time was primed to break through the normal expectancy for this season, and in certain cities the response to better than average attractions was most gratifying. The factor mainly responsible for bringing down the general level to an average mark was unfavorable weather. Unsettled and unseasonable weather was a deterrent to business during May. Rain and more rain hurt retail business and was a severe handicap to the theatres.

From all cities came reports of the continued popularity and drawing-power of the talking pictures, which, so far as the key cities are concerned, now entirely dominate the situation. For the time being the talkies are the only type of attractions likely to turn in good grosses at the first-run houses. The absolute conviction that the public wants talkies is no small item in the success which these films achieve at the box office. It is the old story of the seller well-sold on a product attracting more buyers than the one who lacks enthusiasm for his wares. It is a phase of "trade sentiment," which is admittedly a most important factor in business. The talkies are being sold, well exploited with an increasingly capable brand of showmanship, and since they actually are in demand, the results at the box office continue to show the silents fading from the picture—in the present phase of business at the first run, key city houses.

With "sound" and the modern ventilation and the cooling systems which are in use at the larger theatres to offset the effects of hot weather, the coming months should be profitable ones for the picture houses of the class A type. Strong attractions appear to be available for the theatres, provided, of course, the highly promising releases scheduled for the next three months come up to expectations. Many of those which are now showing excellent box office performance at pre-release runs have merely to duplicate the appeal they have made in advance tests when released generally in order to give substance and strength to the program for the summer.

It is expected that the sound pictures will be largely responsible for a widespread application of the almost wholly mechanical show. Several important first-run houses will be operated on an "all sound policy" during the summer months. This will be a severe test for the talkies. Those workers who will feel the effects most severely are the musicians. Sound has produced a situation to which the musicians who have qualified and specialized in orchestral work at the picture houses will find it difficult to adapt themselves. Even the legitimate theatre is adopting sound reproducers to use for the rendition of overtures.

ON the experience thus far, it cannot be said that the vaudeville act or the presentation has been entirely displaced by the sound pictures. In the very large houses the stage bill is still an essential. As a matter of fact vaudeville of the better grade seems to be showing an ability to exercise an important influence on receipts, at the very large houses that is. Demonstrations of the increased popular appeal of the vaudeville and film combined bill have occurred at certain theatres where the acts were put in after a trial of the pictures and presentation style of program.

By far the most spectacular performer at the box offices of first-run key city theatres during the period covered by this report was "The Broadway Melody," which for the second consecutive month tops this department's list of ten leading film attractions for the period. Among the new records set by the picture was the run of 5 weeks of the picture at the Aldine Theatre in Pittsburgh—a very unusual accomplishment for a film in that city. It also played 5 weeks at the Century in Baltimore, going into that house after a first-week run at the Stanley.

Two "personal appearance" attractions which figured prominently as drawing cards at film houses during the period were Rudy Vallee, who scored heavily at the Paramount in New York, and Tom Mix, who is credited with bringing the bulk of the exceptional business done at the Chicago Theatre, Chicago, and the Minnesota, Minneapolis, the weeks he played them—events, which are injected here for purposes of the record.

Other pictures on the list of leaders which scored notable successes in a number of first-run bookings are "Coquette" and "Show Boat." The former earned the distinction of breaking tradition and policy at the Granada in San Francisco and holding over for a second week, while it became the second picture to play a hold-over engagement at the Midland in Kansas City, where the one-week policy was in force from the opening of the house up to the engagement this spring of "The Broadway Melody."

The 10 pictures credited with the highest box office averages based on bookings at key city first-run theatres during the April 15 to May 15 period are as follows:

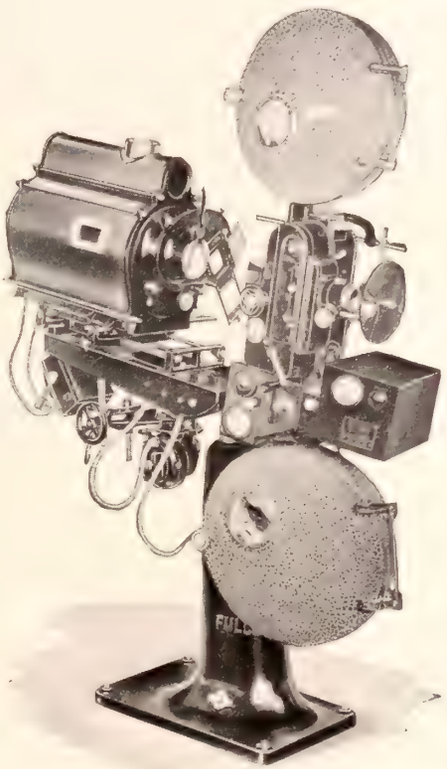
1. "The Broadway Melody"
2. "Coquette"
3. "Show Boat"
4. "The Letter"
5. "The Duke Steps Out"
6. "Nothing But The Truth"
7. "The Trial of Mary Dugan"
8. "The Voice of the City"
9. "The Bridge of San Luis Rey"
10. "The Donovan Affair"

Mr. Harry C. Seipel and Associates of the Arkush Peninsular Theatres say—

"FULCO IS THE ROLLS ROYCE OF PROJECTION WITH SOUND"...

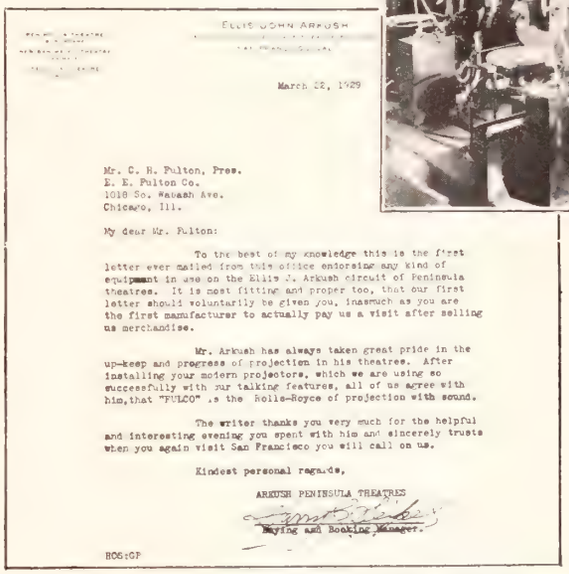
Here in a single sentence, Mr. Seipel sums up the thoroughbred qualities of the FULCO PROJECTOR and reveals its de luxe performance in association with sound equipment.

There is a world of significance in Mr. Seipel's splendid testimonial which no live manager will overlook.



FULCO PROJECTOR ***(Ernemann Design)*** **FITTED WITH SOUND UNIT**

MR. SEIPEL'S LETTER



ELLIS JOHN ARKUSH

March 22, 1929

Mr. C. H. Fulton, Pres.
E. E. Fulton Co.
1018 So. Wabash Ave.
Chicago, Ill.

My dear Mr. Fulton:

To the best of my knowledge this is the first letter ever mailed from this office endorsing any kind of equipment in use on the Ellis J. Arkush circuit of Peninsula theatres. It is most fitting and proper too, that our first letter should voluntarily be given you, inasmuch as you are the first manufacturer to actually pay us a visit after selling us merchandise.

Mr. Arkush has always taken great pride in the up-keep and progress of projection in his theatres. After installing your modern projectors, which we are using so successfully with our talking features, all of us agree with him, that "FULCO" is the Rolls-Royce of projection with sound.

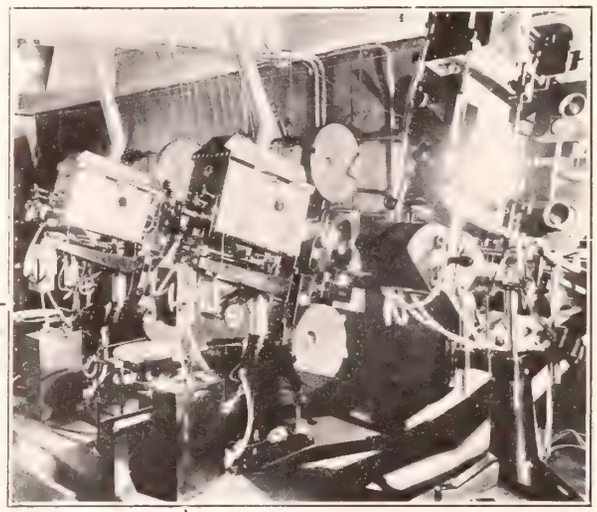
The writer thanks you very much for the helpful and interesting evening you spent with him and sincerely trusts when you again visit San Francisco you will call on us.

Kindest personal regards,

ARKUSH PENINSULA THEATRES

Buying and Booking Manager.

HOS:GP



PROJECTION ROOM
Peninsula Theatre, Burlingame, Calif.

E. E. FULTON CO.

BRANCHES
CHICAGO—*1018 S. Wabash Ave.*
NEW YORK—*115 W. 45th St.*
BOSTON—*65 Broadway*
PHILADELPHIA—*1337 Vine St.*
ATLANTA—*146 Walton St.*
ST. LOUIS—*3403 Olive St.*
INDIANAPOLIS—*340 N. Illinois St.*
MILWAUKEE—*151 Seventh St.*
SAN FRANCISCO—*255 Golden Gate Ave.*
LOS ANGELES—*Film Exchange Bldg.*

C. H. FULTON, *President*
F. A. VAN HUSAN, *Vice-Pres. & Sales Mgr.*
A. G. JARMIN, *Treasurer*

EXECUTIVE HEADQUARTERS
1018 S. WABASH AVE., CHICAGO, ILL.

FACTORY
2001-2007 S. CALIFORNIA AVENUE, CHICAGO, ILL.

Send This Coupon for Copy of FULTON'S New Catalog, A-Z List.

Name .....
Address .....
Town .....
Theatre .....

THE WATCH DOG

guarding your steady, uniform current supply.

In the present change from SIGHT to SOUND the public is more critical than ever before—and rightly so.

An even, non-variable voltage is the foundation upon which all successful projection rests.

It is obtained—economically so—thru the Transverter, as thousands of Theatres thruout the world will testify.

Remember, there is a TRANSVERTER in type and rating, that will *exactly meet your projection needs.*

Sold in the U. S. A. by
The National Theatre Supply Co.

Canadian Distributor
Perkins Electric, Ltd.

THE HERTNER ELECTRIC COMPANY

12694 ELMWOOD AVENUE — Transverter — CLEVELAND, OHIO, U. S. A.

Exclusive Manufacturers of the Transverter

THE BIG SIZE HORN TOWER *with* FLARING DEVICE

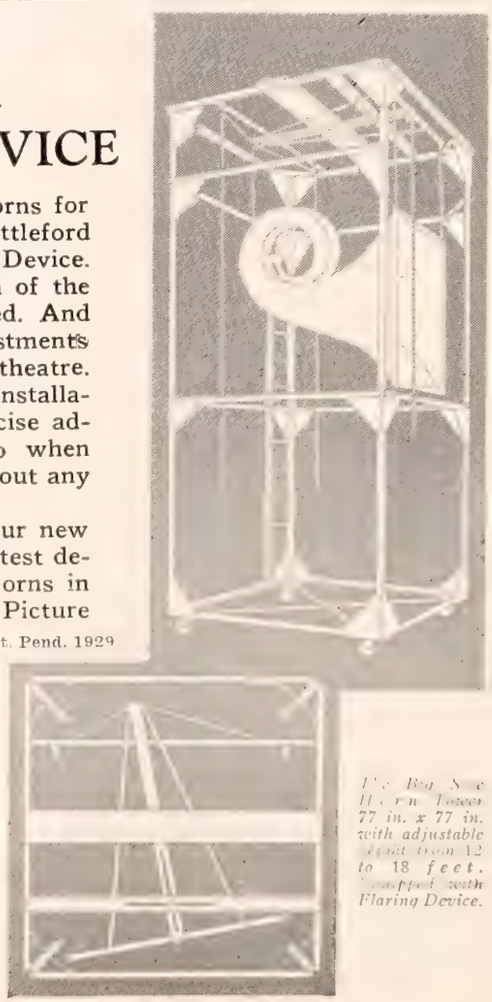
The most efficient way to install horns for Sound Pictures is to use the new Littleford Big Size Horn Tower with Flaring Device.

Because of the open construction of the Tower, horns can be easily suspended. And when once in place all flaring adjustments can be made from the stage of the theatre.

The Flaring Device enables the installation engineer to make a quick, precise adjustment utterly impossible to do when horns are suspended by chains without any means of flaring.

Cut the coupon and mail it for our new bulletin completely describing the latest development for the installation of Horns in connection with Sound for Motion Picture Theatres.

Pat. Pend. 1929



The Big Size Horn Tower 77 in. x 77 in. with adjustable throat from 12 to 18 feet. Equipped with Flaring Device.

Send the Coupon for Complete Information

Littleford Bros.
504 East Pearl Street
Cincinnati, Ohio.
Gentlemen:

I am interested in your Horn Tower and Flaring Device. Without obligation to me send your descriptive bulletin.

Name .....
Title .....
Address .....
City .....*State*.....

Servicing Non-Synchronous Theatre Installations

(*Continued from page* 1846)

cal values. The inductance is of 200 mh and the fixed capacity of .006 mfd. These two units are connected in series across the output leads from the pickup unit and may be connected either side of the volume control; if possible, between the volume control and the input of the amplifier.

In connection with speakers, we wish to mention certain details. One of the frequent complaints voiced against the dynamic speaker is the jarring loose of the voice call. If the diaphragm rattles check the voice call. Also the possibility of uneven tension of the diaphragm. Hum in the dynamic speaker may be due to hum in the associated rectifier system. If this part of the installation is at fault check the items mentioned in connection with the regular amplifier power supply. Certain speakers are equipped with an additional coil employed to balance out the hum induced in the moving coil. If possible check the position of this coil. Other speakers are equipped with a hum reducing resistance. Check the adjustment of this resistance. If the field coil is energized by a separate low voltage eliminator, the additional of another 2000 or 4000 mfd "A" condenser across the filter system may be of aid.

Readjusting Coil

In some cases the moving coil is out of alignment and when in motion strikes the sides of the case housing the pot magnet. This defect can be remedied by readjustment of the coil. If the speaker is "dead," check the continuity of the field coil. A cracked or bent diaphragm will reproduce poorly. Foreign substances which have found their way into the horn, if horn type speakers are employed, will cause peculiar rattling sounds.

In many cases the rectifying element employed in the power supply device furnished with dynamic speakers is of the disc type. A defective element will cause appreciable hum. . . . So much for servicing at this time.

Da-Light Now Selling Sound Screen Direct

The Da-Tone X sound porous screen manufactured by the Da-Lite Screen Co., of Chicago, which heretofore was sold exclusively through Electrical Products as equipment for Vitaphone and Movietone installations, has been placed on the open market, and while still the standard screen equipment for Western Electric installations, the screen now is available to all theatres for use with any and all types of sound reproducing systems, it was announced this week by Frank M. Sturgis, general sales manager, now in New York.

Exploiting the Theatre Cooling Plant as a Feature Attraction of Summer Picture Shows

(*Continued from page* 1835)

ballyhoo will do no more than bring crowds of people, who then must receive what they expect—comfort, relief from the humidity and heat of the summer.

In this connection, it might be well to consider advertising, what it is and what it can do, as defined by a leading advertising agency, N. W. Ayer & Son, as outlined in the following:

"Power, magic, wizardry, enchantment—to the amateur no word seems strong enough to describe the undeniable accomplishments of advertising. But from a professional viewpoint, advertising merits somewhat more sober terms. As a matter of fact the making of successful advertising is a difficult business, requiring both skill and experience.

"It is true that advertising will speed up sales and secure a larger volume in a shorter time for a manufacturer with foresight, courage and financial resources to carry definite business policies to completion. But no amount of advertising will sell a product that cannot be sold without advertising.

"It is certain that advertising can and does create valuable good-will for a brand or a trade-mark. Witness the actual money value of any well-advertised name. But it is equally certain that back of that name, there must be honesty, fair dealing, and full value for the price asked. Advertising an unworthy product simply means that a larger number of people will presently discover its disadvantages.

"Advertising points out the merits of a product and impresses the buyer with its desirability. But advertising cannot create a single point of superiority in a product, or add a single virtue to its manufacturer."

Thus, applying the logic to the theatre which exploits its cooling system, there is no profit to be derived from campaigns selling the "cool idea" unless the equipment is in the theatre to produce the cool atmosphere, and unless the equipment is efficiently operated for the purpose of delivering to the patron all that has been promised in the advertisements.

Under the headline "5 Ways to Kill Business by making the Patron Uncomfortable," A. C. Buensod, of the Carrier Engineering Corporation, in an article publised in The Showman for July 1928, listed the following as sure-fire methods to deal the death blow to summer business at the theatre:

FIRST—Do not operate your mechanical equipment at all, no matter how little or much you have, because you do not want ventilation or comfort. Just let it be stuffy and rank smelling.

You should operate the equipment on part time just to keep it from getting rusty or dirt covered. Or if you have a city code making it compulsory to operate, cheat the code and the inspector all you can. Make it comfortable for the first act then put the patron to sleep for the second act. Its being done all over with great success, ask any intelligent patron.

SECOND—If your home office instructs you to operate the equipment, run it as little as you can get away with and vary the conditions in the house as much as possible so the patron wil never know whether its going to be hot or cold, stuffy or pleasant, surely that is *novelty*.

THIRD—If your house has a modern air conditioning system instruct your engineer to keep it as *cold* as possible so that you can show off your system of refrigeration. Advertise that you have 65 degrees inside and make it so uncomfortable to sit through a show that the patron will get "thrills" down the spine.

FOURTH—If your air conditioning system has a modern system of automatic control, assist your engineers in avoiding the expense of operating ½ hp. motor by agreeing that hand control is much better as the conditions in the house will vary first cold then hot—never keep it exactly comfortable. Run the plant from your office so that some usher can tele-

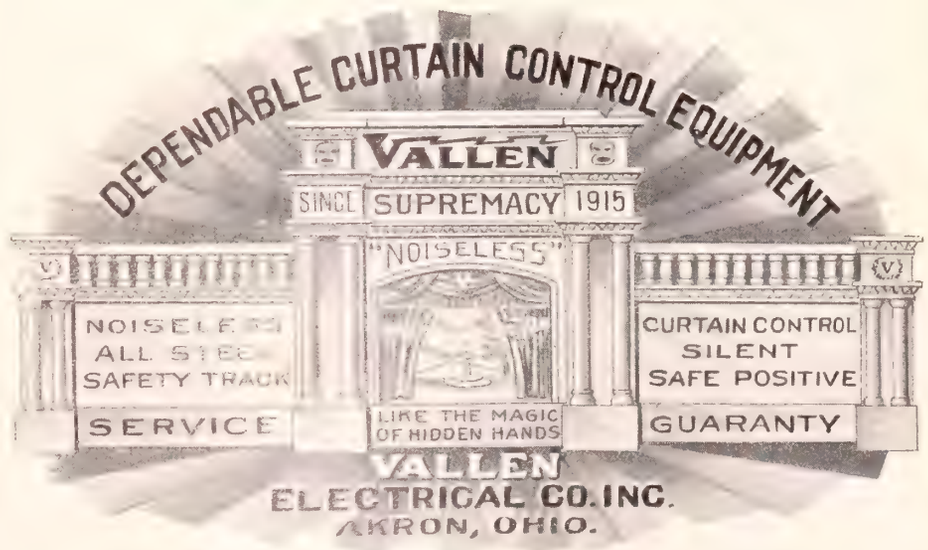
(*Continued on page* 1868)

VALUE OR PRICE—

If you purchase with respect to either—or both—inevitably you will employ only

VALLEN NOISELESS CURTAIN CONTROL EQUIPMENT

The Vallen Automatic Mask affords screen surface reduction for sound! A perfected method at no greater cost.



The Bulletin Board—(Continued from page 1852)

sales plus a natural increase in business, and added that if the expenditure was made wisely in newspapers, the returns would equal or even exceed sales expectancy. "Ordinarily," he said, "3 to 4 per cent of the volume of a year's business is sufficient for department stores to hold their present business. A budget of 10 to 20 per cent would be justified to secure new business. This is not looked upon as an item of business expense, but rather as intelligent investment of funds."

Sound And The Stage

WHAT the sound films are doing to the stage now and how much more of it they are likely to do in the near and distant future has been the topic of conversation by many of the film magnates and stage producers. The notions and ideas of these prominent ones, when they prepare to speak for publication, are not so much in conflict one with the other as might be expected. Al Woods, theatrical producer, returning from abroad some time since, brought with him two Russian films he had purchased in Berlin and to the ship news reporters declared that the stage is bound to feel the effects of the talkie if it was true that 70 per cent of the actors from the legitimate stage have been signed up by the talkie people. However, Mr. Woods added "there will be a vogue for talkies for a year or more and after that you find all the actors back on the legitimate stage again." He said this would come about because working in the dialogue pictures is monotonous.

Mr. Winthrop Ames is among the representatives of the stage who believes that the talkies will elevate the artistic stage, according to his views expressed at a dinner in his honor at the Lotus Club. The motion picture, he said, has absorbed the masses of theatregoers who care only for melodrama and thus clears the way for the more intellectual and artistic stage plays. William A. Brady, meanwhile, has been telling various and sundry of both the films and the theatre that the sound movies will kill the legitimate stage in three years. Cecil B. De Mille sees the doom of the stage in the talking pictures development, at the same time expressing the conviction that the silent picture will endure in a somewhat limited fashion.

As She Is Spoke

THE talkies, also, are responsible for bringing to the fore again the question whether one hears English, as she should be spoke, in London or New York. The British are not at all well pleased with the English emanating from Hollywood, it seems. One who sits in as auditor to some of the talkies is bound to feel that there should be at least a sort of "local rule" or convention to be observed throughout a given production. This would have the effect of keeping the controversy out of the picture itself, which is not the case in a number of recent releases—one example being a highly dramatic scene between two men, the one declaring: "Don't you realize you had better request a 'trahnsfer'?" Whereupon the other queries: "What! a 'trancefer'?" Under such conditions one is likely to expect a third party to the drama step up and repeat the word in one fashion or the other, thus to render a decision in the case.

Sunday Night Shows

THE Shuberts have decided to fight for the life of the legitimate stage insofar as that can be done by the added revenue from Sunday evening performances in New York. According to an announcement on Monday, May 20, the producers will sponsor a Sunday night performance of "Pleasure Bound," to test the law forbidding Sunday presentations of that character. The presentation will be with full scenic costume and equipment, and if there are no "resultant legal complications thereto it is probable that next season will see all the legitres open on Sundays."

Watching Television

THE film industry continues to keep a sharp eye upon the news of further experimentation and the progress being made in the field of television. What effect television will have on the established picture theatre other than to expand its scope is not clear from the experiences of the past in connection with new developments of science. Nevertheless there is apprehension, and maybe in quarters where such exists there was some uneasiness when the announcement came that General Electric and Westinghouse Electric, which have manufactured all appliances for the Radio Corporation of America under Radio Corporation patents, had formed the "Audio Vision Appliance Company" as the manufacturing unit of the merged interests of the Victor Talking Machine Company and RCA. "What do they mean 'Audio Vision'?"

"For nearly a year RCA has been broadcasting television signals from its experimental laboratory in New York City. But television is confronted by three major problems, says D. E. Replogle, radio engineer, and until these are overcome, wholly or in part, he adds undue optimism is out of order. The three problems are: 1. detail, which involves dot elements, time coefficients, luminous intensity, accurate synchronization, and wave channels which, because of the width of channel required, must exceed the standard wave lengths; 2. luminosity, for while much has been done with the present neon tubes of low candlepower, there still is room for a world of improvement; 3. synchronization, demanding development of devices which will regulate the scaning disc by means of definite frequency impressed on the television carrier wave along with the picture.

Dr. Alfred N. Goldsmith, vice-president of Radio Corporation of America, stressed the difficulties which must be overcome before television is developed to the commercial stage in an address to members of the Institute of Radio Engineers, held in Washington. "Compared to photo radio, or the transmission of still pictures by radio, the transmission speed requirements of television are approximately one hundred times greater."

A more optimistic spirit was manifest in the remarks at the same meeting of I. W. Horton, of the General Radio Company, Cambridge, Mass., who said the scientific problems of picture transmission of television were solved long ago and that commercial application awaited only the solution of the economic problems, which solution he added is "just beginning to appear possible."

The "Animate" Theatre

SOMEBODY finally has done something about the term "legitimate theatre," which to the chagrin of many in show business has endured through the years since its introduction as a distinction, and perhaps a protest, of the drama against such things as variety, music hall shows, and beer garden performances. The somebody is Mr. D. C. Lindsay, of the Carrier Engineering Corporation, manufacturers of air conditioning equipment. In the current issue of "Weather Vein," a quarterly publication devoted to the dissemination of knowledge concerning manufactured weather, the term "animate" theatre occurs, with the following footnote: "The term 'Animate Theatre' was suggested by D. C. Lindsay, Publicity Engineer, Carrier Engineering Corporation, in response to our contention that the prevalent word 'Legitimate' is exceedingly undesirable, while the term 'speaking stage' has, in view of the Talkies, become indistinctive. We think the new term worthy of immediate adoption."

If one consults the old and now unhonored and unused cross-word puzzle dictionary one finds that "animate" the adjective means something "endowed with animal life," as well as something filled with spirit and vigor." Since there is no occasion to apply the antonym as a designation for the picture theatre there should be no ground for the film people to hesitate at Mr. Lindsay's suggestion as did the fellow who stood puzzled before the dog which growled and wagged its tail at one and the same time.

A Statistician Opines

IT seems that Mr. Roger W. Babson deserted the old swimmin' hole wherein he earned renown, took a plunge into a pool of statistics on homicide and found himself in waters that were not so clear, according to Dr. Frederick L. Hoffman, consulting statistician, of Wellesley Hills, Mass., whose statistics, it is said, Mr. Babson used in the course of labors which lead to the Babson Report that "such studies as I have made lead directly to the movies as the basic cause of the crime waves of today." That statement was fired on with heavy guns by Abram F. Myers, R. F. Woodhull and others identified with the movies who, after all, might be prejudiced. But Dr. Hoffman has no known connections with the film industry, and declared to the newspapers that "nothing contained in my figures could be construed to justify any such conclusion." And he added, "as a matter of fact, my data would justify the opposite inference in that homicides are more common in sections of the country, particularly in the South, in which the proportion of representation of motion pictures is measurably less than in the North and East."


As in all fine theatres...
the carpets of the Erlanger of Philadelphia are laid over Ozite Carpet Cushion
Ozite doubles the life of the carpets—even under the heaviest traffic—and increases the atmosphere of luxury. Ozite is sold and recommended by every dealer in carpets. It is guaranteed to satisfy. Sample on request.
Ozite
Carpet Cushion
CLINTON CARPET CO.
130 N. Wells Street, Chicago
NEW YORK LOS ANGELES
ST. JOHNS, QUEBEC, CAN.
(American Hair & Felt Co., Mfrs.)

A Contribution to the Language of Color

(*Continued from page* 1846)

Tint No. 3, Afterglow. A soft rich orange color. It is probably the warmest color of the series. It is appropriate to exterior scenes at dawn and sunset. It lends to interiors an atmosphere of warmth and intimacy stronger than firelight. It should excite mood reactions in general connected with luxury, wealth, security, and relatively strong affections. It is also related to the autumnal mood by obvious direct association with the autumn colors of nature. By direct or subjective association it is symbolic of the same relative period in the life of an individual and its associated moods. It is indicative, therefore, of repose, ambitions attained, accomplishment, and similar psychological aspects of maturity.

Tint No. 2, Peachblow. A delicate flesh pink. This has a small, but definite blue content, making it somewhat less warm than Afterglow. It is adapted to the rendition of close-ups where it is desired to do full justice to feminine beauty. The hue and saturation are such as to suggest the glow of life.

Tint No. 1, Rose Doree. A deep warm pink suggesting sensuousness and passion. Amorous, Romantic, and Exotic. It is adapted to the rendition of scenes representing an intimate atmosphere such as a luxuriously appointed boudoir. In keeping also with feeling of happiness, joy, and excitement.

Tint No. 7, Verdante. A pure green, rather *pastel* in character. It is the hue of spring foliage suggesting directly trees, grass, and vernal landscapes. By subjective association typical of youth, freshness, unsophistication, innocence, etc. It is only slightly warm, but definitely not cold. It is very close to the neutral point in the warm-cool scale.

Tint No. 8, Aquagreen. A brilliant blue-green. The color of more northern waters and suitable to the rendition of the sea under clouds and in storm. It is suggestive of wetness. Its transmission (40 per cent) being lower than that of Verdante, it gives a less brilliant screen. This together with its greater blue tint probably makes it more suitable for the rendition of the darker green of mature summer, foliage, dense forests of pine, jungles, etc. By extension from the objective correlation to summer it is suggestive of such mood reactions as pertain to maturity, wisdom, dignity, repose, and restfulness. It is cool but not cold; tranquil, but not subduing.

Tint No. 9, Turquoise. A clear brilliant blue. It is definitely cool, but less cold than Azure or Nocturne. The visual transmission (43 per cent) is high for a blue of this hue but low as compared to the warm colors. This gives a screen of depressed brightness which together with the hue tends to produce a mood of peace, reposefulness, and tranquility. It is the color of calm tropical seas under clear skies. It is suggestive of the Mediterranean and the South Sea Islands. If used on interiors it should impart a feeling of restfulness, dignity, and reserve without inducing appreciable depressive moods. With proper contextual influence it might be used for the suggestion of brilliant moonlight effects although No. 10 may be somewhat better for this purpose.

Tint No. 10, Azure. A strong sky-blue. it is colder than Turquoise; tranquilizing to the point of becoming depression. The visual transmission (28 per cent) is relatively low and hence gives a screen of low brightness. It is suggestive of the sedate and the reserved, even approaching the austere or forbidding; under certain conditions slightly gloomy.

Tint No. 11, Nocturne. Deep violet-blue. The visual transmission is low (28 per cent) giving a screen of low brightness. It definitely suggests night, shadows, gloom, coldness, etc. By subjective associational reactions appropriate to depressive conditions, despair, failure, unattained ambitions, intrigue, the underworld.

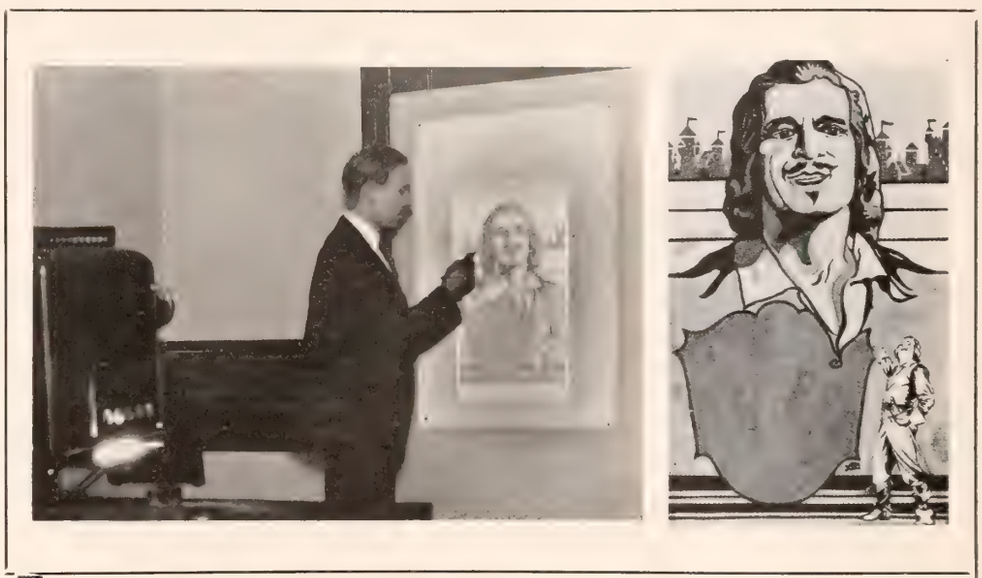
Tint No. 12, Purplehaze. A bluish-violet or lavender, rather pastel in character. It has a relatively high visual transmission (40 per cent) giving a screen of greater brilliance, higher key, than the adjacent tints, Nocturne and Fleur-de-lis, to both of which it is closely related in emotional value. The mood induced by this color is particularly dependent (more so than many of the other colors) upon contextual factors. For instance, to a twilight scene on the desert with distant mountains it imparts a feeling of distance, mystery, repose, and languorous warmth; while used on a scene containing snow fields, glaciers, snow-capped mountains, etc., it has a pronounced cooling effect. The hue of this color is approximately the same as that of the shadows on sunlit snow under a clear blue sky.

Tint No. 13, Fleur-de-lis. A rich royal purple. This color has long been the badge of royalty, high office, power, and pomp. In ancient times the dye was very costly and was used to color the garments of the aristocracy. The transmission of this film tint is low (25 per cent) thus giving a depressed screen brightness suggestive of reserve, dignity, and austerity. It has a relatively cool color but not as cold as Nocturne.

Tint No. 14, Amaranth. This is also a purple but has a greater red content than Fleur-de-lis, therefore it is warmer. Appropriate to king and court in a benevolent, smiling, happy mood, less austere and dignified than is suggested by Fleur-de-lis. It is adapted to the rendition of scenes showing opulence and luxury together with refinement. With proper contextual relation it may be well adapted to scenes approaching sensuality and abandon, such as bacchanalian revels when staged in settings of wealth, luxury, and elegance.

Tint No. 15, Caprice. Cool pink. Visual transmission (53 per cent) relatively high thus giving a brilliant sparkling screen. It is a jolly, care free, hilarious color suggestive of carnivals, Mardi gras, fete days, and merry making in general. It is mildly exciting and exhilarating in an innocent fun-loving sense.

Tint No. 16, Inferno. Fiery red tinged with magenta. Since it is directly suggestive of fire, it is adapted to scenes of burning buildings, glowing furnaces, forest fires, etc. By subjective associataion indicative of riot, panic, anarchy, mobs, turmoil, strife, war, battle, and unrestrained passion.



Making posters by "Posterscope" method. The mirrorscope at left projects sketch on cardboard, where it is traced, color being put in according to instructions. At right the completed poster.

New Theatre Service Seeks to Solve Problem of Decorative Posters

NUMEROUS requests for detailed description of the new poster service in which the "posterscope" is employed and announced recently by the Poster Art Design Service, Inc., have been received from various parts of the country and in deference to these inquiries, an outline of the method is offered here.

The service furnishes the theatre sign or poster man miniature posters on pictures prior to release date, designed by a staff of the artists who have specialized in theatre displays. These miniatures are painted in tones of black, white and gray with definite distinction between the various shades. From these originals, halftone cuts of fine screen are made, which then are printed in loose leaf form on glazed surfaced paper, to further assure tonal variation.

The sheets fit a specially indexed binder which is furnished with the service in which miniatures can be kept on file, ready for use when needed.

Through the use of the posterscope, an opaque projector of the old fashioned postcard or mirrorscope type, the miniatures are projected on to card board of any desired size, and while the image appears thereon, the outlines of the different shades comprising the poster or portrait are traced with pencil. This completed, the lamp of the posterscope is turned off and the pencil outlines remain. The spaces intervening between these outlines are then filled in, following the color combination instructions supplied with each poster. These combinations are given numerically, referring to a color chart supplied with the service printed in natural color.

in the Summer *battle for* Profits *you need* Quiet *Cooling* Quiet *Ventilation*

HOT weather months are just around the corner. Will they spell "Profits" or "Loss" to you? The new quiet 1929 Arctic Nu-Air Cooling and Ventilating System is definite insurance against the proverbial "summer slump."

Here is a system that transforms your theater into a cool retreat on the hottest days, an attraction more appealing than entertainment itself.

"Quiet Cooling"—"Quiet Ventilation," your customers sense the effect without being conscious of its source. Customers made comfortable means patronage, and patronage means profits. The Arctic Nu-Air System is a profit builder, a dividend producer and what's more you pay for it as it earns for you.

Investigate Our Easy Payment Plan

1929 FEATURES

1. Tremendous Capacity.
2. Extreme Slow Speed Without Affecting the Capacity.
3. Remote Hydraulic Air Volume Control.
4. "Timken" Bearing Equipped.
5. Positive Directional Control of Air Delivery.
6. Multi-Belts on V-Grooved Pulleys.
7. Warm Air Ventilator and Fuel Saver.

Insuring year-round cooling, ventilating and heating service at lower power and fuel costs.

The speed of the blower can be increased to full capacity or retarded to one R. P. M. by the touch of your finger.

THE "Talkies" have revolutionized theater equipment. The new "slow speed" Arctic Nu-Air Cooling and Ventilating Systems (operating at but 182 to 236 R.P.M.) conform to every requirement made necessary because of "sound" pictures. No slapping noises, no sounds of rushing air, no disturbing air currents to distract attention from the picture or annoy your patrons.

Built on honor and sold through performance the 1929 Arctic Nu-Air System has received the endorsement of theater men and ventilating engineers throughout the country. Hundreds of orders have been received for early installation. Tried, tested and proven, it has no equal in efficiency, low initial cost or operating expense.

Our Guaranty Protects You

Before You Do Anything on Ventilation or Cooling Get the Facts on ARCTIC NU-AIR

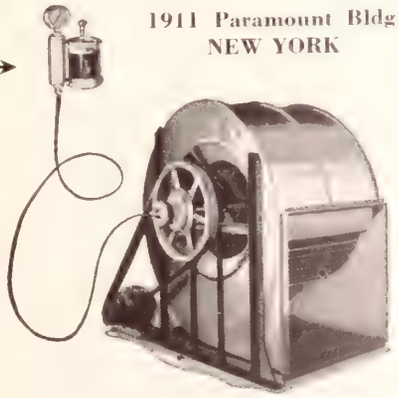
ARCTIC NU-AIR CORPORATION, NORTHWESTERN TERMINAL, MINNEAPOLIS, MINN.

Sales Offices in Principal Cities

REMOTE HYDRAULIC AIR VOLUME CONTROL ➡

Because of the patented, remote hydraulic air volume control you can obtain degrees of air volume, and degrees of coolness never possible before. You can positively adjust inside conditions to outside temperatures. It also guarantees power savings that mean new net profits.

1911 Paramount Bldg.
NEW YORK



ARCTIC NU-AIR CORPORATION
2101 Kennedy St. N. E.
Minneapolis, Minnesota.

Gentlemen:
Without obligation on my part, please give me detailed information covering the new features of the 1929 ARCTIC NU-AIR COOLING and VENTILATING SYSTEM.

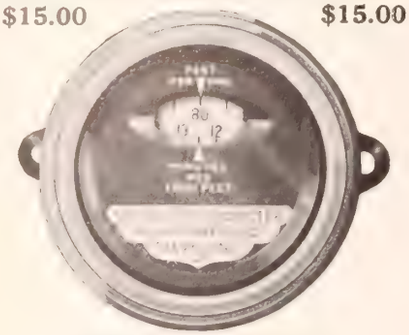
*Name*_____

*Street and Number*_____

*City*_____ *State*_____

*Name of Theater*_____ *Seating Capacity*_____

$15.00 $15.00



THE OLIVER SPEEDOMETER

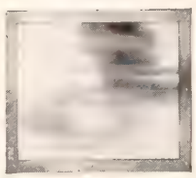
An accurate instrument for use with projectors, recording feet per minute and minutes per thousand feet.

An absolute necessity in Sound Projection
Easily installed.
No wear on shutter shaft—Sold by all supply dealers.

$15.00

OLIVER MFG. CO.

1705 East 21st St. Cleveland, Ohio



RECO Color Plate

For COLOR Lighting

Exterior—Interior

RECO Color Hoods:—for foot lights, signs, exits, signals, etc.

RECO Color Plates:—for border lights, box lights, spots, flood lights, etc. Circle and rectangular.

RECO Color Cylinders:—for general color lighting in theatres.

"Profits From Color" and new Bulletin No. 77 gives complete information. Write.

REYNOLDS ELECTRIC COMPANY

2628 West Congress St. Chicago

Automatic Totalizing Possible With New Electrical Equipment

Device Recently Perfected By General Electric Company May Be Applied to Theatre Uses to Compute Ticket Sales

AUTOMATIC indication of totals of various accumulating quantities is now possible with the use of electric equipment recently perfected by the General Electric Company. The equipment, originally designed for the totalization of electric power demand originating from a large number of sources, can be applied to the quick and accurate totalling of units of several different numerical values.

The totals involved may be indicated in several places, either by means of large or small indicators. A typical application might cover the sale of tickets having different monetary values, from perhaps 50 different ticket windows. Whether the sales occur successively or simultaneously, the totalizing equipment will function and correctly total all sales.

Such a ticket totalling equipment has been designed and built, and involves the use of a motor-driven ticket machine. A key is depressed in the usual manner to issue a ticket of specified value. This starts the motor which runs until the ticket is cut off and ejected through an opening in the top face plate of the machine. During this operation, an electric circuit to the totalizing machine is momentarily interrupted. Each key is associated with two registers of the Veeder counter type, one registering continuously while the other can be reset to conform with the serial number of tickets issued.

An impulse collecting device responds to the ticket machine operation and functions to place an impulse in the totalizing device. The impulse is registered in the totalizing device with a definite numerical value equivalent to the ticket value.

Indication of the totals can be made on small indoor type indicators, for totalizing in various numerical units. Indication may also be given on large, billboard type signs, where the figures are formed by electric light bulbs.

An interesting application of this equipment is being considered in connection with pari-mutual race tracks. In this case, by public display of the totals involved, betting odds could easily be available to large numbers of persons simultaneously. The correct odds would be registered at all times during the sale of tickets. Other possibilities are the application to turnstiles in fair grounds, in subways and other places where it is desired to count and indicate the attendance totals, and also, in connection with the photoelectric tube, for indicating the total number of vehicles passing given locations, similar to the present application in the Holland Tunnel, but involving a number of counting points.

New Catalogue on Lighting Issued by Frank Adam

The Frank Adam Electric Company, of St. Louis, has published a new catalogue devoted to panelboards manufactured by that organization. Catalogue No. 45, contains 104 pages is completely illustrated and gives detailed information about the various types of lighting panelboards for stage and auditoruim lighting.

Claim Credit for Decrease of Inaccuracies in Ads

Improvements in advertising during the past year resulting from work by the Better Business Bureau of New York City in cooperation with Federal and State authorities, are among the notable achievements of that organization, James C. Auchinclose, president of the bureau, declared at a meeting held May 6 in New York City. "The reduction of inaccuracies and confidence-destroying statements in advertising has been substantial," he said.

SUPERTONE

Interchangeable Synchronous Equipment for Theatres of all Sizes

$995.00

The complete all metal equipment includes two turn-tables, one amplifier, two speakers, volume control and fader box, and many of the features used in devices selling at several times the price.

Perfect synchronization is assured by a newly invented vibration eliminator that not only gives smooth running qualities to the turntables but eliminates foreign noises from the pickup.

SUPERTONE has great clarity of tone at low or high volume . . . full power amplification . . . remarkable fidelity of recreation . . . energy output to speaker increased thereby at lower musical frequency . . . Smooth volume control, and perfect sound reproduction.

Write for Full Particulars To

ADSWIN CORPORATION

727 Seventh Ave. New York City

MARQUEE BANNERS
and
VALENCES—

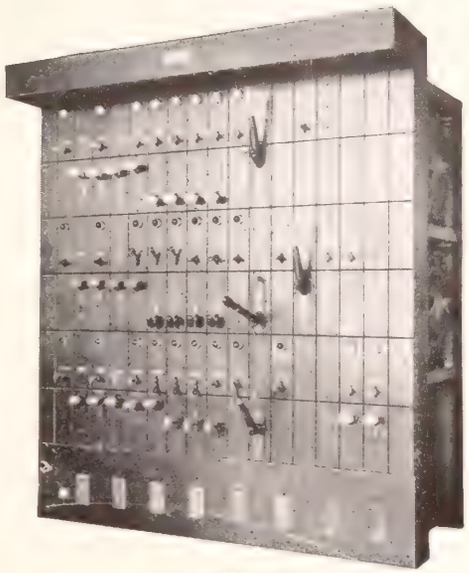
FOR SOUND OR TALKING PICTURES
FUTURE OR ADDED ATTRACTIONS

VERTICAL WALL AND STREET BANNERS
FLAGS AND PENNANTS—FOR EVERY PURPOSE
SPECIALTY—
IDEAS FOR ADVERTISING AND EXPLOITATION

HENRY JACKSON
Manufacturer
141 FULTON ST. NEW YORK
Phone Cortlandt 0950

Compact Control for Elaborate Lighting

The control of every light in Auditorium or on Stage within a few inches of the electrician's hand—this is the achieved result originated in The ⒻⒶ Major System.



Modern lighting is elaborate, but its control can be both flexible and simple as you will find in the All-Master ⒻⒶ Major System.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

Offices in thirty-one cities

Now nearly every important showtown in the country has from one to twenty theatres so equipped.

MAJOR FA SYSTEM TRADE MARK

Send for complete details and estimates. There is a ⒻⒶ man ready to cooperate with you.

SENTRY SAFETY CONTROL Aids Good Projection

One of the biggest assets SENTRY SAFETY CONTROL brings to good projection is the utter freedom it gives the projectionist.

The man in charge of projection in a booth equipped with SENTRY SAFETY CONTROL knows he is free from the menace of film-fires.

A marvelous advantage at a nominal cost!

SENTRY SAFETY CONTROL

The positive fire preventer Can be attached to any projector Costs only a few cents a day.

Sentry Safety Control Corporation. 13th and Cherry Sts., Philadelphia. 1560 Broadway, New York
And All Branches of National Theatre Supply Company

Coming July 1

To acquaint the industry with matters new and strange

Harold B. FRANKLIN

President & General Manager
Fox West Coast Theatres

Reveals the tested and proved methods for operation and presentation in the most complete book ever written on the subject



SOUND MOTION PICTURES

NEVER was the theatre man more in need of information concerning the very essentials of operation and selling methods than at the present time when a brand new and revolutionary combination of science and art has transformed the business of picture theatre showmanship in every phase of its makeup. And never has a want been better served than in the exhaustive manual which has been prepared by a foremost theatre executive, trained in every branch of the picture theatre.

Mr. Franklin was among the first to recognize the coming development of sound as a practical commercial attraction and its potentialities at the box office. He was among the pioneers to study its commercial application to the theatre.

His background in the theatre gave him advantages to make extraordinary progress, his position as head of a great theatre chain brought responsibilities in the matter of selecting equipment, remodelling theatres to accommodate the new apparatus, close investigation of the most efficient methods of operating the machinery, reorganizing policies to meet the new demand, methods of exploiting and selling the new pictures.

This knowledge, acquired by hard work and intensive study in the rigid school of actual experience he has written down in clear-cut form for the benefit of the theatre owner, the manager, the projectionist and the advertising specialist. A complete manual. It will pay you to wait for this book.

Distribution by

MOTION PICTURE NEWS

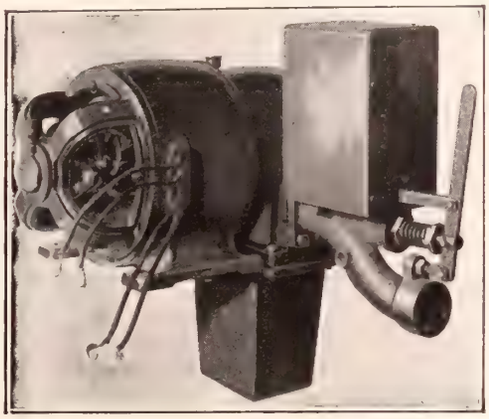
TAKE NO CHANCES—

WITH ELECTRIC POWER FAILURE

ENSLEN HYDRO-ELECTRIC EMERGENCY LIGHTING UNITS

Guarantee Sufficient Power to Operate Projection Machines and Lights

IN AN EMERGENCY—



Approved by the Department of Labor and industry at Harrisburg, Penna., on January 10th 1922. Approval No. 276.

Send for descriptive Booklet.

Enslen Hydro-Electric Co., Inc.

1600 Broadway, New York, N. Y.

NO BATTERIES—NO REPLACEMENTS



SPOTLIGHTS *with* Remote-Control Color-Frames

EQUIPPED with an electro-magnetic device for remote-control operation of its color frames—the entire service of the spotlight, including white-lighting, color lighting, and dimming can all be controlled from a distant point. Spotlight may be located in concealed and inaccessible places—and yet be operated without the least difficulty from the switchboard or some other convenient location. Write for Bulletin No. 3.

OTHER KLIEGL LIGHTING SPECIALTIES

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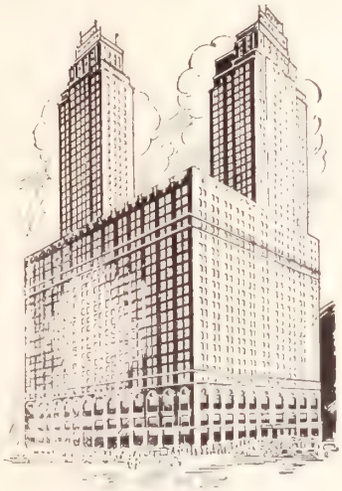
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"I am writing this letter at the direction of Mr. S. L. Rothafel."

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Projection Lenses for Motion Pictures

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NATIONAL SCREEN SERVICE

SOUND AND SILENT TRAILERS

Parsons Speaker at Meeting of Acoustical Society

Raymond V. Parsons, acoustical engineer of the Johns-Manville Corporation, was one of the principal speakers named by the Acoustical Society of America to discuss papers read at the opening session of that organization's meeting, held in New York City, May 10 and 11.

Mr. Parsons urged the adoption of a standard method for measuring sound absorption, declaring that such practice upon the part of engineers would greatly simplify matters for the manufacturers as well as sales organizations and their customers.

The discussion followed the reading of three papers which constituted a symposium on the four methods of measuring absorption coefficients. The papers were by Paul E. Sabine, V. O. Knudsen and E. C. Wente.

Exploiting the Theatre Cooling System

(*Continued from page* 1859)

phone the engineer to make it hot or to freeze 'em out.

Employ an engineer to operate the equipment then take away all responsibility from him by taking it yourself, as he might run the equipment and give comfort.

FIFTH—Shut your fresh air damper especially when you are refrigerating as it saves power, prevents ventilation and raises the humidity. High humidity means a clammy feeling in the house and the "clammier" the more the house will smell with the indefinable odor of people.

SIXTH—In effect learn as little as you can about *modern equipment for comfort* and go back to the store front nickelodeon days—that's the surest way to keep the patron away. Also have an efficiency man promote the ideas of saving expense at any cost but especially *on ventilation* or have a "Scotch Treasurer" who will gladly save a nickel to keep away an admission.

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Corona Discharge Suggested for Use in Sound Pictures

New uses for the corona discharge, familiar to the public as the waste product of power lines discharged in the form of purple glow from overloaded circuits, have recently been announced by the Radiovision Corporation, 62 West 39th Street, New York, which controls the patents and patent applications of Austin G. Cooley, who first applied the Corona to the transmission of pictures by wire and radio. Considerable progress has been made in development work during the last year under the auspices of this company and commercial types of telephoto and facsimile transmitters for facsimile telegraphy and picture transmission are being developed.

One of the interesting by-products of corona discharge application is its use in recording minute current variations on a linear scale of one inch to a thousandth of a second with a simple inexpensive apparatus. Those who are familiar with recording thermometers which make a chart of temperature changes for each twenty-four hour period, will appreciate the amazing rapidity of the corona discharge which is capable of recording current variations so that changes extending over only a millionth of a second can be observed.

Another utilization which has been successful experimentally has been the automatic recording of high speed radio telegraph signals.

What appears to be the most unique use of the Corona discharge is its application to sound recording in the talking motion picture field. "At present, the industry is laboring with cumbersome amplification systems due to the fact that the spectrum of the recording lamps are poor in actinic rays." said an official of the Radiovision Corporation. "This Corona effect is capable of doing the same work as the present system and does it with a small compact and relatively low price amplifier. Thus, we see that it bids fair to relegate the present gas filled recording tube and its cumbersome amplifier to the scrap heap."

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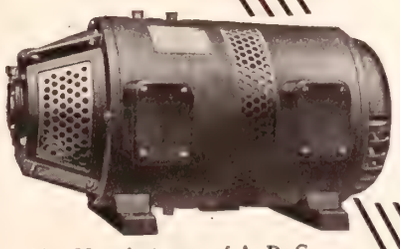
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Costs less because it needs no compensator or resistance starter.

Also Manufacturers of A. D. C. Automatic Curtain Control and Silent Steel Curtain Track

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Selected List of Important Trade Publications

Prepared for the Service of Theatre Owners, Managers and Theatre Architects

Important publications issued by manufacturers in connection with the subjects listed in these columns will be sent free to readers upon request to this magazine. For your convenience a number is used to indicate each subject and a request blank provided. To obtain copies of publications on subjects in which you are interested simply insert on line provided in blank the number opposite that subject, fill in name and address and mail to Motion Picture News.

AIR CONDITIONING
(1) General outline of systems with illustrated descriptions of apparatus for atmospheric conditioning in theatres.

CLEANING SYSTEMS
(2) Apparatus used in central cleaning system for theatres.

DECORATION
(3) Furnishings for auditoriums, lobbies, lounges—decorative furniture and fixtures, fountains, shrubbery, draperies, etc.
(4) Finishing materials for wall and ceiling treatments.

FILM PROCESSING AND CLEANING
(5) Descriptions of materials and apparatus used in processes for film renovation, preservation and cleaning.

HEATING AND VENTILATION
(6) Types of ventilating and heating systems with diagrams, illustrations and descriptions of apparatus.

LIGHTING, DECORATIVE
(7) Spotlight, effect projectors, automatic and remote control color and effect machines for atmospheric theatres, cove lighting, lobby and rest room illumination, with specifications for uses and operation.

LIGHTING FIXTURES
(8) Decorative chandeliers, wall fixtures, directional signs, illuminated mirrors and fountains for theatres described and illustrated.

LIGHTING, PROJECTION
(9) Arc and incandescent lighting equipment, specifications for use and operation.

LIGHTING, SIGN AND MARQUEE
(10) Flasher equipment, color devices, etc., for front effects and advertising.

LIGHTING, STAGE
(11) Spotlights, effect machines, borders, foot lights, etc., and their uses in stage effects.

LIGHTING CONTROL
(12) Dimmer control, switchboards, panel boards, switches of various types for stage and auditorium lighting control.

MOTOR-GENERATORS
(13) Various designs of motor-generators specially designed for motion picture projection.
(14) Power control, transformers, etc., for projection, specifications and illustration of apparatus.

ORGANS AND ORGAN EQUIPMENT
(15) Theatre organ of various types for large and small auditoriums.
(16) Organ blowers, heaters, seats and accessories.

PIT AND STAGE ORCHESTRA EQUIPMENT
(17) Music stands, special designs for pit orchestras and stage band acts.

PLUMBING FIXTURES
(18) Radiators, equipment for wash room furnishing, etc., illustrated.

PROJECTION
(19) Operating instructions, parts for machines (specify make and model).

RIGGING, STAGE
(20) Drapes, curtains, curtain control apparatus, automatic stage platforms, elevators, etc.

SAFES
(21) Descriptive literature illustrating types of safes especially designed for theatre use.

SEATING
(22) Auditorium chairs, special designs illustrated, re-seating arrangements, etc.

SCREENS, MOTION PICTURE
(23) Various types described, diagrams, illustrations of surfaces, etc.

SIGNS AND MARQUISE
(24) Theatre advertising signs, marquise designs illustrated.

TICKET VENDORS
(25) Automatic ticket machines for motion picture theatres, change makers, canceling devices and registers.

Sound Equipment

(26) AMPLIFIER UNITS
(27) HORNS AND SPEAKERS
(28) HORN TOWERS
(29) NON-SYNCHRONOUS DISC REPRODUCERS
(30) PICK-UPS
(31) RECORD LIBRARIES FOR NON-SYNCHRONOUS DISC REPRODUCERS
(32) RECORD CUEING SERVICES
(33) SYNCHRONOUS DISC REPRODUCING UNITS
(34) SYNCHRONOUS DISC AND FILM-TRACK REPRODUCERS
(35) TRANSFORMERS AND VOLTAGE REGULATORS

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729 Seventh Ave.
New York City

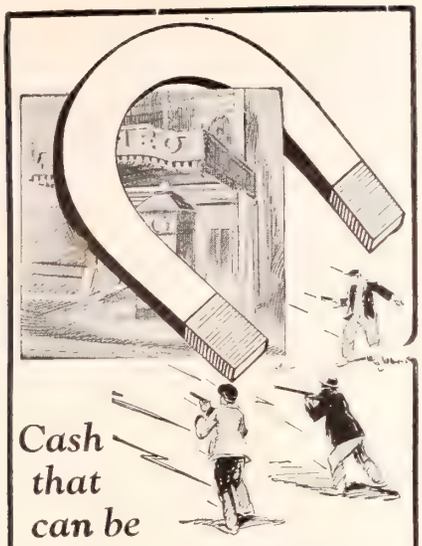
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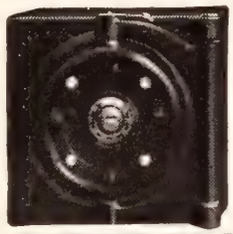
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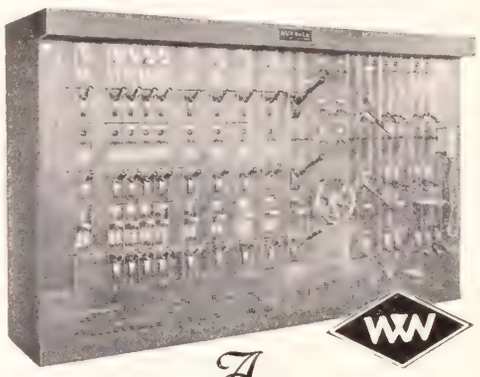
It will pay you to wait for Harold B. Franklin's *Book on* SOUND MOTION PICTURES

Advertisers Index for the June 1 Showman Section

The following list of advertisers in the Showman Section has been prepared for the convenience of readers and while care has been taken to make it correct it cannot be guaranteed against possible errors or omissions.

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Automatic Devices Co. 1869
Automatic Ticket Register Corp... 1871
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Browning, King & Co. 1853
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For the new
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The selection of your stage switchboard is an important matter. In it you are investing a fairly large sum of money. You are buying a piece of equipment from which you have a right to expect years of satisfactory trouble-free service. Just as a prudent investor carefully looks into the security behind the bonds and stocks offered to him, so should the exhibitor carefully examine the construction details and performance records of stage switchboards before he buys.

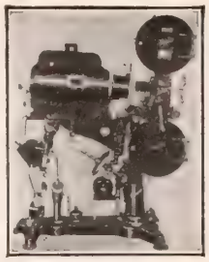
In building stage switchboards, Wurdack engineers are guided by 33 years of experience in the manufacture of current control equipment. From years of development work, innumerable laboratory tests and countless practical observations, they have evolved a stage switchboard that is unsurpassed for completeness, sturdiness, compactness, flexibility, ease of operation and efficiency.

We invite you to get the facts about the Wurdack Stage Switchboard. We want you to compare it, feature by feature, with any other. If you do this, you will understand why so many Wurdack Stage Switchboards are now being specified for new theatres. Our bulletin, now on the press, will be sent you for the asking.

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INTERNATIONAL PROJECTOR CORPORATION
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Sound And Projection

Conducted By James R. Cameron

Vacuum Tubes In Sound Work

(Continued from last week)

TWO similar tubes with poor vacuum seldom, if ever, contain just the same quantity of gas, and, therefore, their electrical characteristics may be considerably different. For this reason it is not ordinarily practicable to connect in parallel two tubes having poor vacuum. Tubes with high vacuum, on the other hand, can be constructed very uniformly, so that a number can be connected in parallel. It is often advantageous to connect several tubes in parallel in generating sets.

Tubes containing a little gas, i.e., having a poor vacuum, are often called "gas tubes," or "soft tubes." Tubes, with high vacuum, are often called "hard tubes." "Soft" tubes are particularly useful as detectors, and, if properly selected and used, may be much more satisfactory as detectors than "hard" tubes of similar construction.

Let us consider what happens in a two-electrode tube having a good vacuum, when there is a variation in either the temperature of the filament or the voltage of the battery connected between the plate and filament.

Suppose first that the filament temperature is kept constant. Then a definite number of electrons will be sent out per second. The number of electrons that travel across the tube and reach the plate per second determines the magnitude of the current through the plate circuit. The number of electrons that reaches the plate increases with an increase of the battery connected between the plate and filament.

If this voltage is continuously increased, a value will be reached at which all the electrons sent out from the filament arrive at the plate. No further increase of current is possible by increasing the voltage, and this value of current is called the saturation current.

Higher Plate Current

If now the temperature of the filament is raised to a higher constant value by means of the filament heating battery and the same voltage steps again applied, the plate current curve will coincide with that obtained before, until the bend is reached; then it will rise higher. The explanation of this is that the number of electrons sent out by the filament increases with the temperature approximately at the square of the excess of the filament temperature above red heat, and thus more electrons are available to be drawn over to the plate. Thus a higher value of plate current will be obtained before reaching the limiting condition when all the electrons emitted arrive at the plate. When this finally happens, the curve, as before, bends over until nearly horizontal.

Suppose now that the voltage of the plate battery is kept at a constant value and the filament temperature is gradually raised by increasing the current from the filament heating battery. The number of electrons sent out will continue to increase as the temperature rises. The electric field intensity due to the presence of the negative electrons in the space between filament and plate may at last equal and neutralize that due to the positive potential of the plate, so that there is no force acting on the electrons near the filament. This effect of the electrons in the space is called the "space charge effect." It must not be supposed that the space charge effect is caused by the same electrons all the time. Electrons near the plate are constantly entering it, but new electrons emitted by the filament are entering the space, so that the total number between filament and plate remains constant at a given temperature.

Effect Of Temperature

After the temperature of the filament has reached a point where the effect of the electrons present in the space between filament and plate neutralizes the effect of the plate voltage, any further increase of the filament temperature is unable to cause an increase of the current. The tendency of the filament to emit more electrons per second, because of the increased temperature, is offset by the increase in space charge effect which would result if electrons were emitted more rapidly or more exactly for any extra electrons emitted, an equal number of those in the space are repelled back into the filament.

Between the filament and plate of a tube we may insert another piece of metal. This third electrode interposed in the stream of electrons between filament and grid is usually in the form of a metallic gauze or a grid of fine wires, and is generally called the "grid." A tube which contains a filament, plate, and grid is called a three electrode tube and is capable of many more uses than the two-electrode tube. The addition of the third electrode makes it possible to increase or decrease the current between plate and filament through wide limits.

If a voltage is impressed upon the grid by means of a third battery connected between the filament and grid, the space charge effect will be modified. The electrons traveling from filament to plate pass between the wires forming the grid. If the grid is given a potential which is negative with respect to the filament the grid will repel the electrons, but many of them will still pass through, and reach the plate, because of their high velocity, because the positive plate potential still affects them to some extent. If the grid potential is made still more negative the plate current will diminish until finally it may be stopped entirely.

Suppose, however, that the grid is given a positive potential instead of negative. Electrons are now attracted to the grid as well as to the plate, and more electrons are now drawn toward the plate than would otherwise pass, so that plate current increases. The charge of the grid partially neutralizes the effect of the space charge. As in the two-electrode tube, a limit to the magnitude of the plate current will finally be reached, when the space charge caused by the large number of negative electrons in the tube fully counteracts the influence of the positive charges on grid and plate. The attainment of the limiting or saturation value of the plate current is assisted by the absorption of more electrons into the grid if its positive potential is increased. This absorption gives rise to a relatively small current in the circuit which is called the grid current. The total electron flow is the sum of the plate current and the grid current.

As the potential of the grid is made more and more positive, more and more electrons will be absorbed by the grid.

(To Be Continued)

Gold Medals For Operators

An interesting article in last week's issue of the News stated that the Fox-West Coast circuit through its general manager, Harold B. Franklin, is to issue gold medals to those projectionists who nearest approach the one hundred per cent mark in the projection of sound motion pictures.

That this organization is to "pin medals" on the projectionists does not interest us as much as the fact that the large producers and exhibitor chains are waking up to the fact that the men in the projection rooms are a power to be reckoned with, and are an important cog in the wheels of motion picture progress. The "old- time operator" will remember the time, not so very long ago, when he was looked upon as a necessary evil around the theatre; when his duties consisted of not only operating the projector, but he was also held responsible for the running of the electric fans, the electric signs, the hanging of the day's posters and a thousand and one other odd jobs. The actual projecting of pictures meant little or nothing to the exhibitor or producer, or, at least, it seemed that way.

But how times have changed! The producers and exhibitors found that poor projection meant poor box office receipts; that the public shopped around for their entertainment the same as they did for the necessities of life, and this started a change of feeling towards the projectionist, and his demand for up-to-date equipment to work with.

Broadway Show Reviews

By Fred Schader

"Man I Love" And "Wall Street Blues" Entertaining Paramount Programme

THE Paramount talking feature, "The Man I Love," and the Publix stage revue, "Wall Street Blues," proves to be an entertaining combination at the star house of the Publix Circuit. There are other features to be sure, and not the least of them from a box-office standpoint is Rudy Vallee and his band. That boy seems to have the audiences at that house hypnotized, for all that they have to do is flash his name and the house starts applauding. Then as the star of the revue itself there is Jack Osterman, whose name means money in the box-office on the Main Stem.

The whole show runs two hours and seven minutes, with action from beginning to end. The feature is only 55 minutes in length, but it is a crackerjack melodramatic romance of the prize ring that has a quintet of featured players, including Richard Arlen, Mary Brian, Baclanova, Harry Green and Jack Oakie.

A Memorial Day special feature, made by Fitzpatrick, is a sure-fire applause winner, as it shows Lincoln, Grant, R. E. Lee, Wilson and Roosevelt, all of whom are dear to the public's heart. It runs seven minutes.

Following this there was a showing of the Paramount News, which ran full twenty minutes, after which Jesse Crawford and his wife offered three numbers, "I'm Just a Vagabond Lover," "Dream of My Heart," and "Love-lit Hollow." The latter Jesse's own composition.

Thirty-nine minutes were devoted to the revue with the Vallee specialty included. The revue has two scenes, the first one rather brief and in one, the setting being a broker's office with Osterman making a clean-up in the market and deciding to throw a big party at his roof bungalow. The final scene takes place atop of the building overlooking New York.

Osterman clicks with the picture audiences and he has an easy manner of ad-libbing that gets over to them. Rita Owin, doing her comedy characterization, also met with the audiences approval. Ethel Norris proved herself a very likable little ingenue lead, and she both sings and dances prettily. The dance team of Barnett and Clark also managed to score in the revue.

Roxy Offers Strange Contrast Of Stage And Screen Musical Revues

THERE is a strange contrast apparent at the Roxy this week with a double musical revue bill. There is the "Fox Follies of 1929" on the screen and the regular Roxy stage revue. In making a comparison of the two one must admit that the stage had a shade of the best of it through the advantage of showing the colors of the costumes. On the whole, however, it is a fairly entertaining program that is offered to the patrons. The show runs about two hours and eight minutes.

For the overture the selection from "Willian Tell" was played, running eleven minutes. This was followed by "Where the Edeliveiss Grows," a stage presentation in two scenes, the first of these running eight minutes, and devoted principally to the echo type of singing that the Kuhns Sisters featured for a long time in vaudeville. The final scene, running eleven minutes, is very picturesque and elaborate, being a reproduction of a Swiss village with the native costumes adding a lot of color. It was this color that made the screen revue seem tame in comparison.

There was but four minutes of the Fox Movietone News reel.

"There Is No Death," a feature offered for Memorial Day week, seemed a little overdone. There is such a thing as carrying sorrow to too great a length on the stage of an amusement place, and while it is fitting to observe Memorial Day with something that will keep the thought of the debt that the nation owes to its dead in mind, it mustn't be stressed too greatly. There were four minutes of this feature when half the time would have sufficed.

The final stage offering was "Deep Night," a combination of vocal duet and ballet, which proved highly acceptable to the audience.

The "Fox Follies" concludes the show by running an hour and nineteen minutes.

3 Broadway Pictures Hit Over The 100 Per Cent Mark

(*Continued from page* 1821)

teenth week the receipts were $19,555.75. While "Madame X" at the Harris got $14,500 and "The Trial of Mary Dugan" at the Embassy came through with $6,860 "The Squall" at the Central in its third week got $10,942.50 while at the Apollo "Bulldog Drummond" receipts were $18,400. "Alibi" is still at the 44th and last week showed $13,897.

Lon Chaney With "Whoopee" Lupe At The Capitol

"East Is East" is the feature at the Capital this week, with Lon Chaney as the star and "Whoopee" Lupe Velez as the featured player. With them is a very flashy stage revue entitled "Orientale," and an M-G-M short of the Revellers, who offer three numbers.

Lon Chaney seemingly is losing some of his box-office drag on Broadway, for the business on the day that the picture and show were reviewed seemed decidedly off, even though the picture proved to be one with a great deal of power to hold the interest.

The revue runs forty-seven minutes, which is somewhat longer than usual for the house. The outstanding hits in it were Chita, a contortionistic dancer, and the La Salice Brothers, who offer a burlesque adagio dance that was screamingly funny. Ginger Rogers, a petite Miss, who sang a couple of numbers, managed to win favor with a second of these. Burnoff and Josephine, with a straight adagio, also received hearty applause return for their effort.

The overture was a special arrangement of ballet numbers followed by a symphonic rendition of "Weary River."

M-G-M, Paramount and Fox Movietone news reels were represented in the weekly magazine.

Clara Bow Wins The Daily News Contest; Garbo Runner-Up

The feminine screen star popularity contest recently conducted by "The Daily News," New York newspaper, was won by Clara Bow. Second place went to Greta Garbo.

In the order of their popularity, as rated by the "Daily News" votes, the ten winners were:

Clara Bow	18,063
Greta Garbo	14,552
Joan Crawford	5,747
Vilma Banky	3,553
Nancy Carroll	3,486
Mary Pickford	3,168
Dolores Del Rio	3,031
Dolores Costello	3,011
Janet Gaynor	2,893
Colleen Moore	2,892

Landy Resigns

Hollywood, May 31.—George Landy, in charge of studio publicity for First National at Burbank, has resigned. The post will be filled by Hubert Voight.

Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Air Circus, The (Fox)

OTTAWA, ONT.—Rex Theatre, (750), 3 days, 15c-20c, "Diamond Master," Para. News, "Visitors Welcome." Weather, clear. Rating, 85%.

Alibi (U. A.)

PROVIDENCE, R. I.—Loew's State, (3,800), 7 days, 15c-50c, M-G-M Movietone Newsreels. Rating, 100%.

KANSAS City, MO.—Loew's Midland Theatre, (4,000), 7 days, 25c-65c, Two Vita. Acts, Selected News. Weather, fair. Rating, 95%.

TAMPA, FLA.—Tampa Theatre, (1,600), 4 days, 25c-50c-60c, Review, Para. News, Comedy, Talkie Act, Organ Concert. Weather, fair and warm. Rating, 75%.

SYRACUSE, N. Y.—Loew's Theatre, (3,000), 7 days, 25c-35c-50c, Presentation, 5 Acts Loew Vaud., M-G-M-Fox M'tone News. Weather, part rain, fair. Rating, 50%.

CLEVELAND, OHIO.—Allen Theatre, (3,300), 7 days, 30c-60c, "Unaccustomed as We Are" (M-G-M), M-G-M News, Fox M'tone News, M-G-M Sound Acts. Weather, clear and cold. Rating, 87%.

SEATTLE, WASH.—Blue Mouse Theatre (950), 25c-35c-50c-75c, "A Night in Spain," Fox Movietone News. Weather, fair. Rating, 85% (Second Week.)

BALTIMORE, MD.—Loew's Stanley Theatre (3,654), 6 days, 25c-65c, Fox Movietone News and Paramount News, Orchestra, Organ, "Double Whoopee" (Laurel-Hardy Comedy), Bernard and Henri (M-G-M Talkie Short), William O'Neil (M-G-M Talkie Short). Weather, cold rain, then cool to warm. Rating, 95%.

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, Ruth Etting Songs, "Meet the Missus" (Paramount), Fox Movietone News. Rating, 150%.

BUFFALO, N. Y.—Buffalo Theatre (3,100), 65c, Fox Movietone News and Silent News Fashion Film, Comedy. Weather, fair and warm. Rating, 140%.

COLUMBUS, O.—Loew's Broad Theatre (3,000), 25c-50c, Vitaphone Comedy Shorts, (3,000), 7 days, 25c-50c. Vitaphone Comedy Shorts, M-G-M and Fox Movietone News. Rating, 100%.

NEW YORK CITY, N. Y.—44th Street Theatre (1,323), 7 days, $1-$2, 2 shows daily, 3 Sat. & Sun. Weather, rain and clear. Rating, 85 7/10%. (Seventh Week.)

AD TIPS: Bill as one of the best pictures of the demi-monde and explain that the film is more interesting than its stage papa, "Nightstick." Press rave on this also can be employed successfully in ads. Because of the multitude of thrillers of this kind it should be emphasized

Alibi—Cont.

that "Alibi" is essentially different.—E. J. McCarthy, Mgr., Loew's State Theatre, Providence, R. I.

Played up as West's greatest achievement, as well as being a 100 per cent talkie. Scenes showing chorus and various important scenes of the picture were grouped about the title of the picture in newspaper advertising, which advertised the picture as a musical melodrama. Audience appeal: All classes.—Loew's Midland Theatre, H. H. Maloney, Mgr., Kansas City, Mo.

Exploit the play also talking, singing crook melodrama. Audience appeal: Adult class.—Loew's State, Harry Weiss, Mgr., Syracuse, N. Y.

Held a midnight preview and got people talking about the picture. This also gave the critics an opportunity to give it advance notices. Audience appeal: For all—but especially for adults.—Allen Theatre, W. E. Burton, Mgr., Cleveland, Ohio.

You should go strong on this one. Feature the cast, which is practically all star, and the fact that it is a most absorbing story with thrills galore. Play up the fact it is from the gripping stage success, "Night Stick." Good for all classes.—Tampa Theatre, A. N. Roy, Manager, Tampa, Fla.

Exploit as picturization of "Nightstick" with excellent stage cast, all-talking, etc. Play up melodramatic angles. Audience appeal: adults advisably.—Blue Mouse Theatre, John Hamrick, Seattle, Wash.

Exploit as an all-talking sensation. Now a Broadway sell-out. Machine guns, blaring sirens, purring motors, excited mobs and vivid romance of metropolis night life. Adapted from the famous stage play. Audience appeal: biggeneral.—Loew's Stanley Theatre, Baltimore, Md.

Play up as one of the best pictures underworld story yet played.—Buffalo Theatre, Vincent P. McFaul, Mgr., Buffalo, N. Y.

Cashed in on popularity of play from which film was made, and fact that several characters who played in original stage success also were in picture.—Loew's Broad Theatre, Columbus, Ohio.

All At Sea (M-G-M)

ATLANTIC CITY, N. J.—Strand Theatre (1,188), 4 days, 40c-50c, Bob Nelson (M-G-M), M-G-M News. Weather, mild and fair. Rating, 90%.

Avalanche (Par.)

SEATTLE, WASH.—Coliseum Theatre (1,650), 7 days, 25c, "Belle of Samoa," Fox Movietone News. Weather, fair. Rating, 80%.

AD TIPS—Feature Holt and Baclanova; play up dramatic angles. Audience appeal: general.—Coliseum Theatre, Seattle, Wash.

Behind Closed Doors (Col.)

VANCOUVER, B. C.—Pantages Theatre (1,700), 6 days, 30c-50c, Presentation, 5 Vaudeville Acts, Local News Reel, Int'l News, Frank Maracci's Orchestra. Holiday, May 24, wet, boosted business. Weather, fine. Rating, 90%.

AD TIPS—Played strongly on deluxe mystery story angle, featuring Valli, Glass, Matiesen, De Segurola, "Who Is No. 17? You'll never solve it until the picture solves it for you." Tense drama of dramatic intrigue, interwoven with tender love story. Audience appeal: advertised as mystery story, it will bring its own following.—Pantages Theatre, Lloyd Pantages, Mgr., Vancouver, B. C.

Behind German Lines (Par.)

LOUISVILLE, KY.—Mary Anderson Theatre (1,386), 7 days, 35c-50c, Two Sound Acts, Paramount News and Pathe Sound News. Weather, fair. Rating, 75%.

AD TIPS—Sell only as news reel story of World War from German angle. Interesting and educative. Audience appeal: largely adult masculine.—Mary Anderson Theatre, A. B. McCoy, Mgr., Louisville, Ky.

Betrayal, The (Par.)

PROVIDENCE, R. I.—Victory Theatre, (1,600), 7 days, 15c-50c, Fox News. Rating, 90%.

MINNEAPOLIS, MINN.—Lyric Theatre, (1,238), 7 days, 7 shows daily, 15c-25c-35c, All-talking comedy, Vita. Shorts. Weather, fair. Rating, 101%.

AD TIPS—Play Jannings' name and face in ad spreads and exploit as a colorful romance in foreign setting. Picture did good business here in face of tough competition. Must be well billed, however.—Matt Reilly, Mgr., Victory Theatre, Providence, R. I.

Playing up Jannings' name for all that it was worth helped to put this film over. We stressed that this was the greatest role the German star ever portrayed. Audience appeal: adult.—Lyric Theatre, E. C. Prinsen, Mgr., Minneapolis, Minn.

Beware Of Bachelors (W. B.)

TAMPA, FLA.—Strand Theatre, (800), 3 days, 15c-35c-40c, Talkie comedy, Int'l News. Weather, fair and warm. Rating, 50%.

AD TIPS—Cast and fact it is a comedy with plenty of good laughs are best exploitation features. Good for all classes.—Strand Theatre, A. B. Heston, Mgr., Tampa, Fla.

Black Watch, The (Fox)

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 75c-$1.00-$1.50, Elinors Orchestra, Laurel-Hardy in "Unaccustomed As We Are," Movietone News. Rating, 90%. (Third Week.)

Blockade (RKO)

FARGO, N. D.—Fargo Theatre, (1,000), two days, 10c-50c, coast to coast vaud., news, comedy. Weather, good. Rating, 85%.

Bridge Of San Luis Rey, The (M-G-M)

SAN ANTONIO, TEXAS.—Princess Theatre, (1,300), 3 days, 25c-35c, Comedy and M-G-M News. Weather, variable. Rating, 200%.

BUFFALO, N. Y.—Hippodrome Theatre (2,100), 65c, Vaudeville, Comedy, Vitaphone and Fox Movietone News. Weather, fair and warm. Rating, 130%.

ANN ARBOR, MICH.—Majestic Theatre (1,050), 4 days, 10c-50c, "Our Gang" Comedy, Pathe Review, Pathe Fables. Weather, mild, fair. Rating, 65%.

NEW YORK CITY, N. Y.—Capitol Theatre (4,620), 7 days, 35c-50c-75c-$1.00-$1.50, M-G-M and Fox Movietone News, "Steel Blues" and Dave Schooler and Stage Band. Weather, rain and clear. Rating, 108 7/10%.

AD TIPS—Feature film as being based on prize-winning novel, which has nation-wide reputation. Cast is excellent. Religious angle of picture is well received. High brow film and brings best people of city into theatre.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Texas.

Serving a community in which Wilder's novel excited considerable comment, we kept emphasizing fidelity with which producers followed theme and continuity of book. Indicated that picture caught all poetry of written work and made it more appealing with dashes of action. Audience appeal: is distinctly high class.—Majestic Theatre, Ann Arbor, Mich.

Broadway Melody, The (M-G-M)

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,023), 75c-$1.00-$1.50, Vaude. Review. Rating, 125%. (Sixteenth Week.)

NEW YORK CITY, N. Y.—Astor Theatre (1,120), 7 days, $1.00-$2.00, 2 shows a day, 3 Sat. & Sun., M-G-M Shorts. Weather, rain and clear. Rating, 132 4/5%. (Fifteenth Week.)

Bulldog Drummond (U.A.)

NEW YORK CITY, N. Y.—Apollo Theatre (1,270), 7 days, $1.00-$2.00, 2 shows a day, 3 Sat. & Sun., Paramount Short. Weather, rain and clear. Rating, 92½%. (Fourth Week.)

Canary Murder Case, The (Par.)

NEWPORT NEWS, VA.—Olympic Theatre (853), 6 days, 35c-50c, Ruth Etting in Vitaphone Act, Kinograms. Weather, warm. Rating, 105%.

Carnation Kid, The (Par)

OKLAHOMA CITY, OKLA.—Empress Theatre, (1,250), 7 days, 25c-30c, Pathe News, Pathe Talking Comedy "Cold Shivers." Weather, cold, cloudy. Rating, 100%.

SAN ANTONIO, TEXAS.—Princess Theatre, (1,300), 4 days, 25c-35c, Comedy and M-G-M News. Weather, variable. Rating, 60%.

AD TIPS—McLean played up as the big attraction, with a very capable support. The picture very pleasing and will appeal to all audiences.—Empress Theatre, Oklahoma City, Okla.

Exploit picture as furious and fast film farce. McLean is at his best with his rapid-fire action. Frances Lee is gorgeous as leading lady. As a talker, film is one of best yet. Audience appeal: principally to those who like comedy.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Texas.

China Bound (M-G-M)

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c-35c, Comedy "Newlyweds Holiday," M-G-M News. Weather, fair. Rating, 105%.



Mrs. Ken Maynard with her famous husband, who is now starring for Universal in Westerns with sound and song effects. 'The Wagon Master" is the first

Chinatown Nights (Par.)

NORFOLK, VA.—Granby Theatre, (900), 6 days, 25c-35c-50c, Vita. Acts, Silent Comedy, and educational reel. Para. News. Weather, fair. Rating, 95%.

AD TIPS—Exploited Beery in first all-talking, with Vidor as a special attraction. Featured "Strangest Love Story Ever Told," with glimpse into the underworld of Chinatown, promising an insight into the mysteries through which the Orientals move. Audience appeal, general.—Granby Theatre, Norfolk, Va.

Clear The Decks (U)

TAMPA, FLA.—Strand Theatre, (800), 4 days, 15c-35c-40c, Talkie Act, Int'l News, Great Events. Weather, fair and warm. Rating, 85%.

AD TIPS—Feature the star, sailing the seas of fun, with the promise the spectator will become laugh-sick. We worked up the nautical atmosphere in our lobby display and marquee signs. All classes.—Strand Theatre, A. B. Heston, Mgr., Tampa, Fla.

Caught In The Fog (W.B.)

NEWPORT NEWS, VA.—Rialto Theatre (873), 3 days, 35c-50c, Aesop's Fables, Paramount News. Weather, warm. Rating, 96%.

AD TIPS—Played up McAvoy, talking sequences and unusual plot. Appeal: mostly adults.—Rialto Theatre, E. T. Crall, Mgr., Newport News, Va.

Charlatan, The (U.)

BALTIMORE, MD.—Keith's Theatre (3,016), 6 days, 35c-65c, Universal, Int'l and Fox Movietone News, with RKO Vaudeville, 5 Acts, headed "Ebony Scandals" and Willie Solar. Weather, cold rain, then clear, cool to warm. Rating, 75%.

AD TIPS—Exploit talking picture presentation of famous Broadway show. Sensational talk film of society seances, mystery and romance with a unique show-world background and fascinating appeal. Audience appeal: to all who like a well acted and directed mystery story with novel twists and a surprise climax.—Keith's Theatre, J. Lawrence Schanberger, Mgr., Baltimore, Md.

Children Of The Ritz (F.N.)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 4 days, 10c-50c, stage presentation, Lupino Lane Comedy, Fox News. Weather, clear, mild. Rating, 40%.

AD TIPS—Play up to younger generation. College Humor prize story exploitation helps.—Michigan Theatre, Ann Arbor, Mich.

Close Harmony (Par)

NORFOLK, VA.—Norva Theatre, (1,800), 6 days, 35c-50c, Vita. Acts, Miller & Lyles, Jack Norworth, with Laurel and Hardy Comedy, Fox News. Weather, fair. Rating, 105%.

Close Harmony—Cont.

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 7 days, 35c-65c-75c-85c-$1, Paramount News and Short Talking Comedies. Percentage figured on six days of final week. Weather, rain and clear. Rating, 51 3/5%. (Fourth Week.)

LOUISVILLE, KY.—Loew's and United Artists State Theatre (3,400), 7 days, 35c-50c, 2 sound acts and Haden Read Organlogue, Fox Movietone News and M-G-M News. Weather, fair. Rating, 122%.

AD TIPS—All-talking, all-singing, all-playing featured, with Carroll in singing role and Rogers playing divers musical instruments offered as an innovation. Carroll featured in pictures with scant raiment indicating that she has been and will continue to make merry—jazz, rollicking comedy, and the like. Audience appeal, all classes.—Norva Theatre, Norfolk, Va.

Lends itself to tie-ups with music scores. Presence of Rogers and Carroll guarantee of younger set. Advertise as story of life backstage. Audience appeal: all classes.—Loew's State Theatre, Col. Harry E. Long, Mgr., Louisville, Ky.

Conquest (W.B.)

CANTON, O.—Strand Theatre (711), 7 days, 25c-35c-50c, Clark and McCullough in "The Diplomats," Grantland Rice Sound Reel, all-talking "Topics of Day" and Pathe Sound Review. Weather, clear and cool. Rating, 130%.

AD TIPS—Cash in on interest surrounding Byrd expedition to Antarctic by exploiting this as story of South Pole flights. Play up angle of two men in love with same girl, etc. Use name of principal players and mention all-talking angle. Combined with short subjects to make one of best all-sound programs. Brought favorable comment from fans. Audience appeal: all ages and classes.—Strand Theatre, Joe Calla, Mgr., Canton, O.

Coquette (U. A.)

SPRINGFIELD, MASS.—Bijou Theatre (1,000), 7 days, 25c-50c, Pathe, Int'l News, "Five Marionnettes," "Hawaiian Love Call," Pathe Comedy. Weather, fair. Rating, 150%.

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 25c-35c, M-G-M News, "Newly Weds Camp Out" (Snookum Comedy), "I'm Falling" (Song Slide), "Half Holiday" (M-G-M Novelty). After one week at Loew's Stanley. Weather, cold rain, then clear to rain. Rating, 66%.

BUFFALO, N. Y.—Century Theatre (2-900), 65c, Vitaphone, Movietone News and Fox Silent Film. Weather, fair and warm. Rating, 165%. (Second Week.)

AD TIPS—Pickford's name works magic. Advertised as her first all-talking production in which she reveals the "perfect screen voice." Her bob was mentioned. Programmed as adaptation of successful stage play. Audience appeal: all ages and classes.—Bijou Thetre, Al Anders, Mgr., Springfield, Mass.

Craig's Wife (Pathe)

ATLANTIC CITY, N. J.—Strand Theatre (1,188), 4 days, 40c-50c, "Fish and Feathers" (Pathe), "The Little Game Hunter," Topics of the Day, M-G-M News. Weather, generally fair. Rating, 85%.

Dangerous Woman, A (Par)

MILWAUKEE, WIS.—Merrill Theatre, (1,-167), 7 days, 25c-50c, Lupino Lane comedy, M'tone short, Fox News. Weather, fair. Rating, 85%.

BIRMINGHAM, ALA.—Strand Theatre, (850), 6 days, 20c-30c40c, "Jed's Vacation," Frank Crumit, Carolinians, Fox M'tone News. Weather, most fair. Rating, 93%.

Dangerous Woman, A—Cont.

CLEVELAND, OHIO.—Palace Theatre, (3,600), 7 days, 35c-75c, "Battling Sisters" (Educ.), "Household Blues" (Educ.), "Magic Sand" (Fox Variety), Pathe Review, Pathe Sportlight, Pathe Fables, Pathe Sound News, Pathe Silent News, Para. News, Fox News, 6 Acts Vaud. Weather, cold and clear. Rating, 90%.

SEATTLE, WASH.—Publix Seattle Theatre (3,150), 7 days, 25c-35c-50c-60c, Paramount Sound Shorts, Paramount News, Musical Acts. Weather, fair. Rating, 75%.

SAN DIEGO, CAL.—Fox California Theatre (2,500), 50c-60c. Fanchon & Marco Beach Night Idea." 7 days. Weather, good. Rating, 125%.

HOUSTON, TEX.—Kirby Theatre (1,451), 7 days, 25c50c, Vitaphone Acts, Fox Movietone. Weather, fair. Rating, 100%.

PORTLAND, ORE.—Portland Theatre (3,068), 7 days, 25c-60c, Paramount News, Smith & Dale Audifilm Short, Johnson, Wurlitzer-Magill tenor, Albert Uhle's Orchestra. Weather, warmer. Rating, 95%.

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-75c-85c-$1, Paramount News, John Murray Anderson-Publix Revue "The Theme of Love," Rudy Vallee and Band, Mr. and Mrs. Jesse Crawford. Weather, rain and clear. Rating, 108 1/10%.

AD TIPS—A love triangle in the Congo, an all-talking picture, featuring Baclanova, Brook and Hamilton. These points stressed in putting the picture over. Audience appeal: general adult patronage.—Merrill Theatre, William E. Mick, Manager, Milwaukee, Wis.

Exploited Baclanova and Brook, stars of "Forgotten Faces," in triangle drama. Audience appeal: high school age and over.—Strand Theatre, C. D. Haug, Mgr., Birmingham, Ala.

Advertised this as a fiery drama of passion. Audience appeal, adult.—Palace Theatre, Frank A. Hines, Mgr., Cleveland, Ohio.

Feature good cast, African angles, moral angles. Don't recommend too strongly. Audience appeal: some adults.—Seattle Theatre, Bob Blair, Mgr., Seattle, Wash.

Was sold as an all-talking picture, having as stars Baclanova, of "Wolf of Wall Street" fame, and Clive Brook, of "Interference."—Fox California Theatre, H. L. Hartman, Mgr., San Diego, Cal.

Exploited Baclanova, Brook and jungle drama. Title good, and played it up. Also the fact that it is an all-talking one, and that Baclanova's soprano is heard in song. Appeal is to adults.—Kirby Theatre, Houston, Tex.

Baclanova, dynamic Russian enchantress dividing honors with Brook and Hamilton, latter male leads more popular. Best all-talking feature of month.—Only fair appeal. Portland Theatre, Charles Pincus, Mgr., Portland, Ore.

Desert Nights (M-G-M)

OTTAWA, ONT.—Imperial Theatre, (1,220), 6 days, 15c-50c, Para. News, "Nearly Divorced," "Irving Aaronson and His Commanders." Weather, clear. Rating, 85%.

AD TIPS—Don't promise any Arabian sheiks because there aren't any. Audience appeal: both sexes of high school age and older.—Imperial Theatre, Ray Taubman, Mgr., Ottawa, Ont.

Desert Song, The (W. B.)

TROY, N. Y.—Troy Theatre, (2,000), 7 days, 25c-40c, One Vita. and Fox M'tone News. Rating, 110%.

TOLEDO, OHIO.—Vita-Temple, (1,200), 7 days, 25c-35c-75c, Sound Travelogue, Sound Vaud, Fox News. Weather, mostly fair and warm. Rating, 110% (second week).

MILWAUKEE, WIS.—Garden Theatre, (1,200), 25c-75c, 7 days, Comedy, M'tone News. Weather fair. Rating, 125%.

TACOMA, WASH.—Blue Mouse Theatre, (601), 7 days, 25c to 75c, usual short bill. Weather, warm, rainy. Rating, 150%.

Desert Song, The—Cont.

SPRINGFIELD, MASS.—Palace Theatre, (2,484), 7 days, 30c-60c, Fox Vaud., "Rogers All-Girl Show," Fox News. Weather, fair. Rating, 90%.

SYRACUSE, N. Y.—Strand Theatre, (1,700), 7 days, 20c-30c-40c, Presentation, orch., Fox M'tone. Weather, rain, fair. Rating, 150%.

MINNEAPOLIS, MINN.—State Theatre, (2,300), 7 days, 5 shows daily, 25c-35c-60c, M'tone News. Weather, fair. Rating, 70¾%.

SEATTLE, WASH.—Music Box Theatre (950), 25c-35c-50c-75c, Fox Movietone News. Weather, fair. Rating, 150%. (First Week.)

BALTIMORE, MD.—Warner's Metropolitan Theatre (1,500), 6 days, 15c-50c, "Noah's Ark" advance trailer. Second week to crowded houses. Weather, cold rain, then clear cool to warm. Rating, 125%.

SAN DIEGO, CAL.—Plaza Theatre (600), 40c-60c, Trailer. Weather, good. Rating, 100%. (Second Week.)

PORTLAND, ORE.—Warner Music Box Theatre (1,837), Vitaphone Acts. Weather, warmer. Rating, 110%.

ROCHESTER, N. Y.—Fay's Theatre (1,250), 7 days, 25c-50c, "The Honor System" (Movietone), Harry Horlick and Orchestra (Vitaphone), Fox News. Weather, clear. Rating, 90%.

JACKSONVILLE, FLA.—Palace Theatre (2,000), 10 days, 35c-75c, 3 Vitaphone Acts, Fox News. Rating, 110%.

NEW YORK CITY, N. Y.—Warner's Theatre (1,360), 7 days, $1.00-$2.00, 2 shows daily, 3 Sat. & Sun., Vitaphone Shorts. This is final week. Weather, clear and rain. Rating, 90 4/5%. (Fourth Week.)

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 7 days, 40c-60c, "Humorous Flights" (Para.), Paramount News. Weather, generally fair. Rating, 150%.

AD TIPS—Advertised this heavily as the first complete musical play and a staggering succession of bewitching song successes. Audience appeal: all classes.—Troy Theatre, Walter Roberts, Mgr., Troy, N. Y.

Emphasize title, use fact that it is picture version of stage play, with same music. Audience appeal: general appeal.—Garden Theatre, L. K. Brin, Mgr., Milwaukee, Wis.

There is a little angle to this: Many seem to think it entirely operatic, so an effort was made in publicity to carry the idea that it follows the stage play closely, and is not all-singing. Audience appeal, general appeal.—Blue Mouse Theatre, Ned Edris, Mgr., Tacoma, Wash.

Stressed as first operetta to be transcribed to talking screen; emphasis upon its being 100 per cent talking and singing. Boles played up as musical stage singer. "Ads" carried warning for public to attend early showings to avoid disappointment! Audience appeal: all classes.—Palace Theatre, Samuel Torgan, Mgr., Springfield, Mass.

Exploit as first operetta in talkies. Hooked up microphone back stage with loudspeaker six feet high by three feet wide in lobby. Painted desert scenes on it, especially stressing, Riff riding, "Desert Song" and "One Alone" songs. Music was out in street all the time feature was on. Audience appeal: general.—Strand Theatre, Walter McDowell, Mgr., Syracuse, N. Y.

Declaring that "The Stage Has Moved to the Screen," we plastered the town with posters telling all and sundry that this was first operetta that was ever filmed. We played up heavily musical angle, tieing up with several music stores on displays. The romance, Technicolor and music given space in advertising. We termed this picture an All-Star, All-Singing, All-Talking" with a cast of "116 dancers, 200 voices, and 109 musicians." Audience appeal: all ages and classes.—State Theatre, G. E. Greene, Mgr., Minneapolis, Minn.

Desert Song, The—Cont.

Play up as elaborate picturization of stage success, with fine singing, good cast, comedy angles, color, etc. A real winner. Audience appeal: everyone.—Music Box Theatre, Robert Murray, Mgr., Seattle, Wash.

Used street car advertising, stressed fact that it was last opportunity to see picture with marvellous songs and dances. Also pushed fact that it had played successfully as an operetta.—Plaza Theatre, M. F. Anyoh, Mgr., San Diego, Cal.

Supreme screen achievement—haunting melodies 100% talking, 100% singing, big male chorus. Universal appeal.—Music Box Theatre, Andrew Saso, Mgr., Portland, Ore.

Exploited entirely through newspapers and theatre posters without use of outside hookups. Interest worked up by preliminary midnight show Friday before opening. Stress laid heavily on novelty of actual operetta in sound film. Sunday ads carried full length photo of King. Only type used was announcement of performance. Audience appeal: 12 years and up, all classes.—Fay's Theatre, Arch McCallum, Mgr., Rochester, N. Y.

Sold heavily on musical comedy and stars, in Vitaphone's first operetta. Tie-ups with music stores complete, with Riff riding song and romance of the desert song featured. Although scale was boosted to 75 cents from 50 cents regular, customers patronized house enough to send receipts well over average.—Palace Theatre, John L. Crovo, Mgr., Jacksonville, Fla.

Exploit the wonderful musical treat of the screen, with fine voices of principals and great chorus. Audience appeal: fairly general, but strongest to those who appreciate music.—Stanley Theatre, Jos. Jordan, Mgr., Atlantic City, N. J.

The Divine Lady (F. N.)

NEWPORT NEWS, VA.—Palace Theatre, (720), 4 days, 35c-50c, Fox M'tone News. Weather, variable. Rating, 105%.

AKRON, O.—Strand Theatre, (1,200), 7 days, 25c-50c, comedy, Para. News. Weather, fair, warm. Rating, 100%.

MEMPHIS, TENN.—New Orpheum Theatre (2,600), 6 days, 25c-50c, Pathe Sound News, Pathe Shorts, 5 Acts. Weather, unsettled. Rating, 120%.

AD TIPS—Exciting spectacle of the famed Trafalgar naval engagement played up in ads. Excellent romance with cast of popular stars, all worthy of mention. Called most beautiful romance in English history. Appeal, all ages and classes.—Strand Theatre, Ray Brown, Mgr., Akron, O.

This picture was heavily advertised in newspapers week in advance, and great historical sequences, elaborate sets, accuracy in making historical episodes and Griffith as star were all played up. Audience appeal: nearly all classes.—Mrs. William Gordon, Mgr., Palace Theatre, Newport News, Va.

Historical background and sea battles particularly give opportunity to give film big play, along with personality of Corinne Griffith. Proper combination of emphasis on both will bring the crowds.—Orpheum Theatre, L. R. Pierce, Mgr., Memphis, Tenn.

THEATRE MANAGER

At Liberty, 25 years experience knows the business from A to Z. Never had a failure or dark house. Just closed a six-year engagement managing eight theatres. Can handle Publicity, Exploitation and Billing. Experienced in Vaudeville, Road Shows and Pictures. Best of references, go anywhere. Address, Business Producer, care of Motion Picture News, 729 Seventh Avenue, New York City.

Donovan Affair, The (Col.)

SAN ANTONIO, TEXAS.—Majestic Theatre, (1,700), 7 days, 25c-35c-60c, Five vaud. acts headed by O'Donnell and Blair in "The Plasterers," Pathe News, Fables and Fox M'tone. Weather, variable. Rating, 90%.

AD TIPS—Mystery of course is dominating theme in the film and it should be exploited to its fullest extent. Great sound and sight story. Baffling murder holds audiences tense to the finish. Comedy vein running throughout gives picture excellent balance. Audience appeal: all ages and classes.—Majestic Theatre, Raymond M. Willie, Mgr., San Antonio, Texas.

Duke Steps Out, The (M-G-M)

OTTAWA, ONT.—Regent Theatre, (1,225), 6 days, 25c-60c, Orchestra overture, Fox M'tone News, "The Highlow Brow," "The Melancholy Dame." Weather, clear. Rating, 95%.

ROCHESTER, N. Y.—Eastman Theatre (3,400), 7 days, 25c-40c-60c, Publix unit, Kisses (Para.), overture, Paramount News. Weather, clear. Rating, 84%.

AD TIPS—Haines banked on heavily. Advance ads carried cuts of him and Crawford. Story outlined enough in ads to stir up interest. No outside hookups or ballyhoo used. Stress laid on fast moving sport and campus romance with plenty of comedy. Film drew better than many in recent weeks. Audience appeal: all ages and classes.—Eastman Theatre, S. S. Solomon, Mgr., Rochester, N. Y.

Dummy, The (Par.)

ANN ARBOR, MICH.—Wuerth Theatre (777), 3 days, 10c-50c, 2 Movietone Acts, Movietone News and Kinograms. Weather, fair, mild. Rating, 60%.

AD TIPS—Exploit it as an amateur detective-mystery story which is so packed with thrills and possibilities that it doesn't seem to strain the credulity of anyone, young or old. It's a good talkie. Audience appeal is juvenile. —Wuerth Theatre, Ann Arbor, Mich.

Eternal Love (U.A.)

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-65c-75c-85c-$1, Paramount News and short talking comedies. Picture badly panned by critics. Weather, rain and clear. Rating, 51%. (Second Week.)

UTICA, N. Y.—Gaiety Theatre (1,700), 3 days, 25c-35c-50c, 5 Keith Vaudeville Acts, Int'l News. Weather, clear and warm. Rating, 115%.

Fazil (Fox)

TOLEDO, O.—State Theatre, (2,000), 7 days, 25c-35c-50c, "In Holland," comedy, Musical novelties, M'tone News. Weather, mostly fair and warm. Rating, 75%.

AD TIPS—Exploited the stars and the romantic love angle. Audience appeal: all classes. —State Theatre, George Kreutz, Mgr., Toledo, Ohio.

Forbidden Love (Pathe)

DALLAS, TEX.—Capitol Theatre (1,044), 7 days, 15c-25c, 2 Fox Movietone Acts, Int'l News, "Racing Blood" with Alberta Vaughn. Weather, unsettled. Rating, 95%.

AD TIPS—Exploit Damita. Bill as dramatic picture vibrant with drama, thrills and deep appeal. Copy used—She longed to marry the man she loved, but came the news she had inheriated a throne, and as Queen, her duty was to her country—to wear her royal crown—to sacrifice her love, to suffer in silence. Audience appeal: all classes.—Capitol Theatre, Ray J. Stinett, Mgr., Dallas, Texas.

Fox Movietone Follies (Fox)

LOS ANGELES, CAL.—Criterion Theatre (1,652), 6 days, 35c-50c-65c, Movietone News. Rating, 125%.

Frozen River (W.B.)

TULSA, OKLA.—Orpheum Theatre (2,500), 7 days, 25c-35c-50c, 5 Vaudeville Acts, Screen digest. Weather, warm. Rating, 75%.

Gentlemen Of The Press (Par)

ATLANTIC CITY, N. J.—Virginia Theatre, (1,222), 7 days, 40c60c, "Dear Teacher" (Para.), "At the Seashore" (Vita.), Fox M'tone News. Weather, generally fair. Rating, 115%.

PROVIDENCE, R. I.—Strand Theatre, (2,200), 7 days, 15c-50c, Para. News, Feature. Rating, 90%.

DES MOINES, IA.—Des Moines Theatre, (1,600), 7 days, 25c-50c, Eddie Cantor in singing, Vita. acts, M'tone News. Weather, fair. Rating, 120%.

CEDAR RAPIDS, IA.—Paramount Theatre, (1,957), 3 days, 10c-25c-50c, Para. short subjects including Eddie Cantor, Para. News. Weather, fair. Rating, 100%.

SAN FRANCISCO, CAL.—Granada Theatre (2,900), 7 days, 35c to 60c, Paramount News, Special Publix Stage Presentation Acts. Weather, cold. Rating, 90%.

TULSA, OKLA.—Ritz Theatre (2,000), 7 days, 25c-35c-50c, 2 Talking Units, News. Weather, warm. Rating, 130%.

AD TIPS—Exploit as best newspaper story in screen, and an all-talking drama with fine stage cast. Advertising highlights are Huston, star of "The Barker' on stage, and strong dramatic story. Audience appeal: general audiences, over high school age.—Virginia Theatre, Harry Klein, Mgr., Atlantic City, N. J.

Good idea to organize box party of newspapermen for a preview as the press likes this one and will give it a good play. For fandom herald romance of city room, scoops, roaring presses and newspaper atmosphere generally. Name of Huston carries weight although other names in cast don't mean much to average patron. Tie-ups with dailies easily possible on this feature.—Ed Reid, Strand Theatre, Providence, R. I.

Exploited story of newspaper life in the big city. Tie-up with local newspaper by scattering names of 25 residents of city in classified columns, each of these to call for pair of free tickets to theatre. Audience appeal: all classes, but mostly for more mature ages.—Paramount Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Iowa.

Advertised as "Like life itself! Pathos, Comedy, Tragedy, Humor; also as played by the very "marvellous cast" that played in "Barker." Audience appeal: all clases, especially youth.—Granada Theatre, Smith, Mgr., San Francisco, Cal.

George Washington Cohen (T.-S.)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20c-55c, Pathe News, Bert Smith Players in "Sally, Irene and Mary,"



A case where two hearts beat as one. Douglas Fairbanks, Jr., and Joan Crawford star in M-G-M's "Own Modern Maids"

George Washington Cohen— Cont.

with vaudeville and chorus; "Trouble Omelette" (Pathe Comedy). Weather, cold rain, then clear cool to rain. Rating, 95%.

AD TIPS—Exploit this as a great laugh treat of the year with Jessel. Love, laughter and surprise. Audience appeal: There is something that will appeal to everyone in this picture. Jessel runs scale of emotions touching heart strings and making them laugh at same time. Our patrons enjoyed it thoroughly.—Hippodrome Theatre, Nat Keene, Mgr., Baltimore, Md.

Ghost Talks, The (Fox)

JOLIET, ILL.—Rialto Theatre (2,300), 1 day, 25c-60c, 3 acts, Movietone News and comedy. Weather, clear. Rating, 100%.

Girls Gone Wild (Fox)

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,750), 6 days, 25c-35c-50c-60c-75c, "The Knife," Fox Movietone News, Fanchon-Marco stage unit. Weather, fair. Rating, 90%.

BALTIMORE, MD.—New Theatre (1,600), 6 days, 25c-50c, Fox Movietone and Fox Silent News, "Beneath the Law" (Fox talkie comedy). Weather, cold, rain, then clear, cool to warm. Rating, 90%. (Double Feature.)

ADS TIPS—Play up jazzy youth idea, and mention cast. Be careful about "talkie" angle. Audience appeal: youthful folk.—Fox Fifth Avenue Theatre, James Q. Clemmer, Mgr., Seattle, Wash.

See them! Hear them! Theatrical treat of the season! Inauguration of our double feature programs! Two big first run shows for the price of one! Collegiate epic of love and romance. Carol and all-star cast. Audience appeal: All who like stories of youthful action mingled with love and romance.—New Theatre, Morris A. Mechanic, Mgr., Baltimore, Md.

Girl On The Barge, The (U)

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days. Weather, fair. Rating, 90%.

AD TIPS—A sketch depicting a girl in a mad whirl on a barge, was used in newspaper advertising, along with the fact, which was given reasonable prominence, that Hughes was the author of the story. Audience appeal: all classes.—Pantages Theatre, Louis Charnincky, Mgr., Kansas City, Mo.

Glad Rag Doll, The (W. B.)

TAMPA, FLA.—Victory Theatre (1,600), 7 days, 25c-50c-60c, Pathe S. News, 4 Vita. acts. Weather, fair and warm. Rating, 107%.

CLEVELAND, OHIO—Cameo Theatre (1,200), 7 days, 25c-50c. Weather, cold and clear. "Double Whoopee" (M-G-M), "Alpine Antics" (Uni.), M-G-M) News, Fox Movietone News. Rating, 80%.

ATLANTIC CITY, N. J.—Virginia Theatre (1,222), 7 days, 40c-60c, "What a Day" (Pathe), "Dinner Time" (Fable), Fox Movietone News. Weather, generally fair. Rating, 100%.

AD TIPS—The star, who has been featured in many successful talkies, is your best exploitation bet. The supporting cast deserve special mention. Play up the fact it is a comedy with many laughable situations. Good for all classes. —Victory Theatre, George B. Peck, Tampa, Fla.

Tied up with music store with window displays of the theme songe. Had the music departments singing the theme song. Used it on the radio. Audience appeal: for all who enjoy good, light comedy.—Cameo Theatre, William Gilliam, Mgr., Cleveland, Ohio.

Hard Boiled Rose (W.B.)

PORTLAND, ORE.—Blue Mouse Theatre (657), 25c-35c, 7 days, Vitaphone Acts, Fox News. Weather, warmer. Rating, 85%.

Hard Boiled Rose—Cont.

AD TIPS—Both Collier and Loy popular here. "Talking" Vitaphone Thriller, including action, adventure. Fair appeal.—Blue Mouse Theatre, Francis Johnson, Mgr., Portland, Ore.

Hearts In Dixie (Fox)

NEW YORK—Lincoln Theatre (1,000), 7 days, 25c-35c, Vita. act, Kinograms. Weather, variable. Rating, 100%.

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows, 25c-50c-75c, Pathe Sound News, 5 acts of vaude. Weather, fair. Rating, 80%.

AD TIPS—Stressed the fact that this picture was something different from the ordinary; that its cast of over 200 were typical Southern darkies. Audience appeal: all classes.—Lincoln Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Playing this up as a hundred per cent talking triumph will do well for the box-office. We featured that this film was the screen's first "Sing-Dancing-Talking-Drama of the Sunny Southland." That the audiences would hear '75 voices crooning and singing plantation melodies," and that there was never anything like this film. Audience appeal: all ages and classes.—Pantages Theatre, E. C. Bosto Bostick, Mgr., Minneapolis, Minn.

His Captive Woman (F. N.)

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 35c50c-75c Pathe Sound News and Fox Movietone News. Vitaphone shorts. First Broadway popular price showing. Weather, rain and clear. Rating, 126 4/5%.

LITTLE ROCK, ARK.—Capitol Theatre, 3 days, 15c-50c, extras, Movietone shorts. Weather, fair. Rating, 100%.

BIRMINGHAM, ALA.—Ritz Theatre (1,800), 6 days, 25c-35c-60c, RKO Vaude., Fox Movietone News. Weather, mostly fair. Rating, 100%.

AD TIPS—Exploited Sills and Mackaill in most romantic South Sea story ever filmed. Played up stars previous success in "The Barker," a record-breaker. Audience appeal: high school age and over.—Ritz Theatre, Vernon Reaver, Mgr., Birmingham, Ala.

Hole In The Wall, The (Par)

SALT LAKE CITY, UTAH—Victory Theatre (1,287), 7 days, 15c-50c, all-talking comedy and Movietone News. Weather, fair. Rating, 100%.

DES MOINES, IA.—Strand Theatre (1,096), 4 days, 20c-30c, Paramount comedy, "When Caesar Ran a Newspaper," Paramount News, song novelty, "Honey." Weather, fair. Rating, 120%.

NORFOLK, VA.—Loew's State Theatre (2,000), 6 days, 35c-50c, 5 acts Loew's Vaude., headed by Brown Brothers, M-G-M News. Weather, fair. Rating, 100%.

ROCHESTER, N. Y.—Regent Theatre (1,510), 7 days, 25c-50c, "Taming of the Shrew" (Paramount), "The One Man Glee Club" (Vitaphone), Selected News. Weather, clear. Rating, 85%.

CANTON, OHIO.—Loew's Theatre (2,125), 3 days, 30c-50c, 5 Acts of Loew's Vaudeville on the stage and Int'l and M-G-M News. Weather, clear and cool. Rating, 105%.

MEMPHIS, TENN.—Loew's State Theatre (2,600), 6 days, 25c-50c, Fox Movietone News, 5 Acts. Weather, unsettled. Rating, 100%.

UTICA, N. Y.—Stanley Theatre (3,500), 3 days, 25c-35c-50c, 3 Vaudeville Acts, 1 Vitavodvil act, Fox Movietone News. Weather, clear and warm. Rating, 108%.

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 4 days, 25c-50c, "Bedtime" (Vita.), "Storied Palestine (Fox Var.), Pathe Sound News, 5 acts vaudeville, Orchestra. Weather, generally fair. Rating, 90%.



Phyllis Haver, blonde Pathe star, in a scene from "The Office Scandal." "The Shady Lady" is another of her recent vehicles

Hole In The Wall, The—Cont.

AD TIPS—"100 per cent all-talking mystery thriller" with "a wonderful cast of artists." Audience appeal: most any class.—Victory Theatre, Ray Hendry, Mgr., Salt Lake City, Utah.

The mystery angle was especially played up. Draw as all-talkie. General appeal.—Strand Theatre, George Watson, Mgr., Des Moines, Ia.

Feature mystery angle, ads carrying "Surprises! Thrills! Tremors"! Ads promise new angle to mystery drama, emphasizing spiritualism and a glimpse behind the scenes of mysteries and mystics. Theatre lobby made special play with ad stands stressing dungeons and other "behind the scenes" features. Audience appeal: all classes.—Loew's State Theatre, Norfolk, Va.

Fifteen hundred cards stressing mystery and romance angle of play distributed. Newspaper ads carried sketch of girl with hand clasped over mouth and advance stories hit hard on thrills. Time clock idea instituted week before with patrons given prizes for winning time numbers drawn on cards punched as they entered theatre. Time cards carried ad of this film. Play stressed as a thriller. Audience appeal: all ages and classes.—Regent Theatre, Martin Dryer, Mgr., Rochester, N. Y.

Don't play this up as another mystery or underworld sound film, but as an expose of the way spiritualists gain entrance to wealthy homes and fleece the occupants; thrills and chills. Brooks only name in cast good for ad purposes unless you want to chance "all new cast" or something like that. Audience appeal: high school age and above.—Loew's Theatre, Russell Bovim, Mgr., Canton, Ohio.

Hot Stuff (F. N.)

TAMPA, FLA.—Tampa Theatre (1,600), 25c-50c-60c, 3 days, Fable, Para. News, talkie act, Song Cartoon, organ concert. Weather, fair and warm. Rating, 80%.

COLUMBUS, O.—RKO Palace Theatre (3,200), 7 days, 5 acts vaudeville, 25c-50c. Paramount News. Rating, 100%.

PORTLAND, ORE.—Tebbetts Oriental Theatre (1,600), 7 days, 5 shows, 25c-35c, Frazier Players "Midnight Romance," Glen Shelly, organist, Talking Comedy "The Bath Between," Pathe Talking News. Weather, warmer. Rating, 115%.

NEWPORT NEWS, VA.—Palace Theatre (720), 3 days, 35c-50c, "The Eligible Mr. Bangs" (Educ.), Movietone Act, Fox Movietone News. Weather, warm. Rating, 110%.

NEW YORK CITY, N. Y.—Cameo Theatre (549), 7 days, 50c-75c, Pathe Sound News, Clark and McCullough Comedy "Waltzing Around." Weather, rain and clear. Rating, 97 3/10%.

AD TIPS—Feature star in a clever college story, worked up with the well-known "pep" of the little lady. All classes.—Tampa Theatre, A. N. Roy, Mgr., Tampa, Fla.

Hot Stuff—Cont.

Forty per cent talking. Homespun girl—Fazenda's comedy. Universal appeal. Fair b.o.—Oriental Theatre, Walter Tebbetts, Mgr., Portland, Ore.

Author was local high school boy who had previously obtained much publicity because of novel of high school life. Played up local angle and cashed in on it. Also pushed it as a story of local youth as they are today.—RKO Palace Theatre, Columbus, Ohio.

Innocents Of Paris (Par)

SAN ANTONIO, TEX.—Texas Theatre (3,000), 7 days, 25c-35c-60c, Publix Presentation "Topsy Turvy Town," Vita. shorts and Para. News. Weather, variable. Rating, 80%.

SALT LAKE, UTAH—Paramount Theatre (1,400), 7 days, 15c-50c, Fox variety and Movietone News. Weather, fair. Rating, 100%.

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 7 shows, 4 shows daily, 30c-40c-75c, Publix unit ("Barcelona"), stage band, concert orchestra, organ presentation, Movietone News. Weather, warm. Rating, 73¾%.

DALLAS, TEXAS.—Greater Palace Theatre (2,250), 7 days, 25c-35c-60c, Publix Presentation, "Vanity Fair" and Jimmie Ellard and his stage band, Paramount News. Weather, unsettled. Rating, 125%.

SAN FRANCISCO, CAL.—St. Francis Theatre (1,435), 7 days, 35c to 65c, Fox Talking News, Colored News, Cohen's All-Talkie Comedy, Colored Cast. Weather, cold. Rating, 100%. (Third Week.)

LOS ANGELES, CAL.—Paramount Theatre (3,595), 35c-50c-65c, Giersdorf Sisters, "Hawaiian Love Call," "Instalment Collector," Paramount Orch., Milton Charles, organist. Rating, 105%.

JACKSONVILLE, FLA.—Florida Theatre (2,300), 3 days, 25c-60c, Stage Show, Fox Movietone News, Paramount News, Organ Novelty. Weather, fair. Rating, 75%.

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, $1-$2, 2 shows daily, 3 Sat. & Sun., Paramount Shorts and Song Cartoon Comedy. Picture closing this week. Weather, rain and clear. Rating, 84 1/10%. (Fifth Week.)

AD TIPS—Great talking and singing film with comedy romance. Boost Chevalier as the Idol of France, and plug away on fact that he has many of the qualities of Jolson and Chaplin. Music records can be used to great advantage, for he is well known as a recording star. Audience appeal: all classes, especially to those musically inclined.—Texas Theatre, Al Fourmet, Mgr., San Antonio, Tex.

Chevalier's first American all-talking, singing, dancing sensation. Audience appeal, any adult audience.—Paramount Empress, D. Edwards, Mgr., Salt Lake, Utah.

Chevalier given all possible advertising as the man with "It plus." The selling campaign centered about the introduction of a new idol to the movie public, and from all indications it went over very well. Featured the charm, sparkling personality and voice of the star as novel entertainment. Audience appeal: all ages and classes.—Minnesota Theatre, Harry Watts, Mgr., Minneapolis, Minn.

Big exploitation angle is Chevalier, and copy concerning him may be extravagant. Copy used—The World's Greatest Entertainer, Straight From Gay Paree To You. The Magic of the Talking Screen Brings You His Charm and His Magnetic Voice. The Idol of France —Destined To Be The Idol Of America and Dallas. Audience appeal: all classes.—Greater Palace Theatre, Ernest W. Morrison, Mgr., Dallas, Texas.

Chevalier greatly boosted up, item stating, "Hear! Chevalier Sing 'Louise';" See! Chevalier Dance—and How, Watch! Chevalier Make Love." Audience appeal, all classes.—St. Francis Theatre, E. Karlin, Mgr., San Francisco, Cal.

In Old Arizona (Fox)

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, 2 acts, Vita. comedy with Smith and Dale. Weather, fair. Rating, 110%.

AD TIPS—Here is a picture that may be exploited as the first talking feature to be made outdoors. Featured Lowe, Baxter and Burgess in all-star cast. Audience appeal: general.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Interference (Par)

NEWPORT NEWS, VA.—Rialto Theatre (873), 6 days, 35c-50c, Para. News, Vita. act. Weather, variable. Rating, 100%.

AD TIPS—Four big personalities in cast all-talking film were big exploitation angles. Appeal: adults.—Rialto Theatre, E. T. Crall, Mgr., Newport News, Va.

Iron Mask, The (U. A.)

AKRON, OHIO—Loew's Akron Theatre (3,500), 7 days, 35c-50c-65c, selected news, four vaudeville acts. Weather, fair, warm. Rating, 130%.

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-35c, Fox Movietone News, Al Wohlman (M-G-M Short). After one week at Stanley and then one week at Valencia. Weather, cold rain, then clear cool to rain. Rating, 95%.

AD TIPS—Fairbanks' name used with but little embellishment. Told the fans, of course, it was the first opportunity to hear him speak from the screen. Action is abundant and story of fine appeal to all ages and classes, and most anything can be said on that score.—Loew's Theatre, D. J. Nolan, Mgr., Akron, Ohio.

Jazz Age, The (RKO)

MEMPHIS, TENN.—Pantages Theatre (1,900), 6 days, 25c-40c, Pathe Sound News, Int'l News, Columbia-Victor Short, "The Gay Caballero." Weather, unsettled. Rating, 90%.

Joy Street (Fox)

BIRMINGHAM, ALA.—Trianon Theatre (650), 6 days, 15c-30c, Fox News, Æsop's Fable. Weather, mostly fair. Rating, 94%.

AD TIPS—Exploited Moran and Stuart in new story of flaming youth, backed up by cast of youngsters. Audience appeal: high school age and over.—Trianon Theatre, George Steele, Mgr., Birmingham, Ala.

Kid's Clever (U.)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 3 days, 10c-50c, stage presentation, Pathe Comedy, Fox News. Weather, mild, clear. Rating, 30%.

Kid Gloves (W. B.)

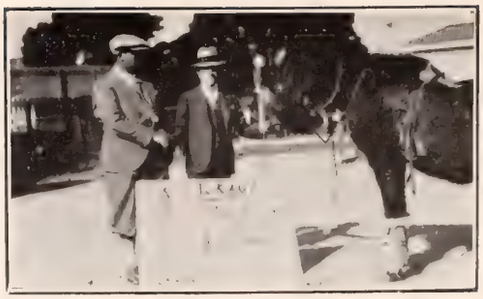
ALBANY, N. Y.—Mark Ritz Theatre (1,146), 6 days, 25c-35c, one Vita. presentation, a Roach comedy, Pathe Sound News. Weather, variable. Rating, 140%.

AD TIPS—Found it easy to put across from the standpoint of gang war and intriguing romance. Audience appeal: all classes.—Mark Ritz Theatre, Charles Smakwitz, Mgr., Albany, N. Y.

Letter, The (Par)

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 25c-50c, two Vita. presentations, Fox Movietone News. Weather, variable. Rating, 100%.

VANCOUVER, B. C.—Capitol Theatre (2,400), 6 days, 25c-65c, Presentation, Short Talkies "Two Little Chinese Maids," "Eddie Peabody and His College Chums," Fox Movietone News, Calvin Winter and His Capitolians. Weather, fine. Rating, 75%.



Norman Taurog, who is making a series of Movietone comedies with Clark and McCullough, presents his friend, Eddie Kaufman, Educational production chief, with a horse as a birthday gift

Letter, The—Cont.

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c-60c, short "Pusher-in-the-Face," "Broadway's Syncopating Sweeties," cartoon, "The Loan Shark," News. Weather, fair. Rating, 105%.

AD TIPS—Asked patrons to "hear The Letter from the beginning," and featured the fact that it was Eagels in one of her most fiery roles since "Rain." A hurricane of emotion. Audience appeal: mature.—Mark Strand Theatre, Thomas Clark, Mgr., Albany, N. Y.

Exploit Eagles' adaptation of famous stage play. Play up dramatic situations vividly portrayed by star of "Rain." Exploit jungle scene and "letter" angle. Appeal to mature audiences. —Tivoli Theatre, Chattanooga, Tenn.

Played up Eagles rising to new dramatic heights in stage play by Maugham. Cast of stage stars. Audience appeal: without doubt strong adult picture, appealing to higher class. Younger people not so interested.—Calitol Theatre, Lloyd Dearth, Mgr., Vancouver, B. C.

Lone Wolf's Daughter, The (Col.)

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, 25c-50c, Fox Movietone News, Edward Everett Horton in "The Right Bed" (Educ.), "Melodie" (Tiffany-Stahl Technicolor Talkie), "The Marionettes" (Quality Talkie). Weather cold rain, then clear cool to warm. Rating, 65%.

AD TIPS—Exploit Lytell sound and dialogue with supporting stars. Fast moving action drama set against colorful backgrounds of society residences and gay week-end parties. Audience appeal: To the millions who know Lone Wolf and to all others who enjoy fine story of love, romance and intrigue. Our patrons thought it great.—Rivoli Theatre, Frank Price, Jr., Mgr., Baltimore, Md.

Madame X (M-G-M)

NEW YORK CITY, N. Y.—Harris Theatre (1,101), 7 days, $1-$2, 2 shows daily, 3 Sat. & Sun., M-G-M Talking Shorts. Weather, rain and clear. Rating, 71%. (Fifth Week.)

Making The Grade, (Fox)

DES MOINES, IA.—Strand Theatre (1,096), 3 days, 20c-30c, Paramount comedy, "Stage Struck Susy," U. synchonized cartoon, "Lumber Jack," Para. News. Weather, fair. Rating, 70%.

BALTIMORE, MD.—New Theatre (1,600), 6 days, 25c-50c, Fox Movietone and Fox Silent News, "Beneath the Law" (Fox talkie comedy). Weather, cold, rain, then clear, cool to warm. Rating, 90%. (Double Feature.)

See them! Hear them! Theatrical treat of the season! Lowe and Moran in Ade's masterpiece of humor made into masterpiece of screen comedy. Audience appeal: All who like stories of youthful action mingled with love and romance.—New Theatre, Morris A. Mechanic, Mgr., Baltimore, Md.

Man I Love, The (Par)

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 25c-60c, two Movietone acts, Selected News. Weather, fair. Rating, 105%.

Man I Love, The—Cont.

SALT LAKE CITY, UTAH—Capitol Theatre (2,000), 7 days, 15c-60c, 7 days, stage act, Weather, fair. Rating, 110%.

BIRMINGHAM, ALA.—Alabama Theatre (2,200), 6 days, 25c-35c-50c, "In Holland," Para. News. Weather, mostly fair. Rating, 90%.

DALLAS, TEX.—Melba Theatre (1,800), 7 days,, 25c-35c-50c, Vitaphone Acts, The Paragons, Tingle Toes, Playmates, Our Gang Comedy, "School Begins," and Fox Movietone News. Weather, unsettled. Rating, 90%.

BALTIMORE, MD.—Loew's Century Theatre (3,221), 6 days, 25c-60c, Fox and M-G-M Movietone News, Loew-Publix Unit "Bright Lights" with Teddy Joyce, Orchestra, Organ, "Joint Affair" (Krazy Kat Paramount Cartoon), Pathe Review, "The Ball Park" (Pathe Fable), "The Unkissed Man" (M-G-M comedy. Weather, cool rain, then clear, cool to warm. Rating, 125%.

COLUMBUS, OHIO.—Loew's Ohio Theatre (4,000), 7 days, 25c-50c, Loew's-Publix Unit, Orchestra, Organ Presentation, Fox News. Rating, 95%.

MEMPHIS, TENN.—Loew's Palace Theatre (2,200), 6 days, 25c-50c, Fox Movietone News, Ruth Etting on Paramount Movietone singing short; no presentation. Weather, unsettled. Rating, 90%.

AD TIPS—The line, "A man means everything—home, happiness and love to one woman! To another, gaiety, mad revelry. One offers her heart. The other tempts with riches and luxury," used under cuts of Brian and Arlen in newspaper advertising. A banner across the three-column advertisement read, "Whatever you are, you're the man I love." Audience appeal: all classes.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

Exploited as Paramount's all-talking romance. Audience appeal: all classes.—Capitol Theatre, George Carpenter, Mgr., Salt Lake City, Utah.

Played up night life romance with Brian and Arlen in first talkie. Stressed Clark and McCullough short subject, "In Holland." Audience appeal: high school age and over.—Alabama Theatre, Charles G. Branham, Mgr., Birmingham, Ala.

Exploit Arlen, Brian big and also play up Oakie and Baclanova. Copy used—Hear Dick and Mary Talk For The First Time. A Sparkling Romance in Love and Song and Action, and a Treat for Youths from Sixteen to Sixty. Audience appeal: all classes.—Melba Theatre, Carl A. Wolever, Mgr., Dallas, Tex.

Exploit as a flaming youth all-talking, singing hit you'll love. With Brian and Arlen. Flaming youth romance in which three hearts beat as one. Series of anti-climaxes that would thrill a Sphinx. Audience appeal: Particularly to those who like prize fights and stories about them. But there is plenty of story to appeal to those who like youth, love and romance.—Loew's Century, Charles Raymond, Mgr., Baltimore, Md.

Advertised romance, stirring prize fight climax. Brian billed as Texas girl. Appeal is general.—Metropolitan Theatre, Houston, Tex.

Played up prize ring story, fast moving romance of boxing circles—and Brian. Audience appeal: all ages, all classes —Loew's Ohio Theatre, Columbus, Ohio.

Man's Man, A (M-G-M)

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 25c-60c, 5 Acts Vaud., Fox Movietone News. Weather, fair. Rating, 90%.

CLEVELAND, OHIO—State Theatre (3,400), 7 days, 30c-60c, "King of the Campus" (U), "Koko's Courtship" (Par), "Stage Struck" (Oswald cartoon), Paramount News, Fox Movietone News, Publix Revue "Happy-Go-Lucky." Weather, clear and cold. Rating, 80%.

AD TIPS—Advertised this as a Haines comedy. Audience appeal: to all classes.—State Theatre, Sanford Farkas, Mgr., Cleveland, O.

Matinee Idol, The (Col.)

VANCOUVER, B. C.—Dominion Theatre (800), 6 days, 25c-50c, Presentation, Charlie Chase Comedy, Our Gang Comedy, Comedy Stage Act, Paramount News, Novelty Gift Night. Weather, fine. Rating, 125%.

AD TIPS—Featured Love, star of the "Broadway Melody," all comedy programme. Audience appeal: general for all classes.—Dominion Theatre, A. I. Ackery, Mgr., Vancouver, B. C.

Molly And Me (T-S)

BIRMINGHAM, ALA.—Empire Theatre (1,000), 6 days, 25c-40c, "Big Business," M-G-M News. Weather, mostly fair. Rating, 91%.

CANTON, OHIO.—Palace Theatre (1906), 3 days, 30c-50c, Van and Schenck and Ukelele Ike (Movietone Acts), All-Talking Comedy and Pathe Sound Review, featuring Kentucky Derby, which materially aided last two days business. Weather, clear and cool. Rating, 85%.

AD TIPS—Exploited Brown, Bennett and Vaughn in talking, singing and dancing feature. Audience appeal: all ages.—Empire Theatre, Bert Hollowell, Mgr., Birmingham, Ala.

Title "kills" this one and if you can successfully get around that you have won half the battle. Exploit it as a "triumph" for Bennett, star of "Wild Geese" and "Stella Dallas." New type of role for her—appearing as "burlesque queen" Revelation of "burlesque show life" and play up sound accompaniment. Audience appeal: all ages.—Palace Theatre, Marc Wolf, Mgr., Canton, O.

Mother's Boy (Pathe)

NEW YORK CITY, N. Y.—Cohan Theatre (1,314), 7 days, $1-$2, 2 shows daily, 3 Sat. & Sun., Pathe Sound News and "Go Easy Doctor," a LeMaire comedy. Business very low and picture closes this week. Rating, 33%. (Third Week.)

Noah's Ark (W.B.)

NEW YORK CITY, N. Y.—Winter Garden Theatre (1,492), 7 days, $1-$2, 2 shows daily, 3 Sat. & Sun., Vitaphone Shorts. Closed last Saturday night. Weather, rain and clear. Rating, 35 7/10%. (Eleventh Week.)

No Defence (W. B.)

ATLANTIC CITY, N. J.—Earle Theatre (2,200), 4 days, 25c-50c, "Oprey House" (Disney Cartoon), "Pigskin Troubles," 5 acts vaud., orchestra, Pathe Sound News. Weather, generally fair. Rating, 100%.

Nothing But The Truth (Par)

OKLAHOMA CITY, OKLA.—Capitol Theatre (1,200), 25c-50c, 7 days, Movietone Talkies, Sanderson and Crumit in Words of Love," Serenader, Sammy Cohen in "What Price Burlesque." Weather, cool and cloudy. Rating, 125%.

JOLIET, ILL.—Rialto Theatre (2,300), 3 days, 25c-50c, stage show with Leavitt and Lockwood, Fox Movietone News, Laurel and Hardy Comedy "Double Whoopee." Weather, fair. Rating, 100%.

TACOMA, WASH.—Fox Rialto Theatre (1,350), 7 days, 10c-35c-50c-75c, Movietone, Roesner's Band, Van and Schenck, Harry Rose, Royal Hawaiians, Grace Rogers and Fox Movietone News. Weather, warm, rainy. Rating, 110%.

AD TIPS—Could you tell the truth for twenty-four hours? Dix did for $10,000 and it was just one jam, just one laugh after another, and the picture is sold on a laugh guarantee, and, remember, throughout the story you hear the voice of Dix. Audience appeal: all ages and classes.—Capitol Theatre, Oklahoma City, Okla.

Can be billed as funniest of all-talking features to date. Exploit Dix in first talkie. Also

Nothing But The Truth—Cont.

feature song by Kane. Bill picture as comedy-romance with every character speaking. Audience appeal: general.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Regular newspaper ads and radio announcements. Audience appeal: all classes.—Fox Rialto Theatre, Doug Kimberley, Mgr., Tacoma, Wash.

Not Quite Decent (Fox)

SYRACUSE, N. Y.—Empire Theatre (1,700), 7 days, 25c-40c, Presentation, Comedy, Fox Movietone Acts. Weather, rain, fair. Rating, 95%.

LOUISVILLE, KY.—Alamo Theatre (900), 7 days, 35c-50c, 3 Sound Acts, Fox Movietone News. Weather, fair. Rating, 95%.

NEWPORT NEWS, VA.—Palace Theatre (720), 3 days, 35c-50c, "The Wright Idea," Comedy, Fox News. Weather, warm. Rating, 100%.

Title very good and is about only thing worth mentioning. Audience appeal: adult.—Alamo Theatre, John Blunk, Mgr., Louisville, Ky.

Title might have been the draw, but good cast and talking sequences helped.—Palace Theatre, Mrs. Wm. Gordon, Mgr., Newport News, Va.

One Stolen Night (W. B.)

JOLIET, ILL.—Princess Theatre (960), no stage presentation, comedy and news. Weather, fair. Rating, 100%.

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c-35c, Collegians in "Kicking Through," Comedy "Private George." Weather, fair. Rating, 89%.

AD TIPS—Exploit this picture as a fascinating romance of the desert with sheiks being outsheiked. Feature Bronson and Collier, Jr. Audience appeal: general.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

On With The Show (W.B.)

LOS ANGELES, CAL.—Warner's Hollywood Theatre (3,000), 35c-50c-65c, Don Cummings and Band. Rating, 200%.

On Trial (W. B.)

OKLAHOMA CITY, OKLA.—Rialto Theatre (750), 3 days, 15c-25c, Vitaphone Acts. Appeal: all classes. Weather, cool and cloudy. Rating, 100%.

Overland Telegraph, The (M-G-M)

JOLIET, ILL.—Princess Theatre (960), 1 day, no stage presentation, comedy and news. Weather, fair. Rating—75%.

AD TIPS—Exploit McCoy in story of the pioneer West when the telegraph wires kept step with the pace of the covered wagons. Audience appeal: to children and men.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Pagan, The (M-G-M)

LITTLE ROCK, ARK.—Capitol Theatre, 3 days, 15c-50c, Extras, Movietone shorts. Weather, fair. Rating, 100%.

MILWAUKEE, WIS.—Majestic Theatre (1,500), 7 days, 25c-50c, Comedy, M-G-M News. Weather, fair. Rating, 100%.

SALT LAKE CITY, UTAH.—Pantages Theatre (2,500), 7 days, 15c-75c, Vaudeville. Weather, fair. Rating, 110%.

AD TIPS—Play up the "golden voice of Navarro," use his name throughout the advertising, stress the fact that he can be heard. Audience appeal: appeals strongly to feminine patronage.—Majestic Theatre, H. Israel, Mgr., Milwaukee, Wis.

Pagan, The—Cont.

Exploited as "Moonlit Lagoons, Whispering Palms, Love Untamed, Unabashed. Then came the shadow of the white man!" Audience appeal: practially all classes.—Pantages Theatre, Grant Pemberton, Mgr., Salt Lake City, Utah.

Prisoners (F. N.)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, Presentation, 6 Acts RKO Vaude., Pathe News. Weather, rain, fair. Rating, 115%.

AD TIPS—Exploit Griffith in 100 per cent talkie. Audience appeal: adult.—B. F. Keith's Theatre, John J. Burns, Mgr., Syracuse, N. Y.

Rainbow Man, The (Par)

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c-60c, Presentation, Chick Sales in "They're Coming to Get Me," Paramount News. Weather, fair. Rating, 111%.

SAN FRANCISCO, CAL.—California Theatre, 7 days, 35c to 65c, West of Golden Gate (Colored), Int'l News (Talkie), Now and Then. Rating, 115%.

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, "The Installment Collector" (Paramount), M-G-M News. Weather, fair. Rating, 75%.

JACKSONVILLE, FLA.—Florida Theatre (2,300), 4 days, 25c-60c, Stage Show, Paramount News, Organ Novelty. Weather, fair. Rating, 75%.

NEW YORK CITY, N. Y.—Selwyn Theatre (1,167), 7 days, $1-$2, 2 shows daily, 3 Sat. & Sun., Paramount Shorts. Picture closed last week and received first popular priced run today at the Paramount. Weather, rain and clear. Rating, 67 4/5%. (Sixth Week.)

AD TIPS—Play up Dowling in singing, talking and dancing hit. Darro hailed as second Sonny Boy. Beautiful story of backstage life and romance of minstrel man. Exploit minstrel and Dowling singing song hits including "Sleepy Valley" theme song. Appeal to children and adults.—Tivoli Theatre, Chattanooga, Tenn.

Played up as "100% talking picture. Melody, Pathos, Humor, Drama, Comedy." People liked character of picture. Audience appeal: all classes.—California Theatre, Nat Holt, Mgr., San Francisco, Cal.

Rescue, The (U. A.)

TACOMA, WASH.—Pantages Theatre (1,500), 7 days, 10c to 75c, 5 Acts of Vaude., Movietone Act, Pathe Sound News. Weather, warm, rainy. Rating, 45%.

Revenge (U. A.)

AKRON, O.—Colonial Theatre (1,147), 7 days, 25c50c, Comedy, Paramount News. Weather, fair, warm. Rating 100%.

AD TIPS—Del Rio at her fiery best. A gypsy wildcat who tamed all men but one, is featured in the ads. Colorful romance. Appeal: all ages and classes.—Colonial Theatre, L. B. Cool, Mgr., Akron, O.

Standard
VAUDEVILLE
for
Motion Picture Presentation
THE FALLY MARKUS AGENCY
Astor Theatre Building
N. W. Cor. 45th St. & Broadway
Lackawanna 7876

Sal Of Singapore (Pathe)

OKLAHOMA CITY, OKLA.—Orpheum Theatre (2,100), 25c-50c, Fox News, Aesop's Fables, 4 Acts Vaude., Fables, Topics of the Day. Appeal, all classes. Weather, cool and cloudy. Rating, 100%.

Saturday's Children (F. N.)

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 3 days, 40c-50c, "A Traffic Muddle" (Vitaphone), "The Banjo Boy and His College Chums" (Para.), Paramount News. Weather, generally fair. Rating, 90%.

SAN ANTONIO, TEX.—Aztec Theatre (2,500), 7 days, 25c-35c-60c, Mel Ruick and stage band, Comedy and Fox News. Weather, variable. Rating, 90%.

KANSAS CITY, MO.—Mainstreet Theatre (3,067), 7 days, 35c-60c, Master Ceremony Presentation, Pathe News. Weather, fair. Rating, 95%.

OTTAWA, ONT.—Centre Theatre (1,220), 6 days, 25c-60c, Fox News, "Shipmates," "Why Be Jealous?" Weather, clear. Rating, 85%.

DALLAS, TEX.—Old Mill Theatre (1,400), 7 days, 20c-25c-35c, 2 Vitaphone Acts, Hal Roach Comedy, Pictorial News. Weather, unsettled. Rating, 90%.

AD TIPS—Griffith's first talking picture is greatest drawing point. Stress adaptation of stage play where audiences are generally familiar with it. Audience appeal: general among those of high school age or over.—Stanley Theatre, Jos. Jordan, Mgr., Atlantic City, N. J.

All advertising was centered upon the star, of whom a large cut was used in newspaper advertising, below which was the line: 'Now you can hear the orchid of the screen in her first talking role." The fact that the story won the Pulitzer prize also was used. Audience appeal: all classes.—Mainstreet Theatre, Lawrence Lehman, Mgr., Kansas City, Mo.

The big advertising point in this picture is that it is from the stage play which won the Pulitzer prize two years ago. Play it up as a problem picture depicting 1929 life and love. Griffith's voice is perfect. Audience appeal: young people of high school age and adults.—Centre Theatre, Don Stapleton, Mgr., Ottawa, Ontario.

Devoted majority of publicity to Griffith and billed picture as romance of realism and document of human hearts.—Old Mill Theatre, Al R. Lever, Mgr., Dallas, Texas.

Scandal (U.)

BUFFALO, N. Y.—Lafayette Theatre (2,700), 65c, Int'l News, Comedy and Fox Movietone News. Weather, fair and warm. Rating, 120%.

Scarlet Seas (F. N.)

MOORHEAD, MINN.—Moorhead Theatre (800), 1 day, 10c-40c, News, Comedy, Overture. Weather, cool, rainy. Rating, 78%.

Shady Lady, The (Pathe)

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 3 days, 35c-65c, 6 Acts, Overture, Pathe News. Weather, clear. Rating, 98%.

AD TIPS—Only little ad space given film along side of vaudeville bill this week, but attraction was brought to notice by black type. Novelty of gang feature in tropical setting and touches of life in Havana stressed as strong points in advance publicity. Audience appeal: all ages and classes.—Keith Palace Theatre, E. A. Lake, Mgr., Rochester, N. Y.

Shopworn Angel, The (Par.)

OTTAWA, ONT.—Avalon Theatre (990), 3 days, 15c-35c, Paramount News, "Bride's Relations" (Educ.). Weather, clear. Rating, 90%.



Leatrice Joy being presented with the Radio popularity medal by Graham McNamee, premier announcer. Radio Pictures recently sponsored the contest

Show Boat (U.)

KANSAS CITY, MO.—Royal Theatre (900), 7 days, 25c-50c-75c, Selected News. Weather, fair. Rating, 90%. (Fifth Week.)

PROVIDENCE, R. I.—Majestic Theatre (2,400), 7 days, 15c-50c, Fox Movietone News. Weather, fair. Rating, 100%. (Second Week.)

ALBANY, N. Y.—Leland Theatre (1,400), 6 days, 25c-60c, Fox Movietone News. Weather, cold and variable. Rating, 90%. (Second Week.)

MILWAUKEE, WIS.—Alhambra Theatre (2,200), 25c-75c. Weather, fair. Rating, 110%. (Fourth Week.)

SPRINGFIELD, MASS.—Broadway Theatre (1,800), 7 days, 25c-50c, Hal Roach Comedy, Pathe News. Weather, fair. Rating, 95%.

CLEVELAND, OHIO.—Stillman Theatre (1,800), 40c-75c, 7 days, Prologue, M-G-M News. Weather, clear and cold. Rating, 80%.

CEDAR RAPIDS, IOWA.—Strand Theatre (1,400), 7 days, 10c-35c-50c, Pathe Sound News. No shorts. Weather, fair. Rating, 120%.

UTICA, N. Y.—Avon Theatre (1,600), 7 days, 40c, 1 vita-vodvil act, Fox Movietone News. Weather, clear and warm. Rating, 150%.

ROCHESTER, N. Y.—Piccadilly Theatre (2,259), 7 days, 25c-35c-60c, selected news. Weather, clear. Rating, 105%. (Second Week.)

CANTON, OHIO. — Valentine Theatre (850), 7 days, 35c-50c, All-Talking Comedy, 2 Movietone Acts and Pathe Sound Review. Weather, clear and cool. Rating, 125%. (Second Week.)

LOUISVILLE, KY.—Strand Theatre (1,785), 7 days, 35c-50c, 2 Sound Acts, Fox Movietone News. Weather, fair. Rating, 150%.

NEW YORK CITY, N. Y.—Globe Theatre (1,418), 7 days, $1-$2-$2.50, 2 shows daily, 3 Sat. & Sun. Closed last week with business mediocre for the run. Weather, rain and clear. Rating, 72 2/5%. (Sixth Week.)

AD TIPS—Fact that more than 120,000 persons saw the picture and that the fifth week was last week was played up principally in all advertising. Audience appeal: all classes.—Royal Theatre, C. S. P. Coppock, Mgr., Kansas City, Mo.

With proper exploitation can be held over for second week in cities with drawing population of 100,000 and over. Use plenty of cuts in ads, featuring name and connection with legitimate success. Also bill Schildkraut.—Majestic Theatre, Sol Brauning, Mgr., Providence, R. I.

Featured in newspaper advertising that the picture had broken every record during first week at theatre and that popular demand had made necessary hold over. Audience appeal: all classes.—Leland Theatre, Alec Sayles, Mgr., Albany, N. Y.

Exploit cast, for all members are well known and draw well; exploit the fact that it is a Ferber story taken from popular book; that it has scenes from Ziegfeld's success of same name; exploit music which is all very well known. Audience appeal: all classes; all types. —Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

Show Boat—Cont.

Title is enough to attract audience. Described as the "Romance of the Ages" and "most brilliant singing and talking picture of all time" with emphasis upon its adaptation from Ferber novel and Ziegfeld production. Cast well exploited as well as names of Ziegfeld performers who appear in original song numbers in picture's prolog. Audience appeal: general, with slight emphasis upon older element.—Broadway Theatre, C. H. Preston, Mgr., Springfield, Mass.

Continued an extensive campaign that was built up week by week during the four weeks' run. Bill boards, window cards, tie-ups with all the leading drug stores on "Show Boat Sundaes"—tie-up with large department store on "Show Boat Dresses" and "Show Boat Toys." Special reader stories in Schildkraut's personal appearance at the Public Auditorium for the Plain Dealer Radio Revue. Book store window displays, and Library tie-ups. Audience appeal: all classes and kinds of audiences.—Stillman Theatre, Charles Katz, Mgr., Cleveland, Ohio.

Play up fact that this is from Ferber's great novel, and is shown with the music from Ziegfeld's show. That's all that's needed and all that it's wise to advertise. Audience appeal: all classes.—Strand Theatre, C. C. Atkinson, Mgr., Louisville, Ky.

Exploited name of author. Tie-up with local public library beginning two weeks preceding presentation, library displaying her books. Did good business at advanced prices. Audience appeal: general, all classes.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Iowa.

A banner which covered two stories of a building on the busy corner was displayed free gratis.—Avon Theatre, R. Bender, Mgr., Utica, N. Y.

Same program followed as in opening week in ballyhooing film, with exception that truck mounted amplifier was dropped. Play exploited as biggest thing of its kind in history with stress laid on songs and depiction of characters and setting exactly as they were in Dixie in the latter part of the last century. Plenty came to box office through voluntary word-of-mouth advertising made possible after first week. Audience appeal: all ages and classes.—Piccadilly Theatre, Herbert Chatkin, Mgr., Rochester, N. Y.

Follow up first week's exploitation of filmization of Ferber's best seller and Flo Ziegfeld's musical success. Ziegfeld stars and names of principal players used to advantage. Story of life along Mississippi. Audience appeal: good for the entire family.—Valentine Theatre, Joe Calla, Mgr., Canton.

Show Folks (Pathe)

HOUSTON, TEX.—Majestic Theatre (2,250), 7 days, 25c-50c, 5 Vaudeville Acts, Fox Movietone News. Weather, fair. Rating, 110%.

AD TIPS—Played up back stage drama. Quillan and fine cast. Appeal is general.—Majestic Theatre, Houston, Texas.

Simba (Capitol Pict.)

TACOMA, WASH.—Fox Colonial Theatre (965), 7 days, 25c-35c, Bobby Vernon comedy, Fox News Weekly and Topics. Weather, warm, rainy. Rating, 90%.

SAN DIEGO, CAL.—Fox Cabrillo Theatre (600), 40c-50c-60c, Clark and McCullough comedy. Weather, good, 7 days. Rating, 120%.

AD TIPS—Sold it on fact that it was its first showing in San Diego at popular prices.—Fox Cabrillo Theatre, H. L. Hartman, Mgr., San Diego, Cal.

Sinners In Love (RKO)

ANN ARBOR, MICH.—Majestic Theatre (1,050), 3 days, 10c-50c, Billy Dooley comedy, Pathe Review and Topics. Weather, fair, mild. Rating, 30%.

Sinners In Love—Cont.

AD TIPS—Connect it up with *True Sories Magazine*, as this is one of their prize yarns. Mentioned that some sinned because they're weak, others because they're cynical, but others because they are "sinners in love." Audience appeal: is quite limited to class drawn by such a title.—Majestic Theatre, Ann Arbor, Mich.

Sinners Parade (Col.)

LOUISVILLE. KY.—Rialto Theatre (3,000), 3 days, 30c-50c, 5 RKO acts, Pathe Review and Pathe News. Weather, fair. Rating, 80%.

AD TIPS—Not a bad story of night life and the underworld, but there's not much room for exploitation. The name is a good one. Audience appeal: general.—Rialto Theatre, J. H. Boswell, Mgr., Louisville, Ky.

Sonny Boy (W.B.)

SAN ANTONIO, TEX.—Empire Theatre (1,550), 7 days, 25c-35c-50c, Vita. shorts and Fox Movietone. Weather, variable. Rating, 75%.

COLUMBUS, OHIO—Neth's Grand Theatre (1,200), 7 days, 25c-50c, Vita. short comedy, Fox News. Rating, 120%.

AD TIPS—Had great success in featuring Lee as wonder child of "Singing Fool." Picture is particularly appealing to women, and much should be made of this angle. Davy captivating throughout. Audience appeal: general, especially women and children.—Empire Theatre, George Gaughan, Mgr., San Antonio, Tex.

First starring picture for Lee—promoted with advance shots of youthful star inviting audiences to see and hear him in picture. Audience appeal: all ages, all classes, especially women.—Neth's Grand Theatre, Columbus, Ohio.

Speakeasy (Fox)

ATLANTIC CITY, N. J.—Stanley Theatre (1,999), 4 days, 40c-60c, "Her New Chauffeur" (Pathe) "Follies of Fashion" (RKO), A. & P. Gypsies (Vita.), Paramount News. Weather, generally fair. Rating, 100%.

MILWAUKEE, WIS.—Strand Theatre (1,297), 25c-60c, "The Bath Between," Movietone short, Fox News. Weather, fair. Rating, 105% (second week).

AD TIPS—Exploit as new angle of New York night life; good dialogue. Plug fight scenes actually filmed at Madison Square Garden and familiar New York scenes. Audience appeal: general.—Stanley Theatre, Jos. Jordan, Mgr., Atlantic City, N. J.

With name like "Speakeasy," type of theme is evident, and therefore underworld aspect of picture was not given much emphasis, and love interest was played up. The pugilist and underworld phases played down. Audience appeal: general.—Strand Theatre, William E. Mick, Mgr., Milwaukee, Wis.

Spieler, The (Pathe)

CANTON, OHIO—Palace Theatre (1,906), 4 days, 30c-50c, Gus Edwards' Colortone Revue, all-talking comedy and Pathe Sound Reel. Weather, clear and cool. Rating, 115%.

AD TIPS—What goes on behind the scenes of any carnival. Used names of Adoree, Hale and Cook, and also mention of sound and dialogue accompaniment. Audience appeal: for everyone except the real young members of the family.—Palace Theatre, Marc Wolf, Mgr., Canton, Ohio.

Squall, The (F.N.)

TOLEDO, OHIO—Pantheon Theatre (922), 7 days, 25c-35c-65c, Sound vaudeville, Pathe News. Weather, mostly fair and warm. Rating, 120%.

CLEVELAND, OHIO—Hippodrome Theatre (4,500), 7 days, 25c-50c. Weather, cold and clear, Fox News. Rating, 113%.

Squall, The—Cont.

NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, $1-$2-$2.50, two shows daily, three Saturday and Sunday, Vitaphone shorts. Weather, rain and clear (third week). Rating, 72 3/5%.

AD TIPS—Exploited cast and that it is all-talkie. The gypsy love angle should get a good play. Audience appeal: all classes, but particularly the younger set.—Pantheon Theatre, Langdon W. Kumler, Mgr., Toledo, Ohio.

Advertised this as a showing playing on Broadway at $2 and showing locally at popular prices. Street car hangers; outdoor advertising. Audience appeal: adults.—Hippodrome, Wm. Watson, Mgr., Cleveland, Ohio.

Stolen Kisses (W.B.)

MEMPHIS, TENN.—Loew's Strand (1,100), 6 days, 25c-40c, M-G-M News, M-G-M shorts and comedy. Weather unsettled. Rating, 80%.

Streets of Algiers (Ufa)

BALTIMORE, MD.—Little Theatre (267), 6 days, 35c-50c, Paramount News, "In a Drop of Water" (Tolhurst Microscopic), Harry Langdon, "The First Hundred Years" (comedy). Weather, cold, rain, then clear, cool to warm. Rating, 98%.

AD TIPS—One week only. An exotic, tempestuous tale of a strange, mysterious land. Horn and Ward. Not studio picture, but living, breathing drama of secret white slave trade of civilization's outpost—actually filmed in beautiful Algeria. Audience appeal: to all who like film fare off beaten path. Many liked melodramatic story, while many liked beautiful natural settings.—Clyde V. McKay, Mgr., Little Theatre, Baltimore, Md.

Syncopation (RKO)

ATLANTIC CITY, N. J.—Strand Theatre (1,188), 40c-50c, "Fountains of Gold" (M-G-M), "The Revelers" (M-G-M), M-G-M News. Weather, generally fair. Rating, 90%.

ALBANY, N. Y.—Proctor's Theatre (1,800), 3 days, 25c-75c, vaudeville acts. Weather, fair. Rating, 95%.

TULSA, OKLA.—Rialto Theatre (1,600), 7 days, 25c-35c-50c, Fables, two talking units, News. Weather, warm. Rating, 100%.

AD TIPS—Plug music of Waring's Pennsylvanians and songs that run through picture. Print and distribute complete list of musical numbers, both instrumental and vocal. Audience appeal: general.—Strand Theatre, Andrew D. Mustard, Mgr., Atlantic City, N. J.

Exploited as one of musical entertainment in highest degree. Audience appeal: all classes.—Proctor's Theatre, Joseph Wallace, Mgr., Albany, N. Y.

Telling The World (M-G-M)

UTICA, N. Y.—Olympic Theatre (1,300), 3 days, 25c-35c, Hal Roach comedy, Fox News. Weather, cool and warm. Rating, 100%.



"Father and Son," Columbia's special, sets forth the parental love motif. Jack Holt and Mickey McBan are the co-stars

Three Passions (U.A.)

DALLAS, TEX.—Majestic Theatre (2,680), 7 days, 25c-35c-60c, Interstate Vaudeville, Movietone News, Fables. Weather, unsettled. Rating, 125%.

AD TIPS—Exploit fact that picture is Ingram production. Also play up Terry and Petrovich. Audience appeal: all classes.—Majestic Theatre, Sid Henry, Mgr., Dallas, Texas.

Thru Different Eyes (Fox)

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, Fanchon and Marco presentation "Up in the Air," Fox News. Weather, fair. Rating, 100%.

AD TIPS—Attempt made in exploiting this picture to get away from murder and trial angles as it was felt this sort of thing is losing appeal. No mention of these phases made in advertisements, but triangle was emphasized, love interest played up. Names of principals also played up. Audience appeal: a sophisticated type.—Wisconsin Theatre, W. O. James, Mgr., Milwaukee, Wis.

Tide Of Empire, The (M-G-M)

MINNEAPOLIS, MINN. — Hennepin-Orpheum Theatre (2,900), 7 days, 2 shows Monday to Saturday, Sunday continuous, 25c-50c-75c, 6 acts vaudeville, featuring Natacha Nattova, Little Jack Little, Claiborne Foster and "Herb" Williams. Weather, fair. Rating, 65½%.

AD TIPS—Successful comeback of Adoree has made her name one to conjure with. Played up film under her name and stressed it was screen adaptation of Kyne's romance of California gold rush. Audience appeal: all ages and classes.—Minneapolis, Minn., Hennepin-Orpheum Theatre, Frank Burke, Mgr.

Toilers, The (T.-S.)

OTTAWA—B. F. Keith's Theatre (2,596), 6 days, 15c-60c, 5 vaudeville acts, Orchestra Overture, "The Bee's Buzz," Pathe News. Weather, clear. Rating, 85%.

AD TIPS—Breath-taking feature with an unusual setting. It is first time within memory that coal mine tragedy forms big punch of dramatic photoplay. Played up as different type of sound picture and it is. Audience appeal: all but the highbrows, all ages.—B. F. Keith's, J. M. Franklin, Mgr., Ottawa, Ontario.

Trial Marriage (Col.)

ALBANY, N. Y.—Clinton Square (800), 6 days, 25c-35c, M-G-M News, talking novelty. Weather, variable. Rating, 98%.

AD TIPS—Put this one across as a daring drama based on a daring subject and a timely theme. Audience appeal: all classes. Clinton Square Theatre, John Garry, Mgr., Albany, N. Y.

Trial Of Mary Dugan (M-G-M)

TULSA, OKLA.—Majestic Theatre (1,200), 7 days, 25c-35c-50c, two talking shorts, News. Weather, warm. Rating, 130%.

LITTLE ROCK, ARK.—Royal Theatre, 6 days, 15c-50c. Weather, fair. Extras, Laurel Hardy talking comedy. Rating, 85%.

DES MOINES, IA.—Paramount Theatre (1,700), 7 days, 25c-50c, Paramount News, short subject, "Sue Baker in Spain," dancing novelty, colored talkie, "Twinkle Toes." Weather, fair. Rating, 110%.

SEATTLE, WASH.—Fox Theatre (2,150), 7 days, 25c-35c-50c-60c-75c, Fox Movietone News, musical specialties. Weather, fair. Rating, 110%.

PORTLAND, ORE. — Weather, warmer. Fox Broadway Theatre (1,912), 25c-60c, Fox-Fanchon & Marco's "Indian Summer Idea" featuring Muriel Stryker and 16 girls, farewell week popular m. c. Georgie Stoll—Dancing Mezzanine Wednesday nights. Rating, 105%.

Trial Of Mary Dugan—Cont.

SAN FRANCISCO, CAL.—Loew's Warfield Theatre, 7 days, 35c-65c, Fanchon & Marco, Idea on Stage, Fox talking news. Weather, cold. Rating, 125%.

CANTON, OHIO—Loew's Theatre (1,125), 4 days, 30c-50c, Jack Baines and Band, presenting unit stage act of one hour, Fox Movietone News. Weather, clear and cool. Rating, 180%.

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, $1-$2, two shows daily, three Sat. & Sun., M-G-M talking shorts. Weather, rain and clear (9th week). Rating, 87 9/10%.

AD TIPS—Played up as better than stage play. Shearer a draw and fact that this is her first talkie. Exploited: grownups especially like this picture—Jack Roth, Mgr. Paramount Theatre, Des Moines, Iowa.

Play up as picturization of stage play. Feature big names in cast. Tease on moral angle of story. Audience appeal: adults.—Fox Theatre, Lew Golden, Mgr., Seatle, Wash.

Exploited from idea that it was the genuine, all-talking. But once or twice stated that it originally was stage presentation, that was a leader. Audience appeal: to all.—Loew's Warfield Theatre, Dick Spier, Mgr., San Francisco.

Broadway's Sugar Daddies, thrills and mystifying situations. Clever tie-ups Dugan's string Taxicabs increased box office. Received compliments on another stellar attraction. Shearer's voice, first time. Universal appeal.—Floyd Haxwell, Mgr., Fox Broadway Theatre, Portland, Ore.

Ballyhoo as M-G-M.'s super all-talking film and picturization of famous stage play. Also play up strong name of Shearer and fact that this marks her entrance into field of talkies. Go strong on title and urge everyone to get in for start of picture. Could have played entire week to more than capacity houses. Audience appeal: all ages and classes.—Loew's Theatre, Russell Bovim, Mgr., Canton, O.

Two Weeks Off (F.N.)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c,-35c-50c, Presentation, 6 acts RKO Vaude., Pathe News. Weather, rain, fair. Rating, 115%.

LOUISVILLE, KY.—Rialto Theatre (3,000), 4 days, 30c-50c, five RKO acts, Pathe Review, Pathe News. Weather, fair. Rating, 95%.

ROCHESTER, N. Y.—Keith Palace Theatre (3,200), 4 days, 35c-65c, six acts, overture, Pathe News. Weather, clear. Rating, 98%.

AD TIPS—Exploit Mulhall and Mackaill. Audience appeal: all types.—B. F. Keith's, John J. Burns, Mgr., Syracuse, N. Y.

Mackaill and Mulhall as team makes this one easy to sell. Then when you advertise as story of vacation time as spent by shop girl crowd seems to like it. Audience appeal: general. Rialto, J. H. Boswell, Mgr., Louisville, Ky.

Everything laid on Mackaill and Mulhall in talking film. What space given was brightened with cuts of Mackaill and Mulhall and bold type. Comedy stressed as strong element. Audience appeal: all ages and classes.—Keith Palace Theatre, E. A. Lake, Mgr., Rochester, N.Y.

Uncle Tom's Cabin (U.)

NEWPORT NEWS, VA.—Palace Theatre (720), 2 days, 35c-50c, Fox Movietone News, talking short. Weather, fair. Rating, 88%

SALT LAKE CITY, UTAH.—Granada Theatre (2,600), 7 days, 15c-50c, Sound prologue. Weather, fair. Rating, 125%.

AD TIPS—Sound sequences chief exploitation sequences, as picture had played this theatre in silent version previously. Mrs. William Gordon, Mgr., Palace Theatre, Newport News, Va.

Exploited as "greatest human drama coming to talking and sound screen. Two years in making. Produced at a cost of $2,000,000. Audience appeal: every class and age.—Granada theatre, Dave Schayer, Mgr., Salt Lake City, Utah.



Perhaps, the best known comedy team in pictures today. Their individual style of fun making are well matched. Of course, you recognize 'em. They're Laurel and Hardy, whose first talkie, "Unaccustomed As We Are" was recently released by M-G-M

Valiant, The (Fox)

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c-75c-$1.00. Movietone News, Fanchon-Marco "California Capers" Idea, Rube Wolf Band. Rating, 90%.

BUFFALO, N. Y.—Great Lakes Theatre (3,000), 65c-85c, Fox Movietone News, Comedy, Fox Silent News. Weather, fair and warm. Rating 130%.

NEW YORK CITY, N. Y.—Roxy Theatre (6,205), 7 days, 50c-75c-$1-$1.50, Fox Movietone News. Tabloid revival of "The Gondoliers" and three other stage units, picture had been held over for second week, doing better than on the first. Wather, rain and clear (2nd week). Rating, 84 4/5%.

AD TIPS—Exploit stark drama and human emotion.—Lawrence Stuart, Mgr., Great Lakes Theatre, Buffalo, N. Y.

Wedding March, The (Par.)

JOLIET, ILL.—Princess Theatre (960), 3 days, no stage presentation, comedy and news. Weather, fair. Rating, 80%.

AD TIPS—Exploit presentation of spectacular scenes in color. Bill as unforgettable love story of gay Vienna in pre-war days with Von Stroheim. Audience appeal: for those who like court pictures.—Princess Theatre. Patrick McManus, Mgr., Joliet, Ill.

While The City Sleeps (M-G-M)

JOLIET, ILL.—Princess Theatre (960), 2 days, no stage presentation, comedy and news. Weather, fair. Rating 90%.

AD TIPS—Exploit as one of Chaney's best pictures. Audience appeal: general, particularly to men.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Where East Is East (M-G-M)

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), three days, 10c-35c-50c, three Vita. acts, Fox Movietone News. Weather, fair. Rating, 100%.

Why Be Good (F.N.)

FARGO, N. D.—State Theatre (1,100), three days, 10c-45c, comedy and news. Weather, good; traveling production, "The Desert Song" cut in one night. Rating, 91%.

CHATTANOOGA, TENN.—State Theatre, 6 days (900), 50c, Vitaphone short presentations and Fox Movietone News. Weather, fair. Rating, 112%.

VANCOUVER, B. C.—Strand Theatre (1,800), 6 days, 25c-50c, Presentation: Fanchon and Marco Beauty Innovation. Paramount News, Comedy, Jackie Souders and his band. Weather, fine. Rating, 115%.

AD TIPS—Moore's the drawing card in this picture. Exploited as modern story of modern youth with Moore typifying 1930 model girl. Appeal to all classes.—State Theatre, Chattanooga, Tenn.

Why Be Good—Cont.

Played up Moore in greatest whoopee picture since "Flaming Youth." Played up on the paragraph "Her pep won her a man, then her rep almost lost him. She couldn't decide whether it was good to be good or better to be bad. Shady roadhouse gave her chance to find out. She'll tell you all about it and Oh, Boy, you'll be surprised." Audience appeal: chiefly younger element.—Strand Theatre, D. P. De Wees, Mgr., Vancouver, B. C.

Wild Orchids (M-G-M)

NEWPORT NEWS, VA.—Rialto Theatre (873), 3 days, 35c-50c, Comedy, Paramount News. Weather, warm. Rating 97%.

AD TIPS—Garbo, love triangle and tropical settings, three main exploitation angles, with Garbo's name best bet. Rialto Theatre, E. T. Crall, Mgr., Newport News, Va.

Wild Party, The (Par.)

FARGO, N. D.—Fargo Theatre (1,000), 4 days, 10c-50c, Vitaphone, vaudeville, news, comedy. Weather, good. Rating, 101%

SYRACUSE, N. Y.—Eckel Theatre (1,400), 7 days, 25c-35c, Presentation, organlogue, 2-reel Mack Sennett comedy, "Whirls and Girls," Para. News. Weather, rain, fair. Rating, 150%.

CEDAR RAPIDS, IOWA. — Paramount Theatre (1,957), 4 days, 10c-25c-50c, "Dear Teacher" (Para.), "Ye Old Time Melodies." Movietone and Paramount News. Weather, fair. Rating, 115%.

AD TIPS—Exploit Bow in first talkie. Audience appeal: general and especially younger class.—Schine-Eckel Theatre, Morris Shulman, Assist. Mgr., Syrause, N. Y.

Emhasized Bow in all dialogue picture. Campus life. Audience appeal; exceptional to all classes, all ages.—Paramount Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Iowa.

Wolf Of Wall Street, The (Par.)

OTTAWA.—Avalon Theatre (990), 3 days, 15c-35c, "The Booster," Fox Movietone News. Weather, clear. Rating, 90%.

ANN ARBOR, MICH.—Wuerth Theatre (777), 4 days, 10c-50c, Three Movietone acts, Movietone news and Kinograms. Weather, fair, mild. Rating, 70%.

AD TIPS—Everybody is thinking in terms of Wall Street at present and this picture hits popular theme. Bancroft impressive and his acting forceful, while there is excellent cast including Baclanova and Carroll. Play up stock exchange scenes. Audience appeal: adults of all classes.—Avalon Theatre, Ambrose Nolan, Mgr., Ottawa, Ontario.

With present attention given stock exchange in New York, exploitation along this line provides many opportunities for unusual. How a man who made millions by making suckers bite, was biting himself all the time. Audience appeal is general.—Wuerth Theatre, Ann Arbor, Mich.

Younger Generation, The (Col.)

ROCHESTER, N. Y.—Rochester Theatre (4,000), 7 days, 25c-35c-60c, The Corner Store (Vita.), five acts, overture. Int. News. Weather, clear. Rating, 84%.

AD TIPS—Film stressed from two angles: Depiction of jazz wild youth; last step in evolution of story from Hurst's book through successful stage play to screen. Artists sketches used in ads depicting breezy, youthful figures. Ads and advance stories stressed pathos and heart interest. Film represented as being as heavy in tears as in speed. Hersholt played heavily. Ads carried testimonials from New York newspapers. Audience appeal: high school age and up, all classes.—Rochester Theatre, H. M. Addison, Mgr., Rochester, N. Y.

HOLLYWOOD

LAWRENCE A. URBACH
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Fox Is Shifting To Westwood Studios, Vacating Old Lot

Gradual Change In Location Expected As Stores Spring Up At Sunset Section

Hollywood, May 31.—Definite indications that Fox will soon abandon their old studios at Sunset Boulevard and Western Avenue are seen in the construction of stores and business buildings on the corners of the two thoroughfares.

The stores and buildings, now under construction, have about 100 foot frontage on Sunset Boulevard, with about 75 feet depth on Western. Several studio buildings were moved and dismantled to provide for the business buildings. These stores will bring a return of about $75,000 annually.

Fox purchased the old studio site more than ten years ago when the district was an orange grove. Since that time, the lot has becomes immensely valuable through development of the two streets for business. Last year Fox constructed several sound stages at Westwood, and much of the company's production since then has been centered in the new location.

It is expected that Fox will gradually shift production to the Westwood studios.

Darmour Begins RKO Talkie Vaughan Starring In Series

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—Larry Darmour has launched production on the first of his series of 13 H. C. Witwer "Record Breakers" for RKO release. The pictures, all-talker shorts, will be directed by Al Herman, with dialogue and scenarios being written by E. V. Durling.

Alberta Vaughan will be starred in the entire series, with featured cast including Al Cooke, Lewis Sargent and George Grey. RCA Photophone is being used for recording.

12 Songs In "Gabbo"

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—James Cruze expects to use a total of twelve original song numbers in his musical special, "The Great Gabbo." Paul Titsworth and Lynn Cowan have written original words and music for eight; with King Zany and Don McNamee being credited with four.



William Counselman, one of the supervisors of production at the Pathe West Coast studio. He is now supervising "Joe College"

"Ridiculous," Says Jolson Of Rumored Break With Warners

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—Stories printed in New York papers that he was leaving Warner Brothers to join United Artists were branded as "ridiculous" by Al Jolson.

The star said, "I am not even considering such a proposition. My relations with Warner Brothers are of the best both from a personal and financial standpoint. I will make two more pictures for them under my current agreement, and at this moment see no reason for not continuing with Warners at its expiration."

Warners' schedule for Jolson will carry him well into 1930. He has just finished "Little Pal," set for release next fall. His next, "Mammy," is scheduled to go into production next September. The star's following production will get under way in April, 1930.

Harry Jolson Won't Star For Universal After All

Hollywood, May 31.—Harry Jolson, brother of the famous Al, will not star in a talking and singing feature for Universal. Production plans were abandoned and contract cancelled when Universal officials and Harry Jolson could not agree on a suitable screen story. It is reported that the contract included a cancellation clause if mutual agreement was not reached on story.

Jolson, here for the past several weeks, leaves for Europe next month to start a vaudeville tour.

Fox Quits Costly Shorts; Clark And McCullough Out

Abandons Policy Of Stars For Featurettes; Team To Reenter Vaud.

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—With a sudden decision by Fox to abandon all expensive shorts, Clark and McCullough are now reported to be finishing their last Movietone comedy under their contract. No shorts with stars is the policy that will henceforth be adhered to at the Fox producing plant, and the non-renewal of contracts with stars is the first indication of the change that has come about at this studio where a lot of money has been expended on one and two reel sound-film creations.

Clark and McCullough have been with the Fox-West Coast units for the past nine months. Their first release, it is estimated, cost from $20,000 to $25,000. They are leaving the Fox plant to play for one week at the new Fox house in 'Frisco, $4,000 being the sum they are pulling down for this engagement. They will then return East and will re-enter the vaudeville field.

Yes, Colleen's Leaving F. N.

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—As exclusively reported in Motion Picture News, Colleen Moore will leave First National upon completion of one more starring picture, "Footlights and Fools." John McCormick declared that no new affiliation had been made for Miss Moore's future productions, and the star will take an extended vacation upon termination of her contract with First National.

Dialogue Scenes For "Four Devils" Finished By Fox

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—With dialoguge sequences completed, on Fox's "The Four Devils," Fox West Coast Theatres have booked the production to open at the Carthay Circle for a run starting June 10th. "Four Devils" was made early in the year as a silent production under direction of F. W. Murnau.

New Metro Starlet

Sally Starr, now appearing in Sam Woods' college talker for M-G-M, has been signed by that company to a term contract.

Hollywood

Reginald Denny Leaving "U" After One More Talker

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—Reginald Denny will definitely leave Universal upon completion of one more feature talker for that company. Decision by Universal to release the star from his term contract came after a series of conferences over option renewal, with Denny presenting demands that better stories be provided for his pictures during the coming year.

It is reported that Denny asked Universal for his release, and his request was finally granted. Denny started with Universal in the two reel Leather Pusher series several years ago, later being starred in feature comedies. His present optional contract had about two more years to run.

Paramount Will Use But 2 Title Cards

HOLLYWOOD, May 30.—Paramount will hereafter limit main title credits on all features to two title cards, according to instructions issued by Ben Schulberg, general manager of West Coast studios. In issuing these orders, Schulberg further decreed that the name of the associate producer in charge of the picture was unnecessary on main title credits and would henceforth be eliminated.

Miranda Joins Tiffany-Stahl

Tom Miranda has joined Tiffany-Stahl as production assistant to John M. Stahl. Miranda has been placed in charge of the studio editorial and scenario departments.

EMBARRASSING MOMENTS

When you open the soft-cooked egg

that has just been served you for breakfast and you hear a faint "cheep-cheep"

. . . *be nonchalant* . . . light a MURAD.



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Team Of Murnau And Flaherty To Do 5 Color Films

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—F. W. Murnau and J. Robert Flaherty have been signed by Color Art Productions to produce a total of five sound features via Technicolor process during the next two years.

In that period, Murnau is slated to produce and direct three pictures, with the other two to be made by Flaherty. Each production will run from eight to ten reels in length, with estimated cost around $200,000.

Production and distribution of the five color pictures will be through Tiffany-Stahl, according to the statement of Howard C. Brown, general manager of Colorart.

"Treasure Girl" Bought By Pathe For Musical Feature

George Gershwin's musical operetta, "Treasure Girl," has been purchased by Pathe and plans for its immediate production as the company's first musical feature are now in progress. Pathe plans it as one of the most elaborate productions on its new program. Benjamin Glazer will personally supervise the filming in his capacity as sound production supervisor for Pathe. Josiah Zuro will supervise the musical end of the work.

Maloney In Bankruptcy As Stock Of Westerns Drops

(Hollywood Bureau, Motion Picture News)

Hollywood, May 31.—Claiming liabilities of $47,511.57 and assets of $2,200, Leo Maloney, western star and producer, filed voluntary petition in bankruptcy last week.

Maloney produced western features and two reel dramas for the past several years with apparent success, but the decline of westerns in the last two years made it difficult for him to recoup production costs of releases.

"U" Title Changes

Several title changes are announced by Universal. "The Play Goes On" becomes "Harmony Lane." "The Love Trap" is the new title for "Evidence" and "That Blonde." "Modern Love" supplants "You Can't Buy Love." "Companionate Troubles" will henceforth be known as "Girl Troubles" while "The Devil's Prayer Book" becomes "The Mississippi Gambler."

Thelma Todd A Victor Star

Thelma Todd, under contract to Hal Roach has also been signed to make records exclusively for Victor for the next five years.

Buchanan In "Paris"

Jack Buchanan, stage actor who appeared in Charlot's Revue, has been placed under term contract by First National for musical Vitaphone productions. His first assignment will be opposite Irene Bordoni in "Paris."

(Continued on page 1912)

Opinions on Pictures

Cocoanuts

Laugh-getting Screen Musical

(Reviewed by Freddie Schader)

WHATEVER may be said of this musical comedy screen production, one must admit that it is a laugh producer. Rather, the Four Marx Brothers, who are the stars of the screen version of their stage success, manage to get to the audience with their gagging and the result is laughs and plenty of them. The rest of the picture isn't a great deal to rave about, although Mary Eaton and Oscar Shaw are important principals in the cast.

What story there is deals with an exploded Florida boom town. The action takes place in the hotel of the town and the plot hinges on a stolen necklace, which brings about an engagement dinner, the engagement being broken when the hero is found guiltless of the theft of which he has been accused. Behind this slim plot the Marx Brothers work like trojans and manage to make the audience evince an interest in what is going to happen next.

There is one song hit in the picture and that is "When My Dreams Come True." This one is a number that will sell, not only on the screen but over the music counters as well. Oscar Shaw and Mary Eaton are the vocalists that present the number and their voices prove both pleasing and effective.

The menace in the story is carried by Katherine Francis and Cyril Ring, who do real well by both the camera and the mike.

Some of the best chorus work that has been shown in any of the screen productions of the revue or musical comedy type is presented in this picture. This is the first one of the productions to utilize the hand drill by the ensemble, and as there seems to be a vogue for this sort of synchronized action the audience expressed its appreciation heartily.

There is also a monkey number in which the girls distinguished themselves and the groupings, shot from overhead, of the chorus in the dance just ahead of the dinner scenes, were very cleverly worked out. Miss Eaton's handling of the monkey song, however, left something to be desired.

Drawing Power: Play up the Marx Brothers and their comedy. It is the outstanding feature of the picture. The chorus and the song hit "When My Dreams Come True" are also worthy material for getting them in.

Produced and **distributed** by Paramount-Famous-Lasky. Sound only. **Length,** 8,613 feet. **Running time:** an hour and thirty-three minutes. **Released:** May 23, 1929. From the stage musical comedy by George S. Kaufman. **Directed** by Joseph Santley.

Cast includes the Four Marx Brothers, Mary Eaton, Oscar Shaw, Katherine Francis and Cyril Ring.

The Last Of Mrs. Cheney

She'll Be Seen

(Reviewed by Don Ashbaugh)

(Silent Version)

UP to the final few hundred feet this is an exceedingly interesting picture. The climax, considering the manner in which the male characters are cast, proves disappointing. The girl marries the hero!

Strange as it may seem the audience will pull for the "heavy" throughout the picture. M-G-M officials definitely miscast Barraud and Basil Rathbone—their parts in the picture should have been reversed for best audience reactions.

Norma Shearer, in the title role, is even better than in many of her former successes. It is quite evident that the dialogue print will be practically a duplicate of the silent version as the subtitles were all speech quotations.

The picture is excellently dressed, well mounted and satisfactorily directed and handled.

But Basil Rathbone should never have been cast as Lord Dilling. He just doesn't fit opposite the star. True he looks like a stage Lord is supposed to look—lean, angular and slightly bored. Norma's little playmate, the chief crook, handled by another screen newcomer, George Barraud, will likely be the favorite of the audiences. He has nice curly hair, a radiating smile and an ability to act. He will click with the women fans from the start.

This is a story of English life. Miss Shearer is cast as the exceedingly good looking girl who is the principal bait of a gang of crooks who prey upon rich people.

The plot is rather thin in spots, telegraphs much of the mystery beforehand and leaves everybody in the dark regarding the girl crook's antecedents and prior history.

Drawing Power: The fact that Norma Shearer is starred should sell many tickets. The picture is from a successful stage play of recent years. This fact is worthy of added exploitation.

Produced and **released** by Metro-Goldwyn-Mayer. From play by Frederick Lonsdale. **Scenario** by Hans Kraly. **Directed** by Sidney Franklin. **Photography** by William Daniels. **Supervised** by Irving Thalberg. **Preview Footage:** about 7 reels. **Release date:** undetermined.

THE CAST

Mrs. Cheney	Norma Shearer
Lord Dilling	Basil Rathbone
Charles	George Barraud
Lady Maria	Hedda Hopper
Mrs. Wedley	Maude Turner Gordon
George	John Batten
Lord Elton	Herbert Bunston
Joan	Moon Carroll
Mrs. Winton	Madeline Seymour
Willie Winton	Cyril Chadwick
William	Finch Smiles

"Topical Nips"

(Pathe Photophone—One Reel)

AN assortment of jokes, orally delivered, forms the contents of this Topics of the Day in talk (No. 6 of the series). The entertainment is varied and lively enough to get by on a program of talkies. Suitable entertainment for this toddling age of the talkies.—RAYMOND GANLY.

Skin Deep

Monte Blue Does A Lon Chaney

(Reviewed by Don Ashbaugh)

(All-Talking Vitaphone)

LON CHANEY in his most grotesque makeups, and Louis Wolheim with his twisted map, look no tougher than does Monte Blue in "Skin Deep." The picture is another tale of gangster life, prisons and shootings that has been done well enough to win audience approval.

Through all the underworld happenings, there runs the sympathetic tale of the trusting love of Blue that is not reciprocated by his wife. The story is highly dramatic, and gives Blue a better opportunity for sincere characterization than he has had for some time. It's a sure fire audience picture that should do much better than average business in the week run houses.

Betty Compson is capital as the unfaithful wife, while John Davidson, as the rival gang leader, is convincingly contemptible. The balance of the cast is in the hands of capable players, including Alice Day, Tully Marshall, John Bowers, John Davidson, Georgie Stone, and Davey Lee.

The entire story revolves around Blue and Davidson, as rival gangsters, and Compson as Blue's wife. The two gang leaders are in love with a cabaret singer. She's a typical golddigger, and tells her friends she'll marry the one with the most money. Finally she picks Blue.

After the wedding, he informs her of his intentions to go straight. The wife tells Davidson of Blue's plan to reform, and the two frame him to a long term in prison. Compson lives with Davidson meanwhile.

Just before Blue is scheduled to be released, Davidson and the wife realize he would kill them if he discovered their duplicity. They again decide to frame Blue. But in the end the plotters are bumped off and the crook hero gets the daughter of the doctor who made over his face.

It's an exceptional story, nicely directed and dialogued, and better than the silent picture made by Thomas Ince several years ago.

Drawing Power: Monte Blue and Betty Compson both will bring in their large following of admirers. The picture itself should do fine business if you let them know that it a dramatic talker that is bound to entertain.

Produced and **released** by Warner Bros. From story by Mark Edmund Jones. **Scenario** and **dialogue** by Gordon Rigby. **Directed** by Ray Enright. **Photography** by Barney McGill. **Preview Footage:** 5,964 feet. **Release date:** undetermined.

THE CAST

Joe Daley	Monte Blue
Sadie Rogers	Betty Compson
Sonney	Davey Lee
Elsa	Alice Day
Doctor	Tully Marshall
District Attorney	John Bowers
Blackie	John Davidson
Dippy	Georgie Stone
Blackie's henchman	Robert Perry

Opinions on Pictures

The Sap

Something To Laugh At

(Reviewed by Hunter Lovelace)

THIS extravagantly broad small-town farce will not be taken seriously by anyone, with the possible exception of the censors. The latter may object to the fact that all three of the leading characters are embezzlers, none being finally punished.

The picture was adapted from a stage play by William Grew. In the picture the injection of early Keystone devices evolves several hearty laughs. The only thing left out is the farmer's daughter. The dialogue is good, though badly timed. In several places the remarks of the actors are lost by the audience's laughter.

There is nothing novel about the plot, which is of the show-off school. Bill Small, a dreaming inventor, and his wife live with and on her sister's husband, Ed Mason, a bank clerk. His inventions never quite work out and he is the clown of the town. In desperation, Mason embezzles from the bank and loses the roll. He confesses to the family when his speculations seem about to be exposed. Bill, in his blundering way, uncovers the fact that the bank cashier, Jim Belden, is in the same boat. He proposes a bogus hold-up, he to be given fifty thousand dollars and a week's start to accept the blame. He gets the cash and blows. The night of the proposed hold-up there comes a wire from him that he has bought the bank, having speculated with more success than the others.

The town puts on a celebration for his return such as no small town has staged since Bryan came through.

Horton is his usual comic self, and Edna Murphy and Patsy Ruth Miller enact acceptably ambitious small-town wives. Alan Hale, despite a tenor voice, puts over several good comedy scenes. The balance of the cast are adequate.

Drawing Power: Once in, they'll laugh. The cast includes several good selling names. headed by Horton.

Produced and **released** by Warner Bros. **Screen play** and **dialogue** by Robert Lord. **Direction:** Archie Mayo. **Editor:** Desmond O'Brien. **Cameraman:** Dev. Jennings. **Preview footage:** 7,150 feet. **Runing time:** one hour and twelve minutes. **Release date:** undetermined.

THE CAST

Bill Small	Edward Everett Horton
Betty Small	Patsy Ruth Miller
Ed Mason	Franklin Pangborn
Jane Mason	Edna Murphy
Jim Belden	Alan Hale
Mr. Sprague	Russell Simpson
Mrs. Sprague	Louise Carver
Gus	Jerry Mandy

"Pathe Review No. 23"

(Pathe—One Reel)

THE Pathe Magazine features this time "We Remember," glimpses into the dim and distant days of the late 19th and early 20th centuries; "Wild Geese," closeup pictures of this wary bird; "Lulworth Cove," showing the jagged coastline of South England.

"We Remember" is good stuff for old-timers and the new generation, alike. "Wild Geese" presents shots for sportsmen. "Lulworth Cove" offers some pretty scenic views in Pathechrome. This table of contents make the reel good program fare.—RAYMOND GANLY.

Protection

Program Average

(Reviewed by Bill Furman)

(Silent)

"PROTECTION" has a newspaper background, which seems to be a popular subject with the film producers at the present time. The picture is not outstanding, but still it carries an interesting story that will prove satisfactory to the general run of patrons that are satisfied with films of program average.

The cast carries no featured names, although all of the players give satisfactory performances. Ben Stoloff has handled the direction very nicely so that audience interest is sustained throughout.

Story has to do with a servile newspaper, controlled by a powerful rum ring which has the protection of crooked city officials; and a free and fearless independent paper that finds its struggle for existence a tough road. A young reporter, Chick Slater, is assigned to write a feature article about "Big Jim" Dunning, a gentleman bootlegger who has applied modern business methods to the liquor industry, and who lives in style on Long Island. During his trip, Chick discovers the inside story on who is providing protection for Dunning's illicit enterprises. The reporter takes his story, with a snapshot, back to the office; but finds on arrival that Dunning has beat him to it and had the story killed.

Slater and the managing editor immediately quit, taking the "scoop" story to the independent paper. Then the battle between the rum ring and the newspaper starts; with the paper finally emerging victorious.

Drawing Power: Best name is Dorothy Burgess of "In Old Arizona" fame. Others in cast mean little to draw. It's a good newspaper story slated to satisfy the average audience outside of the key first runs.

Produced and **released** by Fox. **Story** and **scenario** by Frederick H. Brennan. **Directed** by Benjamin Stoloff. **Photographed** by Joseph Valentine. **Length:** approximately 5,511 feet. **Release date:** May 12.

THE CAST

Chick Slater	Paul Page
Wallace Crockett	Robert Elliott
Myrtle Haines	Dorothy Burgess
Joe Brown	Joe Brown
Jim Ramono	Ben Hewlett
Judy Revis	Dorothy Revis
Ollie Bogardt	Roy Stewart
Harry Lamson	William H. Tooker
Society Editor	Arthur Hoyt

"Buster's Spooks"

(Universal-Stern—Two Reels)

(Reviewed by Raymond Ganly)

A GOOD idea is successfully played with in this new Buster Brown comedy. Buster and his friends think that one of their playmates has been drowned through their fault so they seek refuge in an empty house to escape their guilty consciences. Thinking to play a trick upon them, the supposedly drowned boy follows them into the deserted residence and almost frightens them out of their wits.

Buster, Mary Jane, little Oatmeal and Tige, the dog, are confronted with sheeted figures and similar ghostly apparitions. When the owners of the house return to escape from a storm that has sprung up, the children mistake them also for weird visitors and make a wild dash for liberty. Outside, they discover that their fears have been entirely groundless.

Prisoners

Another Court Room Talkie

(Reviewed by Edwin Schallert)

CINDERELLA achieves her due of recognition once again in the production of "Prisoners," starring Corinne Griffith, and directed by William Seiter. There is even the dazzling costume in which the heroine goes to meet her Prince Charming. However, it is not furnished in any fairy-tale fashion, but is purchased with money stolen by the stellar character, and thereby hang the climaxing happenings of the plot.

"Prisoners" is a picturesque, though unbelievable, sort of narrative, with a continental setting, about a dancer, who decides to give up the "old gay life" and enter a more earnest and simple existence. She has been a witness to a murder committed by her employer and protector. Thoroughly rebellious, she purloins sufficient money to make her escape and goes to another part of the country, obtaining employment in a small cafe. En route to her destination, she observes in the same compartment of the train, a lawyer and his sweetheart. She is attracted to the young man, but has small hope of the infatuation meaning anything. In various ways, however, she seeks to intrigue his interest.

The last two reels of "Prisoners" eventuate in a court trial, and all of the picture from the time that the girl is arrested for theft is accompanied by dialogue. The earlier reels are silent.

Miss Griffith's voice will make a decidedly more favorable impression than in the first picture in which she spoke—"Saturday's Children." There is promise that it will develop a very sympathetic quality. Her acting in the earlier sequences is colorful, and her portrayal, despite the weakness of the story, has a consistent quality. Ian Keith hardly has a chance to convince in the very weak courtroom sequence that closes the picture, but shows his competence as an actor otherwise. Bela Lugosi is the heavy. Otto Matiesen, James Ford and Julanne Johnston are other prominent principals.

Drawing Power: Attractive for general picture trade, especially where audiences favor Miss Griffith. Story sufficiently sentimental to appeal to those who are not overexacting in matter of realities.

Produced and **distributed** by First National-Vitaphone. **Length**, 7,800 feet. **Released**, May 19, 1929.

"Pathe Review No. 24"

(Pathe—One Reel)

EXCEPT for "Red Hot," a few shots of the chili pepper industry, this Pathe Review in silent form contains favorable material: "Ahoy," fashions for the girls in navy scarfs; "Spring Pastoral," a shepherd and his dog tending a flock of sheep on a Western range; and "Over the Bounding Main," fine pictorial shots of the sea, seen in tempestuous mood, again peaceful while scores of seacraft skim over its surface and lastly in the rays of the setting sun with a passing sail forming a striking silhouette against the expanse of golden-tinted waters.

Some weak captions decorate the chili peppers shots, the latter being uninteresting anyway. The other subjects are okay and the Review can be sized up as suitable entertainment. —RAYMOND GANLY.

Opinions on Pictures

Broadway

A Corking Melodramatic Thrill

(Reviewed by Freddie Schader)

(All Talkie Version)

UNIVERSAL has turned out one of the best pictures in "Broadway" that has come out of its plant in a long, long time. It is a melodramatic thriller that holds closely to the original stage play, but the play is overshadowed to a great extent in an effort to give the picture a lot of "production." But around the country this picture should be a mop-up at the box office. It has everything that they like in the picture houses and, while it may not be $2 worth at the box office, it certainly is an eyeful at popular prices.

Of course there have been any number of night club melodramas on the stage and screen both since "Broadway" made its success. They have been the imitations. In this one the story is the real thing. It is really a pity that Paul Fejos decided that his night club would have to be as big as Madison Square Garden and be shot from all the weird angles possible to make it effective. Outside of that he has done a marvelous job in the direction.

The three outstanding performances that are delivered are those by Thomas A. Jackson as the detective, Robert Ellis as Steve Crandall the heavy, and Evelyn Brent as Pearl. Both Glenn Tryon as the "hoofer" and Merna Kennedy as Billie Moore were disappointing. Miss Kennedy may develop later on the talking screen but in this instance she is far from being what was necessary to put this role over. Tryon overacted and mugged constantly, and the doubling for his voice was so palpable that it brought a laugh at times.

For the screen production a number of songs have been especially written by Con Conrad, Archie Gottler and Sidney Mitchell. The numbers are "Broadway," "The Chicken or the Egg," "Hot Footin' It," "Hittin' the Ceiling" and "Sing a Little Love Song," without a single hit possibility developing in the quintet.

It is announced on the program that the screen production has "the full dialogue" of the stage presentation. The adaptation made for the picture by Edward T. Lowe, Jr., and Charles Furthman is a very workman-like job.

Drawing Power: This should pull anywhere at regular picture house prices. The fact that this is the original and all the others were imitations should be in its favor. It isn't, however, a picture that is intended for juvenile audiences.

Produced and **distributed** by Universal. **Length**, 9,350 feet. **Release date**, not set. **Running time**, an hour and forty-six minutes. From the play by Philip Dunning and George Abbott, **adapted** by Edward T. Lowe, Jr., and Charles Furthman. **Directed by Paul Fejos.**

THE CAST

Glenn Tryon	Roy Lane
Evelyn Brent	Pearl
Merna Kennedy	Billie Moore
Thomas E. Jackson	Dan McCorn
Robert Ellis	Steve Crandall
Otis Harlan	"Porky" Thompson
Paul Porcasi	Nick Verdis
Marion Lord	Lil Rice
Fritz Feld	Mose Leavett
Leslie Fenton	"Scar" Edwards
Arthur Housman	Dolph
George Davis	Joe
Betty Francisco	Maizie
Edythe Flynn	Ruby
Florence Dudley	Ann
Ruby McCoy	Grace

Careers

Billie Dove Scores In Talker

(Reviewed by Edwin Schallert)

(All Talkie Version)

ONE of the pleasanter surprises of the present season will be the talkie debut of Billie Dove. Here is a popular star with a voice to match her personality. One may predict a continued success for her in the audible medium. Miss Dove has some things to learn about inflection, word-coloring, etc., but the quality of her speech will, it would seem, assure pleasure and satisfaction.

"Careers" is Miss Dove's first all-talking picture. The picture itself is conventional, but interesting by reason of its highly pictorial setting. The locale is Cochin-China in the vicinity of Saigon. Here a young French magistrate and his beautiful wife are the victims of a virtual imprisonment, because The President of the colony in which they are stationed refuses to advocate the sub-official's promotion. The reason is, of course, that he has a yen for the young magistrate's wife.

The plot becomes a sort of "La Tosca" when the woman endeavors in the crucial moment, to save her husband from disaster, and protect her personal virtue simultaneously. The idea is projected that she has murdered the lecherous high officer, and the latter part of the story has to do with the unraveling of the mystery surrounding his death. The husband is in charge of the investigation. Eventually, of course, it is discovered that somebody else was guilty.

John Francis Dillon directed, and has done a splendid job of it. Antonio Moreno, in the leading role, Noah Beery, as The President, Holmes Herbert, and others are responsible for competent performances. Carmel Myers, Thelma Todd, Robert Frazer, Sojin, Andres De Segurola, who sings, are among the cast.

Drawing Power: General patronage. Popularity of star will assure wide audience for talkie debut.

Produced and **distributed** by First National-Vitaphone. **Length**, 8,435 feet. **Released**, June 2, 1929. **Adapted** from foreign play by Alfred Schirekauer and Paul Ronsenhayn. **Directed** by John Francis Dillon.

"Here Comes The Showboat"

(Vitaphone—One Reel)

A STAGE band entertainment with a few songs thrown in. The musicians are Dave Bernie and His Orchestra dressed in ante-bellum garb of the South and they are supposed to be the new show that has come to town on the show boat just arrived at the river dock. Though they're dressed in the modes of the old South, they play such modern tunes as "Constantinople" and "High, High Up on the Hilltop." Its foremost points are the orchestra playing "Here Comes the Show Boat," a good tune, and shots of the floating theatre in midstream. Outside of that, it is just fair. Time: 9 minutes.—RAYMOND GANLY.

Fashions In Love

A Good Comedy

(Reviewed by Hunter Lovelace)

(All Talkie Version)

A YOUNG and shallow pated society matron, infatuated with a piano virtuoso, whose specialty is transforming butterflies into moths, flies with him to his mountain hideaway, he prepared to spend a week end, she a life time. Their respective spouses get together, follow them and astound the pair by announcing that they, too, are in love, whereupon the green god sets Cupid shooting straight again.

Certainly there is nothing new about that plot, yet it serves to bring Menjou back to the screens after a long absence in a talker picture which ranks with his best in the silent field. He brings the same deft touch to his first talking part which characterized his first silent film successes and it brings the laughs in good measure. One occasionally loses a word at the end of his lines, but his delivery of them is so free from stiltedness and so thoroughly in character that the audience absorbs their spontaneity.

Menjou looks as little the temperamental artist as Benny Leonard the prize-fighter. Perhaps this is why he kicked on the part, but neither he nor Paramount should have any regrets.

Menoju has assumed an accent for the part which adds to the effectiveness of its portrayal. He also sings one of the two songs which the picture contains, the chorus quite acceptably, but some one commited the gauche error of having him, supposedly wrapped up in harmony, talk the verse in the best Al Jolson manner. Fay Compton's initial rendition of the other song is spoiled by the sound engineer. This is apparent because her repetitions of it are all right.

Miss Compson looks old on the screen and, strange as it seems, this accentuates the fact that the lighting of the sound era is not as kind to Menjou as that of the silents. Marian Seegar acts adequately, but either she or the mike needs an adenoid operation. The picture would have been better if the female leads had been given to picture actresses.

The direction is especially good, save that lapses in time are not covered as smoothly as by the entr'actes of the legitimate stage or the permissible devices used in the silent drama.

Drawing Power: Menjou will bring them in and satisfy everybody with his first talker. Picture rates as good entertainment.

Produced and **released** by Paramount. From the play "The Concert," by Hermann Bahr. **Adaptation** and **dialogue** by Melville Baker. **Screen Play** by Louise Long. **Direction**, Victor Schertzinger. **Cameraman**, Edward Cronjager. **Editor**, Geo. Nicholls, Jr. **Length**, 6829 feet. **Running time**, 1 hr. 20 mins.

THE CAST

Paul de Remy	Adolphe Menjou
Marie de Remy	Fay Compton
Frank Martin	John Miljan
Delphine Martin	Marian Seegar
Miss Weller	Joan Standing
Levisohn	Robert Wayne
Joe	Russell Powell
Jane	Bille Bennett
Valet	Jacques Vanaire

Opinions on Pictures

The Fox Follies

A Merry Melange Of Song And Dance

(Reviewed by Freddie Schader)

WHILE this picture will not be the knockout that it was expected to be on Broadway, it is going to be a box office winner out of town. That one word "Follies" is enough to bring the dough into the box office and in the main the picture is very acceptable entertainment. When one considers the time and money that was spent on this picture it does not measure up on the screen. Seems as though every one on the Fox lot had a finger in the pie in making this, and as it now stands it falls short of the mark when measured against a production such as "On With The Show" turned out to be.

The picture is, as suggested by the title, a revue. It is in black and white, and has one color sequence. This was an undersea ballet in silent form. Very pretty indeed but badly lighted and far too dark.

There is a little story about a southern boy who comes to the city to dissuade his sweetheart from a stage career, he finally buying out the show in order to be able to fire her. But on the opening night she goes on and saves the performance when the prima donna gets tempermental, and the show proves a hit. Then the boy sells his interest back to the original producer who didn't have money enough to stave off the creditors and thought he was unloading a lemon on a young sucker.

Through this thread of the tale there is the performance of the revue, with a couple of blackouts interlarded. One of them, the shot-gun wedding, is a little rough.

There are three outstanding song numbers in the production. They are "That's You Baby," "The Broadway" and "Walking With Susie." The latter number will be the hit of the three although "That's You Baby" and "Broadway" are the most heavily plugged in the picture.

Two other songs that are lukewarm are "Big City Blues" and "Why Can't I Be Like You."

John Breeden and Lola Lane enact the characters that provide the love interest to the story, handling their roles nicely and Miss Lane in particular getting over with the audience. Sharon Lynn as the heavy menace failed to get very far. Sue Carol and Davy Rollins were spotted nicely and handled the two numbers alotted to them in neat manner. David Percy disclosed a voice that was liked, but failed to register either with looks or personality.

The real hit and the sole comedy element in the picture is Stepin Fetchit, the colored dancer. He just about runs away with all the honors that there are for laughs.

The chorus numbers are effective and the costuming very well carried out.

In the matter of direction the program credits both David Butler and Marcel Silver. Whichever of the two was responsible for the futuristic shots and the application of the German technique overdid them to a great extent. The stage ensembles and grouping were well handled, especially when one is aware of the mechanical difficulties that there are in showing a large chorus.

Drawing Power: Away from New York this one should get a good share of the money. It isn't enough to have them tear the doors down to get in, but it will prove pleasing entertainment anywhere. There are a lot of good names to work on anyway.

Produced and **distributed** by Fox Films, Inc. Words and music by Con Conrad, Archie Gottler and Sidney Mitchell. **Directed** by David Butler and Marcel Silver. **Length**, 8,291 feet. **Released**, May 25, 1929. **Running time**, an hour and nineteen min.

THE CAST

George Shelby	John Breeden
Lila Beaumont	Lola Lane
Jay Darrell	De Witt Jennings
Ann Foster	Sharon Lynn
Al Leaton	Arthur Stone
Swifty	Stepin Fetchit
Martin	Warren Hymer
Stage Manager	Archie Gottler
Orchestra eLader	Arthur Kay
Le Maire	Mario Dominici

PRINCIPALS IN SONG AND DANCE NUMBERS

Sue Carol	David Percy
Lola Lane	David Rollins
Sharon Lynn	Bobby Burns
Dixie Lee	Frank Richardson
Melva Cornell	Henry M. Mollandin
Paula Langlen	Frank La Mont
Carolynne Snowden	Stepin Fetchit

Jeanette Dancey

Bye Bye Buddy

Re-Vamped Independent Talker

(Reviewed by Bill Furman)

(Sound Version)

APPARENTLY produced first as a silent, "Bye Bye Buddy" has been re-vamped with sound and dialogue without very good results. Like similar efforts in the past, the synthetic vocalizing fails to synchronize in most places, despite exaggerated lip movements on the part of the actors, which, at times, renders the attempt ridiculous.

The picture will find bookings only where patrons are not so particular about the quality of the sound and dialogue offered.

The story opens in crook atmosphere; and then quickly shifts to a war background. A small boy is brought in to arouse heart interest during the unfolding of a love triangle. Not much to it.

Produced and **released** independently by Hercules Productions. Length about six reels. Featuring Agnes Ayres.

Drawing Power: Only hope is Agnes Ayres and fact picture has sound and talk —not so good, but still noise nevertheless.

"The Belle Of Samoa"
(Fox Movietone Revue—One Reel)

CLARK and McCULLOUGH, Lois Moran, a group of South Seas warblers and dancers and girlies in abundance all appear in this Fox Movietone Revue and yet the result is not what you would think. Outside of a brief few minutes with the famous comedy pair, some ravishing shots of Lois and some scenes of a sword dance, the piece is pretty flat.

Clark and McCullough appear for a few flashes in the introduction, then Lois does a song and dance in her role of a maiden into whose temple the two had ventured thus incurring the penalty of decapitation. After the girl has saved them from that fate, the regular revue gets under way. The pictures of dancing girls do not show up so well against the masked screen. A wider screen entirely seems to be necessary for ensemble pirouretting.

The piece is really a sound novelty and it may be presented as such. But certain audiences will get more of a kick out of a good comedy than they will from this mixture.

Short Subjects

"The Plumbers Are Coming"
(Pathe Talkie—Two Reels)

(Reviewed by Raymond Ganly)

HIS talkie short, one of the series being produced by George LeMaire for Pathe, will get the approval of the average audience. Strictly speaking, it is not one of the strongest of this series to be shown to date, but in it are embodied enough craziness and buffoonery to satisfy the multitudes.

LeMaire and his buddy in fun, Louis Simon (this time LeMaire outshines his smaller partner) go to a 5th Avenue mansion where a cellar pipe has sprung a leak. They are thinking more of the things they can steal than of repairing any bad plumbing. But their plans to rob the place are frustrated when the butler gets wise. He forces them into the cellar, but there they cause a few more leaks and become gloriously inebriated with the select stock of liquor that is the cellar's chief attraction.

LeMaire directed. Ray Hodgdon wrote the piece. In support are Audrey Maple, Robert Rendel, Doris McMahon, Leo Kennedy, Archie Faulk, Joseph Doakes.

"Dear Teacher"
(Paramount Talkie—One Reel)

GIGGLES aren't scarce in this talkie fun fest portraying a day in school with "Dear Teacher" and his bunch of rowdy pupils. The proceedings are of a crazy nature, but the students and teacher seem to enjoy them and so will the audience, unless we miss our guess. A Jewish student, the professor and all the others in the little red schoolhouse say outlandish things that are bound to result in laugh waves.

"The Larry Cabellos Revue"
(Vitaphone—One Reel)

LARRY CABELLOS' revue may be okay on the stage, but it it's pretty flat when photographed. A swing and punch is decidedly absent; so too are the flashy colors and intriguing lighting that are outstanding features of stage revues as seen at the New York Roxy and Capitol, for example. The talent exhibited in this subject is away below par. A mere camera record is not a good substitution for the real thing.

The more the writer has seen of these screen revues, the more certain is he that they need a wider screen to set them off property. There are plenty of flashes in this offering in which there is no movement whatsoever on the upper half of the screen. Down below there are dancing figures, but they do not stand out sufficiently, the dull curtains acting as a deterrent. As the film has no color sequences all the glamorous and varied color schemes are lost. Producers are still confronted with a lot of experimenting before these hueless stage revues will amount to anything.—RAYMOND GANLY.

"A Persian Wedding"
(M-G-M Oddities—One Reel)

ONE of the Ufa Oddities, a series of shorts that has constantly maintained a high standard. As its title indicates, the theme is a nuptial ceremony in far off Persia. The bride and groom are seen arranging the marriage contract, the building materials for their house and, finally, the marriage feast. The subject matter is interesting for American film fans and seeing such travelogues is about the easiest way of traveling you can devise for your audiences.—RAYMOND GANLY

Opinions on Pictures

"His Big Minute"
(Educational Talkie—Two Reels)
(Reviewed by Raymond Ganly)

LLOYD "HAM" HAMILTON jumps back into the film fold after an absence of many months in this, his first talkie. He has a thin piping voice, decidedly appropriate for his individual flair for comedy.

This one is about the first talkie comedy with a western locale. Poor "Ham" is a tenderfoot let loose among gun-totin' cowboys. His middle name must be "Trouble" because he gets that a-plenty when mingling with the gunmen. Some real laughs show their face when "Ham" plays a bone-head game of poker while watching the hand of the town's leading tough boys.

When the latter threatens to demolish him, "Ham" makes a get away and inadvertently forstalls a holdup in the general store where he meets the girl, Gladys McConnell, who invites him over to her house. There he discovers the "tough" boys are her brothers and his temperature rapidly rises when he learns that they intend to bump him off when he leaves the house. But "Ham" fools them by staying all night. Finally, he does get away safely while the "boys" chase a dummy on horseback.

It should cause much hilarity as Hamilton's antics are genuinely dumb. Besides the star and Miss Connell, Bert Woodruff, Ivan Christy and Fred Peters are cast. William Watson directed from the story by Gilbert Pratt. Sound technicians were: Helmer W. Bergman, Robert Harper and Jack Greger. Cameramen were Len Powers and Paul Perry. Charles Cadwallader was art director. Harry D. Edwards produced the offering, Educational releasing it May 5th.

"Wood Choppers"
(Pathe Sound Cartoon—One Reel)

HERE'S a case where sound fell down and failed to improve a cartoon. This one doesn't click at all, neither in cartoon gags nor in its sound and musical effects. Its too slim in plot to get along much and although a cartoon is not, of course, to be judged with all the seriousness that one would attach to a feature, still, there's no doubt but that this effort could have been made more effective inasmuch as it uses both the sound and sight routes. It rates just average. A June 9th release.

It does not seem at all necessary to have the words of the Aesop morals flashed at the end when a voice is made to quote the words, also. Either one or the other alone should be quite sufficient.—RAYMOND GANLY.

"Show Birds"
(Pathe—One Reel)

A SILENT Aesop with Old Al, the cats, dogs, mice and various animals in a cartoon comedy melee that's pretty good. This one was seen on the same program with an Aesop with a synchronized score and sound effects and it was much better than its more up-to-date brother, because it has some effective comedy grimaces. The animals and Al take to the ice and again the latter is pestered to death with pranks. A June 9th release.—RAYMOND GANLY.

"Screen Song"
(Paramount Sound Cartoon—One Reel)

MAX FLEISCHER'S studio has turned out another of their sprightly and jazzy little cartoons dedicated to the fading custom of audience singing. By means of the bouncing ball and clever animated characters a few songs are rendered. They go over easily. So does the animation work. An effective short all the way through.—RAYMOND GANLY.



Another musical comedy star to adorn the Radio Pictures roster is Gertrude Lawrence, English comedienne who will make a Radio talkie musical

"Household Blues"
(Educational—One Reel)

THIS Cameo presents the team of Monty Collins and Vernon Dent, a cut-up pair who get over some fast work in their roles of "dumb" interior decorators. The things they do as characters inordinately dense are good for laugh purposes, their main gag being their "artistic" beautifying of the home of their boss, who fired them that very morning.

The boss comes home and sees the horrible nightmare they have evolved, and his anguish becomes greater when he sees the authors of the crime blissfully devouring food in his kitchen. He sics the dog on them, and they fadeout with the hound yelping at their heels.

Robert Burns is their fuming boss and Eva Thatcher his wife. Jules White directed. The number 'll do nicely for a short comedy romp.

"Pathe Audio Review"
(Pathe—One Reel)

ABOUT the best thing in this Pathe Review in sound is a nice little recording of an opera recruit at Fortune Gallo's studio singing a bit from Verdi's "Traviata." This subject leads off the reel, whose other offerings are "Moose," pictures of the animal in the wilds of New Brunswick effective in natural settings and appropriate music, and "Africa," shots of the Dark Continent from the Sahara to Cape Town. The music, too, in this piece is quite attractive.

All in all, this Review number has sufficient strength to please the masses—RAYMOND GANLY.

"Conditioning"
(Pathe Sound Sportlight—One Reel)

NOT as interesting in the matter it sets forth as some of the other Grantland Rice Sportlights that Pathe has released. Good, nevertheless, for an fairly interesting eight or nine minutes. Rice this time has as his theme the training that every one must undergo to reach an objective—whether it be the baseball star getting into shape at the spring training grounds or the stoutish female working off the excessive avoirdupois.—RAYMOND GANLY.

"Pathe Sound News Nos. 28 & 29"
(Pathe—One Reel Each)

NO. 28 sets forth some entertaining news earfuls, the highlight of which is the demonstration of a safety device for stopping a speeding train minus an engineer. The roar of the locomotive thundering down the track is very effective. The other subjects, subordinate in interest-compelling qualities, include the following: college students drilling at Lafayette, Ind., and at New York City, as members of the R. O. T. C. units; B'way show girls entertaining sailors; a push-ball contest at the State Teacher's College, Fredericksburg, Va.; the laying of the cornerstone of the home for the Junior League in N. Y.; horseback riding activities at Va. tots. This last and the push-ball story are the best of the lot.

No. 29 has a little colored boy and lass singing "That's My Weakness Now" and this subject although it is in the high company of such stories as The Los Angeles' change of commanders, society's horsemanship demonstrations at Portchester, N. Y., and the parade of the old Richmond Blues regiment at the Va. capital, takes first place. The Richmond subject will be a lively one in the South, but the other two are quite kickless. The reel also carries a high-school band competition held at Johnstown, Pa. —RAYMOND GANLY.

"Junior Luck"
(Universal Movietone—Two Reels)
(Reviewed by Raymond Ganly)

ANOTHER of these peppy "Collegians" shorts with the popular Lewis-Gulliver-Phillips trio, appropriate snatches of dialogue and real jazzy music.

Lewis and Phillips are rivals in a ski-joring race and it looks like a senior victory because Lewis' horse has been made drunk and he is compelled to use an old nag. However, he learns that his ancient steed is afraid of umbrellas and he is therefore able to frighten her into a whirlwind pace and thus defeat Phillips.

It contains abundant enjoyment for old and young alike. Nat Ross directed. A May 13th release.

"Clowning the Game"
(Pathe Sportlight—One Reel)

THIS sound Sportlight is turned on the humorous angle of sport. The best of the performers is Toto, the famous clown. Next in line is Stubby Kreuger doing some of his clowning on the diving board. Then come some fast shots of ashcan tobogganing in Yosemite and a kiddies' rodeo. "Cave Man Baseball," showing a group playing the game according to theories of the Stone Age, is about the weakest of the bunch. A fine synchronization is provided for the scenes by Frank Black and orchestra. It enlivens them tremendously. June 2nd release. —RAYMOND GANLY.

"Humorous Fights"
(Paramount Talkie—One Reel)

DONALD OGDEN STEWART, who is represented on the current book marts with his "Father William," tries a short satire on public speakers. His efforts reminds one strongly of Robert Benchley in "The Treasurer's Report" and his other releases so similar is it in material and manner of presentation. It can be said right off the bat that Stewart is no Benchley before the listening camera nor is "Humorous Flights" another "Treasurer's Report." It is weakly humorous and at best arouses but a few gurgles. — RAYMOND GANLY.

Opinions on Pictures

"Puckered Success"
Pathe—Two Reels)
(Reviewed by Raymond Ganly)

AVERAGE juvenile entertainment is to be had in this new Smitty comedy.

It is built around Smitty's activities as a concessionaire at a bazaar. They kicked him out of the festival when his father had an argument with the mayor in charge, but the kid, nothing daunted, sets up his place of business right outside the entrance. Smitty has nothing to sell his customers, but he gets around this difficulty by egging his rival concessionaire, whose booth is inside, to throw hot dogs, peanuts, pies, cakes, etc., in derision. Through this strategy he is able to do a rushing business, until the rival drops a package of powdered alum into the lemonade. This leads to the puckered lips gag which is always good for laughs.

Donald Haines is Smitty; his assisting performers include Jackie Coombs, Betty Jane Graham, Maud Traux, Billy Bevan, Jimmy Finlayson and Mary Carr, the latter appearing as guest star. Harry Edwards was director and Clarence Hennecke and Milton Carruth scenarists. Delos Sutherland did the titles, William Williams the photography and Harry Weber was production manager. The comedy is a Van Beuren presentation and a June 2nd release.

"Bottles"
(Universal Novelty—One Reel)

ANOTHER one of the Laemmle Novelty shorts, undoubtedly the best of the silent features Universal is releasing at the present time. The story here is of the influence bottles exert upon the life of a person, from the time of infancy to marriage and parenthood. The subject is not merely clever; it has a simplicity and restraint which assist in the pleasant and lingering impression it captures.—RAYMOND GANLY.

"The Beau Brummel Comedians"
(Vitaphone—One Reel)

THESE two boys, Shaw and Lee, know how ot put over their songs and crazy vaporings. They have a frozen-face style that goes well with the goofy ditties and old but effective wheezes. It's all in knowin' how. Their little number is gaited for the popular fancy and the bunch that's not so particular will enjoy it. Time: 8 minutes.—RAYMOND GANLY.



Betty Compson is faring very well in the talkies as a Warner Bros. star, she is one of the highlights of "On With The Show"



Laura La Plante, the dainty Universal star of "Show Boat," is also appearing in "The Love Trap" and "One Rainy Night," both to be released soon

"The Polo Match"
(Pathe Fables—One Reel)

ALL the polo experts of the U. S., the Argentine and other nations leading in the sport can probably take lessons in intricate shots and amazing physical resourcefulness from the various animals engaged in the polo game that is the highlight of this new Aesop. Milton, the mouse, is one of the demon performers who thrills Rita, his sweatheart, watching from the grand stand. When a villainous cat steals Rita away, Milton leaves the polo game flat to rescue her. With his polo mallet he easily subdues the cat and all ends happily for the pair. The usual brand of Aesop humor is presented.

Some splendid cartoon work was expended on the scene of the pursuit, which were done in silhouette against very effective backgrounds.—RAYMOND GANLY.

"Fair Days"
(Vitaphone—One Reel)

VAL HARRIS, who will remind fans strongly of Jack Duffy, puts across this little wise-cracking duet in which his partner is Ann Howe, a vivacious blonde. She is a sweet young thing stranded in a hick town and Val is the local mayor who promises her funds enough to get back to New York. They exchange a few flashes of repartee and Val recites a nonsensical poem—and that's about all there is too it. The girl is easy on the eyes and Harris has a style of comedy that goes across. Still, it's rather flimsy stuff and not calculated to take the fans for a laugh ride.—RAYMOND GANLY.

"Pathe Audio Review No. 7"
(Pathe—One Reel)

WHETHER Florida or California is the more alluring is the question humorously propounded by this Pathe Review in sound synchronized form. Scenes setting off the advantages of each of the states are shown, the title writer cleverly dodging the question of priority by awarding the decision to Samoa. A one-man jazz band is heard in Harry Foster Welsh, who makes an amazing outburst of jazz rhythms with his mouth and throat. "Brass," scenes of decorative ornaments done in this metal, winds up the reel. The subject is fairly attractive as a sound short. Set for June 2nd release—RAYMOND GANLY.

"Zip! Boom! Bang!"
(Educational Talkie—Two Reels)
(Reviewed by Raymond Ganly)

AN enjoyable two reels with plenty of fast fun. This Jack White talkie more than gets by with its circus story and competent cast. The big tent atmosphere and the monkey, tiger and lion gags send it well over the laugh line. Everyone in the cast is good.

Ray McKee is the poor sap husband who takes his wife and kiddies to the circus. The kids get unruly, one of them gets lost, he loses his shoe and then his hat and gets in dutch with a cop. He is too tired anyway to become interested in the circus attractions. But this indifference vanishes when a mischievous monkey opens the cages of the lions and tigers and the beasts are sent roaming over the circus grounds. Here is some good fun when the crowds run to shelter, the climax being found in a tent scene where two sleeping negroes are awakened by the snarling cats.

In supporting roles are Conlin & Glass, Artie Foltis, Jackie Levine and Delmar Watson. Jack White directed himself—effectively. Jay Turner and Dwight Warren were the cameramen and John W. Murphy and Homer Ackerman the sound recording supervisors.

"A Close Call"
(Universal Western—Two Reels)
(Reviewed by Raymond Ganly)

GEORGE CHANDLER again appears as a sap tenderfoot alone in the western range where bad men lurk behind the sage and helpless maidens await rescue.

Judged as a western, this offering is not so hot; neither is it so as a comedy, in which vein Chandler tries to flourish.

A villain is hired out by the heroine's dad as a ranch hand. Chandler was after the job but didn't get it as about the only thing he can do is yodel. When the villain and his gang run off with the girl and her father's horses, Chandler suddenly learns how to ride and gallops in pursuit of the villain, knocks him prone and wins the dame.

Walter Fabian directed lackadaisically. Scheduled for July 8th release.

"Early To Wed"
(Universal-Stern—Two Reels)
(Reviewed by Raymond Ganly)

MIKE and Ike, the Stern twins, cut up with their usual dumb antics in this fairly amusing short. They appear as jewelry clerks, commissioned to bring a necklace to the home of Mike's (or Ike's) girl, who is about to wed a duke. The duke sees the boys on familiar terms with his bride-to-be and his jealousy causes him to pummel them all over the house. When the time for the wedding ceremony arrives, however, the boys have locked the duke in a closet and he does not emerge until the rice-throwing is well under way and the girl has been married to one of the twins arrayed in the duke's clothes.

The usual rough-and-tumble fun prevails throughout the footage. Gus Meins directed. Set for July 3rd release.

W. B. Pre-Releasing Special

"On With the Show," the special Vitaphone and Technicolor production of the Warner Brothers, will be pre-released on July 13. The picture recently opened in Hollywood and also enjoyed its New York premiere last Tuesday night.

MANAGERS' ROUND TABLE CLUB

CHARLES E. LEWIS
Chairman and Editor

A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress



CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"Don't Stay On The Outside"

WE have never at any time, tried to impress either our readers or those who intend joining with stories of how this great circuit or that well-known executive have recognized the Club. As a matter of fact we have tried to keep away from such angles and permit the organization to grow in a natural condition. Perhaps that is why we have achieved such great success.

But it would be unfair to the tremendous number of showmen now enrolled in the Round Table Club to let things go along indefinitely without acquainting them with the fact that such recognition has been accorded the Club.

We have dozens of letters which distinctly show that individual and large groups of theatres and managers all take advantage of the Round Table Club and it's weekly pages in MOTION PICTURE NEWS; where one manager writes to another recommending ideas which originated with one of our members; where publicity men working with a group of theatres suggest that all their house managers follow the Club activities every week and to contribute the details of their own successful exploitation stunts for publication.

These facts reveal the interesting side-light that there are hundreds of managers contributing and following the Club's activities without actually being enrolled as members. Add to this group of showmen the large membership list of the Club itself and you have a most impressive army of up-to-date showmen all pulling to help each other through this great Clearing House For Theatre Operation And Exploitation.

Some of the letters received from non-members carry an enthusiasm between the lines which shows how keen they are for the organization. We would not be surprised to learn that many of these men believe they are members, and when the Membership Certificates are sent out and they find they have not received one, all framed and ready to hang in the manager's office, lobby or box office they will only then realize that they are part of the "outside" group and, will immediately send their applications in to the Club.

Who ever heard of a manager writing to a brother manager hundreds of miles away and yet addressing him by his first name? Who ever heard of a showman sitting up after theatre hours writing out the details of his latest exploitation campaign, so that his brother managers could read about it on the Club pages? You will all agree that such happenings were more or less unheard of prior to the Club selling the spirit of "One For All

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MANAGERS' ROUND TABLE CLUB

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And All For One." But it has taken root and grown so strong and big that your Chairman must now do late hour shifts himself to keep up with the mass of correspondence passing through the Club and picking out the items which should be the most interesting for the Club pages.

It's a great life boys, but keep up the good work, because we are coming into our own and the time is not far off when we will be tickled to death that we had the good sense to join this live-wire group of showmen.—C. E. L.

Rosenthal Is Winning A Hard Fight In Queens Village

Morris Rosenthal, manager of the A. H. Schwartz Queens Theatre in Long Island, finally came through with a long promised letter, but we can't kick about the delay since the letter contained much of interest. Among the enclosures in Rosenthal's letter we found one of his programs, a two color house organ that lends the proper dignity to a house like the Queens Theatre. You will note on the reproduction of this program that type space was not stinted, and when they tell the world about a picture like "Speakeasy" in that size type, then the cash customers must sit up and pay a little more attention than usual. And that is exactly what they did do. The program itself is far more attractive than you would believe from this illustration since it was printed in Red and Black, but here it all looks black.

Another idea which M. R. introduced into Queens Village for the first time in its short theatrical history was the use of circus banners; these he employed on "The Barker" together with plenty of atmosphere around the marquee. Unfortunately, the photo was not very clear, but take our word for it, the display was enough to make all the natives gasp with the Times Square appearance of the house. The picture went over real good and everybody was well pleased with the results.





Perhaps it might be well to go back a little into recent history in talking about Rosenthal because it presents an angle which many of us are encountering almost every day in the change of condition and policies. The Queens Theatre was running a vaudeville policy until their sound installation was completed, when they discontinued that form of entertainment and went into "sound" exclusively. The patrons immediately shouted their disapproval and demanded their vaudeville back again. Many of them openly declared that they would not patronize the theatre unless they reverted back to their original policy. All of this was far from encouraging to a new manager working in a new territory. But M. R. went to work, and with the able assistance of J. Fields, assistant manager of the house, they put their shoulder to the wheel and started the ball arolling. First they secured a permit to string a banner across the street at an intersection where all autos must pass. The front of the theatre shouted "Sound"—"Talkies"—"See and Hear," and other catchy phrases, and their programs echoed the same sermon until little by little the Queens public realized that here was a new type of entertainment which was really worth seeing.

When they played "My Man," every grocery store, stationery, cigar, and in fact every merchant in and around the town, carried some sort of ad on their napkins, paper bags, etc. On "The Barker" they rigged up a loud speaker on their marquee which could be heard over the noise of passing street cars. The front we have already told you about and pictured. "Speakeasy" was likewise plugged until the natives had to believe that it was worth seeing and hearing.



Then they started after the kiddies with Kiddie Klub stunts, serials and what not, until even that angle was a valuable asset to the house. From the "good-will" angle, the theatre tied up and co-operated with all the local churches, ladies societies, etc., and not a single local angle was overlooked.

As a fitting finish to all the above, M. R. tells us that he is now working on a plan to sell a block of 1,000 tickets for the theatre to a new store about to be opened and who want to give the tickets away during their opening week. So we do not wonder that success has crowned Rosenthal's efforts and he is certainly to be congratulated for his untiring effort on behalf of the theatre. Our only closing regret, to this story, is that Morris failed to send us his photo so we could all see what he looks like. How about it M. R.? Shoot it in anyway.

Read This One:

"Having watched the steady growth of the Club for several months past, I am so impressed that I just can't stay out any longer."

Hal. G. Olson,
Supervisor Of Theatres,
Community Theatres, Inc.
Milwaukee, Wisc.

"All for one and one for all"

MANAGERS' ROUND TABLE CLUB

Usher Builds A Corking Display For "Night Clubs"

Taking advantage of the recent newspaper publicity regarding night club hostesses the Lyric Teatre in Minneapolis, Minn., lost no time in capitalizing on such publicity and they immediately booked in "Queen Of The Night Clubs." Donald Alexander, press agent for the Lyric utilized trailers into a special newsreel about Tex Guinan and ran it before the announcement on the screen. The entire front of the theatre was converted into a night club atmosphere by the use of balloons, pennants and streamers. A bulletin board was used to hold clipping of the trial of Texas and appropriate signs topped this board which was over six feet high.



Perhaps the most impressive display in front of the theatre was the miniature night club scene erected by D. Post an usher in the theatre. This display was so arranged that the miniature figures moved around as though they were dancing while music was supplied through a phonograph under the display. Altogether it made a most interesting affair and hundreds crowded in front of it all day and night. Encouraging this usher to devote his spare time to such work is laying a fine foundation for the theatre's good as well as the usher himself, who will gradually find himself and his work in demand. You will readily agree with us after you look at the picture that the boy made a mighty neat job of it.

Round Table Notes

Something new in the way of pre-showings for the Northwest was staged by Vic Gauntlett, publicity director for the Hamrick Circuit, when he opened "Show Boat" at the Music Box Theatre for one performance the day before the regular showing at $2.50 top. Where this is not a regular practice, it generally attracts a lot of attention. I only recently heard that a manager in a town of less than 50,000 worked it with great success and actually received $2.00 per seat for the special performance which he ran at 11 P. M. the night before the regular opening.

The Uptown Theatre in Toronto pulled a unique one when they featured special overtures combining the house orchestra with their disc system. The idea was to bring in vocal choruses during the overture. This was proven as a great entertaining feature of the program when at one of the recent overtures the house band played "Gems from the Operas" and during this orchestral feature regular Victor records were used to sing the Anvil Chorus and the Soldiers Chorus through the screen horns. It worked perfectly and brought a marvelous round of applause from the audience when it was over.

Schmidt & Brennan Sell "Show Boat" In Pittsburgh, Pa.

Pittsburgh, Pa., was certainly well-informed that Universal's "Show Boat" was in town through the combined efforts of Mr. W. Schmidt, manager of the Grand Theatre in that city and Universal exploiteer C. J. Brennan. They planned and executed a most thorough campaign that brought attention to the Grand Theatre from the entire city and surrounding communities and we are publishing two of the pictures showing part of this great campaign.

The street ballyhoo consisted of a flat truck with a peppy jazz band who played the tunes from "Show Boat" while rolling around the business sections of the city. The banners and signs told the story to everyone whose attention was attracted to the truck. Above the marquee a miniature "Show Boat" was erected and under proper lighting it certainly was a most attractive sight. Hundreds stopped during the day and night to look at this display and you can, yourself, judge from the photo just how effective the marquee looked with the boat on top all illuminated. They had also erected a large and impressive model of the boat in the lobby of the theatre which looked like the real thing and this also attracted plenty of attention from the patrons of the theatre during the week previous to the opening of the picture.



Newspapers carried well designed ads and other methods of attracting attention were used by the above mentioned team, to great success. From reports we understand that the picture did an exceptional business, so you can credit as much of the campaign with it as you want to. We wish we could go into more details on this exploitation, but said details are lacking, so we pass on as much as we have on hand. Maybe next time we will get a full report on the entire plan. Here's hoping.

"ACTIVE MEMBERS"

BEING an active Club member merely consists of taking the little time required to write and explain how you put over the various pictures; what new slant you have on theatre operation; what local angles you have found profitable in creating good-will; etc. Items of this nature, together with any photograph you can send us, are what the many members and readers of the Club columns like to follow.

—MANAGERS' ROUND TABLE CLUB.

MANAGERS' ROUND TABLE CLUB

Bermuda Is 15 Years Behind With Theatres

If any of you old timers want to turn the clock back about fifteen years or to that time when movie theatres were just "shootin' galleries," then take a trip to Bermuda. I went there for my "funnymoon" and of course being theatrically inclined I looked (?) into the various theatres. Did I say theatres? Pardon, I take that back. They are just bare halls equipped with single machines, which means STOP after each reel and wait for the operator to thread up the next reel. Kids raising hell and an old gent running up and down the aisle trying to keep 'em quiet.

The picture on the left is the movie palace (there's a good name for it) in Hamilton, the thriving metropolis of the gorgeous islands, and after I snapped the picture I looked at the show which arrived that morning. You can see the cases in front of the door. All of his films are shipped from New York City. You can each take three guesses as to who the lady is standing alongside of the three sheet board. No she is not Bebe Daniels. Bebe is on the board.



The right hand picture is the stairway leading to the theatre in St. Georges on the other end of the islands. They were ballyhooing (?) the showing of Ivan Moskine (as we know him) in "Prince Of Adventure," but I must regretfully say that the theatre did not tempt me sufficiently to leave my comfortable chair at the hotel that night to see Ivan act princy. The shouting of the youngsters, plus the hard-bottommed chairs and the marvelous projection and other contributing factors did not tend to shake me out of my resolution to remain in that hotel arm chair. But take my word for it, if you want to turn back the clock of time to the good old days, just hop a boat (that's flattering the tubs) and sea-sick yourself down to the isles of Bermuda, then visit the movie palaces and 'thou shalt see plenty.'

Hiehle Makes A Good One Better With Exploitation

Riney J. Hiehle, manager of the Smoot Theatre in Parkersburg, W. Va., and a recent arrival into the Round Table Club, writes to "haul me over the coals" just because he doesn't remember seeing me at the Sun Convention party last summer. Now I ask you Riney if you did not know I was there, and I did not know you were there, then where were we?. No doubt you must have been on the lower deck cavorting around with that particular group while I was entertaining (or being entertained) by the crowd on the upper deck. After all, the ladies were up above and naturally that is the most likely place to find yours truly. But I resent that "checker-playing" gag, Riney. I never indulge in card games (?). We exhibitors have too many other profitable pastimes. Hey,Hey.

But kidding aside, Riney, I am sorry I did not get to know you better at the party last summer. But that is only the more reason why I will want to meet you this summer. If everything is Oke I will surely be on hand to say hello to the gang when they convene up at Cedar Point. But to get back to the part of your letter which will interest the other boys:

"Broadway Melody" was put over with a smashing campaign by Mr. Hiehle and consisted of 24 sheets posted throughout five different counties. Stills were used in tie-ups with local music stores and they drummed up so much trade on records that one music store had to reorder three times to keep up with the demand. Special uniforms for his crew of girl ushers (which he should have sent us a picture to show off better). Utilized his non-synchronous equipment to play up the songs from the picture for a full week prior to the opening date. Although the picture is considered by Hiehle to be a box office natural, he felt that the exploitation he worked on it made it even bigger and better at the B. O. It's a good practise to pursue in handling the big specials, as some of them as called. In most cases the theatre is paying a big price for such specials or else the percentage is so large that they must do exceptional business to get out with some real profits themselves, so don't lay down on the reputation of the picture. Get out after it and perhaps you can do as Riney and make it even greater. Cash in on those big babies and get as much out of them as you can. More about Hiehle in an early issue. (What's the matter with Ed. Heihle in Newark, Ohio?)

Clever Advertising

You will note from the date on the newspaper how old this ad is, but it does not stop us from passing it on once again to our many members and readers.

We consider this one of the finest ads ever created and in every case that has come to our attention where it has been used, it has attracted considerable attention.

It's greatest value, perhaps, is the fact that you can use it in conjunction with any picture which merits the wording of the ad. It would hardly pay to waste such advertising on a picture that would not click with the audience. It's too good, so we suggest that you use it the first chance you have. We would like to get copies of such ads.

BRIDGEPORT TELEGRAM, THURSDAY, DECEMBER 29, 1927

If I Owned This Newspaper

If I owned it body and soul, if I could use its every inch I would find myself cramped for space to tell you of the wondrous story that will unfold as you see Wm. Haines and Joan Crawford in "West Point."

It is without question one of the cleanest, funniest, greatest human interest stories ever put on the screen. It is without doubt one of the finest attractions shown at Poli's Majestic in years.

This picture wasn't made. It was lived. Now I know why it is rated by producers as a gem.

Now I know why dramatic critics who have seen it, actors and exhibitors rave about "West Point."

Believe me this Smashing Master Picture will make you laugh and at the same time bring tears to your eyes.

It will thrill you. You'll rock with hearty, joyous, bubbling mirth such as no slapstick comedy ever evoked.

And when you go out you'll tell me—my loyal ushers — my other fine employes THAT WE SCORED THE GREATEST BOOKING SCOOP OF THE YEAR WHEN WE BOUGHT THIS FILM FOR THIS SHADOW SHOW-HOUSE.

The Management.
Poli's Majestic Theatre

Wm. Haines and Joan Crawford
in "West Point"
with the entire Cadet Corps starts
SATURDAY at
POLI'S MAJESTIC

MANAGERS' ROUND TABLE CLUB

Cassady Believes In Good Posters For Theatre Front

The contributions submitted by C. C. Cassady, manager of the Tivoli Theatre in Spencer Ind., together with his membership application, were very appropriate. Since we have made mention in another part of this issue about poster art work, it was great to get C. C.'s interesting letter telling about how much faith he has in his angle, which we know from experience and our travels, is neglectd in many, otherwise well run theatres. Let us quote Mr. Cassady's letter—"I am a believer of hand painted posters for the modern theatre even though it is a small town house. It pays, for I've tried it."



And since he talks from actual experience, he should know what he is talking about. You will certainly agree that the accompanying photos of his posters match up to some of the same class of work done in the larger and far better equipped theatres in the big cities and coming from this new member "tickles us pink" because we feel that we have in C. C. a progressive, livewire showman.

We would also call your attention to the aeroplane which he built to exploit "Wings" and surprising as it may seem to a lot of you who read this, it was NOT expensive. For the love 'a Mike, fellows, don't shy away from so many good suggestions because you make up your mind, prematurely, that the cost is going to be excessive. Mr. Cassady described this piece of work as follows: "The airplane shown in the photo was made of beaver board and an electric fan motor mounted under the hood. I used a packing tube for a machine gun and put a red bulb with a flasher to get the effect of firing. The propeller whirled constantly and had an appearance of a nose dive onto our marquee." So there you have the whole "works" in plain English. Just digest them a little and you will soon come to the conclusion that these ideas are not going to cost you a fortune. A littte brains, plus proper supervision and you can soon train several of your ushers, doormen or porters to making these things—and what's more they will get a real kick out of it and do it with enthusiasm.

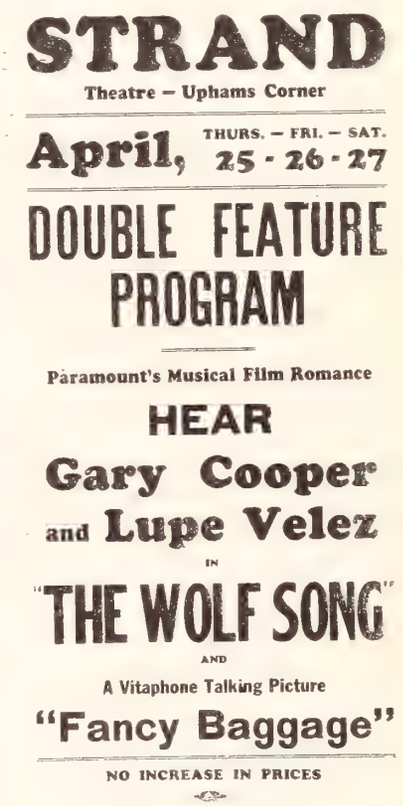


We hope to hear lots more from C. C. but we would like to show his photo with his next letter. How about it Cassady? Shoot it along.

Dempsey Keeps 'Em Coming To The Dorchester Strand

Once again we hear from another real active member. J. J. Dempsey, of the Strand Theatre in Dorchester, Mass., is one of those "live-wires" who actually practices what he preaches. He believes other managers should follow the various ideas which appear weekly on these Club pages, and that is exactly what he himself does. But better than that, he contributes some of his own and thereby adds to the interest.

Some of his more recent activities consisted of the special flyer reproduced on this page. These flyers (some 6,000 in number) were distributed house-to-house by Boy Scouts and were printed on yellow circular stock, the completed job measuring about 6 x 11 inches. You would readily agree with us, if you had one of these flyers before you, that they certainly attract attention and stand out like a house a-fire. This is a mighty good advertising medium, which aside from its attractiveness and value as such, is quite inexpensive and different. Try it yourselves for a real change.



Another tie-up effected recently by J. J. was to get the Board of Trade of Dorchester to send out letters to all their large membership (about 1,000) and in the Chamber's letter they mentioned the fact that Mr. Dempsey, manager of the Strand Theatre had set aside the particular evening specified as Dorchester Board of Trade Night. They also called attention to special features which were being arranged for that night.

According to Mr. Dempsey's letter, they practically all attended the show, paying regular evening prices, and the entire stunt cost the theatre nothing. The audience was addressed by Congressman McCormack from that city who spoke on the development of Dorchester. Now, who will deny that this was one corking good tie-up, and a good will promoter to boot? That's the type of stuff we love to give space to. Shoot along anything like this and we'll eat it alive. For the present we will move along, but you will hear more about J. J. in the near future. He is not the kind to stay in the dark and his activities are well worth following—and trying, too.

"All For One And One For All"

MANAGERS' ROUND TABLE CLUB

Waite & Hemphill Present: "The Space Grabbers"

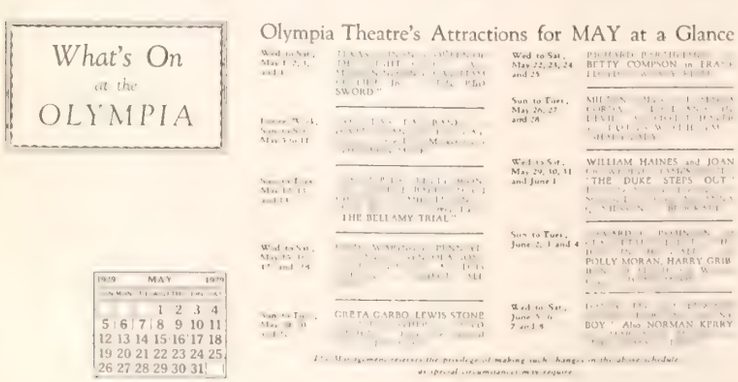
"Something's rotten in Denmark." You can't tell us different, but at the same time it does not take away one tiny bit of credit from the men who engineered the whole "gag" and put it over with such success.

Grabbing a whale of free space and plenty of publicity for both their pictures and theatres, Managers Irwin R. Waite of the Arcade Theatre and W. H. Hemphill of the Kettler Theatre, in West Palm Beach, Florida staged the banner stunt of the current season for the state of Florida and many other states besides, when they built up a friendly argument right plumb onto the front page of the Palm Beach Times with a six column headline right on the front page to boot. For four consecutive days they corralled the banner spot in the newspapers and they brought their friendly rivalry to a close with a newspaper selling contest to see which of these two managers were capable of selling the most papers. Every conceivable angle that would get a laugh from the readers was brought into play even to the extent of getting a kick from the local newsboys who wanted to know "how come these two guys get into a fight and then go and crab the newsies' business?" But the promise of all the profits plus an invitation to the two theatres pacified the boys and that obstacle was removed. Such headlines as: "THEATRE MANAGERS ARGUE—WILL SELL PAPERS TO SETTLE DISPUTE,"—"THEATRE MANAGERS ALL READY FOR BATTLE OF VOCAL CHORDS,"—"NOVICE NEWSBOY MAY WEAR TUX AS HE SELLS TIMES ON STREET,"—"THESE BOYS WILL SELL TIMES THIS AFTERNOON." Now, we ask you, "What could be sweeter" to attract the entire city's attention to these two live-wire managers and their theatres? From reports received here at Club headquarters, we have been given to understand that the street was mobbed by the curious population of West Palm Beach and that both Waite & Hemphill went through with the wager despite a heavy downpour of rain all afternoon.

(P. S. The final score was Hemphill 300 and Waite 176. So Hemphill walked off with the honors plus a new hat donated by a local hat store and 10 bucks offered by the city manager for Publix.)

An Attractive And Dignified Program For A New Layout

The illustration with this little story, really does not do justice to the little program itself which we are going to tell you about. It measures about 6½ by 5 inches when opened up and is printed on a neat grade of card stock. The one which we received was printed on blue stock and was just attractive enough to call forth this special mention. That it is both dignified yet inexpensive seems to be certain and yet it would be a credit to the finest theatres in the country. It is a decided change from the regulation house program in its many known forms and styles and is adaptable to any average house with a policy that would not crowd the little program too much. Even if boiled down to a weekly proposition, with one page (probably the back page) devoted to the coming week's attractions, it would still be an inexpensive affair.



Although this copy did not carry the managers name, we assume that it was the work of Milton J. Corson whose other type of program has already been reproduced on these pages. Any one really interested in seeing what this looks like can secure a copy by writing direct to Mr. Corson care of the Olympia Theatre at Broadway & 107th St., New York City. We are sure that he will gladly furnish you with both the program and whatever other information you may request regarding same.

Lou Smith's Club Spirit



Here is one of the boys whose activities have already appeared on these pages several times, but we were only just fortunate in securing his picture. Lou Smith, manager of the Ritz Theatre in Brooklyn, for the Seigal Circuit, is well known to the majority of metropolitan managers, so this introduction is meant primarily for those outside of New York. He has been identified for many years with the operation of neighborhood houses and could very well qualify as an expert in that field.

We also pass on Lou's latest method of attracting attention to the Ritz Theatre. He has personally designed the cut which we are showing here, and used it as the first page of a neat folder measuring about 3½ by 4½. The inside was used to announce the arrival of Fannie Brice in "My Man," but it could be used to to announce the arrival of any picture you would like to plug with this particular style of an announcement. Mr. Smith has this cut at his theatre and if any member would like to use it he will gladly loan it to them. We are certain that many members will take advantage of Smith's kind offer and suggest that they write to Club headquarters direct and we will see that the cut is sent out promptly. Thank you Lou, for the fine spirit you are showing in offering the use of this cut we are sure that other members will be glad to reciprocate when the opportunity arises.

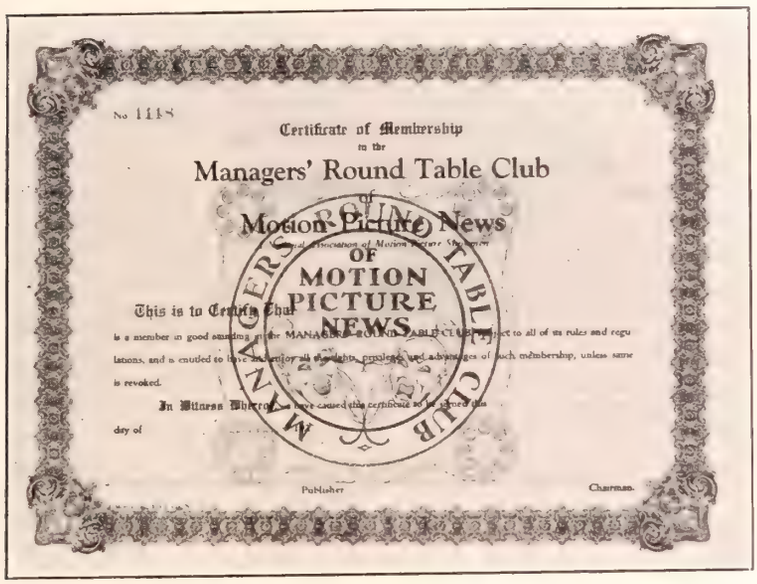


We might add here, in closing, that Smith is turning out as fine a house program as we have seen and considering the various types of programs in use, this one is particularly well adapted for "sound" theatres. Copies of the Ritz program can also be secured through Club headquarters where they are received every week. Other members will confer a favor by including the Club on their regular weekly mailing lists so as to insure receipt of their programs regularly. Do this NOW. Thank you.

MANAGERS' ROUND TABLE CLUB

Membership Certificates Now Being Shipped

By request we are reproducing herewith the Membership Certificate which is now in the hands of the framers. These beautiful certificates are the answer to the hundreds of requests for just this kind of identification for the members, and no expense was spared by the publishers of MOTION PICTURE NEWS to see that it was worthy of the fine organization which they have sponsored.



Members who do not receive their certificates, framed and ready to hang either in their lobby or private office, are urged to communicate with the Chairman at once so that we can check up and see that you get yours. Do this immediately after June 1st, as that is the date when all certificates should be in the hands of our members. We sincerely hope you will be as well pleased with your certificate as those who have already seen them at Club headquarters, but do not fail to note the contents of the letter which goes with the package.—C. E. L.

Poor Lighting Is Poor Economy For Front Of Theatre

Recently I was disappointed to discover how many of the boys are neglecting a very important part of their theatres. "The lighting." Only a few weeks ago I read an ad in the NEWS which had a heading: "Light Lures the Crowd," and immediately thereafter I started out to look at some houses only to find that if some of the theatres which I visited depended on the light to lure the customers they would be on the rocks long ago. Why?

At the end of the year you will find that it cost very little to keep your theatre lighting, especially the front and marquee signs, properly lit. Old bulbs are burning just as much current and costing you just the same money as new and clean bulbs, so why economize with such punk economy? At one theatre I carefully noted the sick looking front lighting and was surprised to find that the bulbs were filthy, but from a half block away the theatre had a funeral appearance which would certainly not pull anyone passing into the house.

Clean bulbs and new ones when necessary are darned good tactics for any real showman to insist on. See that your operator, house electrician or assistant make a regular weekly inspection of all lighting in the front of your house. Don't wait for half the lights to be broken, burned out or dirty, to give them the attention they require.

The front of the theatre is the first impression a person gets, so if they find it unattractive don't be surprised to find that the same impression is carried right through to the back wall. You must admit that it is no credit to a manager to have a bad looking front and in the case of electric signs and bulbs, there is absolutely no reason for neglect. Even in some cases where the owners skimped and saved wherever they could, I find that they are not willing to permit their lighting to be neglected. It's up to the manager.

McKoy Tries a New Idea To Attract Lobby Attention

Did the photo with this article attract your attention as soon as you opened to this page? Well, if it did, then that is exactly the way it impressed us when we first saw the photo itself. And all things considered, what was the reaction upon the eyes of the patrons of the Olympia Theatre in Miami, Fla., when they entered the lobby of that theatre and there, under proper lighting, this sight greeted their eyes. Wow. That's the kind of stuff that will get them talking and that is just what resulted from the idea which was created by Manager J. H. McKoy at the Olympia. The cut-out itself was from the shop of the Olympia sign painter who made the finished article look like the real thing when McKoy set it in the corner of his lobby, back of a regular desk. It must have made 'em stop and look twice to be sure that she was not alive. The lighting was arranged as follows: the desk was spotted with an amber and pink baby spot from the balcony rail. The desk was completely equipped with all the requisites for a good business office and back of the display, you will note, they mounted a large circle board sign with the wording for the attraction. On the front of the desk they placed a neat painted shield announcing the stage show for that week.



All in all, we call it a mighty neat piece of work and would like to hear from McKoy more often. Tell something about your outside exploitation work Mac, we would like to learn more about you. Shoot it right along.

Are You a "Live-Wire" or a "Has-Been"??
Use Good Showman Sense and Join the Club Today.

MANAGERS' ROUND TABLE CLUB

Frank Whitbeck Of Fox W. C. Theatres Gives A Good Tip

In a recent bulletin, Frank Whitbeck, publicity director of the Fox West Coast Theatres, called his managers attention to Ramon Novarro in "The Pagan" with the following announcement: "We previewed 'The Pagan' and learned one thing . . . this is distinctly a 'woman's picture' and . . . therefore . . . it should get you a lot of money. . . . Personally, I thought the picture was ordinary . . . until I talked with my wife . . . and another woman who went with us . . . and their angle was . . . 'great' . . . Ramon Novarro is the handsomest thing alive. . . . Going on this angle . . . and it was borne out by many comments heard in the lobby after the screening.

All of which is excellent judgment, as many of our members will agree. Novarro is unquestionably a "lady's man" and the girls are simple "nuts" over him in most any picture.

Have many more interesting notes taken from Mr. Whitbeck's weekly bulletins which we pass on a little at a time. He is a seasoned showman and his comments and ideas are worth noting rergardless of where your theatre might be located.

We might mention at this time that copies of all the weekly bulletins and press matter sent out by Mr. Whitbeck to their large group of managers, will also be sent to the Round Table Club. Such items that may be of material interest to our large membership will be reproduced on these pages. Mr. Harold Franklin and Mr. Whitbeck both believe that the Club members may find many valuable suggestions for their own requirements. The Club appreciates the thoughtfulness of these two men and we are certain that all of our members will read about the West Coast activities with interest.

We might add at this time, that the pages of the Round Table Club are followed by most of the West Coast Managers themselves.

Round Table Notes

Fred Barudi, who operated the Happy Hour (how's that for a good old-fashioned name?) at North Creek, N. Y., and who is known as one of the youngest exhibitors in this part of the country (being but 18 years of age) has announced that he intends to change his present operating policy from only four days a week to every day shows. Lots of luck to you, Fred.

Assistant Manager Perlberg of the Florida Theatre in Jacksonville, Fla., is working up a "Whoopie" week for an early attraction. Thousands of heralds and circulars are being used to announce this novel week. Part of the campaign calls for the issuing of free passes to those submitting the best definition of the word "Whoopie." Many other novel stunts have been planned to put this special week over and the Club would be glad to hear from Perlberg the full details of the campaign together with any pictures he can send us showing how he put it over.

MEET THESE NEW MEMBERS!

CURTIS A. BARTHOLOMEW is the directing head of the Post Theatre in Oceanport, N. J., and we are rather interested in finding out just what he is doing to kick up some added business for his theatre. Suppose you make a start as an active member by sending us a nice return letter explaining how things are going down there. Oke?

* * *

GEORGE SHEWELL, operates the Auditorium, in Coatsville, Pa. As to the kind of member he will make for the Round Table Club remains to be seen. George, it's entirely up to you whether you are going to be classed as an "active" or "inactive" member. What do you say for yourself?

* * *

HARRY J. HELMER is the man holding the reins of the America Theatre in Fort Collins, Colo. In addition he handles the Lyric and State Theatres for the same chain. That he intends to be a real active member is indicated by the first letter which he sent us. Watch for his "stuff" in an early issue, it will be worth waiting for. How about your photo Harry? It makes a corking way of introducing you properly to the entire crowd. Be a good sport and shoot it in right away and I'll use it in conjunction with your first story.

* * *

C. C. CASSADY runs the Tivoli Theatre in Spencer, Ind., a town that was on our route last summer but tonsilitis which laid us low in Indianapolis made a shift in our plans that headed us north. However, we can make up for lost time by keeping in touch with each other through the Club columns. You send us the "dope" on what you are doing and we will do the rest as far as passing it on to the boys. Oke?

COME ON!!

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Theatre .....

Address .....

City .....

Policy .....

Capacity .....

State .....

Wm. A. Johnston
Honorary Chairman

C. E. Lewis
Chairman

WILL YOU BE NEXT??

SHOOT IT IN—NOW!!

C. "BONES" SMITH is the managing director of the Electric Theatre in Kansas City, Kansas and it is to his credit to make known the fact that he operates the largest (2,200 seats) theatre in his state. Now "Bones," can you tell the rest of our large membership what you are doing to make it the best as well as the largest? And don't forget your own photo, we want to take a good look at you. We'll watch the mail bag.

* * *

CARL M. OSBORNE made your acquaintance just a short time ago with his herald stunt on "The Letter" and from some of the comments which reached this office about his idea, we feel that Carl should follow it up with everything else that he puts over. He is the resident manager of the Sigma Theatre in Lima, Ohio. Too bad we did not get to meeting you personally last summer when we were in Lima. Our hard luck.

* * *

ALBERT M. PICKUS operates the Stratford Theatre in Stratford, Conn., another bee-hive of movie activity, but if he keeps everything he does to himself then he is neither helping himself or his theatre. Watch what the other bays are doing Albert, and let them know what YOU are doing. That's what the Club is for. Use it and use it often.

* * *

HAROLD A. KOPPLIN manages the Capitol Theatre, in Miami, Fla., a "Sound" theatre operated by the Universal Chain. While he is one of the more recent members to join the Club, we nevertheless feel that he will make a good active member. Will you keep us posted on what you are doing, Harold? Thanks.

Regional News from Correspondents

2 Ia. Towns Approve Of Sunday Shows

ON Tuesday, April 30, two more Iowa county seat towns decided to approve of Sunday shows and voted to legalize them. Bedford, the county seat of Taylor county, voted to let Mr. Stanley operate seven days instead of six by a vote of 776 to 158. At Eagle Grove, where Mr. Morris holds forth, the majority in favor of the Sunday movies was 217. The sentiment over the state seems to be changing rapidly as most of the recent elections have been decided in favor of the show.

Massena, Iowa, has been engaged in a big debate as to whether the Sunday movies should be allowed to show. The date has been set for a special election at which time the question shall come up for debate.

Motion Picture Theatre Owners Association of western Iowa and Nebraska will meet on June 4 and June 5 at the Loyal Hotel in Omaha. Sound devices and the reaction that they have brought upon the film business will be one of the chief topics of discussion, feels C. E. Williams, president of the association.

N. C. Rice, who used to be seen frequently along Film Row but who has not been in for a long time, was a caller at the office of Paramount last week. Mr. Rice is owner of the Opera House at Algona. Other callers at the Paramount exchange were W. A. Graham of the Grand at Knoxville, F. W. Holt of the Princess at Montezuma, J. A. Michael of the Strand at Jefferson, G. W. Cecil of the Rialto at Bedford.

John Veenschoten, owner of the Hiland Park, Des Moines, has been very ill with pneumonia. His brother Tony Veenschoten of Nashua has been in DesMoines to look after the theatre.

Vacation time has started. Al. Yarowsky, booker for Universal, will spend June 16 to June 30 at Lake Okiboji.

Madrid, Iowa has a new theatre opening June 1 which is to be owned and operated by Marko Bionti. The new theatre, christened the New, has a seating capacity of 250.

Fred Wayt of the Strand at Newton made the trip to Des Moines by motorcycle and visited Ted Yarowsky, manager of the Des Moines Poster exchange.

Fox entertained Leo Moore of the Ritz at Centerville last week. Mr. Moore has just installed sound equipment.

Mrs. Fay Graham, owner of the Lyric at Valley Junction installed the Moviephone at her theatre this week.

Talkafone, Jr. is going well in Iowa territory. Purchasers last week were Julius Geertz for the Zenith at Davenport, Mr. Drifke for the Rialto at Cherokee, R. J. Robertson for the theatre at Albany, Mo., Will Eddy for the theatre at Indianola, Iowa, and Levi and Melcher who purchased for the Park Theatre at Clear Lake.

RKO entertained a large number of exhibitors last week including F. E. Robertson of the Princess at Dexter, O. C. Strine who is managing the Circle at Nevada while a legal difficulty is being straightened out by the court, O. E. Holmes of the Rialto at Scranton who is a rare visitor along Film Row, John Waller of the Lyric at Osceola, George Van Dyke of the Orpheum at West Bend, F. E. Holt of the Princess at Montezuma and E. A. Johnson of the Rialto at Anita.

Fort Wayne, Ind., To Have New Theatre

FORT WAYNE, IND., is to have a $1,000,000 theatre, construction to begin about Sept. 1, according to announcement of officials of the Loop Realties, Inc., composed of three local men—Eugene Perry, Edgar Kilbourne and Al Riegel. Publix will operate the house under a lease. The theatre will be one of the first in the United States that is designed purposely for singing and talking pictures. Special acoustic devices will be installed and it will have a seating capacity of 2,500.

Articles of incorporation have been filed with the secretary of state, Indianapolis, Ind., by the Indiana Federated Theatres, Incorporated with a home office at Mishawaka, Ind. The corporation has an initial capital stock of $10,000. Incorporators are Jack E. Dwork, Harold K. Mitchell and L. W. Alexander.

Officials of the Fountain Square Theatre Co. of Indianapolis, have filed papers with the secretary of state showing an increase in the capital stock of the corporation of $25,000.

The second attack on Kokomo, Ind., theatres in four days was perpetrated the night of May 20 when a stink bomb was released in the Sipe. Police arrested Edward Kelly, negro, 26 years old.

Mishler, Central Penn. Theatre Vet., Buried

A BANK of flowers eleven feet tall and fifteen feet long—tributes from admiring friends—was placed at the casket of John D. Mishler, "dean of theatrical men" of Pennsylvania, at his funeral services at his home in Reading, May 16. Mr. Mishler, whose death occurred in Reading on May 13, was more than 82 years old. During his long career he operated sixteen theatres at various times in Reading, Allentown and Altoona, many of them picture or part-time picture houses. Burial was in the Charles Evans Cemetery, Reading. The body was placed beneath a beautifully carved tombstone, a replica of that at the grave of his wife who died in 1918.

Leo Kelly has been promoted from the position of manager of the Globe, South Scranton, to manager of the State, Scranton. Both are parts of the Comerford chain. He succeeds Edward Pash at the State. Mr. Pash has been appointed to devote his entire time hereafter to taking motion pictures for the Comerford Co.

Theodore Bauschman, assistant manager of the Strand, Comerford house in Scranton, has been made manager of the Globe, succeeding Mr. Kelly, and Harry Bodie has been made assistant manager at the Strand, where William Cosgrove is manager.

A. H. Levine has acquired control of the Opera House, Parkesburg, from Edward Whaley.

Manager George A. Gerth introduced talkies for the first time in the Seltzer, Palmyra, Pa., on May 23.

A charter of incorporation was granted at the capitol in Harrisburg on May 13, to the Bangor Amusement Co., of Bangor, Pa., organized for the purpose of "operating, controlling and managing theatres and places of amusement of all kinds." The stated capital is $5,100 consisting of 5,100 shares of no par value. The paid-in capital is $510. Joseph J. Goodman, Philadelphia, is treasurer and also an incorporator, holding 508 shares of stock. Other incorporators are: Henry Sigafoos, Riegelsville, Pa., and Benjamin F. Goodman, Philadelphia.

The Strand, Gettysburg, and the Manhattan, Scranton, have recently purchased Creatone sound devices through Thomas L. Bible.

The orchestra of the Capitol, Shamokin, has been booked to fill a number of summer engagements in the outdoor dance pavilion at Island Park, Sunbury.

National Music Week, beginning May 5, received special recognition in the Victoria Theatre, Mahanoy City, when a symphony orchestra concert was given.

The New Lion Theatre, Red Lion, York county, a part of the Appell theatrical chain of New York, has contracted for the presentation of vaudeville in addition to pictures.

Tex. Blues Fail Twice Against Theatres

EFFORTS to close theatres in two Texas cities under the old Blue Laws have failed to date.

In Texarkana, Arthur Hardin who manages several theatres there won a signal victory when he was freed on an instructed verdict of charges of illegally operating his theatres on Sunday. Seven additional indictments charging the same offence were dropped.

In Corsicana, the arrest of Leslie Wilkes, manager of the Palace and four of his employes are taking place every Sunday. Each week new charges of violating the blue laws are filed and bonds posted. Thus far Manager Wilkes and his men have been acquitted on one of the charges. The other cases are awaiting trial.

Comerford Seeking 5 Central Pa. Theatres

THE Comerford chain is reported to be negotiating to get control of the Park, Keystone and Grand, Williamsport, Pa., from Luppert & Hill. The Comerfords own the Capitol which they recently built in that city. Williamsport's combined theatres are said to have a seating capacity in excess of requirements. The Rialto is a first-run house in Williamsport, operated by the Wilson interests.

The Comerford Amusement Co., of Scranton, Pa., prepared plans for the construction of a building adjoining the company's Capitol Theatre in Pottsville. It will be a two-story structure containing two stores and a large hall to be used as a recreational centre.

At least five news reel concerns showed pictures throughout Pennsylvania of Governor Fisher in the act of signing the bill which exempts news reels from censorship in the state.

Mrs. Tilda Zarker, of Penbrook, owner of the Summit, Harrisburg, which she formerly leased to Nick Demos who died about six months ago, since which time the house has been idle, denied a published report that definite plans have been made for reopening this neighborhood theatre.

Peter Magaro, theatre owner of Harrisburg, Pa., announced on May 15 the purchase of a plot at 408 Market Street, that city, adjoining the Regent, which he leases to the Loew interests. Mr. Magaro said he will include the newly acquired plot as part of the site already owned by him for the erection of his proposed 22-story hotel. The hotel site, however, does not include the theatre property. Mr. Magaro said the hotel will be called "The Magaro," as a permanent monument to himself.

The Comerford circuit has acquired control of the Wyalusing, Wyalusing, Bradford County, Pa., formerly operated by Lee & Van Dyke.

A charter of incorporation was granted at the capitol in Harrisburg on May 8 to the Meadville Park Theatre corporation, Meadville, Pa., organized to "establish, maintain and operate theatres and opera houses." The authorized capital stock is $500,000, consisting of 5,000 shares of a par value of $100 each. The paid-in capital is $50,000. Elmer R. Porter, of Meadville, is treasurer of the corporation, and the incorporators are: Ira A. Smith, Meadville, Owner of 150 shares; Walter W. Ehrgott, Meadeville, 150 shares, and H. C. Winslow, 150 shares.

Among Pennsylvania theatres reported recently to have closed are the Northampton, Bath, and the Orpheum, Hummelstown.

Atlas Gugoff has assumed operation of the Victoria, Steelton, Pa., formerly conducted by S. A. Williams.

New Theatre Will Be Erected In Okla. City

TOM H. BOLAND, manager of the Empress, Okla, City, announces that the new Midwest Theatre to be located between Main and Grand, Oklahoma City, will be built in the very near future, as the bids for the construction of the building will be opened on June 4th. The theatre and office building, will be 65 by 225, eight stories high, will cost about $1,000,000 when completed, and will be the last word in theatre building, fireproof and strictly up to date. John Eberson of Chicago, is architect.

Construction work has commenced on the new $60,000 theatre building by the Woodward Theatre Co., at Woodward, Okla. Talkies will be installed.

Burglars attempted to blow the safe of the Criterion at Enid, Okla., but were frightened away.

Leslie Wilkes and his whole crew in Corsicana, Texas, were again arrested last Sunday for operating a theatre on Sunday. A case called by previous arrest was postponed, and both cases will probably be handled together.

Dent Theatres, Inc., are said to be on a deal with C. E. Boyett for Brownwood, Texas. Final closing of the deal is awaiting the return of Mr. Dent who is absent from the state.

The Palace at San Marcus, Texas, was considerably damaged by a heavy wind storm last week, but the damages will be repaired at once.

M. L. Moore is operating a new theatre at Frankston, new Texas oil town.

The picture men in Texas are in a mood to prevent the re-election of Dan Moody as governor of Texas on account of his vetoeing the Sunday bill recently passed by the Texas Legislature, and are now saying that the next governor will be more favorable to the picture industry.

Southeastern Notes From Film Circles

A GROUP headed by George C. Tudor, Sr., as president, have taken over the Auditorium, Winston-Salem, N. C., from the Piedmont Amusement Co., and will operate it in the future as a motion picture house playing stock companies and musical stock in season. A. F. Sams, Jr., former general manager of the Piedmont Amusement Company, continues as general manager of the theatre and secretary of the Winston-Salem Theatre Corp., the new company which is incorporated for $100,000.

A new building which will probably house one of the South's largest theatres, is to be erected in Nashville, Tenn., at the corner of Sixth Avenue and Church St. The structure is expected to be twelve stories high and will rise above the property of the Odd Fellows Bldg., on the southeast corner. The lot is 96 by 265 feet, the narrow space being on Church St. The building will be a monument to the theatrical enterprises of Tony and Harry Sudekum of the Crescent Amusement Co.

Establishment of a branch exchange in Birmingham, Ala., on June 1 by Arthur C. Bromberg Attractions, was announced this week by Arthur C. Bromberg, president of the company, whose headquarters are in Atlanta. The exchange will be located at 529 North Eighteenth Street and will be fully equipped to serve exhibitors in the Alabama territory. Marshall Young for the past three years with the Atlanta office of Bromberg, will be in charge as manager.

Mr. Young will be succeeded as cashier in the Atlanta branch by Charles Ray.

A. W. Smith, Jr., from New York City, sales manager for First National, visited the Charlotte, N. C., exchange this week.

George Wilby has taken over the Republic, Great Falls, S. C., from T. N. Quinton.

Mr. and Mrs. R. H. Mason, of Mason's Theatre at Goldsboro, N. C., paid a visit to Charlotte, N. C., last week.

Among North Carolina visitors in Charlotte last week were U. K. Rice of the Colonial at Winston-Salem; Jack Frost of the Carolina at Winston-Salem; J. Bonner Sams of the Pilot at Winston-Salem; D. Holt of the Troy at Troy; W. E. Stewart of the Pastime at Concord; J. W. Watts, Jr., of the Strand at Williamston; C. A. Turnage of the New and Strand at Washington; Roland Hill of the Lexington at Lexington and the Concord at Concord; H. J. Paradis of the Oasis at Wilson; and E. C. Qualls of the Grand at Burlington.

Friends of Cicero Alexander, salesman for RKO, will sympathize with him in the loss of his father, Squire J. M. Alexander, who died last week.

Mose Klein, of the Lillian at Clarksville, Tenn., was a visitor to the Louisville, Ky., exchange, and also attended the Kentucky Derby.

Karl Rohs of the Rohs Theatre at Cynthiana, Ky., underwent an operation last week.

R. V. Anderson, Charlotte, N. C., district manager for Columbia, has appointed R. J. Ingram, formerly manager for Columbia at Memphis, Tenn., as manager for the Charlotte exchange.

E. F. Dardine, head of World Wide's Charlotte office, and J. A. Reynolds, of Educational, had a narrow escape from serious injury in an automobile accident which occurred last week in the South Carolina territory near Newberry, S. C. Mr. Dardine's car was damaged considerably.

V. C. Schley has sold the Playhouse, Statesville, N. C., to Roland Hill.

Change In Atlanta, Ga. Theatre Managers

WILLIAM A. WOLFSON, for the past seven months assistant manager at the Howard, Atlanta, serving under Manager Robert E. Hicks, has been promoted to the managership of the Strand, Montgomery. He is succeeded at the Howard by W. C. Huie who comes from the Tivoli, Chattanooga, Tenn., where he served in a similar capacity under Manager Floyd Smith.

Following the arrival in Atlanta this week of A. W. ("Andy") Smith, Jr., Eastern district sales manager of First National, a sales conference was held Monday evening at the exchange. Meeting was also attended by Fred M. Jack, Atlanta branch manager; L. S. Hollingsworth, assistant manager; H. F. Johnson, booker, and Salesman L. A. Callen, Jr., Alabama territory; Walter Price, Georgia and Tennessee territory, and George F. Chester, Florida territory.

Visitors from out-of-town to the film row of Atlanta included:

S. H. Borisky, head of Independent Theatres, Inc., of Chattanooga, Tenn.; C. W. Maxey, who operates the Royal at Summerville, Ga.; Mrs. F. T. Wood, of the Strand at Washington, Ga.; A. W. ("Andy") Smith, Jr., Eastern district sales manager of First National; D. V. Marquis, who operates the Ernada at Bartow, Fla.; F. E. Williamson, of the Williamson at Winter Haven, Fla.; Frank Alonso, of the Spanish Casino at Ybor City, Fla.; Pat Sharkey, who operates the Nelson at Nelson, Ga.; W. H. Brewer, of the Lanett at Lanett, Ala.; Frank Merritt, of the Marvin Wise Theatre, Inc., of Birmingham, Ala.; Nick Economou, who operates the Grand at Montezuma, Ga., and the Grand at Fort Valley; T. F. Thompson, who operates the Palace at Cedartown, Ga.; B. P. Neal, who operates the Amusu at Villa Rica, Ga.; Mrs. T. N. Clements, who operates the Star at Perry, Ga.

H. G. Steely, who operates the Community at Siluria, Ala., and I. G. and W. W. Wells, of the Roxy at Anniston, Ala.; Frank Rogers, of the E. J. Sparks organization, Jacksonville, Fla.

Joe Wheeler, who formerly operated the Capitol at Montgomery, Ala., and was manager of the Grand at Cedartown, Ga., joined the sales force of Bromberg Attractions last week.

New Poster Exchange Opens In Milwaukee

A NEW poster exchange, known as Exhibitors Service Exchange, is being opened in Milwaukee by Mark Morgan, until recently manager of the local Red Seal branch.

A. W. Parker, Fox sales representative was taken ill with small pox while in upper Michigan.

O. L. Wolcott of Racine sold his Majestic to Julius Lamm and Sam Abraham of the Roosevelt circuit of Kenosha.

Elmer Huhnke, former salesman for First National, spent a few days in Milwaukee recently. Mr. Huhnke has just received his pilot license after fifty hours in the air.

L. L. Ballard resigned his position as representative for World Wide in Milwaukee, to resume his former position as state representative for United Artists.

Bankruptcy was declared by the Wisconsin Universal Theatre Corp., Carl Lipman president, the organization controlling the Allen at Jefferson. The corporation is at present in the hands of receivers and is being reorganized.

Out-of-town exhibitors in Milwaukee last week included Sam Miller of the Rialto at Gladstone, Mich., Fred Baker of Fox Lake; Mr. Rytkonnen of the Vista at Negaunee, Mich., and Frank Welter of Wausau.

Benefit For Family Of Late Henry Scully

A BENEFIT to the family of Henry Scully, for many years manager of United Artists exchange at Boston, special representative for Pathe and other positions, was held Wednesday evening at Boston and the same evening a similar benefit was held at the Olympia in New Haven, where he was at one time located.

The Milton at East Milton, Mass., has been sold by Phil Markel to Milton Theatres, Inc., of which H. W. Bassett, owner of the building is active head.

The Ideal at Milford has been sold by the Hudson Theatre Co. to Samuel Gorfinkle and Morris Stilopsky.

The Capitol Theatre Supply Co. has taken quarters in Film Row on Piedmont Street, Boston.

Sunday afternoon shows have come under the ban at Fall River, Mass., and from now on there will be only the Sunday evening shows on that day. Whether the ban is temporary or permanent is a question but it is believed that another year Sunday afternoon shows may be resumed.

The St. James Theatre, former Keith-Albee stock theatre on Huntington Ave., Boston, which has been purchased by Publix, is closed for about a month while extensive alterations and redecorating is under way, and while sound equipment is being installed. Tod Browning, formerly of the Keith-Albee interests, is the new manager and the theatre will reopen as a first run house about July 1st.

Dave Grover, cashier for Pathe exchange at Boston, is sporting a new Essex.

Gerald Saube, home office non-theatrical representative, was a visitor to Boston.

Jeff Whalen has been appointed manager of the Netoco Warren in Boston.

The Gem and Day Square at East Boston closed temporarily.

Phil Fox, booker for Independent Films, underwent a successful operation for tonsils at Beth Israel hospital and is expected back at his desk this week.

The Community in Newton, Mass., has been named the Paramount and has been taken over by Publix. Myron Shelmen, formerly publicity director for Paramount and formerly manager of the Uptown in Providence, will manage the theatre.

Harry C. Pinkham, manager of the Wakefield at Wakefield, Mass., had his Essex coach stolen Tuesday night and it was recovered the following morning in a neighboring city.

Plans have been drawn by William A. Dykman, Boston, for Fred Green's new theatre, the Maplewood, in Malden, to cost $100,000.

A new theatre is to be erected on the site of the Augusta Opera House at Augusta, Me. The old Opera House will be torn down at once. The Augusta Theatre Co. is owner and W. B. Williamson is in charge. The theatre will cost $75,000 exclusive of equipment.

The Town Hall at Holliston, Me. is closed temporarily.

H. Cox is the new manager at the Capitol, Allston, Mass.

W. E. Stumpf Resigns From New, Baltimore

WILLIAM E. STUMPF, who has been managing the New since he left the Garden, now Keith's, has resigned from the New, now operated by Morris A. Mechanic.

About 500 persons were in the New Theatre, Elkton, Md., when a film caught fire in the projection room. Although audience became panicky, all got out safely.

State, Baltimore, has been wired for sound and talking picture. New policy started May 27. Frank H. Durkee Theatrical Interests operate the house managed by Frederick Schmuff.

Suit for payment of two advertisements for "Unwelcome Children," against Film Enterprises, Inc., Washington, D. C., by A. S. Abell Company, publisher of Baltimore Sun, was tried May 24 in Part 4, Municipal Court Washington, D. C.

Decision was in favor of The Sun. J. M. Shellman, motion picture Editor, The Sunday Sun, was chief witness for the paper.

Frederick Clement Weber, former film exhibitor, Baltimore, now a real estate operator there, was one of the winners of the Baltimore Post-Bermuda vacation popularity contest.

New afternoon prices have gone into effect at Keith's RKO vaudeville and picture house, Baltimore. All seats up to 6 P. M. are now 35 cents each.

Joe Culihan is back in the Baltimore territory for Paramount after an illness of several months. Herman Biersdorf, who was pinch hitting for Joe, has been assigned to another territory.

June 1, has been set as the day on which the Warner Brothers' Exchange, Washington, D. C., will start distributing prints of their sound and talking pictures for the Maryland, Virginia and District of Columbia territory.

George F. Lenihan has become associated with Quality Pictures, Washington, D. C.

John J. Stump, owner of the Strand, Cumberland, Md., is doing the work now formerly attended to by Robert Slote, his manager.

Harmanus Bleecker Hall, Albany, Sold

ONE of the biggest real estate deals in Albany in many weeks resulted in C. H. Buckley acquiring Harmanus Bleecker Hall last week and adding it to his chain consisting of the Leland and the Clinton Square theatres. It is said that about $400,000 was involved in the deal. The theatre has a seating capacity of about 2,000, and it is understood that it will be continued as a subsequent run house.

Sweeping changes have been made in the management of the Stanley theatres in Albany and Troy. B. J. Farley, assistant manager of the Mark Ritz, Albany, succeeds Thomas H. Clark, as manager of the Mark Strand there Mr. Clarke will spend a portion of the summer in Europe. Robert Rosenthal, formerly of the Utica, succeeds Mr. Farley at the Mark Ritz. Walter Roberts, Manager of the Troy, has resigned, and will be succeeded by Benjamin Stern, who has been handling the Lincoln in Troy. Louis Saperstein, manager of the American in Troy, becomes the new manager of the Lincoln. Charles Smakwitz, manager of the Mark Ritz in Albany, will continue in that post, but will have charge of all publicity, purchasing and booking for the Albany and Troy theatres.

With Mayor Thacher, of Albany, present, together with state and city officials, the newest Stanley theatre, henceforth to be known as The Madison, was opened under most auspicious conditions in Albany on Wednesday night. The house represents an investment of about $200,000.

Mr. and Mrs. Charles Stombaugh, of Albany, spent the recent week end as the guests of Mr. and Mrs. Amos Leonard, at the latter's cottage on Lake Brantingham.

George Blackman, of Syracuse, operating a film delivery service out of Buffalo eastward, was in town during the week in connection with a proposed extension of the service to Albany.

The Regent, one of the Stanley group in Albany, will close on June 1, for the summer and all employees will be released with the exception of Sam Aarons, who will be transferred to the Albany.

Kenneth Robinson, manager for Paramount in Albany, was in Boston during the past week. Sterling Wilson, local manager for Tiffany, was in New York for the weekend.

Visitors along Albany's Film Row included Sam Hochstim, of Hudson, Mike Bommonsour, of Malone; Morris Chase, of New York and his sales manager, James Savage, of Chase Pictures; and G. D. Swobe, of New York, connected with the non-theatrical department of Pathe.

Joe Schleiger, booker at the First National Exchange, is to be married on June 15. The bride is an Albany girl.

No less than 31 cases were up before the arbitration board at its meeting on Monday.

The American in Canton is to change hands as Alec Papayanakos, having made a fortune in the stock market, has decided to sell his house to Peter Chicory.

A new position has been created in the northern district of Schine Enterprises and Milton Feldman, who has been district manager will be in charge of exploitation for all Schine houses in northern New York. Walt Tierney was named last week as assistant manager of the Avon in Watertown.

Fred Maussert is improving his State at Glens Falls by redecorating the interior. Mr. Maussert has a brother who runs a theatre in Greenwich, and a sister who runs one in Pittsfield, Mass.

William Benton, of Saratoga Springs, is spending a portion of his time these days in getting his summer camp at Luzerne ready for opening in June.

Harry Seed, local manager for Warner Brothers, is having his exchange altered. The poster department will combine with First National's poster department next door.

Mrs. Amos Leonard, wife of the manager of World Wide Pictures in Albany, spent a few days last week at the Knox School at Cooperstown of which she is a graduate.

C. F. Lawrence, for two weeks manager of the Schine Eckel Theatre, Syracuse, has been transferred to Locport. He was formerly at the Avon, Utica. Morris Shulman, assistant manager, is in charge until further notice.

Cincinnati And Toledo O., Theatre Notes

AUDIENCE in Majestic, Tippecanoe City, Ohio, wondered why "Good Night" was flashed on screen at 8:30 P. M. It was later learned that Kenneth Curtis, 21, projectionist, had dropped dead in projection booth. Coroner subsequently pronounced death due to heart disease.

Delegates from 40 Ohio, Pennsylvania and West Virginia unions attended annual convention of Tristate Assoc. of Int. Alliance of Theatrical Stage Employees and M. P. Operators of U. S. and Canada, held at East Liverpool, Ohio.

Charles B. Thompson, manager of the Muse, Dayton, Ohio, and local baseball umpire of considerable renown, died at St. Elizabeth hospital. His wife and four children survive.

Deadlocked jury caused Municipal court Judge William R. Sprague to dismiss case of Paul Williams, Portsmouth projectionist, arrested and being tried for second time for having participated in operation of machine during Sunday performances given at local theatre.

Regent, Hamilton, which recently closed season of dramatic stock, is playing Sunday dates of vaudeville and pictures.

Palace, Hamilton, is inaugurating summer policy of three changes a week.

Contracts are being let for new Spanish design theatre at Mt. Healthy, Ohio, to be erected by Mt. Healthy Amusement Co., at estimated cost of $125,000. Seating capacity around 1,000.

Josephine Toro, operating the Lincoln, suburban house at Columbus, Ohio, has been made defendant in $5,000 damage suit, filed by patron who alleges his daughter was hit by an egg hurled from the stage during performance of vaudeville act.

Efforts of Portsmouth, O., ministers to enforce Sunday closing laws received a jolt last week in municipal court when a jury failed to agree on the guilt of Paul E. Williams, motion picture machine operator, charged with participating in the operation of a Sunday performance. The jury was discharged by Judge William R. Sprague who refused to grant another trial until the ministers posted another $50 to guarantee jury costs.

Remodeling work and installation of sound equipment has been starting in the Princess, Toledo, O. $100,000 will be spent in redecorating.

The Sylvan is the latest of Toledo, O., theatres to reopen with Vitaphone sound equipment.

Business men of Columbus Grove, O., are sponsoring a weekly outdoor movie during the summer months. I. F. Bunn, manager of the Roma, is providing the shows.

Ill. Town Inaugurates Blue Law Campaign

MAYOR CHILDRESS of Charleston, Ill., is sponsoring a vigorous drive against Sunday motion picture shows and other amusements. He has also declared war on other commercialized amusement enterprises, serving notice to carnivals, stock companies, circuses, skating rinks, etc., to keep out of Charleston. A stock company playing Charleston for the past three years was refused a license to give performances this year.

Circuit Judge Landwehr of St. Louis, Mo., on May 15 appointed Lawrence D. Honig, an attorney, temporary receiver for a partnership operated by Ruby S'Renco, St. Louis, Mo., and Robert S. Laughlin, Overland, Mo., for the manufacture and distribution of a sound motion picture reproducer known as "Lifetone."

The Redd, Yemm & Hayes Circuit, Duquoin, Ill., has made a number of changes in management of various houses.

W. A. Erwin of Benton, Ill., has been sent to Merion and in turn has been succeeded by W. O. Baker formerly of Christopher, Ill. Otto Jones of Zeigler moves over to Christopher and William Hawkins who managed the Flora, Ill., theatre has gone to Zeigler.

Redd, Yemm & Hayes contemplate the erection of a new theatre at Mount Vernon, Ill. Plans are now being prepared by St. Louis architects.

O. L. Turner & Company are remodeling their theatre on Main Street, Harrisburg, Ill.; at a cost of about $25,000.

Reports in fire insurance circles are that New York Fire Insurance Exchange has just revised the rating schedule for all fireproof theatres and motion picture houses in that city.

The Isis In San Diego Cal., Being Razed

THE Isis, San Diego, which was first known as the Fischer Opera House and which has been the scene of productions by many of the famous dramatic and operatic stars of the world, is being razed to make room for an up-to-date business structure.

The Casino, down-town popular price house, has been equipped for talking pictures.

Dwight L. Hill, local manager of the Pacific National Theatres, has announced that the California and the Mission, two of the chain of motion picture houses here controlled by the corporation, are being equipped for sound production. With the new installation there will be only one Pacific National house here not fitted for sound, the Rivoli.

The management of the Granada at La Jolla, a suburb, has been equipped for talking pictures and had a special opening on May 23-4-5.

The Ramona at University Avenue, which has been closed for some eight months, has been reopened and will be operated by Mrs. H. N. Hawley.

Peoples In Portland, Ore., Has New Name

WHEN the Peoples, Portland, now undergoing reconstruction reopens in July, it will have a new name: The Alder Theatre, according to J. J. Parker, president of Consolidated Portland Theatres, Inc. Some $100,000 will be spent in the remodeling of the house.

Arrival in Portland of the Fox Movietone $20,000 on wheels, and in charge of Webber Hall, cameraman and James Foreman, sound operator, increased the activity in the Fox headquarters here. O. S. Piper, will continue to operate for Fox "silent news."

Georgie Stoll, master of ceremonies at Fox Broadway, has left for San Francisco, where he will be director of popular music for American Broadcasting Co.

Victor Keedy, has become assistant manager at Fox Broadway, succeeding Robert J. McHale, who leaves for San Francisco to become service manager for new Fox theatre.

The Majestic, Spokane, Wash., Manager John Brooks, announces sound installation.

Manager Ray Grombacher announces that his Egyptian, Portland, will be reopened with sound.

The Globe, Albany, Ore., has been redecorated and re-equipped with RCA sound equipment. Decorating was by Carl R. Berg for National Theatre Supply Co.

The Rialto, Butte Mont., recently purchased by J. A. Gavan, suffered another robbery when yeggs blew the safe and secured $350.

Exhibitor & Exchange News From Cleveland

X-RAY plates and motion picture films are not identical in the opinion of George W. Erdmann, secretary of the Cleveland M. P. Exhibitors Assoc., who has been actively identified with the investigation of the catastrophe in the Cleveland Clinic.

J. S. Jossey and Independent Pictures have united for the sale and distribution in Ohio of the Royal Amplitone. Headquarters are maintained in the offices of the Indepent Pictures Exchange, Cleveland the Independent Exchange, Cincinnati, which is under the management of Chester Loewe.

Barney Rose, formerly of Denver, has been installed as manager of the Universal exchange in Indianapolis. He succeeds Lester Rosenthal resigned. Rose has been with "U" for past seven years.

Sam Galanty, manager of Tiffany-Stahl exchange, Indianapolis, has been appointed manager of the Columbia exchange, Washington, D. C.

Henry Lustig, attorney and theatre owner, who was one of the victims of the Cleveland Clinic X-Ray film explosion disaster, is recovering.

While the cashier at the Stillman was absent from the ticket booth for a minute last Wednesday, two youths reached through the window, grabbed $85 and got away.

Loew's State will start its new program on Friday hereafter, according to an announcement made by Howard Price Kingsmore.

Ernest H. Hunt has resigned as organist at the State, after occupying that position for four and a half years. He plans to return to his native land, England.

Max Laronge, 45, former official of Loew's Ohio Theatres, Inc., died at his home last Wednesday.

Howard Roth, M-G-M office manager, and Miss Elaine Stone of Dallas, Texas, were married in Cleveland last Thursday.

Samuel Haas, Edgehill Road, Cleveland Heights, who died as a result of the poisonous gas fumes resulting from the Cleveland Clinic explosion, was uncle of Oscar Ruby, local Pathe manager.

Miss Estelle Goldberg, office manager of the United Artists exchange had one leg broken and, the other badly bruised when she was struck by an automobile in front of the Film Exchange building last Tuesday.

Mark A. Wilkinson, Earl Clendenning and John K. Manos are new lessees of the Washington and Rex Theatres, Toronto, O.

The first Cleveland installation of the France Duo-fone was made at the Lexington.

A. S. Dickinson of the Hays organization was in town last week, making a thorough inspection of the Cleveland Film Exchange Bldg.

John G. Bahas is the new proprietor of the Rex, Ashland. Bahas bought the house from Harry Carl.

Mrs. Rose London was knocked down by an automobile at East 105th St., and Somerset Ave., last Saturday, suffering a broken elbow and a fractured shoulder. Two daughters, Lillian and Mildred are members of the Film building family.

John Royal, former Keith district manager, left here last Wednesday for Chicago, changed his mind and went on to the coast.

Bob Williams, head of the Loew bill poster department and his boys have movied out of the Stillman into space in Play House Square, because the Stillman closed last Saturday night.

James W. Glover, for eight years associated with the Comerford Amusement Enterprizes of Scranton, Pa., is now managing the Marvin, Findlay, formerly operated by Ross McVoy of Geneva, New York.

Kenneth Hill is now managing the Strand and Rex at Marysville, O. He succeeded Don Lonnis.

A. E. Kaufman is reported to be building a new theatre in Montpeilier, Ohio.

James C. Platt has installed Phototone in the Memorial, Mt. Vernon, O.

Many Utah Houses Re-Equipped And Wired

THE Royal at Rigby, Idaho, has recently been equipped with Pacent sound equipment and new furnishings to conform with the sound requirements.

Pacent equipment has also been installed at the Rex of Idaho Falls, it is reported, which house is owned by Al Hager, and new carpets, draperies and seats have been installed at this theatre by National, it is reported by local branch manager O. J. Hazen.

Joe George of the Broadway at Idaho Falls, had his house completely equipped by the National Theatre Supply Co., to comply with all sound installation requirements. This house opened May 5.

The Gem, under the management of W. E. Shipley, is offering double feature programs in silent releases.

C. W. Calkins, Vitaphone representative throughout Salt Lake territory is visiting the local Warner Brothers office for a few days this week.

Pacent sound equipment, handled in the Intermountain territory by C. J. Hamal, is being installed at the Myrtle of Lewistown, Montana, operated by Mrs. M. Rich there. Two theatres in Miles City, Montana are also installing Pacent sound equipment, namely the Liberty and State Theatres. Installations were recently completed at Rigby, Idaho; Deer Lodge, Montana and Rickfield, Utah, of this sound equipment.

A. O. Halstead of the Cozy at Duschene, Utah, spent a few days in Salt Lake this week conferring with the various exchange managers. S. J. Baxter of the Casino, at Gunnison, Utah, was also in.

J. J. Gillette, exhibitor of Tooele, Utah, is booking some new releases along the Row here this week.

S. B. Steck of the Lyceum at Ogden, Utah, spent a few days lining up some new releases along Film Row here recently. Mell Stringham of the Colonial was also an Ogden exhibitor visitor.

George Jensen, film salesman, has now joined forces with Tiffany-Stahl.

John Rugar, of the Egyptian, American and Orpheum, visiting various Salt Lake exchanges this week.

Fred Gage, United Artists sales manager, returned from a trip throughout the territory this week.

Mrs. Nell Schreiber, exhibitor of St. Anthony, Idaho, was in Salt Lake arranging play dates.

Sam Feinstein, Salt Lake exchange manager for RKO is in from a swing throughout Montana.

H. C. Cohn, new Western Division manager for RKO is expected in this city very shortly.

George Lindsey, operating the Star at Eureka, Utah, visited local branch managers.

Ben F. Winsler of the Liberty at Tremonton, Utah, was purchasing some new releases for his house this week.

Andy Murdock of the Ideal of Heber City, is also spending some time at the local Film Mart.

The American Blowers ventilating system, which is a quiet arrangement adapted especially for houses with sound installation, has been installed at the Liberty at Emmett, operated by C. D. Bucknum, and also at the Ideal of Idaho, and in A. C. Gordon's Star of Weiser, Idaho.

The Lyric at Richfield, Utah, operated by Mr. Johnstone, reopened with the orchestraphone nonsynchronous installation having been installed.

Abe Markowitz Gets RKO Frisco Post

ABE MARKOWITZ'S friends are glad to hear that he has been assigned to the post of branch manager of the San Francisco office of RKO. Abe is a familiar figure on the Row.

Ackerman Harris & Oppen have sold their Amazon in San Francisco to the Golden State Theatres & Realty Corp.

Tocchini Brothers, owners of the Strand in Santa Rosa, were visitors on the Row recently.

The Star at San Bruno has been closed.

G. Ostin, owner of the Parkview, has sold his interest in that house to A. White.

The Parlier at Parlier has been taken over by the Parlier Boosters' Club.

Jerry Noonan, M-G-M's cashier, won the Majestic 72 radio which raffled off by the Baseball Club.

George Fitzgerald of Columbia has just returned from a trip to Stockton and nearby territory.

Sam Holland, for eleven years associated with America's leading newspapers and aviation companies and most recently on the editorial staff of the San Francisco Chronicle, has taken over the publicity and exploitation department of the Golden Gate Theatre, San Francisco.

R. C. Barthel, manager of National Theatre Supply Co., is the father of a baby girl, born May 16. He says there isn't another baby in the world can compete with Marianne.

T. O. Of Pa. And W. Va. Plan Many Meets

THE M. P. T. O. of W. Pa., and W. Va., is planning to hold a series of regional meetings to further interest in the organization and to work for better cooperation. Meetings scheduled include: New Castle, June 4; Altoona, June 11; Johnstown, June 18; DuBois, June 25; Uniontown, July 2; Wheeling, July 9; Fairmont, July 16. The meetings will be attended by Secretary Fred J. Herrington; President Anthony P. Jim and Alex Moore, chairman of the board of directors.

T. L. Rogers, head of a large whip and broom factory in West Virginia, has purchased the M. A. Sybert Theatres for $80,000. The houses are the Strand and Park in Moundsville and the Midway at McMechen.

Meyer E. Goldstein has left Columbia to join Educational. Jack Graham has resigned from Phototone to join World Wide.

The Garden, Northside, Pittsburgh, has been re-equipped and redecorated to the tune of $20,000.

Larry Jacobs, formerly with the Loew theatres in Pittsburgh, Pa., is now publicity director for the Warner chain in Western Penn.

The new theatre being erected at Welch, W. Va., will be known as the Temple.

Work on the Hippodrome at Bluefield, W. Va., is progressing in rapid fashion.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

Situation Wanted

THEATRE MANAGER at liberty, experienced in managing combination and picture theatres. Best of references, locate anywhere. Handle publicity and exploitation, a business producer. Address Christian, 30 Covert St., Brooklyn, N. Y.

MECHANICLA ENGINEER– Expert designer motion picture and sound recording apparatus, film, disc. Laboratory experience. Desires developing position. Box 550, Motion Picture News, 729 7th Ave., N. Y. C.

EXPERIENCED OPERATOR-MANAGER — Desires position in small town. Married. Reliable. Write, Manager, 12881 Woodward, Detroit, Mich.

AT LIBERTY: Grade A theatre manager, with past record of successfully putting over theatre. Will accept salary or percentage proposition. Now located in New York City. Box 540, Motion Picture News, 729 7th Ave., New York City.

Wanted

WANTED—Theatre managers, assistant managers, staff employees to learn modern theatre menagement. Approved and specialized training that will aid to better positions. Catalog C free. Moving Picture Theatre Managers Institute, Elmira, New York.

For Sale

FOR SALE: The Arlington Theatre, with or without corner lot. Call 820 N. Dunton Ave., Arlington, Ill. O. G. Heiman, owner.

YOUNG MAN, 32, desires to connect with organization making sound devices. Assistant to executive. Much business experience; some technical knowledge. Adapt easily. Box 500, Motion Picture News, New York City.

FOR SALE: 2 Simplex machines, 2 Peerless light houses, Westinghouse generator, full equipment of theatre, frames, organ, etc. Box 545, Motion Picture News, 729 7th Ave., N. Y. C.

Publix Loses Hitchcock Latter To Radio Post

EDDIE HITCHCOCK, publicity and advertising specialist, last week announced his resignation with Publix Theatres Corp., to accept a prominent publicity connection with the American Broadcasting Co. of Seattle, operating a nation-wide radio network.

Guy Maxey, booker at Manager Bob Hill's Seattle Warner Brothers exchange, left last week for San Francisco to study the physical distribution methods of Vitaphone, preparatory to the opening of a separate Vitaphone branch office in Seattle next month, which he will manage. L. M. Cobb, former manager in Seattle and Portland, has succeeded Maxey.

Hal Boehme, local sales representative who recently returned from the middle West, last week was appointed to the staff of the local Columbia Pictures exchange, under Manager Jack Sullivan. He replaces F. J. Becker, who was moved by District Manager Joe Goldburg to Denver.

Pete Carroll, Western district manager for Phototone, last week announced the appointment of L. E. Wobber as state representative for Montana and Idaho.

Albert Nadeau, manager of the Sun Dial, Anaconda, Montana, which burned to the ground a few months ago, was a Seattle visitor last week conferring with architects and theatre equipment men on plans for the rebuilding of the house. The new structure will cost close to $100,000

Frank Graham, exhibitor of Auburn is rapidly recovering from his recent sudden attack of appendicitis, according to Mrs. Graham.

Loren Wahl of the Grand, Bellingham, opened his new sound picture policy last week.

William A. Hartung, former manager of the Orpheum, Omaha, arrived in Seattle this week to take over the managerial reins of the New Orpheum, succeeding Carl Reiter, resigned after thirty-three years with the Orpheum circuit.

Harry Leonhart, representing the Los Angeles Scenic Studios, Inc., was a Seattle visitor last week.

Another visitor from distant parts was Derek Sidney, representating Advance Trailer Service.

Several out-of-town exhibitors were seen on Film Row during the last week, including E. A. Zabel of Olympia; Eddie B. Rivers of Spokane, Walla Walla and Lewiston; F. R. King of the Ivan, Blaine; Jack Allender of Spokane; and Mrs. D. D. Neance of Waitsburg.

Daylight saving for the summer season was defeated by the Seattle City Council last week. Theatre men of this city and J. M. Hone, secretary of Allied Amusements of Northwest, affiliated with the M. P. T. O. A., were active against the plan.

Ben F. Shearer, president of the B. F. Shearer Co., has returned to his Seattle office after an extended trip into Ore. and Cal.

A new angle of attack on Seattle non-union motion picture houses by alleged union sympathizers appeared in this city last week. On two different occasions, John Danz's Capitol and Colonial Theatres were subjected to attacks of "tear gas" bombs. Police have been unable to trace the origin of the bombs or the identity of the culprits that have thrown them on either occasion.

Bob Armstrong, successor to Eddie Hitchcock as advertising and publicity director of Manager Bob Blair's local Seattle Theatre, arrived here last week.

Martin VanDusen, cashier of Manager Mat Aparton's local Universal Film Exchange, last week was passing out cigars in celebration of the arrival of an eight-pound male addition to the Van Dusen family.

Sunday Movies Killed In Ocala, Fla.

RESIDENTS of Ocala, Fla., killed Sunday movies by a vote of 246 against 186 Monday, May 20. About 50 per cent of the qualified voters turned out to cast ballots.

Scotty Chesnutt, manager of the Jacksonville Paramount exchange, recuperating from an illness, has left the hospital and is expected back at work within a few days.

Two more Publix theatres in the South abandoned stage shows in favor of an all-sound-picture policy. On Monday, June 3rd, the Florida, Jacksonville, and the Olympia, Miami, adopted the all-sound policy.

Mrs. Anna A. Sessions, formerly of Atlanta, Ga., but more recently of Miami Beach where she operates the Biscayne Plaza Theatre, was married recently to F. K. Ebersole, Miami real estate man.

Strand, Madison, Wis., Closes For Wiring

THE Strand, Madison, Wis., will be closed for two weeks, beginning Monday, for the installation of new Western Electric sound equipment. Fox-Midwesco Theatres wil ltake over operation of the theatre Monday, following the recent lease of the property from the L. K. Brin Theatre Corp. No manager has been appointed.

Authorization to transfer the license for operation of the Majestic from the Fischer Paramount Theatres company to T. S. Michaelson and Son was received by city clerk W. L. Winckler today from F. J. McWilliams, vice president of Fischer.

Homer Gill, general manager of Wisconsin territory exclusive of Milwaukee for Fox-Midwesco, was in Madison last week to arrange for the taking over of the Strand by his company.

Mo. Court Okays Blue Verdict Against Exhib

THE right of any Missouri municipality to enact city ordinances preventing Sunday amusements was sustained by the Missouri Supreme Court in a decision handed down at Jefferson City, Mo., on May 23, but such measures must be general in character to be valid.

The ruling was in the case of W. W. Smith, owner and manager of the Empire Theatre, Springfield, Mo., who was arrested on September 19, 1926, charged with violating a city ordinance prohibiting theatres, vaudeville shows on Sunday.

Director of Public Safety Steininger of St. Louis, Mo., who recently assumed that office has announced that he will insist upon a rigid enforcement of city ordinances relating to the obstruction of aisles in theatres and other places of public assemblage.

The annual report of Skouras Brothers Enterprises, exclusive of their subsidiary St. Louis Amusement Company and other auxiliary holdings, for the year ended on December 31, 1928, shows a net profit of $352,323.

The Royal, Fayetteville, Ark., is being remodeled and a Phototalker will be installed. E. A. Budd is manager.

The Joyland, Booneville, Ark., is being rebuilt. The front will be remodeled, new doors will be installed and the interior wil be repaired and redecorated. M. Jones owns the house.

James Winn, for the past three years manager for Educational at Des Moines, Ia., has succeeded Sol J. Hankin as manager of the St. Louis office.

The Reed, Yemm & Hayes circuit is installing De Forest Phonofilm in their houses at West Frankfort, Centralia and Benton.

Wilmington, Delaware Film Trade Notes

THE Harris Amusement Co. is installing Photophone and Movietone devices for talking and sound pictures at the Grand Opera House, Wilmington.

Talking pictures have been installed in the Temple at Federalsburg, Md., by Jefferson and Wright, proprietors of the house. These two men are pioneers on the Eastern Shore in installing this new feature in the theatre.

The New at Elkton, Md., purchased by parties connected with the closed Peoples Bank at Middletown, Del., will be sold at an attorney's sale on June 1.

Out-of-town parties are negotiating for the sale of the Quality Shoe Store, Wilmington for the purpose of erecting a modern motion picture house. Manuel Cohen is owner of the property.

The Queen, only vaudeville house in Wilmington, closed last week and will open Labor Day.

EMPIRE LABORATORIES INC.
723 Seventh Ave., N. Y. Quality Bryant 2180-2181-2182
DEVELOPING AND PRINTING MOTION PICTURE FILM

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Katorga				
Krassin	Special Cast	Feb. 19	7000 feet	
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Prisoners of the Sea	Russian Cast	April 13		
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The				

COLUMBIA

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (F. & D.) (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Father and Son				
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Quitter The	Lyon-Revier	April 1	5671 feet	May 25
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
†§Flight	Holt-Graves			
*†§Flying Marine, The	Lyon-Mason-Robards			
*†§Road to Broadway, The				

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewep
*†§Columbia-Victor Gems	26 Subjects released twice a month		1 reel	
*†§Talking Screen Snapshots	Released twice a month		1 reel	

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
Auntie's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Battling Sisters	Lupino Lane	June 2	2 reels	May 25
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Best Dressed Woman in World	Our World Today	Feb. 17	1 reel	Mar. 30
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	April 28	2 reels	Mar. 16
Helter Skelter	"Big Boy"	June 16	2 reels	May 25
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	April 20
Hot Times	Al St. John	May 26	2 reels	May 11
Household Blues	Collins-Dent	June 2	1 reel	
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Only Her Husband	Jerry Drew	May 19	2 reels	May 18
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	May 25
Passing Show of Perak, The	Our World Today	May 19	1 reel	May 25
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Richest Street in the World	Our World Today	April 21	1 reel	April 20
Rubbing It In	Al Alt	June 30	1 reel	
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Studio Pests	Jerry Drew	June 30	2 reels	
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Day	Monty Collins	June 16	2 reels	May 25
What a Pill	Billy Dale	June 16	1 reel	
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad (F)	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The (F)	Gribbon-Clyde	April 7	2 reels	May 18
*†§Bride's Relations (F)	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues (F)	Johnny Burke	Mar. 10	2 reels	April 27
*†§Cold Shivers (F)	McKee-Hutton	May 19	2 reels	May 11
*†§Don't Be Nervous (F)	Lloyd Hamilton		2 reels	
*†§Eligible Mr. Bangs (F)	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute (F)	Lloyd Hamilton	May 5	2 reels	
*†§Lion's Roar (F)	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Old Barn (F)	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Ride on a Runaway Train	Hodge-Podge		1 reel	
*†§Right Bed, The (F)	E. E. Horton	April 14	2 reels	May 18
*†§Shipmates (F)	Lupino Lane	April 21	2 reels	May 11
*†§Trusting Wives (F)	E. E. Horton	June 23	2 reels	
*†§Whirls and Girls (F)	Gribbon-Clyde	Feb. 24	2 reels	Feb. 18
*†§Zip! Boom! Bang! (F)	McKee-Conlin-Glass	Mar. 17	2 reels	

FIRST NATIONAL

Title	Star	Rel. Date	Length	Reviewed
California Mail	Ken Maynard	April 7		
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz (D)	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Dancing Vienna	Lyon-Mara	Jan. 13	5683 feet	
*†§Divine Lady, The (D)	Griffith-Warner	Mar. 31	9214 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
*†§His Captive Woman (D)	Sills-Mackaill	April 7	7992 feet	April 6
	(Silent Version)	Feb. 3	7692 feet	Jan. 19
*†§Hot Stuff (D)	Alice White	May 5	6774 feet	May 18
	(Silent Version)	April 21	7466 feet	Mar. 9
*†§House of Horrors (D)	Todd-Hale-Fazenda	April 28		
	(Silent Version)	April 7	6700 feet	Sept. 22
Lawless Legion	Ken Maynard	Mar. 3	6109 feet	
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	Billie Dove	April 7		
	(Silent Version)	Mar. 17		
*†§Prisoners (D)	Corinne Griffith	May 19		
	(Silent Version)	May 5		
Royal Rider, The	Ken Maynard	May 5		
*†Saturday's Children (D)	Corinne Griffith	April 14	7950 feet	May 4
	(Silent Version)	Mar. 10	6727 feet	
*†Seven Footprints to Satan (D)	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†§Squall, The (A. T.) (D)	Joyce-Loy	May 26	9629 feet	May 18
	(Silent Version)	May 12		
*†Synthetic Sin (D)	Colleen Moore	Jan. 6	6852 feet	Jan. 12
*†§Two Weeks Off (D)	Mackaill-Mulhall	May 12		
	(Silent Version)	April 28		
*†§Weary River (D)	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good (D)	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 28

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies (A. T.) (D)	Alice White			
*†§Careers (A. T.) (D)	Dove-Moreno-Myers			
*†§Careless Age, The (A. T.) (D)	Fairbanks Jr.-Myers-Young			
*†§Dark Streets (D)	Mulhall-Lee			
*†§Drag (D)	Barthelmess-A. Day			
*†§Fast Life (D)	Fairbanks Jr.-Young-Morris			
*†§Girl in the Glass Cage (D)	Young-Nye			
*†§Great Divide, The (D)	Mackaill-Keith-Loy			
*†§Hard to Get (A. T.) (D)	Mackaill-Burns			
*†§Lady Who Dared, The	Dove-Pidgeon-Todd			
*†§Lilies of the Field (D)	Corinne Griffith			
*†§Little Johnny Jones	Eddie Buzzell			
*†§Most Immoral Lady, A	Leatrice Joy			
*†§Smiling Irish Eyes (A. T.) (D)	Moore-Hall			
*†§Twin Beds (A. T.) (D)	Mulhall-Miller			
Wells Fargo Express	Ken Maynard			

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Watch, The	McLaglen-Loy	May 26	8487 feet	May 25
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
*†Exalted Flapper	Carol-Norton	May 26		
*†Far Call, The	Morton-Hyams	April 28	5313 feet	
	Silent Version	April 28	5282 feet	May 25
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 24	5232 feet	April 27
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
*†§Hearts in Dixie (A. T.)	Fetchit-Muse	Mar. 10	6650 feet	Mar 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	May 5		
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
*†§Masked Emotions	George O'Brien	May 19		
*†§Not Quite Decent	Collyer-Dresser	April 7	6 reels	May 4
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	May 4
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
	(Silent Version)		5526 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
*†Trent's Last Case	Griffith-Day	Mar. 31		
*†§Thru Different Eyes (A. T.)	Baxter-Lowe	April 14	4991 feet	April 20
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Paul Muni	May 19	5537 feet	May 18
*†Veiled Woman, The	Tora-Vincenti	April 14		
*†Woman from Hell, The	Astor-Armstrong	April 21	5442 feet	
	(Silent Version)	April 21	5489 feet	May 25

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
*†Black Magic	Dunn-Holland	June 2		
*†Chasing Through Europe	Stuart-Carol	June 9		
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
*†§Fox Follies	Special Cast			
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost in the Arctic	Special Cast			
*†One Woman Idea, The	LaRocque-M. Day	June 16		
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
Protection	Burgess-Elliott-Page			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Azure Coast, The	Variety	May 26	1 reel	
Bonnie Scotland	Variety	July 21	1 reel	
Call of the Deep	Variety	July 7	1 reel	
Cup of Coffee, A	Variety	June 23	1 reel	
Changing Seasons	Variety	June 9	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Down The Mississippi	Variety	Aug 4	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 17	1 reel	
Magic Sands	Variety	May 12	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Snowbound	Variety	Aug. 19	1 reel	
Squadrons of the Sky	Variety	April 13	1 reel	
Vest Pocket Republics	Variety	April 28	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Belle of Samoa, The (A. T. (F)	Moran-Clark & McCullough		2 reels	
*†§Beneath the Law (A. T. (F)	Clark & McCullough		2 reels	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
*†§Forget-Me-Note (F)			3 reels	
*†§Friendship (A. T.) (F)	Gallagher-Edeson		2 reels	
*†§Furnace Trouble (A. T.) (F)	Robert Benchley		2 reels	
*†§George Bernard Shaw	Interview			June 30
*†§Ghosts	Mutt & Jeff Cartoon		1 reel	
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Happy Birthday (A. T.) (F)				
*†§In Holland (A. T.) (F)	Clark & McCullough		2 reels	
*†§Interview, The	Clark-McCullough			
*†§Knife, The (A. T.) (F)	Lionel Atwill			
*†§Knights Out (A. T.) (F)	Clark & McCullough		2 reels	
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The (A. T.) (F)	Clark & McCullough		2 reels	
†§Miller & Farrell (F)	3 Songs			
†§Mind Your Business (F)	Herbert & Bard		2 reels	
*†§Music Fiends, The (A. T.) (F)	Clark & McCullough		2 reels	
*†§Napoleon's Barber (A. T.) (F)	Otto Matieson		3 reels	
*†§Nightie Knights	Clark-McCullough		2 reels	
†§Old Tunes for New (F)	Dr. Sigmund Spaeth			
*†§On the Beach at Atlantic City (F)	Friedland & Revue			
*†§Pagliacci—Prologue (F)	Richard Bonelli		1 reel	
†§Royal Hawaiian Singers (F)	Song Program			
*†§Schubert's Serenade (F)				
*†§Serenade (Schubert)	Harold Murray			Sept. 8
†§Sound Your A (F)			3 reels	
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§Stewed, Fried and Boiled (A. T.) (F)	Robert Benchley		2 reels	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Waltzing Around (A. T. (F)	Clark & McCullough		2 reels	
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8
†§Why Be Serious? (F)	Will Mahoney			

GENERAL PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelor Club, The	Talmadge-Worth			
Heroic Lover, The	St. Leo-Bedford			
Wild Heart of Africa	Special Cast	(Parthenon Pictures)		

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7980 feet	May 25
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 16
China Bound	Dane-Arthur	May 18	6 reels	April 20
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
Desert Rider	Tim McCoy	May 11		
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	April 20
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
*†§Man's Man, A	Haines-Dunn	May 25		
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Sioux Blood	McCoy-Frazer	April 20	4811 feet	
*†§Spite Marriage	Buster Keaton	April 6	7047 feet	
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†§Where East Is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
Brown Gold	Ufa Oddities	July 6	1 reel	
Deals In Babies	Ufa Oddities	Aug. 3	1 reel	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Foundations of Gold	Ufa Oddities	May 11	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Lacquer and Pearls	All Star Cast	May 25	2 reels	
Leader, The	Ufa Oddities	April 27	1 reel	
Liberty (Silent Version)	Laurel-Hardy	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Little Mother	"Our Gang"	June 1	2 reels	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
Movie Night	Charley Chase	May 11	2 reels	
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
Noisy Noises (Silent Version)	"Our Gang"	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
Oriental Motoring	Ufa Oddities	July 20	1 reel	
Outlandish Manners	Ufa Oddities	June 8	1 reel	
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding, A	Ufa Oddities	April 13	1 reel	
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
That's My Wife (Silent Version)	Laurel-Hardy	Mar. 23	2 reels	
Thin Twins	Charley Chase	April 13	2 reels	
Thundering Toupees	All Star Cast	May 25	2 reels	
Tiny Housekeepers	Ufa Oddities	June 22	1 reel	
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
Wiggle Your Ears (Silent) Version	"Our Gang"	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
*†§College Days (A. T.)	Starr-Nugent-Montgomery			
Deadline, The	Flash-Lorraine-Gray			
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Eva the Fifth (A. T.)	Love-Hackett-Doran			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Gob, The (A. T.)	Haines-Page			
*†§Green Ghost, The	Young-Torrence-Sebastian			
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (A. T.) (D)	Nagel-Love-Hyams			
Jungle	Joan Crawford			
*†§Last of Mrs. Cheney (A. T.)	Norma Shearer			
*†§Madame X (A. T.)	Ruth Chatterton		8806 feet	April 20
*†§Marianne (A. T.)	Davies-Shaw			
	(Silent Version)			May 25
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			May 4
*†§Redemption	Gilbert-Nagel-Adoree			
*†§Revue of Revues (A. T.)	King-Love-Haines-Crawford			
Single Standard, The	Flash-Gray-Lorraine			
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Thunder	Chaney-Haver			
*†§Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
*§†Big Squawk, The (A. T.)	Charley Chase		2 reels	
Bob Nelson (F)	3 Songs	Mar. 16	1 reel	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (A. T.) (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Duci de Kerekjarte (D)	2 Violin Solos	Feb. 23	1 reel	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi and Nat Ayers (F)	2 Songs	Mar. 23	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Dewey Washington (D)	3 Songs	Mar. 23	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gordon and Squires (D)	3 Songs	Mar. 2	1 reel	
Gus Edwards Internat'l Review (D).	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Irving Aaronson's Commanders (D).	3 Band Nos.	June 1	793 feet	
Jan Garber's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Keller Sisters and Lynch (D)	3 Songs	Mar. 30	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
*†§Madame Q (A. T.)	Jocelyn Lee		2 reels	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Metro Movietone Revue No. 3 (F).	All-star Cast	Jan. 26	(T. color) 2 reels	
Metro Movietone Revue No. 4	All Star Cast	April 27	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
*†Noisy Noises	"Our Gang"	Feb. 9	2 reels	
On the March (F)	William O'Neal	April 27	1696 feet	
*†§Popular People (A. T.)	Charley Chase		2 reels	
Revellers, The (D)	3 Songs	Mar. 2	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels (F)	8 Victor Artists	Mar. 9	1 reel	April 13
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Spitalny Band Revue	April 20	2042 feet	
*†§Small Talk (A. T.)	"Our Gang"		2 reels	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Spitalny and His Orchestra (D)	Band Nos. and Revue	Mar. 16	2 reels	
Stepping Along (D)	Sunshine Sammy	Mar. 30	1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Tita Ruffo (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
*†§Unaccustomed As We Are (A. T.)	Laurel-Hardy	May 4	2 reels	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (F)	2 Songs	Mar. 9	1 reels	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 1
Vincent Lopez (D)	Piano and Orchestra	Feb. 16	1 reel	
*†§Vodeville (A. T.)	Laurel-Hardy		2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
William O'Neal (D)	3 Songs	Feb. 23	1 reel	
*†Wrong Again	Laurel-Hardy	Feb. 23	2 reels	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

Title	Star	Rel. Date	Length	Reviewed
*†§Abie's Irish Rose (D)	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Betrayal, The	Jannings-Ralston-Cooper	May 11	6492 feet	May 11
	(Silent Version)	May 11	6614 feet	
*†Behind the German Lines (D)	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Chinatown Nights (A. T.) (F)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Dangerous Woman, A (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23
*†§Doctor's Secret, The (A. T.) (F)	Edeson-Chatterton	Jan. 26	5832 feet	Feb. 9
	(No Silent Version)			
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton	Mar. 9	5354 feet	Mar. 9
	(No Silent Version)			
*†§Gentlemen of the Press (A. T. (F)	Walter Huston	May 4	7167 feet	May 18
	(No Silent Version)			
*†§Hole in the Wall (A. T.) (D)	Colbert-Robinson	Mar. 23	5850 feet	April 20
	(Silent Version)			
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
*†§Innocents of Paris, The (A.T.) (F)	Maurice Chevalier	May 25		April 20
*†§Interference (A. T.) (F)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6543 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels	April 13	5886 feet	Mar. 16
	(Silent Version)			
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Dix-Kane-Hall	April 20	7256 feet	April 27
*†§Rainbow Man The (A. T.)	Eddie Dowling Sono-Art Prod.			
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
*†§Shopworn Angel, The (D)	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
	(Silent Version)	Jan. 12	7112 feet	
Sunset Pass.	Holt-Conklin	Feb. 9	5862 feet	
*†§Tong War (A. T.) (See Chinatown Nights)				
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
	(Silent Version)		6036 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Flying Yeast	Krazy Kat Cartoon	Feb. 6	1 reel	
Footlight Fannie (Christie)	Frances Lee	Feb. 19	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hat Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Joint Affair, A	Krazy Kat Cartoon	Mar. 16	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
KoKo Beats Time	Inkwell Cartoon	Feb. 9	1 reel	
KoKo's Crib	Inkwell Cartoon	Mar. 23	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
KoKo's Hot Ink	Inkwell Cartoon	Mar. 9	1 reel	
KoKo's Knock-down	Inkwell Cartoon	April 20	1 reel	
KoKo's Reward	Inkwell Cartoon	Feb. 23	1 reel	
KoKo's Saxophonies	Inkwell Cartoon	April 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lone Shark, The	Krazy Kat Cartoon	April 13	1 reel	
Love Spats	Jack Duffy	April 27	2 reels	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Reduced Weights	Krazy Kat Cartoon	Feb. 2	1 reel	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
Sheepskinned	Krazy Kat Cartoon	Mar. 30	1 reel	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Torrid Toreadors	Krazy Kat Cartoon	April 7	1 reel	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Vanishing Screams	Krazy Kat Cartoons	Mar. 2	1 reel	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§After Seben (A. T.) (F)	James Barton	May 18	2 reels	
*†§Apartment Hunting (A. T.) (F)	Special Cast	Mar. 9	2 reels	
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb. 2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston (No Silent Version)	eb. 23	1911 feet	
*†§Booklovers (tentative) (A. T.)	Special Cast	June 15	2 reels	
*†§Boyhood Days (F)	Borrah Minnevitch (No Silent Version)	Jan. 26	1510 feet	
*†§Blue Songs (D)	Ruth Etting (No Silent Version)	Jan. 5	1 reel	Mar. 2
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
†§Crooning Melodies (A. T.) (F)	Giersdorf Sisters	Mar. 16	1 reel	
*†Daisy Bell (D)	Song Cartoon	June 1	1 reel	
*†§Dear Teacher (A. T.) (F)	Special Cast	May 4	2 reels	
*†§Dear Vivian (Christie A. T.) (F)	Special Cast	June 22	2 reels	
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
†§Favorite Melosies (A. T.) (F)	Ruth Etting	Mar. 16	1 reel	
*†§Florida Nightmare, A (A. T. (F)	Special Cast	June 15	1 reel	
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
*†§Her Husband's Woman (A. T.)	Wilson-Ford			
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§His College Chums (A. T. (F)	Eddie Peabody	April 13	1 reel	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorough Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 ree s	
*†§Just One Word (A. T.) (D)	Special Cast (No Silent Version)	Jan. 26	615 feet	
*†§Kisses (A. T.) (F)	Special Cast	Feb. 9	2 reels	
*†§Knights in Venice (A. T.) (F)	Special Cast	Mar. 23	1 reel	
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 teels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†Mother Pin a Rose on Me	Song Cartoon	July 6	1 reel	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
*†§Oft in the Silly Night (Christie A .T.) (F)	Special Cast	June 8	2 reels	May 11
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor (No Silent Version)	Feb. 23	2 reels	
	Songs		1 reel	Mar. 2
*†§Ruth Etting	Famous Composer Series	April 27	1 reel	
*†§Schubert's Friends (D)	Famous Composer Series	Mar. 30	1 reel	
*†§Schubert's Inspiration (D)	Famous Composer Series	May 18	1 reel	
*†§Schubert's Masterpiece (D)	Famous Composer Series	Feb. 23	1 reel	
*†§Schubert's Songs (D)	Famous Composer Series	June 29	1 reel	
*†§Schubert's Unfinished Symphony (D)	Famous Composer Series	Feb. 2	1 reel	
*†§Sidewalks of New York (D)	Novelty		1 reel	
*†§Sleeping Porch, The (A. T.)	Raymond Griffith			
*†§That Party in Person (D)	Eddie Cantor (No Silent Version)	Jan. 5	805 feet	
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Americans (A. T.) (F)	Walter Huston	June 1	2 reels	
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§Vital Subjetcs (A. T.) (F)	Butterworth	June 8	1 reel	
*†§What Is It? (A. T. (D)	Elinor Glyn	Feb. 16	1 reel	
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	
*†Yankee Doodle Boy, A (D)	Song Cartoon	Mar. 2	1 reel	
*†Ye Olde Melodies (D)	Song Cartoon	May 4	1 reel	
*†§Ziegfeld Midnite Frolic (A. T.) (F)	Eddie Cantor	May 4	2 reels	Mar. 0

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Backstage Blues (A. T.)	Moran & Mack			
*†§Burlesque	Carroll-Skelly			
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Concert, The (A. T.)	Menjou-Compton			
*†§Dangerous Curves (A. T.)	Bow-Arlen			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†Four Feathers	Wray-Arlen-Beery			April 20
*†§Gay Lady, The	Gertrude Lawrence			
*†§Glorifying the American Girl	Mary Eaton			
*†§Greene Murder Case The (A. T.)	Powell-Eldridge-Arthur			
*†Grounds for Divorce	Adolphe Menjou			
*†§Illusion (A. T.)	Rogers-Carroll-Collyer			
*†§Insidious Dr. Fu Manchu (A. T.)	Warner Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Man I Love, The (A. T. (F)	Arlen-Brian (No Silent Version)	May 25	7 reels	April 27
*†§Man Must Fight, A	Rogers-Brian-Arthur (No Silent Version)	June 29		
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Mysterious Dr. Fu Manchu	O'land-Arthur			
*†§Pointed Heels (A. T.)	Powell-Ralston-Kane			
*†§Rainbow Man, The (A. T.)	Dowling-Nixon-Darro			
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder Mystery The (A. T.) (F)	Eldridge-Oland-Conklin (No Silent Version)	June 1	6500 feet	May 4
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 15		
*†§Welcome Danger	Harold Lloyd			May 25
*†§Wheel of Life, The (A. T.) (F)	Dix-Ralston-Heggie	June 22		
*†§Woman Trap, The	Morris-Brent-Huston			
*†§Youth (A. T.)	Hersholt-Wray			

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FEATURES

Title	Star	Rel. Date	Length	Reviewed
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine (F)	Quillan-Nixon	Jan. 20	5959 feet	Mar. 9
	(Silent Version)	Jan. 20	5587 feet	
*†§Godless Girl, The (F)	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)	Mar. 31	9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§Leatherneck, The (F & D)	William Boyd	Mar. 24	6965 feet	April 13
	(Silent Version)	Mar. 24	6898 feet	
*†§Mother's Boy (D & F)	Morton Downey (No Silent Version)	May 12	7423 feet	May 1
*†Ned McCobb's Daughter (F)	Irene Rich	Jan. 12	6015 feet	Feb. 9
*†§Noisy Neighbors	Quillan-Vaughan	Jan. 27	5998 feet	
	(Silent Version)	Jan. 27,	5735 feet	
*†§Office Scandal (F)	Phyllis Haver	Mar. 3	6511 feet	
	(Silent Version)	Mar. 3	6511 feet	
*†§Sal of Singapore (F)	Haver-Hale	Jan. 4	6349 feet	
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Shady Lady, The (F)	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)	Jan. 20	6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Square Shoulders (F)	Junior Coghlan	Mar. 31	5438 feet	
	(Silent Version)	Mar. 31	5477 feet	April 6
*†§Strange Cargo (A. T.) (F)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
	(Silent Version)	Mar. 31,	6134 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 10	2 reels	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Ball Park, The	"Aesop Fable"	May 19	1 reel	May 11
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30
Break of Day, The	"Aesop Fables"	Jan. 27	1 reel	
Button My Back	Billy Bevan	Feb. 24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb. 3	2 reels	
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar. 3	1 reel	
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cycle of Erosion The	Educational Film	Jan. 20	1 reel	
Dogging It	Sportlight	Mar. 17	1 reel	
Don't Get Jealous	Bevan-Dent		2 reels	May 11
Fire Detective, The (Serial)		Mar. 3	10 episodes	
Fish Day	"Aesop Fables"	May 26	1 reel	May 18
Fish and Feathers	Sportlight	May 26	1 reel	May 18
Fight Game, The	"Aesop Fables"	April 28	1 reel	May 4
Foolish Husbands	Bevan-Dent	Mar. 17	2 reels	Mar. 16
Forest People of Central Africa	Educational Film	Jan. 20	1 reel	
Girls Will Be Boys	Sportlight	Feb. 17	1 reel	Feb. 9
Glaciers	Educational Film	Feb. 10	1 reel	
Grandma's House	"Aesop Fables"	Feb. 24	1 reel	Feb. 16
Great Ice Age of North America	Educational Film	Mar. 24	1 reel	
Head Hunters of Solomon Islands	Educational Film	Feb. 3	1 reel	
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 17
Lad and His Lamp, A	"Aesop Fables"	Mar. 10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar. 3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Little Game Hunter, The	"Aesop Fables"	May 5	1 reel	May 4
Matchmaking Mamas	Burke-Eilers-Kemp	Mar. 31	2 reels	Mar. 30
Masai, The	Educational Film	Jan. 6	1 reel	
Mild or Mighty	Sportlight	Feb. 3	1 reel	
Night Watchman's Mistake, The	Johnny Burke	April 23	2 reels	April 27
No Children	Haines-Coombs	Mar. 10	2 reels	
No Vacation	Haines-Coombs	Jan. 13	2 reels	
Pink Pajamas	Bevan-Dent		2 reels	April 13
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Queen Bee, The	"Aesop Fables"	Feb. 17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Rodeo, The	Star Cast	Mar. 24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar. 3	1 reel	
Snapping the Whip	"Aesop Fables"	Jan. 20	1 reel	Jan. 19
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Taxi Spooks	Jack Cooper	Feb. 17	2 reels	
Tomato Omelette	Haines-Combs	May 5	2 reels	May 11
Under Dog, The	"Aesop Fables"	Mar. 31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan. 27	2 reels	
Water Wonders	Sportlight	April 21	1 reel	April 20
Watch My Smoke	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2
Young Hopefuls	Sportlight	April 28	1 reel	May 11

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's (A. T.) (D & F)	LeMaire-Simon	Mar. 24	2 reels	Mar
*†§Black Narcissus	"Buck & Bubbles"			
*†§Crystal Champion	Sportlight	May 5	1 reel	April 27
*†§Custard Pie	"Aesop Fables"	May 26	1 reel	May 25
*†§Dancing Around (A. T.) (D & F)	LeMaire-Phillips		2 reels	April 13
*†Dinner Time (D & F)	"Aesop Fable"		1 reel	
*†Faithful Pup (D & F)	"Aesop Fables"		1 reel	
*†§Fowl Play	"Buck & Bubbles"			
*†§Garden of Eatin' (A. T.) (D & F)	The Gleasons			
*†§Go Easy, Doctor (A. T.) (D & F)	LeMaire-Simon		2 reels	May 11
*†§Her New Chauffeur (A.T.) (D&F)	Simon-Teasdale		2 reels	
*†§Lincoln (Special reel) (A. T.) (D & F)	George Billings	Feb. 10	1 reel	Feb. 2
*†§Pathe Audio Review	Released Every Week		1 reel	
*†§Pathe Sound News	Released Twice Every Week		1 reel	
*†§Plumbers Are Coming (A. T.) D & F)	LeMaire-Simon		2 reels	
*†§Pressing His Suit (D & F)	Topical Trips		1 reel	May 11
*†Presto Changes (D & F)	"Aesop Fables"		1 reel	
*†Skating Hounds (D & F)	"Aesop Fables"	April 28	1 reel	April 27
*§Stage Struck (D & F)	"Aesop Fables"		1 reel	
Three Acts	Sportlight		1 reel	
*†§What a Day (A. T.) (D & F)	Simon-Mallory		2 reels	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Joe College	Quillan Loff O'Neill			
*†§Flying Fool, The (A. T. D & F)	Boyd-Prevost-Gleason		5715 feet	
*†§For Two Cents (A. T.)	Robert Armstrong			
*†§High Voltage (A. T.) (D & F)	Boyd-Prevost-Hale Silent Version			May 25
*†§My Lady's Man (A. T.) (D & F)	Downey Laueforc			
*†§Paris Bound	Harding-Fenton			
*†§Sailor's Holiday (A. T.)	Alan Hale			

RKO

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steee	April 7	5081 feet	
Big Diamond Robbery	Tom Mix	May 13	6114 feet	
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter, The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Hardboiled	O'Neil-Tashman	Feb. 3	5940 feet	
Idaho Red	Tom Tyler	April 21	4783 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
Little Savage	Buzz Barton	May 19	4781 feet	
Love in the Desert	Borden-Trevor	Mar 17		
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Red Sword	Nixon-Collier Jr.	Feb. 17		
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Woman I Love	Morris-Kerry	May 26		
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Actualities	Curiosities	Jan. 30	1 reel	
Almost a Gentleman	Al Cooke	June 25	2 reels	
Big Hearted Toots	Duncan-Hill	Feb. 3	2 reels	
Birds and Beasts	Curiosities	Feb. 13	1 reel	
Casper's Night Out	Duncan-Hill	Mar. 3	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Don't Say Ain't	Hill-Duncan	July 21	2 reels	
Faces	Curiosities	April 24	1 reel	
Follies of Fashion	Curiosities	May 21	2 reels	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Here and There	Curiosities	May 7	1 reel	
His Wife's Secret	Hill-Duncan	May 26	2 reels	
Horse on Barney, A	Hellum-Davis	April 21	2 reels	
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Just a Stall	Hellum-Davis	May 19	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Brown Derby	Mickey Yule	May 12	2 reels	
Mickey's Explorers	Mickey Yule	Feb. 17	2 reels	
Mickey's Great Idea	Mickey Yule	Jan. 30	2 reels	
Mickey's Initiation	Mickey Yule	July 7	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Last Chance	Mickey Yule	Apr. 14	2 reel	
Mickey's Menagerie	Mickey Yule	Mar. 17	2 reels	
Mickey's Northwest Mounted	Mickey Yule	June 9	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Neigh, Neigh, Spark Plug	Barney Hellum	Mar. 24	2 reels	
Novelties	Curiosities	Feb. 27	1 reel	
Odds and Ends	Curiosities	June 4	1 reel	
*†§Odd Facts	Curiosities	April 10	1 reel	
Orienta	Curiosities	Mar. 13	1 reel	
Pace That Thrills, The	Hellum-Davis	June 16	2 reels	
Pot Pourri	Curiosities	Jan. 17	1 reel	
Kummin' Thru the Rye	Barney Hellum	Jan. 27	2 reels	
Seeing's Believing	Curiosities	Jan. 2	1 reel	
Slide, Sparky, Slide	Hellum-Davis	July 14	2 reels	
Smile, Buttercup, Smile	Duncan-Hill	Jan. 6	2 reels	
Spareribs Reforms	Hill-Duncan	April 28	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
Sunshine's Dark Moment	Barney Hellum	Feb. 24	2 reels	
Toots' Big Idea	Duncan-Hill	Mar. 31	2 reels	
Who's the Boss?	Hill-Duncan	June 23	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Headwork (A. T.)				
*†§Your Own Home Town (A. T.)	Russ Brown			

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Companionate	Olive Borden			
*†§Forty-Ninth Street	3 Moore Bros.			
Laughing at Death	Bob Steele	June 2		
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Daniels-Boles			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			

RAYART (S. R.)

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anne Against the World	Mason-Mower	April 15		
Black Pearl, The	Lee-Hallor	Jan. 1	5261 feet	
Brothers	Keefe-Bedford	Feb. 1	6092 feet	
Devil's Chaplain, The	Keefe-Faire	Mar. 15	5451 feet	
Shanghai Rose	Irene Rich	Mar. 1	6539 feet	
Some Mother's Boy	Carr-Ralston-Robards	Feb. 15	5901 feet	
Two Sisters	Dana-Lease	April 1		
When Dreams Come True	Costello-Lease	Jan. 15	6242 feet	

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FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Appassionata	Leon Mathot	Franco Film	April 23	5600 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel.	Date	Length	Reviewed
At the South Pole	Special Cast	Pole Pict. Corp.		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod		5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5606 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Murlat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Linda	Baxter-Foster-Beery	First Division		6775 feet	
Livingston in Africa	English Cast	Amer.-Anglo		5799 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry'	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict		5573 feet	Sept. 15
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Shiraz	Hindu Cast	Amer.-Anglo		8065 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Ameranglo		7300 feet	
Untamed Justice	Faire-Glass	Biltmore		5770 feet	May 25
U-Boat 9	Foreign Cast	Jofa Prod		6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European	7 reels	
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield	5200 feet	
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone		
Dancer of His Majesty, The	Special Cast	Amkino	7000 feet	
Duty to be Silent	Maria Albana	Aff. European	6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer		
Full Dressed Thieves	Nils Asther	Aff. European	7 reels	
German Underworld	Special Cast	Aff. European	7 reels	
§Great Power, The	Special Cast	Bell Tone		
Great Unknown, The	John Loder	Aff. European	6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern		
Her Viennese Lover	Asther-Nolan	Aff. European	6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield		
Just Off Broadway	Keith-Christy	Chesterfield		
Milak of the Snowlands	Special Cast	Ufa-Eastern		
Our Daily Bread	Mary Nolan	Aff. European	7 reels	
Poet and Czar	Special Cast	Amkino	8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial		
	(Silent Version)	Imperial		
Two Days	Special Cast	Amkino	6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European		
Verdun	Special Cast	Richmount		
Vera Miezewa (tentative)	Derussa	Aff. European	7 reels	
Water The	M. Chekhov	Amkino	7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern	6714 feet	

SOUND SHORTS

Title	Star	Rel.	Date	Length	Reviewed
*†§Asleep at the Switch (A.T.) (D)		Roseland	Mar. 15	1 reel	
*†§At the Photographers (A. T.) (F)	Harry Delf	Elbee		2 reels	
*†§Club Alabam (A. T.) (F)	Abbie Mitchell	Intl. Dist. Corp		1 reel	
*†Clyde Doerr & His Saxophone Sextet (F)	Jazz Nos	Intl. Dist. Corp		1 reel	
*†§Friend Husband (A. T.)		Burr	2 reels		
*†Galloping Gauche	Mickey Mouse Cartoon	Disney Cartoon	Feb. 1	1 reel	
*†§Hoak (A. T.) (F)	Frawley & Smith	Inctl. Dist. Corp		1 reel	
*†§Marionettes, The No. 1 (F)	Novelty	Intl. Dist. Corp		1 reel	
*†§Marionettes, The No. 2 (F)	Novelty	Intl. Dist. Corp		1 reel	
*†§Meal Hound, The (A. T.) (F)	The Nugents	Intl. Dist. Corp		1 reel	
*†§Meet the Family (A. T.) (F)	Harry Delf	Elbee		2 reels	
*†§Miser, The (A. T.) (F)	Bransy Williams	Intl. Dist. Corp		1 reel	
*†§Monkey Squawks (A. T.)		Burr	2 reels		
*†Opry House	Mickey Mouse Cartoon	Disney Cartoon	May	1 reel	
*†§Party, The (D)		Safrus		1 reel	
*†Plane Crazy	Mickey Mouse Cartoon	Disney Cartoon	Mar.	1 reel	
*†§Radio Franks & Four Bachelors (F)	Song Program	Intl. Dist. Corp		1 reel	
*†§Signed, Sealed and Delivered (A. T.)		Burr	2 reels		
*†Steamboat Willie	Mickey Mouse Cartoon	Disney Cartoon	Jan.	1 reel	
*†§This and That (D)		Safrus		1 reel	
*†§Ticket Please (D)		Safrus		1 reel	
*†Trip to the Zoo, A (F)	Animal Cast	Intl. Dist. Corp		1 reel	
*†§Varieties (D)		Safrus		1 reel	
*†§Vaudeville (D)		Safrus		1 reel	
*†§When the Clock Struck 12 (A. T.) (F)	Welch-Malcomb	Intl. Dist. Corp		1 reel	

SILENT SHORTS

Title	Star	Rel.	Date	Length	Reviewed
Aladdin Bonzo	Bonzo Cartoon	Roseland	Jan. 15	1 reel	
Bonzolina	Bonzo Cartoon	Roseland	Jan. 1	1 reel	
Booster Bonzo	Bonzo Cartoon	Roseland	Mar. 15	1 reel	
Detective Bonzo	Bonzo Cartoon	Roseland	Mar. 1	1 reel	
Down Hawaii Way	Color Novelty	Castle	Jan. 1	1 reel	
Fatal Warning, The (Serial)	H. Costello-Graves	Mascot		10 episodes	
Flaming Canyons	Color Novelty	Castle	Feb. 1	1 reel	
Kids and Pets	Color Novelty	Castle	Mar. 15	1 reel	
Love's Witchcraft	Ufa Short	Ufa-Eastern	Feb. 1	1 reel	
Nature's Tiny Tragedies	Ufa Short	Ufa-Eastern	Jan. 15	1 reel	
Peculiar Households	Ufa Short	Ufa Eastern	Jan. 1	1 reel	
Polo Bonzo	Bonzo Cartoon	Roseland	Feb. 1	1 reel	
Salt Water Millinery	Ufa Short	Ufa-Eastern	Mar. 15	1 reel	
Sixty Minutes from B'way	Color Novelty	Castle	Jan. 15	1 reel	
Spook Bonzo	Bonzo Cartoon	Roseland	Feb. 15	1 reel	
Sunshine	Color Novelty	Castle	Mar. 1	1 reel	
Tally-Ho	Ufa Short	Ufa-Eastern	Mar. 1	1 reel	
Trailing the Western Sun	Color Novelty	Castle	Feb. 15	1 reel	
We Parents	Ufa Short	Ufa-Eastern	Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
*†§Lucky Boy (F & D)	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
	(Silent Version)			
*†§Molly and Me (F & D)	Brown-Bennett-Vaughn	April	8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past (F & D)	Bennett-Brown	April 1		
	(Silent Version)			
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation (F & D)	Keane-Standing			
	(Silent Version)			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Whispering Winds (F & D)	Southern-McGregor	May 1		
	(Silent Version)			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
*†§Festival of Bagdad, A	Color Symphony		1 reel	
Gold	Color Classic		1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	
Little Vagabond	Color Classic	Feb. 1	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Lover's Paradise	Color Classic	Jan. 15	1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
Twinkle Toes	Color Classic	Mar. 1	1 reel	
†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream (F & D)	Cortez-Windsor	June 1		
	(Silent Version)			
Miracle, The	Southern-Pidgeon			
*†§New Orleans (F & D)	Cortez-Bennett	June 20		
	(Silent Version)			
*†§Two Men and a Maid (F & D)	Collier Jr.-Bennett	June 15		
	(Silent Version)			
*†§Zeppelin (F & D)	Claire Windsor			

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April 12		Mar. 23
	(No Silent Version)			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†§Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†§Lummox (A. T.) (D)	Westover-Collier Jr.			
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§City Lights (D)	Charlie Chaplin			
*†Evangeline (D)	Del Rio-Drew			
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Locked Door, The (A. T.)	Boyd-Stanwyck-La Rocque			
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§She Goes to War (F)	Boardman-Rubens-Holland	June 22		
	(Silent Version)	June 22		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This is Heaven (D)	Banky-Hall	June 22	7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway (A. T.)	Tryon-Brent-Kennedy			
	(Silent Version)	Mar. 3	5729 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The (F)	Special Cast	April 17		
	(Silent Version)	April 7		
*†§Clear the Decks (F)	Reginald Denny	Mar. 3	5740 feet	
	(Silent Version)		5792 feet	
*†§Cohens and Kelleys In Atlantic City, The (F)	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across (D & F)	Basquette-Howes	April 28		
Eves of the Underworld	William Cody	April 28	4208 feet	
*†§Girl on the Barge, The (F)	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
*†§It Can't Be Done (F)	Tryon-Carol	Mar. 24	6090 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
Lariat Kid, The	Hoot Gibson	May 19		
*†§Last Warning, The (F)	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Lonesome (F)	Tryon-Kent	Jan. 20	6761 feet	Oct.
	(Silent Version)	Jan. 20	6142 feet	
Man Disturber, The	Reginald Denny	May 19		
*†Man, Woman and Wife (F)	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
*†§Red Hot Speed (F)	Denny-Day	Jan. 27	6621 feet	Feb. 26
	(Silent Version)	Jan. 27	6621 feet	
*†§Scandal (D & F)	Laura LaPlante	April 21	6475 feet	April 27
	(Silent Version)	April 21		
*†§Shakedown, The (F)	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
*†§That Blonde	Laura La Plante	May 5		
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	
*†§You Can't Buy Love (D & F) (A. T.)	Hersholt-Crawford-Chase	May 26		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
At the Front	Arthur Lake	Feb. 25	1 reel	Feb. 18
Beyond the Smoke	Edmund Cobb	Mar. 23	2 reels	Feb. 23
Buster's Spooks	Trimble and Dogs	July 3	2 reels	
Chaperones	LaSalle-Young	June 5	2 reels	May 11
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Cleaning Up	Arthur Lake		1 reel	April 27
Close Shaves	Sid Saylor	May 22	2 reels	April 27
Cowboy Pluck	Bob Curwood	May 18	2 reels	
*†§Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
	(Silent Version)	May 27	2 reels	
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Cut-ups	Sid Saylor	Aug. 14	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Delivering the Goods	Trimble-Hardwick and Dog	May 29	2 reels	April 27
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Early to Wed	Young-LaSalle	July 10	2 reels	
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
	(Silent Version)	April 29	1 reel	
Fly Cops	Sid Saylor	July 17	2 reels	
Getting Buster's Goat	Trimble and Dog	July 24	2 reels	
Good Skates	Young-La Salle	Aug. 28	2 reels	
Half Holiday, A	Laemmle Novelty		1 reel	May 18
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
*†Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
	(Silent Version)	Mar. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	2 reels	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Hot Puppies	Sid Saylor	June 19	2 reels	May 25
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	
Just Monkeys	Laemmle Novelty	Mar. 11	2 reels	Feb. 9
Just the Type	Young-LaSalle	July 31	2 reels	
Kidnapped	Bob Curwood	Mar. 16	2 reels	Feb. 9
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
	(Silent Version)	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
	(Silent Version)	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Newlyweds' Angel Child, The	Snookums-Perdus-Egan	July 10	2 reels	
Newlyweds Camping Out, The	Snookums-Perdue-Egan	June 12	2 reels	May 11
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	May 11
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds' Pests, The	Snookums-Perdue-Egan	Aug. 7	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Night Watch, The	Arthur Lake		1 reel	Mar. 30
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Phantom Riders		Feb. 16	2 reels	
Playing False	Bob Curwood	June 15	2 reels	May 11
Private Business	Sid Saylor	April 24	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	May 11
	(Silent Version)	April 15	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
	(Silent Version)	Feb. 18	1 reel	
Society Circus	Arthur Lake	June 17	1 reel	May 25
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	May 4
	(Silent Version)	May 13	1 reel	
*†Steamboat Willie	Oswald Cartoon		1 reel	
Stop Barking	Trimble and Dog	Aug. 21	2 reels	
*†Stripes and Stars	Oswald Cartoon	May 27	1 reel	May 11
	(Silent Version)	May 27	1 reel	
*†Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
	(Silent Version)	Mar. 18	1 reel	
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Television George	Sid Saylor	Feb. 27	2 reels	May 11
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	Mar. 16
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Two-Gun Morgan		Feb. 28	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
*†§Wicked West	Oswald Cartoon		1 reel	May 11
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 5

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain In the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Born to the Saddle	Ted Wells		4126 feet	
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§College Love (D & F) (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence (D & F)	La Plante-Hamilton			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
*†§Harmony Lane (D & F)	Leonard-Dunn			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day (D & F)	Reginald Denny	June 2		
	(Silent Version)	May 26		
Hoofbeats of Vegence	Rex-Perrin	June 16	4525 feet	
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
*†§Love Trap, The (D & F)	Laura LaPlante			
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night (D & F)	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat (D & F)	La Plante-J. Schildkraut		13 reels	April 20
*†§Under the Southern Cross	Special Cast		6500 feet	April 27
	(Silent Version)			Jan. 26
Wagon Master, The	Ken Maynard			May 18
Watch My Speed	Reginald Denny			
Winged Horseman, The	Gibson-Elder	June 23	5767 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club (A. T.) (F)	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§House Cleaning (A. T.)	Charley Grapewin		2 reels	May 25
*†§Love Birds	Pat Rooney and Family		2 reels	
*†§On Guard (A. T.) (F)	Lewis-Gulliver-Phillips		2 reels	May 11
*†§Rivals, The	Lewis-Gulliver-Phillips		2 reels	May 11
*†§Three Brox Sisters	Songs	Jan. 14	1 reel	Mar. 8
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

Title	Star	Rel. Date	Length	Reviewed
Conquest	Blue-Warner-Wilson	Jan. 19	4706 feet	
*†§Desert Song, The (D)	Boles-King	May 11	11034 feet	April 20
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§From Headquarters (D)	Monte Blue	April 27	6323 feet	
	(Silent Version)	June 6		
*†§Frozen River (D)	Rin-Tin-Tin	April 20	5483 feet	
	(Silent Version)	May 26		
*†§Glad Rag Doll, The (D)	Dolores Costello	May 4	6885 feet	
	(Silent Version)	June 8		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30	5610 feet	
	(Silent Version)	May 4	4875 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27	4885 feet	
Little Wild Cat, The	Ferris-Hall-Dawson	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
My Man	Fanny Brice	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	April 6	5558 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20	4797 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14	5236 feet	
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
Singing Fool	Jolson-Bronson-Dunn	April 13	7444 feet	
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6011 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	Silent Version)	April 13	5658 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T. (D)	Thomas Meighan			May 18
*†§Gamblers, The	Wilson-Warner-Robards	June 9		
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 5
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.) (D)	Sophie Tucker			
*†§Hottentot, The (A. T.)	Horton-Miller		7 reels	April 2
†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien	June 15	9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda			May 25
*†§Sap, The (D)	E. E. Horton			
*†§Time, the Place and the Girl The (D)	Olmsted-Withers-Kirkwood		6 reels	May 4
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS (D)

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Beau Night	El Brendel			
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7

Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.

Title	Star	Rel. Date	Length	Reviewed
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Paintor	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Family Affair, A	Arthur Byron			
Family Ford, The	Jim and Marion Harkins			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In Spain	Phil Baker		1 reel	May 11
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview	Mar. 16		
Meet the Wife	Frank Orth & Co			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Typical Types	Bobby Folsom			
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†§Kitty (D & F)	Brody-Stuart			
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Whirl of Life, The	Lerch-George		7000 feet	
Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman in White, The	Blanche Sweet		7 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Apaches of Paris	Dina Gralla		8 reels	
Berlin After Dark	Special Cast		7 reels	
Doctor's Women, The	Miles Mander		7 reels	
Prince and the Dancer, The	Dina Gralla		8 reels	
Whirl of Life, The	Louis Lerch		8 reels	

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HOLLYWOOD—Continued

"Hollywood Revue Of 1929"

M-G-M has definitely titled their revue of revues, a musical extravaganza with a long list of stage and screen artists, "Hollywood Revue of 1929."

New Fox All-Talker

"The Scent of Sweet Almonds," Monckton Hoffe's stage play, will be produced as an all talker by Fox under title of "Pleasure Crazed." Charles Klein will direct; cast Dorothy Burgess, Kenneth McKenna, Marguerite Churchill.

Fox Dropping Sue Carol?

Fox has decided to allow option on contract of Sue Carol to lapse, according to local reports.

"The Girl From Panama"

Fox is sending staff and company east on the Panama-Pacific liner "Virginia" to film sequences for "The Girl From Havana." Ben Stoloff will direct.

New Title For Bow Film

"The Angel's Week End" is title of Clara Bow's next starring picture following "Dangerous Curves."

Paramount Signs Director Mel Brown

Mel Brown has been signed by Paramount to direct "Fast Company." Cast: Mary Eaton, Jack Oakie, Skeets Gallagher. Film story is from "Elmer thte Great."

"Salute," Fox Annapolis Film

John Ford is enroute to Annapolis to prepare for production of "Salute," a Fox all-sound feature with the Naval Academy for background. George O'Brien will be starred. University of Southern California football players will go East for football sequences.

Mary Eaton's Next Feature

Upon completion of her work in "Glorifying The American Girl" at Paramount's eastern studios, Mary Eaton will come west to star in "Pointed Heels," all-talker musical.

Looking For Skelly Story

Hal Skelley will be featured in another talker musical for Paramount.

Lake Leaving Universal

Arthur Lake will leave Universal July 1st at the expiration of his five year contract, it is said.

Work On "Thunder" Suspended

M-G-M was forced to suspend production on "Thunder" last week pending the recovery of Lon Chaney from the "flu."

Fox Engages Russell Birdwell

Russell Birdwell, erstwhile newspaper man, who recently produced "Street Corners," has been signed by Fox to write and direct.

Von Stroheim In Cruze Talkie?

Eric Von Stroheim will play the featured heavy role in James Cruze's all-talker, according to reports.

Denny Said To Be Discontented

With option on his contract due to be exercised by Universal before June 1st, Reginald Denny is endeavoring to have the company provide better story material for his future starring productions.

Leonard Begins "Harmony Lane"

Universal has started production of "Harmony Lane," Eddie Leonard's first feature talker and musical. Robert Hill is directing.

New "Collegians" Director

Harry Frazer is now directing the sound series of "Collegians" for Universal.

"Married In Hollywood"

J. Harold Murray, recently in "Rio Rita"; and Norma Terriss, now in Zeigfeld's "Showboat" have been signed by Fox to co-feature in "Married in Hollywood." Movietone operetta, to be produced by Edward Royce in conjunction with Marcel Silver.

M-G-M Sign Wilbur and Short

Crane Wilbur and Hassard Short are the latest M-G-M importations from the Broadway stage. Wilbur will write dialogue and direct talkers for M-G-M, while Short will stage musical numbers and ensembles.

Clark-McCullough Opus

Norman Taurog has completed direction of "Hired and Fired," Clark and McCullough Fox Movietone comedy.

In "Elmer The Great"

Jack Oakie and Skeets Gallagher will be featured by Paramount in "Elmer the Great," an all-talker baseball story by Ring Lardner. Picture is scheduled for production in July.

"Bad Men" For Dane and Arthur

Lew Lipton is writing "Bad Men," an original story which will be used by M-G-M as the next comedy vehicle for George K. Arthur and Karl Dane. Chuck Reisner will direct.

New Fox Talker-Musical

Fox will produce an all talker and musical in Movietone from original by Buddy De Silva, Lew Brown and Ray Henderson.

3 U. A. Sea Talkies

United Artists are slated to release three talkie sea stories on next season's program. D. W. Griffith will produce "Cradle of the Deep"; Roland West is now looking for a suitable melodrama of the briny, and United Artists purchased "The First Command" by John Farrow.

Santell's First For Fox

Elinor Glyn's first original dialogue screen play, "Such Men Are Dangerous" will be directed by Al Santell for Fox.

"Barnstormers" Pollard's Next

"Barnstormers" will be Harry Pollard's next for Universal. It will be an all talker, story written by Pollard.

With Clara Bow

May Boley, T. Roy Barnes, and Kay Francis have been signed by Paramount for roles in "Dangerous Curves."

Ryan To East Coast

Phil Ryan, former general manager of Metropolitan Studios, is enroute east to complete arrangements for producing a series of talker features via RCA equipment.

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June 8, 1929

Motion Picture News

Reg. U. S. Patent Office

OPINIONS

By W. R. WILKERSON

Watch M-G-M

From the information at hand we are of the opinion that the M-G-M crowd were the last to start on talkies. Certainly they were the last of the major organizations to get their studios equipped for sound. Consequently when you go over their released product and see how few of the common mistakes in dialogue, story and recording this crowd have made, you simply have to lift your cap and take a deep swinging bow.

No organization to date, has been able to top "Broadway Melody" and certainly there has not been a more perfect talking picture, when everything is taken into consideration, than "Madame X".

If we had nothing to point to other than these two productions, (and they have released other good ones,) we would feel safe in saying that M-G-M will be "up and at 'em" in the production of this new form of entertainment as long as the public will visit the theatre with the talkie sign displayed.

• • •

Silents, Too

In announcing that they will do both silent and talkie pictures we are of the belief that this organization will be the only one of the major companies making any silent product without a talkie version.

Watch that M-G-M crowd.

NOW YOU'RE TALKING!

Editorial in Exhibitor's Daily Review, May 29, 1929.

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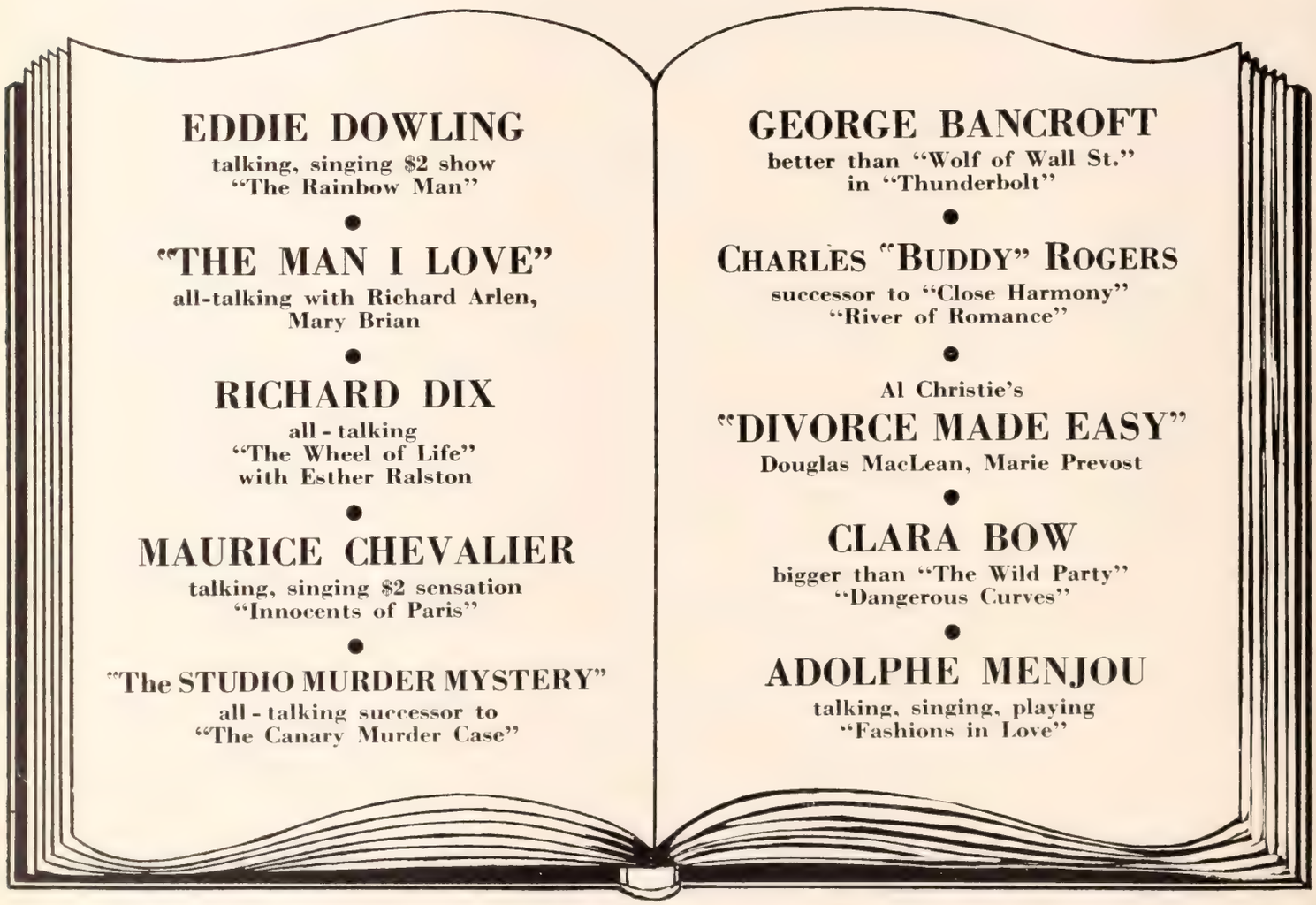
THE BOOK OF THE MONTH

¶ The time has come when wise showmen, with an eye to future buying, are checking up their box office receipts from last August to the present time. ¶ Figures don't lie. The companies that made big promises last summer, and forgot 'em, stand revealed. The companies that gave you two or three hits and a cup of coffee the remaining weeks, are exposed. ¶ PARAMOUNT welcomes the test! Cold box office figures are the most convincing proof of PARAMOUNT'S leadership of the talking picture business. ¶ Starting with big receipts on "Warming Up" and "Interference." Right through "Wolf of Wall Street," "The Wild Party," "Close Harmony" and a score of other week-after-week PARAMOUNT dough-getters. ¶ Including talking shorts,

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THE TRUTH ABOUT THE TALKIES



The wonder picture of all time! Smash hit at $2 Los Angeles, Frisco, Cleveland. Standees at the $2 Astor, N.Y. in its 5th month! Six weeks to phenomenal business, Detroit, Chicago, Pittsburgh, Baltimore, Milwaukee, Buffalo. Four weeks Washington, D. C., Rochester. Extended runs everywhere in houses previously playing one week. Until you play it in your own house you cannot realize its miraculous drawing power.



Norma Shearer's first Talking picture. Three big months at Embassy, N.Y. at $2. Marvelous sell-out wherever it plays. Extended run S. R. O. at Criterion, Los Angeles. Variety reports "Dugan keeps State, Syracuse top." This celebrated stage play as a thrilling All Talking picture is cleaning up, backed by its nation-wide Broadway and Roadshow fame. It was a gold-mine as a legitimate show. It's a record-wrecker as an All Talkie!



Perhaps never before in the history of amusements has any attraction won such unanimous, unstinted praise from press and public as "Madame X." Film Daily sums up the situation as follows: "Anything and everything that may be said on behalf of 'Madame X' will be fulfilled to the letter. The return in dollars will be as terrific as the wallop of the picture itself." A sell-out at $2 at the Sam H. Harris Theatre, N. Y. "Madame X" is destined to challenge the mighty grosses now being established by "Broadway Melody."

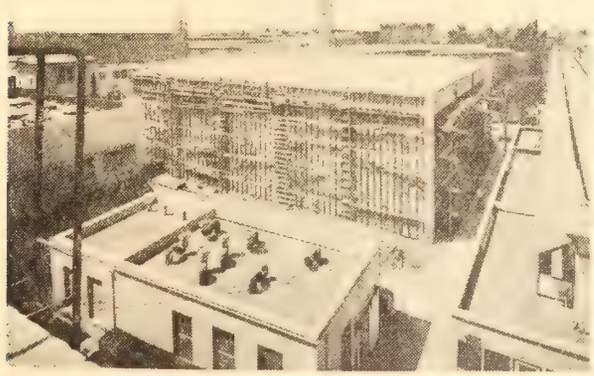
IF YOU ARE A SHOWMAN NOW'S THE TIME TO SHOW IT!

IT'S important to be very frank about Talking pictures. You've got a big investment in equipment.

No use mincing words!

There's a new era now in Talkies. Don't wait for your audience to tell you about it. Tell them!

Don't wait for the folks to walk out and leave you with a lot of expensive horns!



M-G-M continues to add to the gigantic construction program of Sound Studios making its Sound facilities the greatest in the world.



CHARLES KING | ANITA PAGE | BESSIE LOVE

the stars of "The Broadway Melody"

They used to sit through anything that talked—even if it stuttered.

Those days have passed. Audiences now are frankly critical. The reviewers laugh right out loud in print when you flash amateurish dialogue films in your theatre. That can't last long!

Metro-Goldwyn-Mayer anticipated this development by quietly devoting every resource and effort to the production of a new kind of talking picture.

(continued)

(continued)

REMEMBER?



the Hansom cab was the handsome mode of travel—



the moustache cup kept Father away from coffee—



the cigar store Indian was in good standing—



"The Great Train Robbery" was the current film hit—



the bicycle was a good way to get there

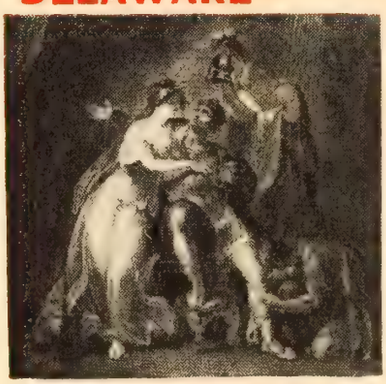
Gone but not forgotten! Just like the early experimental Talkies. Great in their day. Old-fashioned Now. M-G-M has the Big New-Era Talkies!



LIKE GRANT TOOK RICHMOND—



LIKE WASHINGTON TOOK THE DELAWARE—



LIKE CLEOPATRA TOOK ANTONY—

that's how Metro-Goldwyn-Mayer has taken the field of

ALL TALKING PICTURES!

It's a new business. Make up your mind to that. And M-G-M is the one company that stands ready with the new-era, road-show size talkies to draw the big profits into your theatre.

It was to be expected that M-G-M, always the aggressive factor in pictures, would do the outstanding things in Talking pictures. Showmen who year after year have banked on the steady, dependable performance of M-G-M have again had their judgment vindicated.

But even they could not forsee the miracle era of profits which has been ushered in with "Broadway Melody," followed by "The Trial of Mary Dugan," and "The Idle Rich."

No time to lose! Get these three pictures and get them dated in quickly for a quick and glorious clean-up!



RUTH CHATTERTON
in "Madame X"



NORMA SHEARER
in "The Trial of Mary Dugan"



LEWIS STONE
appears in "The Trial of Mary Dugan" and "Madame X"



CONRAD NAGEL
in "The Idle Rich"

A SEASON OF AMAZING HAPPENINGS!

IT'S been a hectic year! Revolutionary changes have taken place. Lots of noise and excitement have kept this industry jumpy!

And in this year of years M-G-M has come through with the mightiest product of all companies, the strongest line-up of hits in the whole illustrious history of M-G-M.



Joan Crawford in "Our Dancing Daughters"

It takes level heads to do it. It takes marvelous organization.

Those are the things that bind M-G-M showmen to Young Blood. That Rock-of-Gibraltar quality which season after season has built up a feeling of security for theatres using M-G-M service!



Ramon Novarro in "The Flying Fleet"

How true to form for Young Blood to hang up the most brilliant record of all at a time when showmen needed the reassuring tonic of great pictures.



"White Shadows in The South Seas"

Depend always on M-G-M to stand firm and foremost through any time of stress. There is no factor that could change the steady pace of this dependable producing source. Dependability! That's so vital in show business!

What a product M-G-M has delivered in the past months. A succession of hits that *never* stops!

When you look over a few of the titles you realize that these are the outstanding money pictures of the year—and each of them M-G-M.



John Gilbert and Greta Garbo in "A Woman of Affairs"

M-G-M gave you "Our Dancing Daughters," "White Shadows in the South Seas," "Alias Jimmy Valentine," "A Woman of Affairs," "The Flying Fleet," "The Duke Steps Out," "Wild Orchids," "The Voice of the City"—to name only a few



William Haines in "Alias Jimmy Valentine"



Greta Garbo in "Wild Orchids"

And in coming weeks: "Wonder of Women," Clarence Brown's mighty romance; Lon Chaney in "Thunder"; Norma Shearer in the All-Talking picture (also silent) "The Last of Mrs. Cheney," based on the famed stage play; Marion Davies in "Marianne," All Talking (also silent); Greta Garbo in "The Single Standard" and other Big Ones!

M-G-M keeps this industry on its toes—the pacemaker, the unquestioned leader!



WILLARD MACK

Director of "The Voice of the City"



LIONEL BARRYMORE

Director of "Madame X"



WILLIAM DE MILLE

Director of "The Idle Rich"



HARRY BEAUMONT

Director of "The Broadway Melody"



ROBERT AMES

in "The Voice of the City"



RAYMOND HACKETT

in "The Trial of Mary Dugan" and "Madame X"



H. B. WARNER

in "The Trial of Mary Dugan"



SYLVIA FIELD

in "The Voice of the City"



LEILA HYAMS

in "The Idle Rich"



BAYARD VEILLER

Director of his play "The Trial of Mary Dugan"



EVERY DAY THEY COME FROM EVERYWHERE!

TELEGRAMS FOR YOU, MR. EXHIBITOR!

Stood them up each night on Broadway Melody. Building each day.
W. M. Powers,
Watertown, N. Y

Broadway Melody doing enormous business. Gaining every day; turning hundreds away Breaking all house records. Nothing like it ever.
G. Sullivan,
Mgr. Rialto Theatre,
Glens Falls, N. Y.

Broadway Melody broke house record previously held by Singing Fool, Capitol, Oklahoma City, first week. Ponca City grossed twice as much as Big Parade which held previous house record

Broadway Melody has smashed the records by double of any picture we have played.
Phil Chakeres,
Springfield, Ohio

Broadway Melody broke all box office records by big margin. Impossible to take care of crowds. Must play Melody again. Gee! It's a great feeling to be a Metro exhibitor
Harry Farrell,
State Theatre,
Nashua, N. H

We have prepared a pamphlet containing hundreds of wires of similar nature. Write for it!

WHY THE METRO MOVIETONE ACTS ARE FIRST CHOICE!

BECAUSE of its exceptional affiliations in the vaudeville and theatre world, M-G-M has been able to bring to the field of Movietone Acts the greatest names and talents procurable. They are the Big Time drawing-cards: Van & Schenck; Vincent Lopez; Gus Edwards' revues; Titta Ruffo; Ukelele Ike; Aaronson's Commanders; George Dewey Washington; Marion Harris; Miller & Lyles; Frances White; Odette Myrtil—these are just a few! And just as M-G-M has achieved a superior quality in its full length Talking pictures, so is it acknowledged the quality producer of Movietone Acts. No wonder that wired theatres and those planning for Sound are safeguarding the popularity of their Talking programs with Metro Movietone Acts!

THE SUCCESS OF HAL ROACH ALL-TALKING SHORT COMEDIES

Laurel-Hardy in "Unaccustomed As We Are" and Our Gang in "Small Talk" are the first of Twelve Hal Roach Talking Comedies. Grab them. They are sure-fire gold-getters!

Hal Roach adds new triumphs to his career as comedy producer! It was to be expected that his entrance into All Talking comedies would contribute a new quality and importance to this field. Laurel-Hardy in "Unaccustomed AsWe Are" gives an idea of what to expect. It is playing with the $2 engagement of "Broadway Melody" in San Francisco. It is a sensation wherever it is being shown. But until you See and Hear "Our Gang" in their first All Talking hit "Small Talk" you can't know the profit-power of the Roach Talkies. Many theatres are billing them above the feature. Twelve of these Talking marvels are ready for you!



Exhibitor's Review says: "At the Capitol, N.Y. they had the patrons rolling off their chairs."



When "Our Gang" made a personal appearance tour they broke every record wherever they played. When you play "Small Talk" you will virtually have an Our Gang Personal Appearance!



Watch for Charlie Chase in "The Big Squawk" his First All Talkie.

EXTRA! OUR GANG in "SMALL TALK" their First All Talking Comedy IS SENSATIONAL!

Bill it like a Feature. Three grand reels! It's like a Personal Appearance of "Our Gang"!

THE TALKIES OF THE INDUSTRY



Book them Now!

THE BROADWAY MELODY

with Charles King, Anita Page, Bessie Love. Directed by Harry Beaumont.

Story by Edmund Goulding. Continuity by Sarah Y Mason. Songs and lyrics by Arthur Freed and Nacio Herb Brown. Dialogue by Norman Houston and James Gleason.

THE TRIAL OF MARY DUGAN

with Norma Shearer, Lewis Stone, H.B. Warner, Raymond Hackett. Directed by Bayard Veiller.

Based on the stage play by Bayard Veiller. Continuity by Becky Gardiner.

THE IDLE RICH

with Conrad Nagel, Bessie Love, Leila Hyams. Directed by William de Mille.

Based on the Broadway and Road Success "White Collars" by Edith Ellis. Talking picture play by Clara Beranger.

METRO-GOLDWYN-MAYER

It's a pleasure!

STARS

LON CHANEY
JOAN CRAWFORD
MARION DAVIES
GRETA GARBO
JOHN GILBERT
WILLIAM HAINES
BUSTER KEATON
RAMON NOVARRO
NORMA SHEARER

FEATURED PLAYERS

RENEE ADOREE
GEORGE K. ARTHUR
GEORGE BARRAUD
WALLACE BEERY
JACK BENNY
EDWINA BOOTH
JOHN MACK BROWN
KARL DANE
MARY DORAN
THE DUNCAN SISTERS
JOSEPHINE DUNN
CLIFF EDWARDS
JULIA FAYE
RAYMOND HACKETT
LEILA HYAMS
ZITA JOHANN
CARLOTTA KING
CHARLES KING
GWEN LEE
BESSIE LOVE
GEORGE MARION
ROBERT MONTGOMERY
POLLY MORAN
JAMES MURRAY
JOYCE MURRAY
CONRAD NAGEL
EDWARD NUGENT
ELLIOTT NUGENT
ROBERT OBER
ANITA PAGE
BASIL RATHBONE
DUNCAN RENALDO
DOROTHY SEBASTIAN
SALLY STARR
LEWIS STONE
RAQUEL TORRES
ERNEST TORRENCE

DIRECTORS

LIONEL BARRYMORE
HARRY BEAUMONT
CHARLES BRABIN
CLARENCE BROWN
TOD BROWNING
JACK CONWAY
CECIL B. DeMILLE
WILLIAM DeMILLE
JACQUES FEYDER
SIDNEY FRANKLIN
NICK GRINDE
GEORGE HILL
E. MASON HOPPER
ROBERT Z. LEONARD
EDGAR MacGREGOR
WILLARD MACK
FRED NIBLO
WILLIAM NIGH
CHAS. RIESNER
JOHN S. ROBERTSON
EDWARD SEDGWICK
EDGAR SELWYN
HASSARD SHORT
W. S. VAN DYKE
KING VIDOR
SAM WOOD
VINCENT YOUMANS

WRITERS

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ALFRED BLOCK
ANDRE BOHEM
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FRANK BUTLER
ANDREY CHOTIN
ELLIOTT CLAWSON
LENORE COFFEE
JOHN COLTON
MITZIE CUMMINGS
DELMER DAVES
M. DUDLEY
SALISBURY FIELD
JAMES FORBES
LILLIAN HAYWARD
HANS KRALY
JOHN M. LAWSON
JOSEPHINE LOVETT
MRS. WILLARD MACK
WILLARD MACK
FRANCES MARION
SARAH Y. MASON
EDWIN JUSTUS MAYER
BESS MEREDYTH
BYRON MORGAN
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ERNEST S. PAGANO
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RAYMOND SCHROCK
SELDA SEARS
LAURENCE STALLINGS
LYNN STARLING
SYLVIA THALBERG
WANDA TUCHOCK
GLADYS UNGAR
DALE VAN EVERY
LIEUT. W. WEAD
CRANE WILBUR
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SONG WRITERS

MILTON AGER
FRED AHLERT
LOU ALTER
MARTIN BROONES
NACIO HERB BROWN
VINCENT BRYAN
JESSE CREER
DAVE DREYER
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REGGIE MORTIMER
JOE TRENT
ROY TURK
GEORGE WARD
JACK YELLEN
And others!

GREATEST NAMES OF SHOW BUSINESS ARE GATHERED AT THE M-G-M STUDIOS!

The Biggest Stars, Directors, Dramatists, Song Writers— never such an array of million dollar talent in all the history of the amusement business!

BROADWAY has come to the Culver City studios of M-G-M. Young Blood steps out in its typically daring manner to bring under its banner names and talents that are world-famous. What a bee-hive of activity is the Metro-Goldwyn-Mayer lot. Its personnel reads like a Who's Who of Stage and Screen. M-G-M showmen may very well survey this ever-increasing roster of notables with a smile of satisfaction. Great as has been this season in product delivered, and theatre-profits piled up—remember that Leo, the M-G-M Lion never rests on his laurels. Leo wears a grin that won't come off! He is looking ahead to Tomorrow! And what he has in store for you will write new pages in picture history!



Leo is King of Them all!

Don't Ruin Your Business

Paying Back Money at the Box Office—or Sending Them Away Dissatisfied—Is Destructive—Quality is the only Surety in Sound.

No "Live" exhibitor would book a poor picture and expect to make money on its showing. And no "live" exhibitor should deliberately buy a poor Sound Reproducer knowing that the public knows more—right now—about the quality of sound than it ever did about the quality of acting.

The ear is more sensitive to sound than the eye is to action—The Phonograph which is much older than the motion picture machine trained the public ear—years ago—to appreciate sound quality and, in recent years, Radio has made the public expert in its judgement of sound reproduction.

The Powers Cinephone was developed by highly qualified engineers and experts in sound reproduction, under the personal supervision of P. A. Powers—a pioneer in the manufacture of phonographs and phonograph records and one of the first and foremost motion picture producers and exhibitors.

The Powers Cinephone embodies the finest principals of sound reproduction and the most important asset of modern showmanship; which is: First, last and at all times—TONE QUALITY.

Powers CINEPHONE
The Voice of the Movies

Sound-on-Film Complete **$5000.** Disc Attachment $1000. Extra

Disc Equipment Complete $2500.

Powers Cinephone Equipment Corporation

Powers Building, 723 Seventh Avenue

New York, N. Y.

DIX

RICHARD DIX is now a Radio star and the Pageant of the Titans becomes more than ever the wonder of the Show World! Radio welcomes this fine young American to its ever-growing ranks of celebrities and resumes with high spirit the building of its great show machine.

DIX has personified America's vision of the new clean-limbed, stout-hearted chivalry... Gave us romance, two-fisted and gay... Created for the screen a heritage of intelligent drama that scorns neither a hearty laugh nor an honest tear... A whole world remembers—

The rugged majesty of "The Vanishing American"...

The flashing speed of "The Quarterback"...

The bouncing spirit of "Knockout Reilly"...

The robust charm of "Redskin"...

JOINS RADIO



. . . ALL these rich qualities will be injected into the super-attractions Dix will make for Radio Pictures—plus those amazing allurements offered by the talking screen.

Radio PICTURES



this is a modest advertisement of the best product of its kind in this or any world and one that can be produced only by the incomparable facilities of the world-wide camera and editorial organization of pathe—tunes and talk by the rca photophone system—on film and discs



PATHE *Audio* REVIEW

EDITED by TERRY RAMSAYE

"The short subject, with dialogue and music, is destined to become a great and vital aid to theatre programs everywhere. The availability of good subjects of this type makes possible the return to an all-film policy which would not otherwise be possible. Pictures for picture houses is the best policy for the industry at large, and as far as the theatres are concerned its benefits are too apparent for comment."

MARTIN J. QUIGLEY
Publisher of Exhibitors
HERALD WORLD

PATHE AUDIO REVIEW I

COWBOY

Roping act and much patter from Hank and Tom McFarland. The talk from these boys is a museum of vaudeville wit and jokes that have proven good by the experience of the ages. Funnier than they realize.

EUROPE

This subject takes you for a ride all over the Old World and fills you as full of scenery and culture as a Cook's Tour. You start in the heart of London and land on top of Mount Vesuvius.

PATHE AUDIO REVIEW II

VOYAGEUR

A pictorial narration of the adventures of a canoe exploration on the singing waters of the Mississauga in the wilds of Ontario.

NATHALIA CRANE

The little girl prodigy poet of Brooklyn, who got her name in all the papers not so long ago, recites her first masterpiece "The Janitor's Boy." Including some very tricky photography.

BAL TABARIN

A subject from that dear Paris portraying their own brand of French whoopee, especially staged for Pathe Audio Review by the management under the direction of M. Paul Jones. If you don't like it see a doctor.

PATHE AUDIO REVIEW III

FACES

In which, along with the most extraordinary sounds, certain craftsmen, engaged in their art incidentally produce the most amazing grimaces.

PEPITA

Proving that in Agua Caliente, Mexico, there is a certain lady worth going there to see and hear, no matter where you live, or how. She dances with such capability that nothing needs to be done about it.

DEAR PARIS

A totally abandoned but entirely reliable cinema report on certain aspects of the foreign situation with special reference to Montparnasse and the boulevard cafes. Do not miss Kiki!

PATHE AUDIO REVIEW IV

WHEAT

Vast vistas in the rippling seas of grain on the prairies of Saskatchewan in the big Canadian West—a tabloid epic of the soil.

MAKE-UP

The secrets of a star dressing-room conversation recorded out in California's studioland, in which the prettiest little "Pathe Pretty" on the lot gets a break from Carol Lombard.

EBONY

The darksome tale of sundry doings in that very mysterious Africa, with the Kavirondo tribesmen carrying on violently to the tune of the tom-tom. Excitement involved.

PATHE AUDIO REVIEW V

ROUND-UP

A presentation of the spectacles of the big open spaces of the wide west in the horse country of Montana, with a delightful tunefulness to go with it.

HICKS!

All talking all singing record of the wild and joyous goings on in a New York night club—Don Dickerman's Comedy Club where the celebrities gather and gambol. Directed by Tom Hogan and showing all the "who's who" from Tony Sarg to William Beebe.

PATHE AUDIO REVIEW VI

DOBBIN

A supremely effective marionette presentation of the buggy ride, produced by Sue Hastings, with much merry chatter and considerable song. Delightfully ridiculous.

SKY TRAIL

A poetic scenic of the cloudland atop the America Rockies, accompanied by emotional music.

CHIC

The newest novelties of feminine fashion from the shops of smart New York, London and Paris, including a lingerie number synchronized to the tune of "If I had You."

PATHE AUDIO REVIEW VII

BRASS

Specimens of the art of the new demitasse sculptors of Vienna, with a full array of 200 animals for the mantel. Hear them.

WELCH

In which Mr. Harry Foster Welch, totally unaided, presents the sounds and effects of a fifty piece band. Loud and remarkable.

DEBATE

In which Mr. Beverly Jones presents an impartial survey of the pictorial arguments for both Florida and California proving Samoa an easy winner. It is full of assorted fruits, flowers and bathing girls. You'll like them all.

PATHE AUDIO REVIEW VIII

MOOSE

An adventure among the woods and waters of the Mirimachi River County of New Brunswick, in which we see a tenderfoot ride an angry moose.

OPERA

An audition conducted by Fortune Gallo, the noted impressario of the San Carlo Opera Company—showing just what happens back stage.

AFRICA

A tabloid study of the continent, from the pyramids to the depths of the jungle—absolutely full of action and exciting information, including a genuine diamond rush at Kimberly and any number of lions, rhinos, etc. The etc are especially wild.

PATHE AUDIO REVIEW IX

GEESE

The great wary Canada goose is pictured here in astonishing intimacy at his winter home in friendly Virginia. Sights to stir sportsmen.

EL TANGO

The hot love and passion of the Argentine pampas expressed in terpsichorean terms by the grace of the Carltons, internationally famous dancers.

BY-GONES

Screen memories of the dear dead days of long ago, brought to light from the valued film archives of the Pathe library of historic pictures. It is accompanied by the tunes of the times. You will remember and smile.

PATHE AUDIO REVIEW X

PASTORAL

A tuneful series of scenes full of the spirit of the merry spring time and pictures of the merry lamb and his mamma—millions of them amid the purple sage.

A-HOEY!

A screen interview in which Miss Joan Lowell, the best seller heroine, tells all about her life before the mast in the South Seas. It's her story and she sticks to it.

GOLD

In which we become interesting about an ancient industry—the strange process of making goldleaf.

SAILING the MAIN

Thrills of sailing ships and storms at sea with a stirring musical score in sympathy and support of the theme and mood of the picture.



You're Looking at



VILMA BANKY

Presented by SAMUEL GOLDWYN

ALFRED SANTELL Production

a Real Winner



What the trade press advises

Film Daily: "Has much charm. The gorgeous Vilma will smite you all over again. A delightful picture. Always charming, the Banky personality in this effort takes on a further hold and will, we are certain, annex new friends."

Daily Review: "A superb picture. Vilma Banky in Samuel Goldwyn's 'This is Heaven' stars in her greatest picture, one of the really fine presentations of the new talking offerings. We regard this picture as superb box office for any and all theatres. It is quite the finest picture Miss Banky has ever done and if we are not mistaken, the finest picture Mr. Goldwyn ever has presented."

Ex. Herald: "Permit me to elbow my way to the ballot box and cast one loud vote in its favor. 'This is Heaven' is a thoroughly entertaining picture that ought to make a great hit through the country. Banky's voice quite fascinating. The picture is on the right side of my entertainment ledger. It looks like good stuff and is certainly well made."

M. P. News: "A neat little box-office bet. Particularly good. Vilma looks as pretty as ever and gives a great performance."

Billboard: "That radiant and rhapsodic Hungarian actress, Vilma Banky, comes through with flying colors in her first talking picture."

This IS Heaven for any theatre in the country

"This Is Heaven"

with JAMES HALL

UNITED ARTIST PICTURE

with Sound and Dialogue

"GREATEST SHOW



"Will do plenty of business . . . Corking picture!"
—Sime, *Variety.*

"The finest photoplay Universal has offered . . . Should be the big noise. . . . Big win for all concerned."
—Regina Carewe, *N. Y. American.*

"The crowning achievement of Carl Laemmle. You just can't fail to take this one in."
—George Gerhard, *N. Y. Eve. World.*

"A grand show."
—Creighton Peet, *N. Y. Eve. Post.*

"Handsome entertainment. . . . A good job."
—Mordaunt Hall, *N. Y. Times.*

"Bizarre and impressive."
—Quinn Martin, *N. Y. World.*

"Sensational."
—Katherine Zimmerman, *N. Y. Telegram.*

Presented By

CARL LAEMMLE

With Glenn Tryon, Evelyn Brent, Merna Kennedy, T. E. Jackson, Otis Harlan, Robert Ellis, Paul Porcasi, Leslie Fenton, Betty Francisco. From Jed Harris' stage success of the play by Philip Dunning and George Abbott. Color scenes by Technicolor. Two negatives; one silent; one with dialog.—A CARL LAEMMLE, JR., Production.



Directed By

PAUL FEJOS

BROADWAY

IN UNIVERSAL'S HISTORY"

–*says* Arthur James,
Exhibitors Daily Review

"'BROADWAY' BLAZES THROUGH. . . The greatest show attraction in Universal's history blazed into the Globe Theatre when Carl Laemmle presented the Carl Laemmle, Jr., musical dialog melodrama triumphant and brought 'Broadway' to Broadway. . . . adapted with full dialog from the stage success and it is a far bigger and better show . . . tense, vivid, colorful, absorbing. Magnificent entertainment."

—Arthur James, *Exhibitors Daily Review.*

"Thrilling."
—Irene Thirer, *N. Y. Daily News.*

"Eye-filling wonder."
—Betty Colfax, *N. Y. Eve. Graphic.*

"Lavish entertainment."
—Rose Pelswick, *N. Y. Eve. Journal.*

"Entertainment of the solid sort."
—Kann, *Film Daily.*



UNIVERSAL'S 100% TALKING, SINGING DANCING SENSATION

Now Playing—Globe Theatre, New York, at $2.00 Top

The ONE and ONLY—



Member of Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

Sound makes a famous

NOW

E. W. Hammons

presents

"THE CRAZY NUT"

with

FRANKLIN PANGBORN

JOHN T. MURRAY

VIVIEN OAKLAND

Directed by Charles Lamont

EDUCATIONAL'S sixth great series of all-talking two-reel comedies



old name greater still

it's MERMAID Talking Comedies

Among the most famous and most popular of all comedy brand names is **MERMAID.** A list of theatres that have played **MERMAID COMEDIES** would be almost a directory of the world's picture houses.

And now these Jack White Productions talk. New casts. Popular stars. The most modern type of talking comedy production. With a name that has been bringing them in for nine years.

And fun? They'll go plumb goofy over **"THE CRAZY NUT."** It's one of the craziest, goofiest, funniest pictures produced since *sound* brought about the rebirth of screen humor.







Jack White Productions

Recorded by R C A Photophone

EDUCATIONAL FILM EXCHANGES, Inc.

E. W. HAMMONS, President

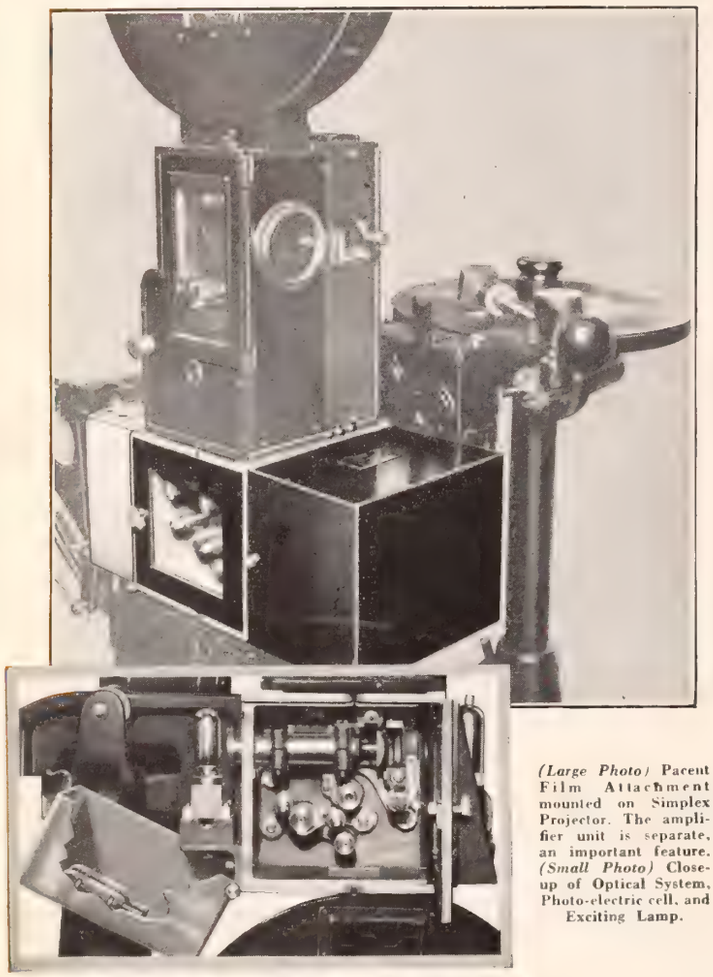
Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, *President*

Educational Pictures

"THE SPICE OF THE PROGRAM"

PACENT PROMISED IT

PACENT Delivers it



(Large Photo) Pacent Film Attachment mounted on Simplex Projector. The amplifier unit is separate, an important feature. *(Small Photo)* Close-up of Optical System, Photo-electric cell, and Exciting Lamp.

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Good Mergers and Bad Mergers

And Who Is Going To Supply the Show Impulse?

By William A. Johnston

NOW that national chains of picture theatres are actually in the making, it would seem wise to devote clear and far-looking thought to such big and vital undertakings.

In the general business world today, mergers are the order of the day; they seem to signify the trend of modern business; they have the approval of large interests. It is but natural that the picture business, whose serious faults have been overproduction and waste should go in heavily for mergers.

But there is another side to the picture. Merger operations have been in force long enough by now to indicate that there are good mergers and bad mergers. Indeed, there have already appeared so many bad mergers that a direful aftermath is freely prophesied for the merger era of today.

Mergers that do away with the pride and the initiative spirit of individual ownership are apt not to be good mergers. It is unwise therefore to buy an owner out, let him pocket his cash and walk away.

In other words, it is wrong to let the seller sell out; the right kind of a merger is one that lets him sell in. Have the merger make a partner of him and let the merger set-up be such that he works harder and better under the new and broader banner than he did under his own.

That is possible. It has been done in this business with those of the sectional chains of theatres that have had successful careers.

It seems to me that there are, broadly, just two kinds of mergers.

One is an absorption merger. That fundamentally is bad in certain lines of trade.

One is a cooperative merger. That can and should be a good merger in all lines of trade.

In an absorption merger you buy a man out. You then absorb his business and run it from a central point. You make it a part of a standardized system of business government. If you are dealing in standardized goods, if the savings expected by group buying are the big factor, if there is no contact with the public (or whoever the customer is) where personality, initiative, individuality do not play hghly important parts, all, perhaps, is well and good. But if you have bought a personality business and let the personality go, never to be successfully replaced, you haven't bought what you think you have.

The other kind of merger, the cooperative merger, absorbs the man as well as the business. You offer this man, let us say, a good and fair measure of cash, so that for the benefit of his estate, he can liquidate part of his investment while he is still living and, if he chooses, reinvest it in a diversified field. But the balance of his holdings—an important balance, goes into a common pot for which he should be glad to work with all the spirit he formerly put with his lone property.

A theatre man, a highly successful one, once told me that theatres were run on impulse. An idea comes, generally of local connection—and the showman jumps to it. It remains to be seen if a central bureau of standardized activities and departments can furnish these ideas, and especially the spirit back of them, and fit them to local conditions.

A good many businesses are run on this same sort of impulse. The big question a merger has to face is: who is going to supply this impulse? Can it be supplied other than through cooperative ownership?

446 Talkies And Musicals For Coming Season Of 1929-30; To Be Listed At Sales Meetings

Will Include Dramas and Musicals; Short Subjects Not Counted; Ten Conventions This Month

ACCORDING to present indications, and unless the Equity situation holds up production, the major producing companies on the Coast are to turn out 446 talking and musical pictures for the season of 1929-30. These are to be announced to the trade at a series of sales conventions to be held throughout the country during the current month. In some instances, the product for the year has been completed, but there will be a number of pictures still to be made and naturally a strike will affect those in the making.

Silent Versions

Practically all of the pictures scheduled will have specially edited silent versions in addition to the sound releases. However, several of the companies admitted that pictures planned as musicals could not be recut for the non-sound houses. A number of successes in silent films of years past will be remade by the producers in sound and dialogue.

The sales conventions scheduled for this month at which the pictures will be announced to the exhibitors are as follows:

June 15—Metro-Goldwyn-Mayer, at the Drake Hotel, Chicago. Paramount-Famous-Lasky (Western Division) St. Louis. Universal (Western Division) Kansas City.

June 17—Fox, Park Central Hotel, New York.

June 19—First National, Hotel Roosevelt, New York. Warner Brothers, Hotel Pennsylvania, New York.

June 20—Educational Films, Ritz-Carlton Hotel, Atlantic City.

June 21—Paramount-Famous-Lasky, Ambassador Hotel, Atlantic City.

June 22—Universal (Eastern Division), Atlantic City.

June 23—R-K-O, Drake Hotel, Chicago.

June 25—Tiffany-Stahl, Detroit.

June 27—Pathe, Atlantic City.

There will be a number of independently made feature length talkers with the possibility that a number of the legitimate stage producers may combine and produce independently in New York. The Shuberts are said to be planning such a step, with William A. Brady intimating that he will make his own stage hits in sound and release them after playing legitimate theatres around the country with them instead of road companies with actors.

Basil Dean Here To Direct "Escape" For Paramount

Basil Dean, British stage producer and director, arrived last night on the Olympic to direct John Galsworthy's play, "Escape," as a talking film for Paramount.



Gene Markey, internationally known novelist, short story writer, playwright and scenarist, who counts among his latest hits "Syncopation" and "Close Harmony," has been signed to write exclusively for Columbia Pictures.

Publix Buying Out Its Partners For Large Deal

Taking 100% In Holdings Of Saenger, Kunsky, Cooper and F. & R.

The purchase of the outstanding partnership holdings in the Saenger Circuit, the Kunsky chain, the Finkelstein and Rubin Circuit, and the Joe Cooper houses in Oklahoma by the Publix Circuit seems to be the forerunner to a tremendous theatre merger with Publix, R-K-O and Warners as the factors. At the time that there was a deal between R-K-O and Paramount several months ago it was stated that no trade could be effected until Publix obtained 100 per cent ownership in all the circuits in which they held partners. Deals whereby these partners are being bought out are now in progress.

It was stated this week that the Saenger deal was right up to the point of signing although it will be some time the latter part of next week before the actual contracts are drawn. The Joe Cooper houses are virtually closed for, and the Kunsky deal is said to be also ready for closing. The Finkelstein and Rubin deal is still in the process of negotiation, with the executives of that circuit on the ground in New York and actively trading for a basis on which they will be able to get together with Publix.

Three Cornered Merger Predicted In Near Future

With Return Of Sarnoff Combine Of Warners, Paramount RKO Deemed Certain

With the return of David Sarnoff, vice-president of RCA, from Paris where he has been assisting Owen D. Young, of General Electric, in preparing and effecting the reparations agreements between Germany and the Allies, a revival of the negotiations to bring about a combination of the Paramount-Famous-Lasky, Warner Bros., RKO and the RCA-Photophone interests is foreseen. With the Paramount-Warner deal underway it is expected that Sarnoff will step in with a proposition to make the combination a three cornered affair. In this event the combine would have both the disc and film forms of sound reproduction at their disposal.

The Young-Sarnoff party is reported as sailing from Europe June 8 on board the Aquitania and due to arrive in New York next Thursday.

Representations made around the country of RCA are to the effect that mergers of tremendous magnitude are in the air and will be effected before long. The result of these mergers, it is said by them, will make their organization the greatest in the picture industry and they are making promises of tremendous service to the exhibitors on the strength of what they predict will come to pass.

No further details regarding the Warner-Paramount deal have come to light with the exception of the fact that the New York site on which the New York and Criterion Theatres are located are not included as part of the deal, this property being held personally by Adolph Zukor and Jesse Lasky as joint owners. The site, which was originally purchased from A. L. Erlanger, has been added to on both side streets and now as a complete parcel is a highly valued piece of property.

March Earnings Of Canadian F-P-L Jump 100 Per Cent

Ottawa.—Earnings of Famous Players Canadian Corp., for the month of March took a jump of 100 per cent thanks to sound and dialogue pictures, as compared with the same month last year, it has been formally announced. The first six months of the present fiscal year saw earnings 80 per cent greater than for the same period last year.

Further information is that the present fiscal 12 months, ending in August, will show earnings equal to $4 on each share of common stock of the corporation as compared with $1.44 per share for the previous 12 months' period and it is intimated that the common will go on a dividend basis following the annual meeting next fall.

Equity Ultimatum A Bombshell; Fight By Producers Is Indicated

2,800 COAST MEMBERS

400 Rush To Join On Gilmore Announcement; DeMille States Producer Stand

(Hollywood Bureau, Motion Picture News)

Hollywood, June 6.—The Equity ultimatum was a bombshell to Hollywood. The first intimation came in the newspapers Wednesday morning, with the issuance of the statement by Frank Gilmore.

An immediate effect was the signing of approximately 400 new applications for Equity membership by film players. The Equity Coast membership last fall totaled 1,218, but today it has grown to 2,800, the increase coming through the influx of stage players in the talkies and an under-cover drive for new members.

Producers To Fight

That the producers intend to fight was indicated in a statement issued by Cecil B. DeMille, president, after a five-hour secret session of the Association of Motion Picture Producers. He said:

"We will continue to engage artists for our productions only under the fair and just form of contract which was prepared and approved by representatives of both producers and motion picture actors. We decline to be restricted as to the sources of our talents."

Fred W. Beetson, of the Hays organization, refused to make a statement, but the producers' meeting was hurriedly called for a night session. All were represented, including Harry Cohn of Columbia and John M. Stahl, of Tiffany, although neither of the latter two companies are members of the association.

It is understood that several producers argued in the meeting for a more aggressive statement than the one issued by De Mille, especially pointing out the fact that the companies would not prohibit the engagement of actors just because they were not members of certain organizations. This sort of statement was not issued officially, however. After the meeting, Beetson and all the producers refused to discuss the proposition or to make statements.

It is impossible to obtain a list of Equity members under contract to various studios, but an authentic tabulation today of eleven major companies shows the total number of players under term contracts was 277, with 110 of the stage actors new to pictures signed since January.

277 *Contract Players*

Detailed by studios, the figures are:

Fox—59 players under contract with 37 from stage.

M-G-M—55 under contract; 26 from stage.

(*Continued on page* 1948)

Nationwide Theatre Strike A Possibility

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, June 6.—Close observers of the Equity situation expect the battle to be staged along these lines:

Although the Equity membership strength is now 2800, there are, it is said, easily 4200 part and bit players here willing to step into parts without requiring the producers to sign Equity contracts. The fight is expected on that basis, with Equity members refusing to sign anything but the Equity form of contract and outsiders stepping into parts open.

If things go that way, Frank Gilmore, Equity president, may call in the American Federation of Labor and its affiliated theatrical unions, including motion picture projectionists, for sympathy pressure to enforce Equity demands, which might precipitate a nationwide theatre strike in all producer-owned houses.

Gilmore expects to be here in complete charge of the Equity side of the situation until the contract is accepted and operating smoothly.

Fox West Coast Acquires Full Control Of Wesco Jr.

It was announced by Harold B. Franklin, now in New York, that Fox West Coast Theatres have acquired the fifty per cent outside interest in the West Coast Junior Circuit, which includes the following theatres:

Golden Gate, Los Angeles; Royal, Los Angeles; Jewel, Los Angeles; Red Mill, Los Angeles; Crystal, Los Angeles; California, Pomona; Redlands, Redlands; Granada, Ontario; Victory, Burbank.

These theatres will become part of the Fox West Coast Circuit.

SEEK STAGE PROTECTION

Film Offers Causing Players To Break Stage Contracts For Larger Salaries; 48 Hour Week

THE long awaited move on the part of the Actors' Equity Association to bring about the unionizing of the players in the motion picture studios became public on Wednesday, when the union issued an order to its members appearing in talking screen productions that any new contracts entered into after June 5 would have to be on the Standard Form approved by the Association. This form makes it imperative that the producers cast only members of the Equity in good standing in their productions.

This means that the talking picture producers will have to agree to an Equity Shop in the studios, otherwise prepare to make productions without the assistance of members of the Equity. The latter seems an impossibility at this time. The Equity Shop, however, does not in any sense mean a "closed shop," as the Equity books will be open to membership of all such players in pictures who are eligible.

No Word From Hays

There was no move on the part of Will H. Hays, of the Associated Motion Picture Producers and Distributors of America, for a day after the Equity contract was announced effective by the actors' association. In New York, at the Hays office, it was stated that the matter was one for adjustment on the West Coast, while on the Coast, Fred Beetson, Hays' representative, referred the matter back to New York.

That Equity has no great faith in what Mr. Hays may say is evidenced by an introduction to a story in "Equity," the official medium of the Association, for April of this year, which reads as follows: "Praising what was, after all, an organization (the Central Casting Corp.) designed to prevent the unionization of the field, and one which was the creation of Mr. Hays, who for five years has consistently and persistently refused to recognize Equity as the representative of the actor, who has, indeed, opposed unionization of every sort with all the considerable power of his organization."

Albert Warner, however, voiced a statement to the effect that the producers would oppose complete unionization of their studios, while Joseph M. Schenck, who while president of the Producers Association in 1924, forestalled Equity's attempt to unionize the studio at that time, said on Thursday:

"I don't believe unionizing artistry is going to do anybody any good. The principle of unionizing is, of course, that it makes for collective bargaining, but it

(*Continued on page* 1948)

Sound Films Force Closing Of 15 St. Louis Airdromes Reducing City's Seat Total

This Summer Finds 36,300 Less Seats In City; Houses Remain Open With Cooling Systems

ST. LOUIS, MO., June 6.—Sound picture entertainment has brought a very revolutionary change in the summer amusement program of this city. Through compelling the closing down of more than 15 of the airdromes or skydromes which have been for years an important feature of summer amusements here the seating capacity of the town over the summer months has been decreased 36,300. A number of houses which usually closed down for the summer have installed cooling plants and are operating with sound productions.

As a result St. Louisans and visitors to the city in the summer months will be forced to depend on the Municipal Theatre in Forest Park and the Garden Theatre at the Greve Coeur Lake Street car tracks and the Olive Street road in St. Louis County and four or five amusement parks for their al fresco entertainment this season.

Early Day Survivors

Very early in the days of motion picture entertainment the airdrome became established in St. Louis and few of the neighborhood houses were without their airdome annex for the summer season. In most instances these open air establishments contained more seats than the theatre they supplemented.

In its career, St. Louis has supported some wonderful airdomes notably the Lyric Skydrome, the old Hamilton Airdrome, the Aubert and a host of others. The peak of this outdoor form of entertainment, which is said to have originated in St. Louis, saw this community supporting no less than fifty-one airdromes with a combined seating capacity of about 63,500 or about two-thirds of the combined capacity of all the theatres in the city.

A number of small neighborhood houses that did not boast of an airdrome annex were arranged so that practically their entire sides opened in the form of windows to permit the free flow of air in the hot season, but even this arrangement has been eliminated because of the installation of the sound pictures which demand absolute quiet for effective showing.

In recent years there has been a swing from this airdrome and last season there were only forty operating in the city. These, however, had 52,527 seats and on the whole, when weather was agreeable, did good business. But that was before sound installations had become general.

Officials of the St. Louis Amusement Company were among the first to realize

(*Continued on following page*)

'Speakeasy,' 'Madam X' Stimulate Showmen

WHEN Louis Charninsky, manager of the Pantages theatre, Kansas City, announced that he intended to construct a modern bar, brass rail and everything in the lobby of his theatre to exploit the picture, "Speakeasy," H. H. Maloney of the Midland theatre spoke up and declared that he had the handkerchief concession for the run of "Madame X" to offer the highest bidder at his theatre.

Missouri Court Rules Sunday Law Unconstitutional

Kansas City. — Missouri exhibitors, through a decision of the Missouri Supreme Court, appear to have definitely and permanently settled the Sunday show question. The high court has upheld the Greene County Criminal Court's decision in that a city ordinance prohibiting Sunday shows in Springfield, Mo., was class legislation and unconstitutional.

In the Springfield case, which was regarded as a test case, the complaint was filed against W. W. Smith, manager of the Grand Theatre, September 19, 1926. After Springfield reformers had circulated a petition calling for an election on Sunday closing in 1926, an election was held and, through the fact that only a small part of the voters of Springfield, a town of 65,000, voted—most of those who voted being reformers and their sympathizers the exhibitors were defeated. For almost a year Springfield remained "closed" on Sundays.

RKO Forms Film Booking Corp., J. Levy In Charge

Replacing the Peerless Booking Corp., as its film purchasing unit for Greater New York, Radio-Keith-Orpheum Corp. this week formed the Radio-Keith-Orpheum Film Booking Corp., with Jules Levy as general manager. It will function as the company's sole agency for the booking of film features and shorts and all film accessories for the RKO theatres in the U. S. and Canada. All other RKO film booking units throughout the various districts of the country are absorbed by the new corporation.

John O'Connor will be Mr. Levy's assistant in the N. Y. office at the Bond Bldg., while Nat Wolf will function in a similar capacity in Chicago.

Fox Theatres Start New Split Weeks On June 15

Split weeks at all of the William Fox theatres playing the combined policy of films and vaudeville, will open on Saturdays and Wednesdays.

Child And Blue Laws Upheld In Canadian Courts

Appeals Are Expected To Be Carried To Privy Council Of London

The long-waited decisions of the courts with regard to the validity of the laws in the Province of Quebec with regard to the admission of minors to moving picture theatres, and also covering the question of Sunday shows, were handed down in the Court of Appeals at Montreal on May 31, both judgments being in favor of the Provincial Government and against the exhibitors.

The judgments were unanimously agreed to by the presiding justices, the actual decisions being rendered by Mr. Justice Dorion. They upheld the Quebec statute, passed one year ago, prohibiting the admission of any child under 16 years of age to moving picture theatres under any circumstances at any time, and they also found that Sunday shows were illegal under the Lord's Day Act.

Test Case Actions

The actions before the Court of Appeals were in the nature of test cases, many prosecutions having been instituted against exhibitors of Montreal and other cities for allowing children to enter the theatres and also for remaining open on Sundays. Theatres in Quebec had been operating freely on Sundays for many years. In the lower court the presiding judge had ruled that a moving picture show did not come within the meaning of a "theatrical performance," as outlined in the Lord's Day Act, but this decision was appealed by the Quebec Government. The exhibitors had also claimed a law prohibiting the admission of all children from moving picture theatres was discriminatory and unconstitutional, but the Court of Appeals has now decided otherwise. It is expected that appeals from the latest judgments will be entered and that the cases will be carried to the Privy Council at London, England, the highest tribunal in the British Empire.

RCA Photophone Appoints N. Y. And K. C. Sales Mgrs.

Managers of sales for the New York and Kansas City districts were appointed last week by RCA Photophone, Inc., Bernard Sholtz, formerly on the sales staff, becomes head of the Metropolitan district, while Gordon C. Rowley is Midwest Supervisor.

Mr. Sholtz has been identified with the film industry for the past ten years. New York area sales of RCA Photophone sound equipment will be handled by him from the main office. Mr. Rowley will have his offices in the Davidson Bldg. in Kansas City and will have direct supervision over Iowa, Nebraska, Kansas, Missouri, Arkansas, Oklahoma and adjoining territories.

Germany Entering Sound Field; Has Big Names Signed

By HEINRICH FRAENKEL
(Berlin Correspondent of Motion Picture News)

Berlin, May 29.—The talkie situation in Germany, about one year later than in America, is now seriously developing. The first pictures released during the last half year or so have not at all been up to the highest standard of modern sound-on-film productions. Things are now, however, improving rapidly.

The announcement that Terra has secured Lubitsch and Max Reinhardt for talkie productions was a bomb shell to the trade. Terra obviously seems to concentrate especially on sound pictures and their new talkie department, headed by Eric Charell, the German revue producer who has given much of his time during the past year to the study of sound pictures in America, is an indication of the seriousness with which this German film company is approaching the production of talking films.

Sound Pictures Force Closing Of Many Airdromes

(Continued from preceding page)

that a new phase of summer entertainment was at hand and in the winter and spring months they prepared themselves for the new year by equipping their theatres with cooling systems so that they could continue through June, July, August, September and October without interruption.

The West End Lyric airdrome, annex to the Lyric Skydrome for many years, had been one of the dominant summer amusement places of St. Louis, but it will be dark this season. Other St. Louis Amusement Company airdromes that will not be opened are the Shenandoah, Manchester, Kingsland, Columbia, North Grand or Lindell, Grand-Florissant, Compton or Novelty, Kings, Powhattan, Ozark, Pageant, Aubert and Russell.

It is possible that a few of the smaller neighborhood airdromes will endeavor to carry through the summer months with silent pictures. They will be watched with interest to see the reaction of patrons who have become acquainted with sound picture entertainment.

In addition to its airdromes the St. Louis Amusement Company is closing seven of its theatres for the summer. These houses are Kings, Novelty, Congress, Maffitt, Hi-Pointe, Powhattan and Ozark.

This new situation presents a real test to the sound pictures which are rapidly passing out of the novelty stage and being judged by the show goers on their entertainment qualities alone.

Charnas Back On The Job

Harry Charnas, general manager of the Winter Garden, Warner and Central Theatres in New York, who has been ill for a long period, has recovered sufficiently to permit him to resume his duties at the above mentioned playhouses. Harry M. Kalmine, who was pinch hitting for him during his absence, returns to his duties as division manager for the Stanley-Fabian circuit in New Jersey.

Much Talk—But No Talkies Due To Innumerable Law Suits The Situation In Germany Today

Kans. Executive Drops Blue Campaign

KANSAS CITY, MO., June 6.—So much has Attorney General Smith of Kansas been ridiculed on all sides since he started out to make Kansas a state without motion pictures on Sunday that he has decided to step out of the campaign which he created and leave enforcement of the ancient Sunday labor law up to local authorities.

It Will Be Quite Awhile Before They Will Be Presented Regularly; Injunction Lifted On "Singing Fool"

By HEINRICH FRAENKEL
(Berlin Correspondent, Motion Picture News)

BERLIN, May 29.—There is no getting away from the fact that the German sound film situation at the moment is in a more muddled position than it ever has been. The outstanding feature of the whole situation is that practically speaking, German audiences have so far never had a chance to see a real modern talkie worth mentioning.

Up till now, only the first more or less experimental efforts of the German sound film industry have had a hearing in Germany. None of the latest American sound films (nor even one of the earlier ones) have yet been shown, and as a matter of fact almost every noteworthy member of the trade had, during the last few months, to make a trip to London, just to get acquainted with what a modern talkie looks and sounds like.

German Sound Firms

For those readers who may be not aware of all the facts, the first big German sound film concern Tobis (Ton-Bild Syndikat) was founded less than a year ago with a capital of 2½ million dollars. A short time later Siemans and Halke, the famous electro-trust, backed the foundation of Klangfilm to the tune of one million dollars. After lots of injunctions and law suits between these two, an agreement, it will be remembered, was reached not quite three months ago whereby Klangfilm and Tobis joined forces, the former to look after equipment, the latter after production. Between them these two and all the rest embodied in the recent agreement control more than 500 patents including Triergon, Messter, Kuchenmeister, Breusing Lignose and many others. Entirely apart from this group mention must be made of Dr. Stille's electro-magnetic system developed by Karl Freund, the famous German technician, and controlled by the Ludwig Bluttner corporation. This is, apart from minor inventions and developments, everything essential on the German sound film market at present.

Lagging Behind

All this might be very well and indeed from what little one has seen and heard recently of German systems and equipment the technical advance will be considerable, the only crux of the situation being that so much time has been lost in the initial development (mostly on "dickering" and injunctioning) that German sound film production is a long way behind and as a matter of fact only just about to be seriously

(Continued on page 1948)

Columbia Concludes Arrangements For Filming In Europe

Columbia productions will be made in France and England, Joe Brandt, Columbia president, revealed this week following his return from the Continent. An extensive international producing organization is the goal of Columbia and in Great Britain a deal has been effected with Gaumont and FBO which will enable Columbia to produce talkies there within the quota laws. A similar arrangement has been consummated with Jacques Haik, leading French film man, who among other things has obtained a first run theatre on the Boulevard des Italiens as a home for Columbia productions.

A studio now nearing completion in England will be used as Columbia's production center in the British Isles. An American unit will be sent over there from Hollywood to cooperate with foreign workers. This same policy will be adopted in France.

It is planned to extend Columbia's foreign activities to other countries, as well.

Mr. Brandt declares that while abroad he was approached by a group of English bankers with an offer to create for Columbia its own distributing organiaztion through-out Britain. A decision will be forthcoming shortly from the Columbia board of directors, he said.

Change Head Of The Pathe Foreign Sales Department

William Vogel is no longer the head of the Foreign Sales Department of Pathe. Joseph P. Kennedy this week announced the appointment of J. Frank Shea to that position. William Vogel, it is understood, holds a contract with the company to head its foreign sales as general manager which still has considerable time to run. Whether an adjustment of the contract was made by the company is not known.

Arthur Rousseau will continue as Vice-President and Assistant General Manager of the foreign department of the company under Mr. Shea, whose appointment becomes effective immediately.

Ohio Exhibitors' Committee To Ask Lower Sound Rentals At Meeting With Distributors

Rentals Driving Small Houses Out Of Business Shown By Survey At Columbus Convention

COLUMBUS, O., June 6.—Ohio Motion Picture Exhibitors will seek a reduction in prices charged for sound films and musical scores. At the state convention here yesterday, which was attended by more than 150 theatre owners representing more than 400 theatres, W. M. James, president of the M. P. T. O. of Ohio, and P. J. Wood, business manager, were named as a committee to confer with the sales managers of all producers in New York and ask for a substantial reduction in the prices now being charged the exhibitors.

In the convention the consensus of the speeches was that the exhorbitant cost of films and musical scores for sound pictures is driving the smaller theatre out of business, and a continuance of this condition will cut off the small theatre market entirely unless prices are brought to a point that the smaller theatre can afford to pay and continue to run at a profit.

Costs Increase, Business Doesn't

A Columbus exhibitor stated that his films without sound had cost an average of $125 a week, but since he had installed sound his rentals had jumped to $300 without a corresponding increase in business. A neighborhood exhibitor from another city stated that $175 weekly had been his top price prior to the advent of sound but now he was paying from $350 to $500 and his business has not gained appreciably. An exhibitor from a town of 6,000 said a survey of his patrons had shown that 68 per cent preferred silent pictures after he had installed sound and the sound rentals were taking from 40 to 50 per cent of his gross receipts.

The concerted action on the part of the Ohio exhibitors is not to be construed as a buyers' strike. They do protest the additional charges that are being made for discs after they pay the regular film rental.

Col. E. P. Hawkins, of the RCA-Photophone, present at the convention, stated that the costs of product for the sound equipped theatres might be cut materially with the using of nothing but sound on film devices. He stated that sound recording on film had reached so advanced a stage that exhibitors might cut their overhead costs by dispensing with sound on disc pictures.

He is further quoted as having said "RCA-Photophone, Inc., is one of the 'big family' of General Electric, Western Electric, National Broadcasting and Radio-Keith-Orpheum and others, and backed by unlimited capital, making possible engineering research to help the theatre owners." He pointed out that the organization is constantly growing and with contemplated mergers will be even larger. He also stated that the third dimension picture would be soon on the market as an RCA product and that when television arrived it would be RCA that would control it. E. M. Smith, of Toledo, district manager for RCA, also attended the meeting with Col. Hawkins.

President James and Mr. Wood are due to arrive in New York on Monday for their sessions with the producers' sales executives. They plan to spend at least a week in those conferences.

Franklin's Statement On West Coast Case

REFERRING to the recent order of the Federal Trade Commission directed against West Coast Theatres, and various other corporations to "cease and desist certain alleged unfair practices in the management of their business," Harold B. Franklin, President of Fox West Coast Theatres, made the following statement:

"The Federal Trade Commission's complaint was filed in May, 1925, concerning alleged unfair methods of competition that necessarily occurred prior to that date. Since that time many changes have taken place in the personnel of the company's directing officers with the result that the present management is entirely unfamiliar with the matters complained of. However, it is only fair to the former officers of West Coast Theatres, to point out that counsel have advised that in their opinion the order of the Federal Trade Commission is erroneous and in all probability would be reversed, if it should be deemed advisable to appeal therefrom."

Silverman Chain Of Thirteen Houses Bought By Warners

Cleveland, Ohio.—Warner Brothers have purchased thirteen motion picture theatres in Ohio, Pennsylvania and Maryland from Silverman Brothers, according to announcement made by N. J. Dooner, manager of the Strand Theatre Company and the Norman Realty Company, 1022 National City Bldg., Cleveland.

The thirteen theatres are: Uptown and Variety, Cleveland; Ohio and Majestic, Mansfield, O.; Palace, Lorain, O.; Strand, Akron, O.; Alhambra, Canton, O.; Alhambra, East Liberty, Pa.; Strand, Altoona, Pa.; Maryland and Colonial, Hagerstown, Maryland; and the Arcade and Strand, Waynesboro, Pa. All of these houses were owned by several different companies, including the Strand Theatre Company and the Norman Realty Company of Cleveland, and were under the control of Jacob and Isaac Silverman of Altoona, Pa. Isaac Silverman is now connected with the real estate department of Warner Pictures, Inc.

Chicago Meeting Of Allied Heads To Discuss Plans

Steffes Wants Government To Come To Rescue Of Independents

Minneapolis, June 6.—To prove that the Northwest Theatre Owners' convention, held recently in Minneapolis, was by no means just a gesture, Al Steffes, the president of the organization, has girded his loins and entered the fray with both fists swinging. The first bombshell exploded by the Steffes regime was his appointing W. M. Miller, Cloquet theatre owner, as the Association's Minnesota representative, in authority under the president. Mr. Miller has been a thorn in the side of Mr. Steffes for some several years. Again and again the Cloquet theatre owner has lit the fires of contention under the Steffes proposals. By appointing Miller as his aide Steffes has neatly eliminated opposition within the organization.

Hopes For Allied Aid

Steffes, accompanied by a group of exhibitors, left Minneapolis Sunday night en route to Chicago. A meeting is arranged between the Northwest Theatre Owners' Association and Abram Myers, representing the Allied States organization.

At this meeting Steffes hope to enlist the support of the Allied States through its president, Abram Myers. If this project is successful, the two presidents and a group of exhibitors representing the Northwest Theatre Owners' Association and the Allied States Organization, will go on to Washington, where they will continue the fight for the rights of the independent theatre owner.

In a statement made before he left Minneapolis, Steffes said, in part: "It is my intention of presenting choice morsels for government thought. Nothing can stop me and my associates from emerging victorious. Distributors and producers who are under the impression that they will find it easy sliding are going to be wised up to the true state of affairs. And soon, too. No more fooling with their contentions that in time everything will be patched up. Exhibitors have been misled into so many atrocious situations that their heads are fairly swimming with uncertainty. We'll padlock these merry-go-rounds of trouble if it requires the President's signature to do it."

Asher And Rogers Form New Firm; Buy "Carnival"

A new producing corporation has been formed by E. M. Asher and Charles R. Rogers, who have long been prominent as members of the Asher, Small and Rogers organization. "Carnival," the stage play, by William R. Doyle, which recently ran at the Forrest Theatre in New York, has been purchased as the first of a series of six talkies that the new company will make.

Expect Record Attendance At Southern Meet

Advance List Of Exhibitors Who Will Be Present At N. C. Convention Large

Charlotte, N. C., June 6.—A record attendance is expected at the coming Summer convention of the Theatre Owners of North Carolina, which will be held June 17 and 18 at Wrightsville Beach. Reservations are being received in every mail, and from all indications the attendance will be 100 per cent.

A feature of the meeting will be a talk on sound and equipment, which will be delivered by Will Whitemore, who has been assigned by the Public Relations Department of the Western Electric Company to make the talk. Owing to the numerous sound installations throughout the State, considerable interest is being manifested in Mr. Whitemore's appearance as a speaker at the convention.

Those who have already made reservations to attend are:

Exhibitor Reservations

H. F. Kincey and Montgomery Hill of Publix-Saenger Theaters; Harry Hardy, Charles Oswald and M. E. Wiman of Publix; Roland G. Hill of the Concord Theater at Concord, Lexington Theater at Lexington and the Playhouse Theater at Statesville; Joe Caudell of the Wanoca Theater at Wallace; W. T. Culpepper of the Carolina Theater at Elizabeth City; J. A. Daniels of the Princess Theater at Mocksville; D. Holt of the Troy Theater at Troy; Tom Kehoe of the Show Shop at New Bern; Rudolph Mason of Mason's Theater at Goldsboro; E. J. House of the Oasis Theater at Marion; Justin Rankoff of the Masonic Theater at Enfield; J. G. Andrews of the Princess Theater at Ayden; A. F. Sams, Jr., and A. F. Sams, Sr., of Winston-Salem; A. B. Thompson of the Graham Theater at Graham; W. S. Sehley of the Crescent Theater at Statesville; W. E. Stewart of the Pastime Theater at Concord; L. L. Drake of the Ansonia Theater at Wadesboro.

W. T. Gray of the Loray Theater at Gastonia; J. F. White, Jr., of the Capitol Theater at Asheboro; W. H. Hendrix of the Fairview Central Theaters at Greensboro; S. S. Stevenson of Stevenson Theaters, Inc., of Henderson; Chas. W. Picquet of the Carolina Theater at Pinehurst; John Prevo of the Palace Theater at Thomasville; U. K. Rice of the Colonial Theater at Winston-Salem; E. L. Hearne of the Alameda Theater at Albemarle; George Hughes of the Columbia Theater at Albemarle; Messrs. Banner, Boone and Benbow of the Grand Theater at Mount Airy; Charles Roth of the Eagle Theater at Asheville; Claude West of the Opera House Theater at Tarboro; H. E. Buchanan of the Rodeo Theater at Sylva; Percy Wells of the Bijou Theater at Wilmington; C. H. Arrington of the Palace Theater at Rocky Mount; C. E. Carpenter of the Imperial Thaeter at Kings Mountain; W. L. Horn of Horn's Theater at Forest City; J. W. Watts, Jr., of Williamston, Mr. Hughes of the Romina Theater at Forest City; R. T. Wade of Wade's Theater at Morehead City and J. E. Estridge of Gastonia.

Midwesco Managers Hold Farewell Dinner For Leo

Milwaukee.—Joe Leo, newly appointed president of Fox Theatre corporation, was guest of honor at a farewell dinner on Sunday night at the Hotel Schroeder given by theatre managers and department heads of the Midwesco chain. A delegation of friends saw Mr. Leo off last Monday morning.

H. J. Fitzgerald, general manager of Midwesco, takes over the duties of Mr. Leo, and J. William Duebach, who is now assistant general manager, will succeed Mr. Fitzgerald.

Georgia Exhibitors Form New Theatre Owners Organization At Enthusiastic Macon Meet



C. J. Scollard, newly elected Treasurer of Pathe Exchange, Inc., and its subsidiaries. He succeeds John Humm, who has resigned. Mr. Scollard for some years has been prominently identified with the Joseph P. Kennedy interests. Until recently he was treasurer of FBO. Mr. Scollard makes his home at Mt. Vernon, N. Y.

Fox Plans A Gala Premiere For New Frisco Playhouse

San Francisco, May 31.—The official opening of the new Fox Theatre in San Francisco, now nearing completion, will take place on June 28. It will be a gala civic affair. It is planned to dedicate the playhouse to the state of California.

The ceremonies will occupy the greater part of the day. Thirty or more movie stars and executives will arrive at 9:45 A. M., on a special train from Los Angeles. They will parade from the station to the city hall, then to the theatre. During the afternoon they will visit the hospital and other institutions under the auspices of newspapers and the Fox theatre. In the evening they will parade in automobiles to the theatre where they will inspect the structure and attend the dedicatory program. A special program is scheduled for those unable to get seats.

Seats for the opening are to be on sale several days in advance of opening, scaling at $2, $3 and $5.

Bowen Gets California Post With Air Companies

Frank H. Bowen, who was formerly with the Heywood-Wakefield Co., has been made division manager for Arctic Nu-Air Corp., and the Kooler Aire Corporation for Cali-

52 Showmen, Representing Over 100 Theatres, Enroll As Charter Members; Sound Charges Scored

MACON, GA., June 6.—Organization of the Georgia Motion Picture Theatre Owners and Managers was perfected Sunday at a most enthusiastic meeting held in the Lanier Hotel. Fifty-two exhibitors representing more than one hundred theatres enrolled as charter members. George K. Ricker, of Fitzgerald, who two weeks ago at Waycross was chosen as temporary president was unanimously elected to the post. Other officers elected were O. C. Lem, of Rome, as vice-president and Love B. Harrell, of Waycross, as secretary-treasurer, the latter office carrying a salary.

The following directors were elected: Adolph Gortatowsky of Albany, Roy E. Martin of Columbus, J. J. Powell of Toccoa, Mrs. W. M. Kimbro of Greensboro, Nat M. Williams of Thomasville, J. C. H. Wink of Dalton, E. F. Boyd of Adel, R. B. Wilby of Atlanta, Walter J. Brackin of Bainbridge and Alpha Fowler of Douglasville.

Woodhull Attends

R. F. Woodhull, president of the M. P. T. O. A., was a special guest of the Georgia body and the principal speaker extending a formal invitation to affiliate with the national organization.

The Board of Directors is charged with the responsibility of setting up a budget for organization expenses and fixing a schedule for assessment of dues. Pending the assessment, each member advanced a nominal sum to cover immediate needs, the amounts so advanced to be credited against assessed dues.

The body unanimously adopted a resolution protesting against high film rentals on sound pictures and excessive score charges, declaring that medium and small town theatres will be forced out of business unless producers and distributors relieve the crisis.

Secretary Harrell will publish a regular bulletin for the organization and upon request will represent members in arbitration proceedings.

Next Meeting In Atlanta

The next full meeting of the exhibitor body will be held in Atlanta probably in July, the exact date to be determined by the directors.

All bona fide exhibitors in the state are eligible for membership, no barriers having been raised against affiliated exhibitors.

Among exhibitors attending the formal organization meeting of the Georgia Mo-

(*Continued on following page*)

Producers Will Probably Oppose Equity Campaign

(*Continued from page* 1943)

doesn't apply well where one actor gets $10,000 a week, another $5,000 a week, and others perhaps $200 a week, which is the difference between artistry and technique.

"There are no abuses in over-working actors in Hollywood to my knowledge, such as Mr. Gillmore complains of. We pay for all rehearsals. The minute an actor begins to work he gets paid. This applies to all shops, except possibly some of the smaller ones, where the practice of working actors overtime is used. We are as much opposed to that as anyone, because, naturally, the man who does that makes pictures more cheaply than we can and undersells us on the market."

Dullzell's Statement

The same day Paul Dullzell, executive secretary of Equity, stated that the unionization of the studios, as far as the "talkies" are concerned, was a necessity at this time as a protection to the stage and the American theatre. In the last year more than 250 important actors and actresses, members of Equity, had accepted contracts in the talking pictures. Some of these had done so in disregard of existing contracts that they had for stage productions, and thereby left the legitimate managers who had engaged them in nasty predicaments. In one case a player who had been receiving $450 weekly with a musical comedy caused that company to discontinue and threw a number of fellow players out of employment, while she accepted an engagement that will pay her $11,000 a week. In another case a featured actress with a huge musical hit refused to sign for next season and accepted a contract from the talkies calling for $185,000.

From Stage To Screen

In one case where Equity disciplined an actress she immediately went to the talking screen, and is now receiving far greater monetary return and more widespread publicity than she could get in 10 years of stage work.

Equity wants to organize the motion picture field so that its disciplinary mandates will be effective, and those of its membership made to respect contracts with the stage as well as the picture producers.

Mr. Dullzell stated that no attempt would be made at this time to organize the extras and atmosphere players, but that matter would possibly come when matters developed that made it necessary.

In the Standard Form of the Equity Minimum Contract, which calls for a minimum of one week's employment of principals for talking pictures, it is stipulated that 48 hours shall constitute a six-day week, and that the player shall receive time and a half for overtime. The producer has the option, however, of using his 48 hours of the player's time in four straight stretches of 12 each, if he so pleases, providing that such work is not between midnight and 7 A. M., or on a Sunday. In the latter cases the time and a half scale applies.

In speaking of the contract Mr. Dullzell stated that if the producers saw fit to designate any part of the contract as unfair to them, Equity was willing to confer on those clauses, and if necessary leave the questionable clauses to arbitration.

Powers Accepts

The first of the producers to accept the Equity Standard Contract Form is P. A. Powers, who has been an affiliated and an independent producer for a number of years. In a letter to Frank Gilmore, of Equity, Powers stated his willingness to co-operate with Equity, and that he would operate the new Power Cinephone Studios on Long Island, which will be in operation on June 15, as an Equity studio. The same will also apply to the Coast studio of the Powers company when it is in readiness to function.

Okla. Mgr.'s Tabulation Shows Talkie Appeal

NINETY-FIVE per cent of the patrons who replied to a questionnaire sent out by F. L. Wadsworth, Jr., of the Rose at Muskogee, Okla., favored sound over silent pictures, and seventy per cent stated that they were willing to pay increased admissions for talking pictures, and seventy per cent were in favor of talkers and acts.

Much Talk About Talkies In Berlin But They're Rare

(*Continued from page* 1945)

started, so that it will be quite some time before German audiences will get a chance to see and hear real talkies.

Two American productions that were to be shown during next few weeks have now suddenly been called off. One of them, the Metro picture, "White Shadows," was to have been presented on Klangfilm apparatus, the show having now been put off indefinitely. Apart from that, the Gloria Palast was to have presented "The Singing Fool" on Western Electric apparatus, this show, too, having been cut short in the eleventh hour by an injunction on the part of Tobis, claiming that their patents would be violated. The injunction was lifted.

Other worrying law suits seem to be pending between Tobis and the Deutsches Lichspiel Syndikat (which is the big German exhibitor and renting organiaztion) the crux of this situation being that before the Tobis Klangfilm tie-up was perfect, the Deutsches Lichspiel Syndikat had secured from Tobis sole representation for their apparatus and that they are now claiming damages since the above mentioned Tobis Klangfilm merger left the equipment mainly with Klangfilm and Tobis in charge of production only.

Equity Now Has 2300 Members In Hollywood Ranks

(*Continued from page* 1943)

Paramount—43 under contract; 12 from stage.

Warner—27 under contract; 11 from stage.

First National—19 under contract; 6 stage.

Pathe—21 under contract; 10 from stage.

United Artists—12 under contract; only 2 from stage.

RKO—11 under contract; 4 from stage.

Universal—24 under contract; only one from stage.

Tiffany-Stahl—3 under contract; one from stage.

Columbia—3 under contract; none from from stage.

Figuring from another angle: there are 167 picture players under contract to producers. Of these it is estimated all but 50 are Equity members now.

To fight the Equity demand, producers can use contracted players among themselves for major parts, and pick up free lancers not Equity members for other parts.

Equity admits that its own members who were under contract prior to June 5 must fulfill their contracts, even though they work with non-Equity casts, if required.

Ga. Exhibitors Form New Body At Macon Meeting

(*Continued from page* 1947)

tion Picture Theatre Owners and Managers, all of whom enrolled as charter members, were the following:

George E. Ricker, Grand Theater, Fitzgerald, Ga.; C. H. Simpson, Princess Theater, Millen, Ga.; Nat M. Williams, Rose Theater, Thomasville, Ga.; M. L. Curry, Colonial Theater, Milledgeville, Ga.; E. H. Macon, Pal Theater, Vidalia, Ga.; H. M. Liggett, Eastman Theater, Eastman, Ga.; M. A. Parker, Rivoli Theater, Douglas, Ga.; W. H. Carroll, Rivoli Theater, Douglas, Ga.; C. H. Powell, Grand Theater, Moultrie, Ga.; Robert Gay, Lyric Theater, Ft. Gaines, Ga.; Mrs. F. L. Liggett, National Amusement Company, McRae, Ga.; H. L. Liggett, National Theater, McRae, Ga.; L. Balafas, Grand Theater, Swainsboro, Ga.; L. Balafas, Grand Theater, Gordon, Ga.; F. Haywood, Grand Theater, Waynesboro, Ga.; P. H. Bennett, Ilex Theater, Quitman, Ga.; W. F. Cobb, Opera House, Quitman, Ga.; D. B. McDonald, Ilex Theater, Quitman, Ga.; W. L. C. Taylor, Dorris Theater, Doerun, Ga.; Manning & Wink (Hugh Manning and J. C. H. Wink), Crescent Theater, Dalton, Ga., Grand Theater, Cartersville, Ga., Gem Theater, Calhoun, Ga., Strand Theatre, Marietta, Ga.; Alpha Fowler, Alpha Theater, Douglasville, Ga.; Wallace Smith, Mildred Theater, Barnesville, Ga.; E. F. Boyd, Majestic Theater, Adel, Ga.; George M. Cushman, Annex Theater, Jesup, Ga.; W. P. Riggins, Strand Theater, Ft. Gaines, Ga.; Ellison Dunn, Olive Theater, Donaldsonville, Ga.; J. W. Hawze, Strand Theater, Tifton, Ga.; J. M. McCarty, Forsyth Theater, Forsyth, Ga.; S. G. Tos. Italian Gardens, Claxton, Ga.; F. M. Liggett, Community Theater, Hawkinsville, Ga.; T. F. Thompson, Princess Theater, Cedartown, Ga.; Julian S. Reese, Dixie Theater, Eatonton, Ga.; Mrs. I. N. Deitz, Star Theater, Covington, Ga.; M. T. Clements, Star Theater, Perry Ga.; H. M. Mitchell, Dixie Theater, Pelham, Ga.; Gortatowsky Brothers, Albany Theater, Albany, Ga., Liberty Theater, Albany, Ga., Ritz Theater, Valdosta, Ga., Rylander Theater, Americus, Ga., Circle Theater, Cordele, Ga.; Walter J. Brackin, Callahan Theater, Bainbridge, Ga., Star Theater, Tifton, Ga.; R. B. Wilby, Cameo Theater, Atlanta, Ga.; J. T. Freeman, Imperial Theater, Griffin, Ga.; Nick Economou, Grand Theater, Ft. Valley, Ga., Grand Theater, Montezuma, Ga.; O. C. Lam, Rivoli Theater, Rome, Ga.; Roy E. Martin, Royal Theater, Columbus, Ga. (and 6 other houses); J. J. Powell, Star Theater, Toccoa, Ga.

Woodhull Warns Solution Needed For Small Towns

Quick Action Necessary To Save Little Theatres, He Counsels

Returning from a trip to the Southeast, where he attended the meeting of the newly organized Georgia exhibitors association at Macon, June 2, R. F. Woodhull, President of the Motion Picture Theatre Owners of America, issued a warning on the plight of the small town theatres.

"High rental cost of sound pictures and contracts signed by exhibitors during the 'panic period' are the chief concern of theatre owners throughout these sections, which, of course, follows the general alarm from coast to coast," said Woodhull.

While he believes that in the course of time business economics will care for this deplorable condition, he cautions the distributors to bend every effort towards a hasty solution if they value the conservation of the small town theatre.

Ray Rockett And Ned Marin Both Leave First Nat'l

Hollywood, June 6.—The decision that First National would dispense with production supervisors means that Ray Rocket will leave F. N. The production in the future will be handled by a cabinet which will comprise Jack Warner, Al Rockett and the studio scenario editor.

In addition to Ray Rockett, Ned Marin is also slated to go. Marin originally was attached to the home office of First National in a sales capacity. For the last year he has been supervising production on the Coast.

General Talking Pictures Augments Selling Force

Appointments in the sales department of General Talking Pictures Corp. have been completed by Robert J. Churchill, Chicago distributor of the De Forest Phonofilm and Phonodisc sound equipment manufactured by General.

Frederick R. Martin, for the past five years salesman and office manager of the United Artists branch in Chicago, becomes sales manager for Mr. Churchill and will supervise the territory comprising Illinois, Indiana, Wisconsin, Eastern Missouri and Upper Peninsular of Michigan. In charge of the Indiana territory is John Servass with headquarters at Indianapolis; W. P. Calahan for Missouri with headquarters at St. Louis and Roy Smith for Wisconsin and Michigan with headquarters at Milwaukee.

The Chicago office is now in readiness to render exhibitor service on equipment sold, the work of preparation having been completed by Bert Rosenberg. Ducan Phyfe is in charge of the engineering department.

First Hot Spell Sends B'way Receipts Down; "Fox Follies" Held After $107,247 Week

Plays Silents While His Fans Are Going

CLEVELAND, O., June 6.—A Cleveland exhibitor who found he could not run his fans while a talking picture was in progress without seriously injuring the performance, has decided to run two or three silent short subjects on a program with a sound feature so as to give him an opportunity to operate the fans and cool the house. He says neighborhood houses cannot afford to install the automatic cooling systems and have to depend upon fans to keep the air moving. Last week's record hot spell developed this new difficulty in projection sound pictures.

"Studio Murder," "Black Watch" Both Below Par

"On With The Show," "Alibi" And "B'way Melody" Lead Coast Attractions

Hollywood, June 6th.—One picture was near the 250 mark, three were over 150, one was 100 and two were beneath 100 in this week's batch of percentage ratings indicating the fortunes of the various film attractions along the Los Angeles boulevards.

Repeating its record of last week when it lead the field, "On With the Show," at the Warners Hollywood, ran up a 245 percentage and attracted $32,000 to the box office tills during its third week at the Holywood. Its nearest competitor was "The Fox Movietone Follies of 1929," which enjoyed a gate of $17,500, good for a 175 per cent rating, during its second week at the Criterion.

"The Broadway Melody" and "Alibi" last week ran neck and neck according to the percentage figures, the former bringing in $26,000, or a 158 percentage, in its 17th week at the Chinese, and the latter realizing $21,000, or 155 percentage, in its second week at the United Artists. This indicates how well "Melody" is holding up throughout its long run. This week's figures top last weeks by $6,000.

Grabbing the 100 per cent rating was "His Captive Woman" playing at the State to $27,000 receipts. Below the 100 mark were "The Black Watch," $10,500 or 85 per cent, being its figures for the 4th week at the Carthay Circle, and "The Studio Murder Mystery," which got only $23,400, or a 95 percentage, in its week's run at the Paramount. "Show Boat," in its fourth week at the Biltmore, showed a small profit with only $8,500.

"East Is East" Gets $74,648; "Man I Love", $73,800; Runs Slow Down With Heat Wave

BROADWAY experienced its first touch of real hot weather last week when records for 34 years were smashed. Naturally the box office reflected the weather and the cooling plants were hastily placed in operation, only to become unnecessary after a couple of days. The grind houses were not effected as much.

Two musical revues on the screen vied. "The Fox Follies," at the Roxy played to $107,247.25 for a percentage of 104 7/10; while "Cocoanuts," at the Rialto, got $43,100, which sent it to 150 per cent. The latter is in for a run, while the former was held over for a second on the strength of its showing. It is the best business that the Roxy has done in five weeks. "East Is East," at the Capitol, got $74,648.20; while "The Man I Love," at the Paramount, came through with $73,800. At the Strand, "The Divine Lady," for the first showing at popular prices, pulled only $30,000. Vilma Banky at the Rivoli, in the first week with "This Is Heaven," played to $27,800. The Cameo, with the independently booked "The Wild Heart of Africa," got $6,400 on the week.

Runs Suffer From The Heat

The eleven film attractions on Broadway playing two-a-day engagements had but two that showed above the 100 per cent mark. They were "The Broadway Melody", now in its 17th week at the Astor, which played to $18,758.50 for 127 3/10 per cent and "The Black Watch," in its first week at the Gaiety where it got $10,065.75 for a rating of 106 4/5 per cent.

The others ranged as low as 55 per cent. "Bulldog Drummond," at the Apollo dropped to $15,400; "The Squall," at the Central, to $8,304.50; "Innocents of Paris," at the Criterion, to $8,300; and "The Trial of Mary Dugan," at the Embassy in its 10th and final week, got $5,947.50. "Father and Son," a Columbia production, opened at that house on Monday night of this week.

"Broadway," which opened at the Globe did $13,300 on five days, which is almost up to the mark; while "On With the Show," which opened the following night at the Winter Garden, got $15,890, showing good box office possibilities. The final eight days of "The Desert Song" dropped to $12,836 and the Sophie Tucker starring feature "Honky Tonk" came into that house on Tuesday night.

"Alibi," at the 44th Street, was also off getting $12,600; while "Madame X," at the Harris dropped to $12,694.

"Mother's Boy," which was at the Cohan for four weeks, slipped out unnoticed last Saturday night, the final week seeing the receipts under $4,000.

An Entire City Helped This Theatre Put On A Welfare Drive

Good will, that time-honored term of the business world, continues to demonstrate its effectiveness in the successful operation of the motion picture theatre. Its establishment is not a haphazard undertaking. Each successful contact made between theatremen and some local organization has resulted from a carefully prepared plan, presented in a diplomatic way. In the accompanying article it is related how a theatre manager put over a Welfare Campaign with Chamber of Commerce Cooperation.

ONE of the most elaborate campaigns for the promotion of Good Will between theatre and community was conducted not long ago by an enterprising exhibitor in a city of approximately 25,000 population. The city can be classed as a typical one of this country. It has diversified industry in the way of manufactured goods and its retail trade is as brisk as the average American city of its size. There are about 15,000 persons in the city proper and from ten to fifteen thousand more in suburban and rural districts.

The theatre situation can also be classed as typical for a city of this size. There was the usual strong opposition furnished by a unit of an old established theatre circuit, which not only had facilities for greater film buying power, but had also been in the vaudeville field for years. In other words this house was in a position to put on a show that could make anyone sit up and take notice. And it did, too.

His First Move

These difficulties did not bother the exhibitor of whom we write. With the Good Will issue foremost in his thoughts when he took over the management of the house, one of the first moves he made was to become a member of the local Chamber of Commerce. This organization practically embraced all principal commercial activities of this city. At one stroke he had placed himself in a position to meet the well established business men and to later approach them with his plan.

National Boys Week afforded him his opportunity. Here was a movement which included the promotion of such organizations as the City Y. M. C. A., the County Y. M. C. A., the State Trade School, the City School District, the Boy Scouts, the Junior Achievement League and the Town School District. There were also many individual entrants from among the High School boys.

The Chamber of Commerce particularly wanted to put this Week over in a Big Way. It was sponsoring the move and its success was a matter of pride to every member of the body. As a member of the organization, and with his position further enhanced by previously serving on the Boys' Week Committee, the theatreman had, in a diplomatic way, definitely associated himself as one from whom suggestions could be entertained. He was to become the guiding factor of the movement.

The Plan

His plan, as suggested to the Chamber of Commerce, was this: he was to go before the heads of the various organizations and explain the tremendous value of letting the public see just what it was doing for all these youngsters. Working models of machines used by the schools, manufactured articles produced by the boys and other evidence of their handiwork were to be placed on exhibition in the theatre lobby. The citizens were to see, in concrete form, the result of their contributions.

In the City and Town schools he presented his idea to the superintendent, the principal and the instructors of the various classes of manual training. They were completely sold on the idea and when the exhibits were arranged in the theatre lobby and a half holiday was declared, the entire school, teachers and pupils marched under police supervision to the theatre. Class schedules were changed so that this plan could go through.

The heads of the State Trade School were approached in the same manner and here, likewise, the idea met with hearty approval. This institution went as far as the act of setting up a complete weaving machine in the lobby and detailed class members to explain the operation.

The Junior Achievement League, another popular organization in this section, also responded enthusiastically to the theatreman's visit. Heretofore, the League had only arranged for a showing of its handiwork with a yearly exhibit when admission was charged. This time they not only permitted their exhibits to be placed in the theatre lobby but circularized the entire community, calling attention to "the great opportunity offered by the ..... theatre in permitting the exhibits to be seen without charge."

Merchants Co-Operate

The Chamber of Commerce gave both the idea and the theatre plenty of free publicity through the newspapers and the merchants division. Practically every merchant in the city carried a box in newspaper-advertising columns which, in addition to their own particular ad, called attention to the theatre exhibits and urged all parents to attend. The merchants also gave generous window space to announcement signs.

Now, a few words about how the theatre lobby was arranged. It is true that a small lobby could not possibly be adapted to carry out such an elaborate display as this one. This particular lobby was spacious enough to permit the booth arrangement of the several schools by putting into service the foyer which connected the lobby proper with the audi-



Two views of the unique lobby display arranged by the exhibitor mentioned in the accompanying article. At the left is the Boy Scout's exhibit. Note the evidence of their handiwork. At right in an interesting exhibition arranged by the Town School District



Photos at left and right are of two other interesting lobby displays which were arranged by the enterprising exhibitor of this story, the City Y. M. C. A. and the City School District. Photo in centre shows crowd of school children being guided across street by the monitors in order to view the exhibits. School authorities declared a half-holiday in honor of the occasion

torium. The regular roped-in space which the management ordinarily used to accommodate waiting customers was also used to good effect. In no way did the exhibition interfere with regular operation of the house. In connection with this point it might be mentioned that a much smaller lobby could be profitably used when a less elaborate campaign is being carried out, in many cases but one organization forming the tie-up.

At the conclusion of Boys' Week it was unanimously voted by the Chamber of Commerce that the campaign was the greatest ever sponsored by that body. It had never before been accomplished in this manner, other efforts having been confined to the insertion of advertising in the newspapers and the staging of a parade or like-ballyhoo. The Chamber also officially expressed its appreciation to the theatre management for offering the suggestion and then seeing it through by close co-operation.

Merchants reported that they had directly traced a considerable amount of retail trade during the Week to the congregation of out-of-town and suburban visitors to the exhibits.

Effect On Attendance

That the theatre cashed in on the campaign is attested to by the thousands who attended the exhibition and then bought theatre tickets while they were on the spot. There was an appreciable gain then and from that time on attendance was on the upward trend—and that is the main point of this story. It was not a question of how much turn-over the week was to show; it was the friendly atmosphere that was created through carrying this campaign to parents and other people through the always-interesting medium of children.

Whether the tie-up you would like to put over is in connection with a Boys' Week Campaign, or any other community affair, the Chamber of Commerce angle will always be of great importance.

Diplomacy

Try if possible to work with your Chamber without necessarily trying to grab honors for your theatre on every occasion. Rather let the impression take root that your activities are of a community nature. The theatre angle will present itself when the proper time comes and you are constantly cementing a feeling of good will with all the merchant members of the Chamber that you are always ready and willing to lend a hand and help on anything that they pass upon.

In this particular case, the placing of the exhibits in the lobby of the theatre was brought about in so diplomatic a manner as to make the other men on the committee feel that they were actually imposing upon the theatre; when the truth of the matter was that the theatre was working the entire stunt so that the exhibit would be put into his lobby. It should never be made too plain that your help is contingent upon the theatre gaining some benefit or "break" or you will soon find that an antagonistic note is creeping into the discussion at the meetings.

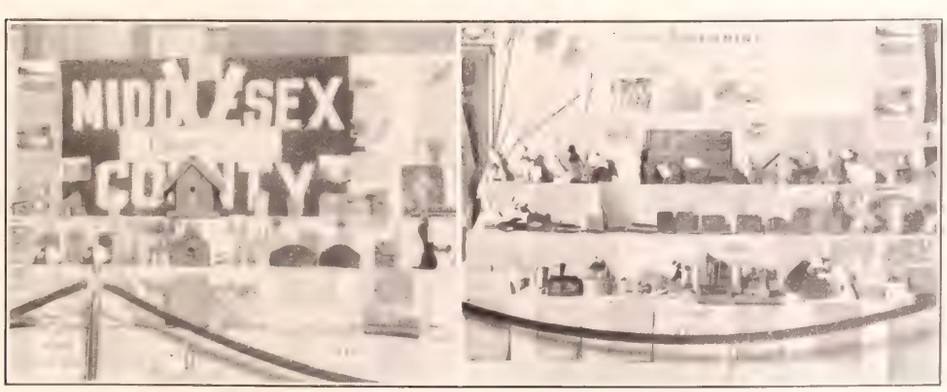
The same applies just the opposite way around. The local High School graduation exercises were always a help in this theatre but the opposition sensing a good "steal" arranged, behind everyone's back, to hold the exercises in their house. They were accorded that distinction but got in bad with the school authorities when they started to place strings on the offer. The school board then offered the exercises to this manager which he gladly accepted, in spite of the fact that he played "second fiddle" after donating the house for several previous years. He smiled and went through with the whole thing and made it even more outstanding than ever before by reason of building a stepped platform so that the entire class could be seen.

A Sound Investment

The above incident occured about the same time that the schools were being canvassed to assist on the Boys' Week Celebration and unquestionably this cheerful offer to permit the graduation exercises went a long ways towards securing the school boards consent and co-operation. It demonstrates how planting the seed through one experience will bear profitable fruit in many ways and this angle should be kept in mind when other managers are called upon to help some local activity without immediate gain for the theatre. As a matter of fact the graduation exercises cost the theatre the loss of one matinee and an additional sum of about fifty dollars necessary to construct the platforms and prepare for the ceremonies. Such an outlay, charged up to advertising and good will, is a sound business investment at any time.

Some managers have complained that where their house is part of a chain, the home office executives would not sanction the breaking up of the house policy by consenting to lose a matinee. But here is just one of the instances where such matters must be left to the discretion and judgment of the local house manager. He can best decide whether it means enough to the theatre to make the change.

National Boys Week is generally conducted during the Summer months. This is usually termed by most exhibitors as an off-time. Everybody is interested in the youngsters at all times and if the exhibitor who wishes to try this idea is properly working with his local organizations a marked degree of success should be attained.



Here are two more exhibits by the County Association and the Junior Achievement League. There was another which is not illustrated on these pages, the State Trade School, which went to the extent of setting up a weaving machine

Sound Has Created A New Public And A Bigger B.O. Appeal

By EDWIN SCHALLERT

HOT off the grill of the motion picture world, so to speak, comes one outstanding opinion—namely, that all past precedents of box-office success will be shattered by the talking picture. In fact, there is everything to prove that they have already been thus demolished by the better class of sound films—or at least that they will be when the general release of these is finally completed.

Sound has changed the whole monetary aspect. There is even now a larger American audience for the studio. There may be a European audience eventually. The reports at present show that "The Singing Fool" has an international quality of appeal. And if this is true of "The Singing Fool," it will certainly be true of other productions of musical character.

At all events, the box-office has in the past year considerably expanded its horizon, therefore any remark made about what has happened in financial returns will have only the most relative value regarding what may happen in the future.

It would seem, therefore, that certain essential traits of the popular hit in the past will have to be preserved. The rules that make for a great hit are similar in medium, whether it be the stage, the literary expression of the novel, or any other endeavor that makes for the public's enjoyment and incidentally, but not obviously, their enlightenment.

In the first place, the talking picture will have to be human. It will have to be more human, indeed, than the silent picture ever was, because the scope for such humanness is greater. People have seldom wept more copiously over any scene on the screen than they did during the death of Sonny Boy. That in itself showed, if only in a very rudimentary way, the possibilities of the new medium. Audiences have seldom experienced more varied pleasures than in the instance of "The Broadway Melody." This demonstrated that the new expression is a multiple expression. Old limitations broken down by this particular production. "In Old Arizona" disclosed that the film has gained in both comic and serious intent, even with the use of very conventional subject matter. This picture was crude, but it had plenty of human impulse.

However, the big talking picture success will have to exhibit greater vitality than even these three very excellent early productions. And the newer output, gives ample evidenie of the strengthening and vitalizing of both the human and the dramatic interest in story and dialogue. One can foresee much popularity for such features as "Madame X," "Bulldog Drummond," "The Man I Love," to mention but a few of the more promising.

Photographic bigness is still a deficiency in the talkie. When there is even a slight sign of this bigness, it is grateful. "The Wedding of the Painted Dolls" pictured in color, unquestionably snapped up the interest in "The Broadway Melody" 100 per cent when the scene came on the silver sheet. The outdoor shots were an invaluable adjunct to "In Old Arizona." In "The Desert Song" the action gets off to a flying start because during the famous Riff number one actually sees a troop of Arabian horsemen gallop across the white sand hills.

PRODUCTION values are the thing. Pictures are still pictures. The hits will be hits because they fascinate the eye, as well as the ear, and the utmost ingenuity will be required by each producer in rivaling his fellows in restoring to its rightful place the screen's pictorial allurements. No picture will be really big in the future without such allurements, though admittedly there is more scope for intimate dmaa and for fine acting performances than at any time before in screen history.

The outlook is decidedly brilliant. The next few years will see lots of money taken in at the box-office. The successes will be dazzlers. They will make even those blink who think they know all about the film business. But watch out! There will be flops, too. And they will be dismal ones.

Shrewd showmanship is going to be the watchword of the future. There is a new buying public for pictures, but it is a public that will have to be sold intelligently, with vigor, and through superclever exploitation.

Lots of good pictures missed out in the past, because they were not adequately exploited. The loss stands to be heavy if the same mistakes are made in the future. A victory will have to be pushed to the limit, and the same brand of skill that goes into the making of such a victory in the studio, will have to be carried out in exhibition. Bad projection of sound in the theatre, careless building of programs, lack of forceful salesmanship as regards the public, will all be factors working dangerous and detrimental results for a product that might under the right circumstances have tremendous value.

IT is a time for the most active cooperation and the most painstaking coordination between all branches of the business, because sound has opened the way for a uniformity in screen entertainment that has never before existed. It has made it possible for the rural community to see its shows on a Broadway basis, and that is why extraordinary demands will be made in the domain of presentation. Instead of limiting, this should afford much greater scope for the well-judged effort of the individual theatre owner and operator, who keeps up to the minute the sound situation. The extreme delicacy of the new mechanism that has been given into his hands thrusts upon him no small share of responsibility for the success of that unquestionably lucrative development—the screen's new dimension.

Some timely views on box office pictures of the future are expressed in the accompanying article by Edwin Schallert, Editor of the Los Angeles Times Preview and Special Correspondent of the MOTION PICTURE NEWS. Mr. Schallert is considered an authority on the motion picture. He believes:

That the talkies are creating a new and more intelligent type of audience. . . .

That this new audience must be sold in a more intelligent way and that the future watchword of this industry will be "shrewd showmanship." . . .

That the outlook is most brilliant—but that pictures still are pictures and more vitality must be injected in the talkies. . . .

That the situation demands painstaking co-operation and co-ordination in all branches of this business. . . .

Sound And Projection

Conducted By James R. Cameron

Vacuum Tubes In Sound Work

(Continued from last week.)

THERE are two methods of using an electron tube as a detector. In the first method the detector tube is connected directly across the condenser in the receiving circuit (Fig. 1.)

Suppose the receiving antenna picks up a signal. Then oscillations in the tuned circuit LB are set up and the radio-frequency alternating voltage across the condenser C1 is impressed between the grid and filament, bringing about changes in the plate current. If the plate current is normally at a point on the bend of the characteristic curve the increase of plate current when the grid voltage is positive is greater than the decrease of plate current when the grid voltage is negative. Thus, on the average, the plate current is increased while the oscillations due to the signal last. In Fig. 2. are shown, roughly, the form of (1) the high-frequency oscillations impressed upon the grid, (2) the high-frequency variations in plate current, (3) the audio-frequency fluctuations of telephone current. The frequency with which these telephone fluctuations occur in the frequency of the incoming wave trains and in order to be heard must be within the range of audible sound.

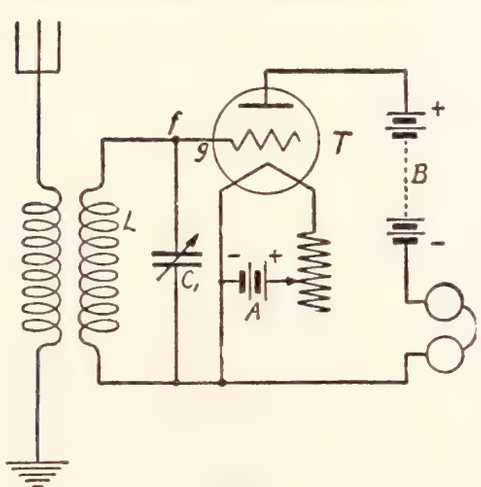


Fig. 1

The radio frequency fluctuations which occur in the plate current shown in (2) do not pass through the windings of the telephone receivers, because the inductance of the coils in the telephone receivers is so great that the radio frequency variations in the plate current cannot flow through them, but flow through the capacity existing between the leads and windings and across the by-pass condenser. Thus these radio frequency variations are by-passed by this effective capacity of the leads of the telephone receiver and only the average current flows through the inductance of the telephone receiver windings (3). When using this method of detection, no current flows in the grid circuit because the average volue of the grid voltage is maintained negative with respect to the filament in order to operate on the curved portion of the curve showing the relation between plate current and grid voltage.

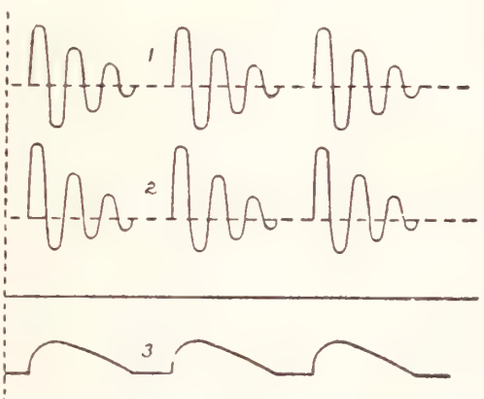


Fig. 2

With simple detector action of the kind here described, when signals of ordinary intensity are being received, the mean value of the change of the plate current, for a given operation point on the grid voltage plate current curve, is a very nearly proportional to the square of the amplitude of the voltage oscillations impressed on the grid. For very strong signals, however, this relation does not hold. This is a relation which holds for any detector which operates by virtue of the curvature of the curve showing the current which it delivers for various impressed voltages.

In some cases it is necessary to use an additional battery called a "C" battery, between points f and g Fig 1, in order to bring the plate current to the bend of the characteristic curve. This however, does not change the action; the variations of the plate current are brought about by the alternating emf. between the terminals of the coil L just as when the battery C is absent. It is interesting to note here that we are employing resonance in the circuit LC to obtain as large an emf. as possible between the terminals of the coil and condenser with a given signal.

If the grid battery voltage is adjusted so that the plate current has a value near the upper bend of the curve showing plate current plotted against grid voltage, instead of near the lower bend, the action will be essentially the same, but the effect of the arrival of a wave train will be to decrease momentarily the plate current instead of to increase it. As before, there will be fluctuations of the plate current keeping time with the arrival of wave trains, and there will be a sound in the telephone of a pitch corresponding to the number of wave trains per second.

Care must be taken in the use of receiving tubes that the plate battery voltage is never high enough to cause the visible "blue glow." The tube becomes very erratic in behavior when in this condition and is very uncertain and is not sensitive as a receiver. This is because the plate current becomes so large that it is unaffected by variations of the grid voltage. Characteristic curves will not repeat themselves if the tube shows the blue glow, and sharp breaks may appear in any or all of the curves. Furthermore, the electrodes are heated and may be damaged by the blue glow discharge.

With many tubes louder signals are obtained if the grid is made positive with respect to the negative end of the filament, so that current flows in the grid circuit. Instead of operating on the curved portion of the grid voltage, plate-current curve the tube operates upon the curved portion of the grid-voltage, grid-current curve and the straight portion of the grid-voltage, plate-current curve. When using the curvature of the grid-current characteristic in this fashion, a condenser is connected in a series with the detector tube and with the receiving circuit from which the signal voltage is obtained.

Now suppose that a series of wave trains falls upon the antenna of Fig. 3, as shown in (1) of Fig. 4. If the circuit LC is tuned to the same wave length as the antenna circuit, oscillations will be set up in it and similar voltage oscillations will be communicated to the grid by means of the condenser C. As shown in (2) Fig. 4, each time the grid becomes positive the electron current which flows at the voltage eo will be increased more than it is decreased when the grid voltage goes below eo. Thus during each wave train the grid will continue gaining negative charge and its voltage will, on the average, be mostly negative, as shown in (3), Fig. 4.

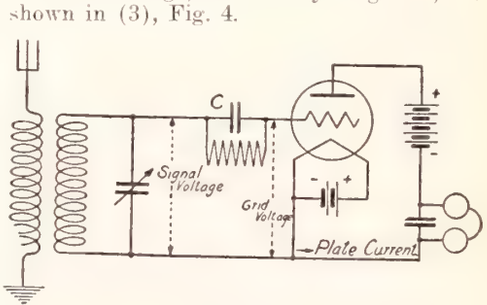


Fig. 3

This negaitve charge on the grid opposes the flow of electrons from filament to plate and produces a much magnified decrease in the plate current throughout the train of oscillations, as shown in (4) Fig. 4. At the end of each wave train this charge leaks off either through the condenser or through the walls of the tube, or both, and the plate current becomes steady again at its normal

(Continued on following page)

Sound And Projection

value (4), Fig. 4. This should happen before the next wave train comes along, and in order to insure this a resistance of about a megohm (a million omhs) is shunted across the condenser. Such a resistance is called a "grid leak."

As has been stated above, the inductance of the coils in the telephone receivers is so great that the radio-frequency variations in the plate current can not flow through them, but flow through the capacity existing between the leads and windings and across the by-pass condenser. The current which actually flows through the windings and operates the telephone receivers, if drawn, will look something like the dotted line in (4) and the heavy line in (5). Thus, as in the case of the circuit of Fig. 1, the note heard in the telephone corresponds in pitch to the frequency of the wave trains. If the waves falling upon the antenna are undamped waves, they may be detected using either of these circuits if they are first divided off into audio-frequency groups.

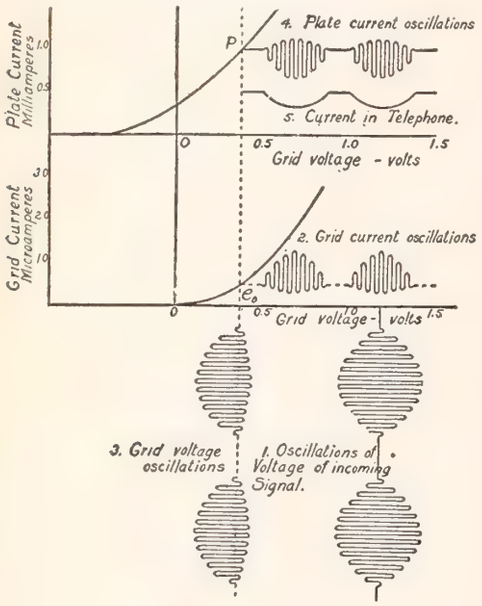


Fig. 4

To receive undamped waves which are not divided into groups of audible frequency, electron tubes may be used in special ways called the heterodyne and autodyne methods, through the high leak resistance, this fixes the steady voltage of the grid at about 0.5 to 0.8 volts positive with respect to the negative end of the filament.

In order to get a readable signal from a good tube detector, it is usually necessary to apply to the grid a voltage of two millivolts effective value, which would correspond approximately to an alternating current of about 0.01 microampere in the grid circuit. These values apply to a completely modulated wave—that is, a wave whose oscillations reach a zero value at regular intervals which correspond to the audio frequency of the wave trains.

Editor's Note: In next week's issue of Motion Picture News Mr. Cameron's article will deal with the subject of Audio Frequency Amplification.

How A New Theatre Was Converted To Sound

CONFRONTED with the problem of how to convert a comparatively new and costly theatre, built, however, before the advent of sound pictures, into a house providing proper acoustics for the reproduction of "talkie" and musical effects to the best advantage, led to an exhaustive study on the part of Manager Wesley Schoenberger, of the Rialto, Third and Harris Streets, Harrisburg, Pa. The research work undertaken by Mr. Schoenberger, with the cooperation and advice of representatives of manufacturers of sound devices and picture machine operators, has resulted in what Mr. Schoenberger declares is a very satisfactory solution of the problems involved.

The Rialto is a good-sized neighborhood theatre, seating about 1,000, typical in construction of many other houses. It is a long auditorium of medium width, in a brick building, with square corners and plaster walls which seemed to divert, blurr and absorb the sound.

The Use Of Sound Boards

As explained by Mr. Schoenberger, the difficulties have been eliminated by the use of heavy carpets, advantageous placing of draperies and the installation of composition sound boards, resembling asbestos, obtainable from most sawmills. This latter material has been enclosed about the sound device—the Rialto uses a Pacent reproducing machine, geared to the motion picture machine and capable of being operated even when silent films are being shown.

The composition boards also have been put at various places on the walls, particularly at the rear of the auditorium, wherever the bare walls had absorbed the sound, and about the projection machine. Five of these sound reflectors, artistically designed, extend four feet from each of the side walls, at distances of from ten to fifteen feet apart. The theory of their use is that they will re-echo the sound and thus materially increase the volume in the auditorium.

Padding And Draperies

New, thick carpet, with a special padding underneath, covers the floor in the aisles as well as in the lobby. This deadens the sound of footsteps of patrons entering the theatre when a play is in progress, which on bare or thinly carpeted floors has been found to destroy much of the effectiveness of sound reproduction.

Draperies extending to the floor have been hung across the rear corners of the theatre and at similar distances and in similar manner to the arrangement of the composition sound boards on the side walls of the auditorium. The draperies are located, in each instance, at the rear of the sound boards. Draperies also have been hung in advantageous positions about the stage and heavy carpet has been laid on the stage platform and over the front of the raised stage. Upholstered chairs instead of wooden ones have been installed also with a view to improving the sound effects, and the whole experiment, Mr. Schoenberger declares has resulted in great improvement of the acoustics, nor only in the matter of increasing the volume but in the elimination of blurred effects that were caused by the bare walls and the sharp corners of the auditorium.

The Importance Of The Man In The Booth

(Continued from last week)

IT was the advent of the "sound picture" that made the exhibitor and producer realize the importance of the man in the projection room. That the projectionists of this country practically overnight accepted the responsibility for the operation of this new and complicated sound apparatus and that he has mastered the working of these systems, with the little instruction handed him by the various manufacturers is a great credit to the craft as a whole. It has proven to the whole industry that the projectionist of today is a master mechanic well up in the requirements of his craft, and is as progressive as any other body of men in the motion picture industry.

We can personally vouch for the fact, that several hundreds of projectionists have been demanding information as to just what "makes the wheels go round" in projecting sound pictures. The fact that they are satisfactorily operating sound equipment does not satisfy them; they want to know just what the various parts are that go into the making of the various systems, the function of each of those parts, etc., etc.

A Healthy Sign

Any craft can be proud of its members who will go out in their spare time to learn something about the equipment with which they earn their living. This seeking after knowledge is a healthy sign, and that the projectionists of this country are seeking knowledge can be attested by the writer, over 13,000 copies of our new book Motion Pictures With Sound having been sold since March of this year, and the greater part of these books having been bought by projectionists, proving that they not only want information but are willing to pay for it.

What does it matter how much time, money or effort is put into the making of a picture either silent or with sound, if that picture is poorly projected. The success of a picture is not decided in the viewing rooms of the producers studio, although the director, players and the studio executives may pat themselves on the back and say they have a winner. The man who makes the picture a success or a failure is the man in the street who pays his 25 or 50 cents at the box office and in the last analysis it's the public that is the final judge. The producer and exhibitor contact with the public is through the projectionist; the projectionist is the "star" salesman of the motion picture industry.

To our way of thinking, this is a responsible position and we are glad to see that the Fox-West Coast Theatres and their general manager Harold B. Franklin, are ready to give praise and recognition where same is due.

Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Abie's Irish Rose (Par.)

NEWPORT NEWS, VA.—Rialto Theatre (873), 6 days, 35c-50c, Paramount News. Weather, variable. Rating, 100%.

AD TIPS—Little exploitation. Title got big play, excellence of cast and famous story all good angles. Appeal: all classes.—Rialto Theatre, E. T. Crall, Mgr., Newport News, Va.

Alibi (U.A.)

NEW YORK CITY, N. Y.—44th Street Theatre (1,323), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2, Paramount Shorts. Weather, warm and rain. Rating, 80%. (Eighth Week.)

HOUSTON, TEX.—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix Unit, Paramount News. Weather, variable, with flood last day of week. Rating, 90%.

SAN DIEGO, CAL.—Superba Theatre (800), 7 days, 40c-50c, 2 Vitaphone Acts, News Reel and Comedy. Weather, good. Rating, 100%.

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, Ruth Etting, songs. The Gleasons in "Meet the Missus" (Par.), Movietone News. Rating, 155%. (Second Week.)

PORTLAND, ORE.—United Artists Theatre (957), 7 days, 25c-60c. Weather, showers. Rating, 95%.

AD TIPS—Best exploitation is of smashing, all-talking, fast moving underworld drama of stark realism. We did not advertise Nightstick angle as play is not so well known here. Appeal is to adult lovers of drama.—Metropolitan Theatre, Houston, Tex.

Was pushed as 100% all-talking melodrama. Billboard and newspaper advertising used principally to promote picture, but some novelty stunts were used.—Superba Theatre, Jack Rosenberg, Mgr., San Diego, Cal.

Swift action, suspense, drama, romance, epoch-making Roland West production. Star cast including Morris.—United Artists Theatre, J. J. Parker, Mgr., Portland, Ore.

Bellamy Trial, The (M-G-M)

JOLIET, ILL.—Rialto Theatre (2,300), 25c-60c, Paramount and Movietone News, Fable, 3 Acts Vaudeville. Weather, fair. Rating, 115%.

AD TIPS—Exploit as based upon one of best mystery stories of year. Feature four reels of dialogue. Bill it as one of best talking pictures and exploit circumstantial evidence angle. Audience appeal: general.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Betrayal, The (Par.)

SAN DIEGO, CAL.—Fox Cabrillo Theatre (740), 7 days, 40c-50c-60c, Eddie Peabody Movietone Act. Weather, fair. Rating, 100%.

AD TIPS—Janning's reputation plus Cooper and Ralston utilized in promotion of picture.—Fox Cabrillo Theatre, H. L. Hartman, Mgr., San Diego, Cal.

Black Watch, The (Fox)

NEW YORK CITY, N. Y.—Gaiety Theatre (808), 7 days, 2 shows daily, 3 Sat. & Sun., Fox Movietone News and Talking Shorts. Weather, warm and rain. Rating, 106 4/5%. (Second Week.)

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 75c-$1.00-$1.50, Elinor's Orchestra, Laurel-Hardy in "Unaccustomed As We Are," Movietone News. Rating, 85%. (Fourth Week.)

Big Diamond Robbery, The (RKO)

JOLIET, ILL.—Princess Theatre (960), 1 day, Comedy and News, no stage presentation. Weather, hot. Rating, 80%.

AD TIPS—Exploit as a thriller with Mix and Tony. Audience appeal: children.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Broadway (U.)

NEW YORK CITY, N. Y.—Globe Theatre (1,418), 7 days, 2 shows a day, 3 Sat. & Sun, $1-$2-$2.50. Weather, warm and rain. Rating based on first five days of business. Rating, 99%.

Broadway Melody, The (M-G-M)

NEW YORK CITY, N. Y.—Astor Theatre (1,270), 7 days, 2 shows daily, 3 Sat. & Sun., M-G-M Talking Shorts. Weather, warm and rain. Rating, 127 3/10%. (16th Week.)

LITTLE ROCK, ARK.—Royal Theatre, 6 days, 5 shows a day, 15c-50c. Extras, Vitaphone Act and Paramount News. Weather, fair. Rating, 125%.

CEDAR RAPIDS, IOWA.—Paramount Theatre (1,957), 4 days, 10c-25c-50c, Donald Ogden Stewart in "Humorous Flights," Movietone and Paramount News. Weather, fair. Rating, 125%.

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 10c-25c-50c, Oswald Cartoon Comedy, Fox Movietone News. Weather, unsettled. Rating, 100%.

LOS ANGELES, CAL.—Graumans Chinese Theatre (2,023), 75c-$1.00-$1.50, Vaudeville Revue. Rating, 158%. (17th Week.)

AD TIPS—Spectacular features of this picture; its tremendous success in New York; its dramatic love story. Tied up with stores on theme songs. Stressed all-talking, all-singing, all-dancing feature. Audience appeal: all classes, all ages.—Paramount Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Iowa.

Brotherly Love (M-G-M)

ALBANY, N. Y.—Clinton Square Theatre (800), 6 days, 25c, M-G-M News, "Sunshine Sammy" and a talking comedy "Meet the Family." Weather, hot. Rating, 75%.

Brotherly Love—Cont.

AD TIPS—Called attention to fact that Dane and Arthur were in a picture funnier than "Rookies" and a rip-roaring satire on modern prison life. Audience appeal: all classes.—Clinton Square Theatre, John Garry, Mgr., Albany, N. Y.

Bulldog Drummond (U.A.)

NEW YORK CITY, N. Y.—Apollo Theatre (1,270), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2, Paramount Short Talker. Weather, warm and rain. Rating, 83%. (5th Week.)

Canary Murder Case, The (Par.)

VANCOUVER, B. C.—Capitol Theatre (2,400), 6 days, 25c-65c, Presentation, Movie Talkie "Kisses," Fox Movietone News, Calvin Winter and His Capitolians. Weather, fine. Rating, 115%.

AD TIPS—Featured all-talking picture. Van Dine's famous story. A terrifying scream hurtles you into excitement of a baffling mystery. Featured Brooks, Powell, Hall, Arthur. Audience appeal: very general, attracting all classes and ages.—Capitol Theatre, Lloyd Dearth, Mgr., Vancouver, B. C.

Carnation Kid, The (Par.)

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 25c-35c, M-G-M News, "Half Holiday" (Laemmle Novelty), "Fish Day" (Aesop Fable), "Carolina Moon" (Song slide sung by Gene Austin), "Hot Times" (Al St. John Comedy). Weather, clear hot, heavy rain one day. Rating, 38%.

AD TIPS—Featured MacLean in talking, laughing comedy hit, a Paramount riot of fun. Rocky road to romance. Mistaken for gunman, he's loaded with laughs. Audience appeal: wide general appeal for all who like farce comedy done in a realistic vein.—Loew's Valencia Theatre, Charles Raymon, Gen'l Mgr., Baltimore, Md.

Carry On (Gaumont)

VANCOUVER, B. C.—Pantages Theatre (1,700), 6 days, 30c-50c, Presentation, Spectacular Empire Pageant, staged by Duncan and Duncana, with cast of 70 artists, local dancers. Three vaudeville Acts. Weather, fine. Rating, 250%.

AD TIPS—Staged as special Empire week show. Feature made in England and on H. M. S. Tiger and Thruster, with the official cooperation of British Admiralty. Romance, adventure, thrills. Audience appeal: This is essentially a British picture and therefore goes big in a Canadian city. Audience: young and old of all classes, but attracted a fair number of American patrons, as similar patriotic films of U. S. attract British audiences.—Pantages Theatre, Lloyd Pantages, Mgr., Vancouver, B. C.

China Bound (M-G-M)

FORT WORTH, TEXAS.—Palace Theatre (1,500), 3 days, 15c-50c, 2 Vitaphone Acts, "Cleopatra," color reel; M-G-M and Fox Movietone News. Weather, clear. Rating, 95%.

AD TIPS—Used the slogan "funniest team in pictures," in selling Arthur and Dane. Appeal is to all classes.—Palace Theatre, Harry Gould, Mgr., Fort Worth, Texas.

Clear the Decks (U.)

DALLAS, TEXAS.—Capitol Theatre (1,044), 7 days, 15c-25c-35c, Vitaphone Acts and Int'l News. Rating, 85%.

ASHEVILLE, N. C.—Plaza Theatre (1,232), 3 days, 10c-40c-50c, Tiffany color symphony, an Octavus Roy Cohen comedy. Weather, rainy. Rating, 80%.

ANN ARBOR, MICH.—Michigan Theatre (2,200), 4 days, 10c-50c, stage presentation, Mermaid Comedy, Fox News. Weather, hot. Rating, 28%.

AD TIPS—Exploit Denny in side-splitting comedy—a love sick, sea-sick boy making love. Audience appeal: general.—Capitol Theatre, Ray J. Stinnette, Mgr., Dallas, Texas.

Star is strong part of picture. Appeal: juvenile.—Michigan Theatre, Ann Arbor, Mich.

Close Harmony (Par.)

MILWAUKEE, WIS.—Merrill Theatre (1,167), 7 days, 25c-50c, "Crooning Melodies," Fox News. Weather, hot. Rating, 90%.

AD TIPS—Because of the abundance of back stage life pictures showing here now, this picture was advertised by extensive exploitation of Rogers and Carroll, two youngsters in love in a light comedy. Audience appeal: The theatre's usual patrons.—Merrill Theatre, W. E. Mick, Mgr., Milwaukee, Wis.

Cocoanuts (Par.)

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 7 days, 35c-65c-75c-85c-$1, Paramount News Reel and Talking Shorts. Weather, warm and rain. Rating, 150%. (First Week.)

Cohens and Kellys In Atlantic City, The (U.)

OTTAWA, ONT.—Imperial Theatre (1,220), 6 days, 15c to 50c, Paramount News, "A Bird in the Hand." Weather, very hot. Rating, 70%.

AD TIPS—Boosted it as light entertainment for the warm weather as there is nothing serious to think about. Characters are excellent. Audience appeal: all ages and all classes.—Imperial Theatre, Ray Tubman, Mgr., Ottawa, Ontario.

Conquest (W.B.)

OKLAHOMA CITY, OKLA.—Rialto Theatre (1,000), 10c-15c-25c, 2 Vitaphone Acts, Joe Brown, Collins and Glass. Weather, cloudy and cold. Rating, 100%.

AD TIPS—Featured "The Challenge of the Arctic," thrilling adventure in a giant plane at the South Pole. A tale of love, cowardice and heroism that will set your pulse hammering, and don't forget—it's a 100% all-talking, with Blue, Warner and Wilson.—Rialto Theatre, Oklahoma City, Okla.

Coquette (U.A.)

OTTAWA, ONT.—Centre Theatre (1,220), 6 days, 25c to 60c, "The Right Bed," Fox News. Weather, very hot. Rating, 75%.

OKLAHOMA CITY, OKLA.—Criterion Theatre (1,750), 7 days, 10c-25c-35c-50c, Paramount News, Paramount Shorts, Eddie Cantor, "If Men Played Cards as Women Do." Weather, cloudy and cool. Rating, 150%.

SPRINGFIELD, MASS.—Bijou Theatre (1,000), 7 days, 25c-50c, Le Maire comedy, Marionettes, Hawaiian Love Call, Pathe and Int'l News. Weather, hot, showery. Rating, 40%. (Second Week.)



Harry Holman, vaudeville star and his feminine support in "Hard Boiled Hampton," a Pathe talkie short produced by George Le Maire

Coquette—Cont.

MILWAUKEE, WIS.—Alhambra Theatre (2,200), 7 days, 25c-50c, Comedy, Laemmle Novelty, Int'l News. Weather, hot. Rating, 173%.

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-35c, Fox Movietone News, 8 Victor Artists (M-G-M), Cliff Edwads Ukelele Ike (M-G-M Short). After one week at Stanley and week at Valencia. Weather, clear hot, heavy rain one day. Rating, 65%.

WICHITA, KAN.—Orpheum Theatre (1,700), 7 days, 25c-35c-50c, Chic Sale in "The Ladies' Man," "In a Music Shoppe," Newsreel. Weather, fair. Rating, 110%.

AD TIPS—Everybody wants to hear how Pickford's voice sounds and she performs more than a comeback, her experience carrying her to new heights. She is more effective and more piquant than ever on the audible screen. Audience appeal: all classes from high school age up.—Centre Theatre, Don Stapleton, Mgr., Ottawa, Ont.

Exploit as Pickford's first all-talking picture. You will sob with her, laugh with her and cry with her. Pickford will astonish you with her dramatic ability—acting her role that you feel as well as hear every pulse beat of emotion from her sobbing heart.—Criterion Theatre, Pat McGee, Mgr., Oklahoma City, Okla.

Just Pickford in a grown-up talking picture helps to bring the crowds. Add to that Pickford in the well known stage play. The picture offers many opportunities for tie-ups with local business houses, such as beauty shops. Audience appeal: all classes.—Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

With this being Pickford's first all-talking picture and with story taken from powerful play, these two things should be played up, and supporting cast. Audience appeal: adults only will be pleased with this, although box office appeal is wide.—Orpheum Theatre, H. E. Jameyson, Pub. Director, Wichita, Kan.

A Dangerous Woman (Par.)

KANSAS CITY, MO.—Royal Theatre (900), 7 days, 10c-25c-35c-50c, Vitaphone Acts, Paramount News. Weather, fair. Rating, 85%.

ASHEVILLE, N. C.—Imperial Theatre (1,181), 10c-40c-50c 3 days, Fannie Ward, Fred Ardath and Dave Bernie in Vitaphone Shorts, Movietone News. Weather, fair. Rating, 80%.

SAN FRANCISCO, CAL.—Granada Theatre (2,900), 7 days, 35c to 60c, Publix Presentation, Fox Movietone and Granada News, "In Old Madrid." Weather, windy and sunny. Rating, 75%.

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, Publix Presentation, 6 Acts RKO Vaudeville, Pathe News. Weather, fair. Rating, 100%.

Dangerous Woman, A—Cont.

AD TIPS—A top line over cuts of the stars, "Imagine! A beautiful woman luring all men —passionate love that knew no barriers," was used in all advertising, along with the announcement that the picture was an all-talkie. Audience appeal: all classes.—Royal Theatre, C. S. P. Coppock, Mgr., Kansas City, Mo.

All-talking and dramatic acts. Special musical acts, and "great screen and orchestral program." Audience appeal: only those who care for murder trials, sensation in closed rooms, etc. Appeal to all classes above 17.—Granada Theatre, Smith, Mgr., San Francisco, Cal.

Exploit Brook and Baclanova in African setting. Singing of Baclanova. Audience appeal: adults.—B. F. Keith's Theatre, John J. Burnes, Mgr., Syracuse, N. Y.

Desert Nights (M-G-M)

PROVIDENCE, R. I.—Loew's State Theatre (3,800), 7 days, 15c-50c, Movietone News. Rating, 100%.

AD TIPS—Name of Gilbert is magic to most box offices. Star's name and face should monopolize billing with stress on the "great lover" angle. Bill "Desert Nights" as a film in which Gilbert is cast as a manly lover with plenty of scope for heroics. The picture has wide appeal to all classes of adults.—Loew's State Theatre, E. J. McCarthy, Mgr., Providence, R. I.

Desert Song, The (W.B.)

NEW YORK CITY, N. Y.—Warner's Theatre (1,360), 7 days, 2 shows a day, 3 Sat. & Sun., $1-$2, Vitaphone Shorts. Weather, warm and rain. Rating based on last 8 days of run. Rating, 70 3/10%. (Fifth Week.)

PROVIDENCE, R. I.—Majestic Theatre (2,400), 7 days, 15c-50c, Fox News. Weather, hot. Rating, 100%.

OKLAHOMA CITY, OKLA.—Capitol Theatre (1,200), 7 days, 10c-25c-35c-50c, Paramount News, Phil Baker in the "Bull in Spain," Organ. Weather, cloudy and cool. Rating, 150%.

DES MOINES, IA.—Paramount Theatre (1,700), 7 days, 25c-50c, Pathe Comedy, "At the Dentist's," Paramount News, "Louise," theme song, Publix Special, "In Memoriam." Weather, changeable. Rating, 120%.

TACOMA, WASH.—Blue Mouse Theatre (601), 7 days, 25c to 75c. No shorts, as the feature is long. Weather, cool. Rating, 150%. (Second Week.)

MILWAUKEE, WIS.—Garden Theatre (1,200), 25c-75c, Movietone News. Weather, hot. Rating, 85%. (Second Week.)

SEATTLE, WASH.—Music Box Theatre (950), 25c-35c-50c-75c, Fox Movietone News. Weather, fine. Rating, 110%. (Second Week.)

BIRMINGHAM, ALA.—Alabama Theatre (2,200), 6 days, 25c-35c-50c, Paramount News. Weather, fair and hot. Rating, 95%.

BALTIMORE, MD.—Warners' Metropolitan Theatre (1,500), 6 days, 15c-50c, "Noah's Ark" advance trailer. Third week to crowded houses for 5 days. Weather, clear hot, heavy rain one day. Rating, 125%.

FORT WORTH, TEX.—Worth Theatre (2,500), 4 days, 15c-60c, Paramount News, Slide-a-Phone. Weather, clear. Rating, 150%.

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 5 shows daily, 25c-35c-60c, Fox Movietone News, Selected Shorts. Weather, fair. Rating, 51%.

OMAHA, NEB.—Paramount Theatre (2,900), 7 days, 25c-60c, Jackie Goldie (Warner Brothers), Irving Aronson's Commanders (M-G-M), Paramount and Fox News. Weather, warm. Rating, 80%.

DALLAS, TEX.—Greater Palace Theatre (2,350), 7 days, 40c-60c, Publix Presentation and other usual features omitted. Midnight showing was given Friday night. Weather, continued rain. Rating, 125%.

Desert Song, The—Cont.

SAN DIEGO, CAL.—Plaza Theatre (627), 21 days, 40c-60c, Trailer for next picture only. Weather, good. Rating, 76%. (Third Week.)

PORTLAND, ORE.—Music Box Theatre (1,837), 25c50c. Weather, showers. Rating, 100%. (Second Week.)

AD TIPS—Name of film itself should be billed over cast. It is well to tie up picture with legitimate success and to ballyhoo this in ad spreads. Romance and music should carry motif of exploitation.—Majestic Theatre, Sol. Braunig, Mgr., Providence, R. I.

Played up by extensive newspaper advertising. Also mentioned prominently that Boles is former musical comedy star and insisted that screen version of operetta was like stage play. Stress that this is the first Vitaphone operetta and then mention the big musical hits of the piece. Audience appeal: all classes.—Capitol Theatre, Pat McGee, Mgr., Oklahoma City, Okla.

Appeals to highest type of picture audience and may be played up as having wonderful singing effects. Many commented upon the fact that the talking was so plainly heard. Many unusual effects may be played up in this picture with lighting and magnifying the screen.—Paramount Theatre, Jack Roth, Mgr., Des Moines, Iowa.

Exploited as a sound version of stage play, first operetta on the screen. Emphasize the name of the play. Audience appeal: elite patronage.—Garden Theatre, L. K. Brin, Mgr., Milwaukee, Wis.

Feature as elaboration of the musical comedy hit, with fine cast, elaborate production, good singing, music, etc. Audience appeal: everyone.—Music Box Theatre, Robert Murray, Mgr., Seattle, Wash.

Exploited first musical comedy on screen with sight and sound, stressing beautiful melodies of play. Audience appeal: all ages.—Alabama Theatre, Charles G. Branham, Mgr., Birmingham, Ala.

The scenes of the Riffs Riding to Battle, Riff and other popular songs. Stage show now on screen in its entirety. Feature John Boles golden voice. Audience appeal: general, including heavy musical critics.—Music Box Theatre, Portland, Ore.

Napkins advertising picture were distributed in fountains and cafes, and pulled exceedingly well in view of holiday. Street car and newspaper advertising informing public that picture was about to leave.—Plaza Theatre, M. F. Anyoh, Mgr., San Diego, Cal.

Exploit as screen's first operetta. Copy use—A collossal—Soul Stirring Succession of Rapturous Melodies—Spectacular Scenes Presented with Boundless Magnificence—The Unfolding of a Beautiful Love Story Amidst the Rendition of Throbbing Love Songs That Will Capture Your Heart and Raise You to New Heights of Glorious Entertainment. John Boles was exploited as Texas' Favorite Son. Audience appeal: all classes.—Greater Palace Theatre, Ernest W. Morrison, Mgr., Dallas, Texas.

All we had to do was tack up the title. Operetta is well known here. Boles is a Texas boy and we, of course, capitalized on this. Let them know this is the screen's first operetta and that they can expect most tuneful of music. We used record tie-ups to limit and turned our marquee into a colorful desert tent.—Worth Theatre, Marsline Moore, Mgr., Fort Worth, Texas.

Stressing fact that thousands of patrons had heard this picture the first week and found it good entertainment and that due to public demand it was being held over for a second week attracted attention. Billing played up that this was screen's first great musical play. "Romance amid the glory of moonlit nights with a desert bandit enflamed with the kisses of a girl who merely sought adventure. Inspired to seductive songs of love in a land of brilliant color and splendor." Audience appeal: all ages and classes.—State Theatre, G. E. Greene, Mgr., Minneapolis, Minn.

Desert Song, The—Cont.

Exploited as screen's first road show operetta attraction with special reference to its success on stage. Several music store tie-ups, broadcast picture's music over radio and ran special stories in newspaper in towns within 80 mile radius of Omaha. Decorated front of theatre in desert atmposphere. Increased newspaper space. Audience appeal: limited to small sophisticated class.—Paramount Theatre, Raymond Jones, Mgr., Omaha, Neb.

Divine Lady, The (F.N.)

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 35c-50c-75c, Pathe and Movietone News Reels, Vitaphone Shorts. Weather, warm and rain. Rating, 86 2/5%.

FORT WORTH, TEX.—Palace Theatre (1,500), 4 days, 15c-50c, 2 Vitaphone Acts, M-G-M and Fox Movietone News. Weather, clear. Rating, 100%.

PORTLAND, ORE.—Fox Broadway Theatre (1,912), 7 days, 25c-60c, Fox News, Fanchon & Marco's "Sweethearts Idea," spectacular stage offering, Nat Nazarro, Jr., heads cast. Weather, showers. Rating, 95%.

AD TIPS—Emphasize romantic angle, involving Lady Hamilton and Lord Nelson. Griffith never more beautiful. Helped put this one over with electrically lighted six-foot cut-out sign on top of 14-story hotel here.—Palace Theatre, Harry Gould, Mgr., Fort Worth, Tex.

Most important role of Griffith-Varconi as Lord Nelson, British naval hero. Stirring naval scenes and battles. All star cast. Universal and heavy appeal.—Fox Broadway Theatre, Floyd Maxwell, Mgr., Portland, Ore.

Doctor's Secret, The (Par.)

ANN ARBOR, MICH.—Wuerth Theatre (777), 3days, 10c-50c, 3 Movietone Acts, Movietone News and Kinograms. Weather, hot. Rating, 65%.

AD TIPS—Should be played up as all-talkie of intensely dramatic love melodrama type. Exploitation stunts sugested by title. What does your doctor know about you?—for instance. Remember that it is Barrie play in exploitation. Audience appeal will be found to be of highest class.—Wuerth Theatre, Ann Arbor, Mich.

Donovan Affair, The (Col.)

PROVIDENCE, R. I.—Strand Theatre (2,200), 7 days, 15c-50c, Paramount News. Rating, 85%.

SALT LAKE CITY, UTAH.—Capitol Theatre (2,000), 7 days, 15c-60c, stage presentation, comedy and Paramount News. Rating, 95%.

HOUSTON, TEX.—Majestic Theatre (2,250), 7 days, 25c-60c, 5 Acts Vaudeville, Fox Movietone News. Weather, variable, with flood Friday. Rating, 100%.

BUFFALO, N. Y.—Lafayette Theatre (2,700), 65c, Int'l News, Vitaphone Acts, Comedy, Fox Movietone News. Weather, cloudy. Rating, 145%.

AD TIPS—Lay emphasis on the question: "Who killed Donovan?" How and Why? We find it wise to put Holt's name to the fore here, where he is still a big favorite. Film carries appeal to all classes of grown-ups and children.—Strand Theatre, Ed. Reid, Mgr., Providence, R. I.

AD TIPS—Played up mystery thriller, and ran screen request that patrons not tell solution of the murder. Holt also advertised, and announcement made that no one would be admitted during the last 10 minutes of picture. Appeal is to all classes and ages.—Majestic Theatre, Houston, Tex.

Most sensational mystery drama ever screened. Play up Holt.—Lafayette Theatre, William Raynor, Mgr., Buffalo, N. Y.

Duke Steps Out, The (M-G-M)

TROY, N. Y.—Lincoln Theatre (1,000), 7 days, 25c-35c, 1 Vitaphone, Kinograms. Weather, hot. Rating, 116%.

Duke Steps Out, The—Cont.

SALT LAKE CITY, UTAH.—Pantages Theatre (2,500), 7 days, 15c-75c, Vaudeville Bill. Weather, fair. Rating, 90%.

MINNEAPOLIS, MINN. — Hennepin-Orpheum Theatre (2,900), 2 shows from Monday to Saturday on reserved seat basis. Sunday, three shows on unreserved seat schedule. 25c-50c-75c, 6 Acts Vaudeville headlined by Florence Moore. Weather, fair. Rating, 66%.

GRAND RAPIDS, MICH.—Regent Theatre (1,850), 7 days, 30c-60c, Vitaphone shorts, Movietone Sound News. Weather, hot. Rating, 90%.

AD TIPS—Stressed fact that this was one of big hits along Broadway and that in entertainment it was one of the best bets of winter and spring. Audience appeal: all classes.—Lincoln Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Exploited as a Saturday Evening Post story, with "thrilling talking and sound sequences." Audience appeal: various classes.—Pantages Theatre, Grant Pemberton, Mgr., Salt Lake City, Utah.

We featured Haines-Crawford angle with considerable emphasis upon prize ring angle. Ad exploitation intimated that pugilist was unstoppable—until co-ed set his heart to turning somersaults. — Hennepin-Orpheum Theatre, Mrs. Frank Burke, Mgr., Minneapolis, Minn.

Haines brings them in. Kept up his name in the ads.—Regent Theatre, Frank Kleaver, Mgr., Grand Rapids, Mich.

Dummy, The (Par.)

NEWPORT NEWS, VA.—Olympic Theatre (853), 3 days, 35c-50c, Comedy, Kinograms. Weather, variable. Rating, 96%.

AD TIPS—Theme appealing. Advertised as 100% talking picture. Audience appeal: very broad.—Olympic Theatre, E. T. Crall, Mgr., Newport News, Va.

Father and Son (Col.)

SYRACUSE, N. Y.—Empire Theatre (1,700), 6 days, 20c-40c, Publix Presentation, Comedy, Fox Movietone. Rating, 95%.

AD TIPS—Exploit Holt in talkie of different type. Audience appeal: general.—New Empire Theatre, Morris Fitzer, Mgr., Syracuse, N. Y.



SOPHIE TUCKER
In
"HONKY TONK"
A Warner Bros.
100% All Talking and
Singing Picture

Fox Movietone Follies Of 1929 (Fox)

NEW YORK CITY, N. Y.—Roxy Theatre (6,205), 7 days, 50c-75c-$1-$1.50, Fox Movietone News, Rothafel Stage Show of four units. Held over for second week. Weather, warm and rain. Rating, 104 7/10%.

ALBANY, N. Y.—Leland Theatre (1,400), 6 days, 25c-35c, Fox Movietone News. Weather, hot. Rating, 135%.

CLEVELAND, OHIO.—Hippodrome Theatre (4,500), 7 days, 25c-50c, Music Fiends (Clark & McCullough, Fox Movietone), Fox News. Weather, very hot. Rating, 120%.

SPRINGFIELD, MASS.—Fox Theatre (1,444), 7 days, 20c-50c, "The Knife," Short; Fox News. Weather, hot, showery. Rating, 130%.

MILWAUKEE, WIS.—Strand Theatre (1,297), 7 days, 25c-60c, "The Knife," Fox News. Weather, hot. Rating, 75%.

BUFFALO, N. Y.—Great Lakes Theatre (3,000), 65c-85c, Vitaphone Acts, Fox Movietone News and Fox Silent, Pathe Comedy. Weather, cool and cloudy. Rating, 130%.

LOS ANGELES, CAL.—Criterion Theatre (1,652), 35c-50c-65c, Movietone Shorts, Movietone News. Rating, 175%. (Second Week.)

AD TIPS—Featured as another "Broadway Melody" and that it was the entertainment treat of a lifetime, with prettiest girls, catchiest songs and snappiest dances blended into musical revue so colossal and so lavish as to baffle description. Also called attention to the fact that it was showing at Roxy's in New York and that there would be absolutely no advance in prices. Audience appeal: all classes.—Leland Theatre, Alec Sayles, Mgr., Albany, N. Y.

Ran $2 midnight preview to capacity house, advertised more than usual. Received additional reader space in newspapers. Advertised this as a $6.60 show for 25c and 50c. Audience appeal: everybody.—Hippodrome Theatre, Wm. Watson, Mgr., Cleveland, Ohio.

Revue characteristics emphasized, with appropriate and striking sketches of dancers, etc. Stressed as 100 per cent vocal with "every seat in the theatre a front row seat." Played up as screen's first musical extravaganza. Audience appeal: to all those who enjoy stage musical productions, which means it is fairly general.—Fox Theatre, James Skiffington, Mgr., Springfield, Mass.

A singing, dancing, acting, story of show life is the theme exploited. Fetchit given considerable exploitation because of popularity in other pictures. Audience appeal: all classes.—Strand Theatre, W. E. Mick, Mgr., Milwaukee, Wis.

Play Carroll as star among 200 performers in the first film of follies.—Great Lakes Theatre, Lawrence Stuart, Mgr., Buffalo, N. Y.

From Headquarters (W.B.)

PORTLAND, ORE.—Blue Mouse Theatre (657), 7 days, 25c-35c, Fox News, Vitaphone Acts. Weather, showers. Rating, 80%.

AD TIPS—Shows U. S. Marines following flag. Blue as Happy Smith, soldier of fortune. Central American revolution. Star cast. Fair appeal.—Blue Mouse Theatre, Francis Johnson, Mgr., Portland, Ore.

Gentlemen Of the Press (Par.)

SAN ANTONIO, TEXAS.—Empire Theatre (1,550), 7 days, 25c-35c-50c, Vitaphone Specialties and Fox Movietone. Weather, cool and showers. Rating, 70%.

SEATTLE, WASH.—Seattle Theatre (3,150), 25c-35c-50c-60c, 7 days, Paramount sound shorts, Paramount News, musical features. Weather, fine. Rating, 85%.

WICHITA, KAN.—Palace Theatre (1,487), 7 days, 25c-35c-50c, Phil Baker in "A Bad Boy from a Good Family," Fox Movietone News. Weather, fair. Rating, 102%.

ASHEVILLE, N. C.—Plaza Theatre (1,232), 10c-40c-50c, 3 days, Ruth Etting, Paramount Specialty, Paramount News, Oswald Sound Cartoon. Weather, rainy. Rating, 60%.



Douglas Fairbanks presenting to Al Jolson and Darryl Francis Zanuck, associate producer of Warner Bros. studios, representing Jack L. Warner, vice-president, the first award for distinctive achievement made by Academy of Motion Picture Arts and Sciences

Gentlemen Of The Press—Cont.

CANTON, OHIO.—Loew's Theatre (2,125), 3 days, 30c-50c, Int'l. M-G-M News, 5 Acts Loew's Vaudeville on the stage, Overture. Weather, hot and clear. Rating, 115%.

PORTLAND, ORE.—Portland Theatre (3,068), 7 days, 25c-60c, Paramount News, Eddie Cantor in "Ziegfeld Midnite Frolic," E. Magill, singer; E. Johnson, organist Portland Theatre Orchestra with Albert Uhle. Weather. showers. Rating, 90%.

AD TIPS—Play up love angle as well as newspaper angle for best results. Picture has every element a successful film needs, with a climax both sensational and startling. Audience appeal: general with leaning to higher classes.—Empire Theatre, George Gaughan, Mgr., San Antonio, Texas.

Exploit as thrilling story of newspaper life, with fine cast, excellent production, etc. Tease on "sex-secretary" angle. Audience appeal: all adults.—Seattle Theatre, Bob Blair, Mgr., Seattle, Wash.

Exploited excellent characterization of Huston, and life of metropolitan newspaper man in wonderful all-talking production. Audience appeal: general.—Palace Theatre, H. E. Jameyson, Pub. Director, Wichita, Kan.

Film version of famous stage play and best story of glamour and adventure of "the men who make headlines and women who break them" yet seen on screen or stage. Play up fact that Huston, who created original role, plays principal part and is aided by five other members of the original New York company. 100% talking. Audience appeal: all ages and all classes.—Loew's Theatre, Russell Bovim, Mgr., Canton, Ohio.

Thrilling story of newspaper life. Living version of Broadway play. Infatuation for women and love of game. Starring Huston and outstanding cast. Fair audience appeal, especially newspaper fraternity.—Portland Theatre, Charles Pincus, Mgr., Portland, Ore.

Ghost Talks, The (Fox)

OKLAHOMA CITY, OKLA.—Folly Theatre (750), 15c-25c, Movietone News, Robert Benchley Talking Comedy. Weather, cloudy and cool. Rating, 100%.

Glad Rag Doll, The (W.B.)

WINSTON-SALEM, N. C.—Carolina Theatre (2,600), 3 days, 10c-25c-50c, 3 Vitaphone Acts, M-G-M News. Weather, fair. Rating, 105%.

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 10c-25c-35c-50c, Vitaphone Acts, Selected News. Weather, fair. Rating, 95%.

ALBANY, N. Y.—Mark Ritz Theatre (1,146), 6 days, 25c-35c, 1 Vitaphone Act, Our Gang Comedy, Pathe Sound News. Weather, warm. Rating, 90%.

Glad Rag Doll, The—Cont.

ASHEVILLE, N. C.—Imperial Theatre (1,181), 10c-40c-50c, 3 days, Shorts, Jayville, Mal Hallett Orchestra and Pathe Sound News. Rating, 105%.

SEATTLE, WASH.—Blue Mouse Theatre (950), 7 days, 25c-35c-50c-75c, Vitaphone Acts, Fox Movietone News. Weather, fine. Rating, 85%.

SALT LAKE CITY, UTAH.—Paramount Empress Theatre (1,400), 7 days, 15c-50c, Comedy and Movietone News. Rating, 100%.

AD TIPS—A large halftone cut of Costello and an insert of a sketch of her in doll clothes was used in all newspaper advertising along with the fact that the picture is an all-talkie and the line, "The song romance comes to the living screen." Audience appeal: all classes.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

Featured the fact that Costello, the star, was even more beautiful than usual in this picture, and that it was a story of romance and love with a dialogue that fairly sizzled. Audience appeal: mature.—Mark Ritz Theatre, Charles Smakwitz, Mgr., Albany, N. Y.

Play up Costello and the all-talking angle; that's about all there is to feature. Audience appeal: those that like farce comedy.—Blue Mouse Theatre, John Hamrick, Seattle, Wash.

Exploited as comedy having highly entertaining "musical accompaniments, theme song, sound effects and dialogue. Audience appeal: varied and mixed audiences.—Paramount Empress Theatre, D. Edwards, Mgr., Salt Lake City, Utah.

Godless Girl, The (Pathe)

ALBANY, N. Y.—Proctor Theatre (1,800). 3 days, 25c-75c, Vaudeville Acts, Pathe Sound News. Weather, hot. Rating, 90%.

OKLAHOMA CITY, OKLA.—Orpheum Theatre (1,750), 7 days, 10c-25c-35c-50c, 3 Acts Vaudeville, Aesop's Fables, Topics of the Day, Fox News. Weather, cloudy and cool. Rating, 90%.

PORTLAND, ORE.—Tebbetts Oriental Theatre (1,600), 7 days, 5 shows, 25c-35c, Monday—new opening day. Frazier Players "My Dear Friend," Shelly at Organ; "Pique Dame," Pathe Talking News. Weather, showers. Rating, 100%.

AD TIPS—Featured the fact that this was one of MacPherson's stories directed by DeMille. Audience appeal: mature.—Proctor's Grand Theatre, Joseph Wallace, Mgr., Albany, N. Y.

Play up jazzy nature of this film. Posters in lobby helped. Lobby displays are good for good business, as the folks read "em," comment and tell others. Audience appeal: all classes.—Orpheum Theatre, Oklahoma City, Okla.

Angles are the sentimental film modern youth. Great conflagration scenes. Universal appeal. Box records broken. Universal appeal though second run.—Oriental Theatre, Walter Tebbetts, Mgr., Portland, Ore.

Grain Of Dust, A (T.-S.)

VANCOUVER, B. C.—Dominion Theatre (800), 6 days, 25c-50c, Presentation, Organ Solo and "The Lawless Region" with Ken Maynard. Double bill. Weather, fine. Rating, 102%.

AD TIPS—Featured Cortez, Windsor, Bennett. From the novel of David Graham Phillips. Audience appeal: good general class attraction.—Dominion Theatre, I. F. Ackery, Mgr., Vancouver, B. C.

Hard-Boiled Rose (W.B.)

CANTON, OHIO.—Strand Theatre (711), 7 days, 25c-35c-50c, "Lonesome," Pathe Sound Review and Short Sound Subjects. Weather, clear and hot for last three days. Rating, 65%.

Hard Boiled Rose—Cont.

AD TIPS—This should appeal to those who like action fast and furious and their romance passionate and flaming. Clash between family honor and gambling debts held by roustabouts who would collect unscrupously is fitting locale. Audience appeal: high school age and above.—Strand Theatre, Joe Calla, Mgr., Canton, O.

Haunted House, The (F.N.)

OMAHA, NEB.—Orpheum Theatre (3,000), 7 days, 25c-60c, Pathe News, RKO 5-act bill headed by Nick Lucas. Weather, rainy. Rating, 100%.

AD TIPS—Exploited thrills and laughs in picture in newspaper ads. Used Conklin's name for a draw. Audience appeal: general.—Orpheum Theatre, Omaha, Neb.

Hearts In Dixie (Fox)

SEATTLE, WASH.—Fox Theatre (2,350), 7 days, 25c-35c-50c-60c, 75c, "At the Dentist's," Fox Movietone News, Musical Feature. Weather, fine. Rating, 80%.

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, George Bernard Shaw, "Suicide Sheiks," Ritz Revue, Fox News, Fanchon & Marco's "Grotesque" idea. Weather, rainy. Rating, 110%.

NORFOLK, VA.—Granby Theatre (900), 6 days, 25c-35c-50c, Vitaphone Acts, McKay and Ardine and Green's Flapperettes, Educational Silent Picture, Fox News. Weather, partly rainy. Rating, 75%.

GRAND RAPIDS, MICH.—Majestic Theatre (1,100), 7 days, 30c-60c, Vitaphone Shorts, Orchestra. Weather, hot. Rating, 70%.

AD TIPS—Music, singing, etc. Don't mention too much about all-negro cast. Audience appeal: only those that want unusual stuff.—Fox Theatre, Lew Golden, Mgr., Seattle, Wash.

Stressed romance and unusualness of an all-colored, all-talkie, laying special emphasis on the pathos and heart throbs in the picture. Audience appeal: general.—World Theatre, Ralph D. Goldberg, Mgr., Omaha, Neb.

Featured first all-colored, all-talking and dancing picture, with emphasis on a cast of 200 Negro entertainers, in their own dances and songs. Call attention to the novelty feature, with the Negro playing the Negro part for the first time. Audience appeal: all classes.—Granby Theatre, Norfolk, Va.

Stressed singing, dancing and talking. Prevalence of old tuneful melodies of south. Audience appeal: all classes.—Majestic Theatre, Grover Ranck, Mgr., Grand Rapids, Mich.

His Captive Woman (F.N.)

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c-75c-$1.00, Fancho-Marco Idea, Ruge Wolf, Topics of the Day, Movietone News. Rating, 100%.

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 25c-50c, 2 Vitaphone Acts, Fox Movietone News. Weather, hot. Rating, 87%.

SALT LAKE CITY, UTAH.—Victory Theatre (1,287), 7 days, 15c-50c, Comedy and Movietone News, and Vitaphone Act. Rating, 95%.

AD TIPS—Offered this as stars of "The Barker" in one of their best pictures and which New York City had been paying $2.00 to see and hear. Whenever a picture has played New York at these prices I find it of value to exploit the fact that Albany is getting the same picture at far cheaper prices. Audience appeal: all classes.—Mark Strand Theatre, Thomas Clark Mgr., Albany, N. Y.

Exploited as Vitaphone talking picture with "all the glitter of Broadway and the romance of the south seas." Audience appeal: practically all classes.—Victory Theatre, Ray Hendry, Mgr., Salt Lake City, Utah.

Homecoming (Par.)

SEATTLE, WASH.—Coliseum Theatre (1,650), 7 days, 25c, Metro Movietone Acts, Fox Movietone News. Weather, fine. Rating, 80%.

Homecoming—Cont.

AD TIPS—Play up foreign production, excellent work by cast, unusual treatment of triangle theme. Audience appeal: adults.—Coliseum Theatre, Seattle, Wash.

Hot Stuff (F.N.)

SYRACUSE, N. Y.—Keith's Theatre (2,600), 4-3 days, 25c-35c-50c, Publix Presentation, 6 Acts RKO Vaudeville, Pathe News. Rating, 100%.

DALLAS, TEXAS.—Old Mill Theatre (1,400), 7 days, 20c-25c-35c, Vitaphone Specialty, Our Gang Comedy and Pictorial News. Weather, continued rain. Rating, 85%.

AD TIPS—Exploit White in peppy, jazzy picture. Audience appeal: flapper types and general.—B. F. Keith's Theatre, John J. Burnes, Mgr., Syracuse, N. Y.

Exploit White as Princess of Pep—Snappier—Jazzier—Peppier. Copy used—See and Hear Low Down on Social Side of College Life. Burning up with Flaming Spirit of Whoopee. Audience appeal: the younger set.—Old Mill Theatre, Al R. Lever, Mgr., Dallas, Texas.

House Of Horror, The (F.N.)

TOLEDO, OHIO.—Pantheon Theatre (922), 7 days, 35c-50c-65c, Pathe News, Sound Shorts. Weather, rainy, sultry. Rating, 80%.

AD TIPS—This is a mystery thriller and we exploited it purely as such. Audience appeal: all classes.—Pantheon Theatre, Langdon W. Kumler, Mgr., Toledo, Ohio.

Innocents Of Paris (Par.)

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2, Paramount Talking Shorts and Song Cartoon in Sound. Weather, warm and rain. Rating, 61%. (Sixth Week.)

LITTLE ROCK, ARK.—Capitol Theatre, 3 days, 5 shows a day, 15c-50c. Extras, M-G-M Movietone Act. Weather, fair. Rating, 85%.

TACOMA, WASH.—Fox Rialto Theatre (1,350), 7 days, 10c35c-50c-75c, Laurel & Hardy in "Unaccustomed As We Are," Kentucky Jubilee Singers, Fox Movietone News. Weather, cool. Rating, 120%.

SAN FRANCISCO, CAL.—St. Francis Theatre (1,435), 7 days, 35c to 60c, Fox Movietone News, Cohen's Colored Talkie. Weather, windy and sunny. Rating, 125%. (Fourth Week.)

NORFOLK, VA.—Norva Theatre (1,800), 6 days, 35c-50c, Metro Movietone Acts, headed by Duci Kerejarto, silent comedy, Fox News. Weather, partly rainy. Rating, 115%.

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c-60c, Color Classic "Gold," "Framing of the Shrew," News. Weather, fair. Rating, 112%.

BALTIMORE, MD.—Loew's Stanley Theatre (3,654), 6 days, 25c-60c, Fox Movietone and Paramount News, Orchestra, Organ, Bernard and Henri (M-G-M Talkie Short), The Revelers (M-G-M Talkie Short). Weather, clear hot, heavy rain one day. Rating, 78%.

Innocents Of Paris—Cont.

ASHEVILLE, TENN.—Imperial Theatre (1,181), 10c-40c-50c, 3 days, Paramount Song Novelty, Movietone News and 2 Vitaphone Specialties. Weather, rainy. Rating, 125%.

HOUSTON, TEXAS.—Kirby Theatre (1,451), 7 days, 25c-50c, 4 Vitaphone Acts, Fox Movietone News. Weather, variable, and flood Friday. Rating, 100%.

BUFFALO, N. Y.—Buffalo Theatre (3,100), 65c, Fox Movietone and Silent News, Fashion News, Comedy and Vaudeville. Weather, cool and cloudy. Rating, 160%.

SAN DIEGO, CAL.—Fox California Theatre (2,100), 7 days, 40c-50c-75c, Fanchon & Marco stage presentation, Mickey movie sound comedy. Weather, fair. Rating, 160%.

AD TIPS—Exploited Chevalier with idea of interesting women patrons. Found they liked him well. But men did also. Audience appeal: general.—Fox Rialto Theatre, Doug Kimberley, Mgr., Tacoma, Wash.

Cartoon of Chevalier tipping his hat and announcement that "It Stays," this being the 4th week in Publix local theatre. Adv. also states "If you miss seeing and hearing Chevalier we'll both regret." Appeal: all ages and classes.—St. Francis Theatre, E. Karlin, Mgr., San Francisco, Cal.

Feature Chevalier as the greatest French comedian and "the greatest thrill" for American movie fans. Testimonials from France emphasize unanimous approval of the comedian, offering something bizarre to the modern movie-goer. Audience appeal: all classes.—Norva Theatre, Norfolk, Va.

Chevalier, "the idol of Paris," is the hit of this picture. Feature screen personality and entertaining ability of "French Al Jolson." Play up as all-talking, singing and dancing with a glimpse of the Follies Bergere. Mention song hits, especially "Louise," which the star delightfully sings. Appeal to all ages and classes.—Tivoli Theatre, Chattanooga, Tenn.

Introduce Chevalier as world's greatest entertainer. Ziegfeld's Parisian star, singing, dancing, talking, enthusing in a frisky, Frenchie real $6.60 musical romance. Idol of Paris, London Sensation. American thrill. Rave of American tourists. Outstanding star of two continents. Enjoy new sensation. Pulsating drama with overwhelming situations—eye and ear treat. Hear "Louise," captivating theme song. All talking, singing, dancing. Audience appeal: to all who like bright, clever, romantic comedy drama; to all who like clever songs, entertainingly sung and good music and dialogue.—Loew's Stanley Theatre, Charles Raymond, Mgr., Baltimore, Md.

We used catch line "50,000 French women can't be wrong," stressing Chevalier's popularity in France, and billing him as the new "It boy of Hollywood." Also played up the big beauty chorus, and Chevalier's songs, especially "Louise." Appeal is general, and to all ages.—City Manager Publix Theatres, Houston, Tex.

America's newest sensation with the great Frenchman star, Chevalier.—Buffalo Theatre, Vincent P. McFaul, Mgr., Buffalo, N. Y.

Chevalier sold in promotion work as "Al Jolson of France." Heavy newspaper tie-ups.—Fox California Theatre, H. L. Hartman, Mgr., San Diego, Cal.

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Interference (Par.)

OTTAWA, ONT.—Avalon Theatre (990), 3 days, 15c to 35c, Fox Movietone News, Eddie Cantor. Weather, very hot. Rating, 70%.

AD TIPS—Played this up as Paramount's first big all-talking success, taken from a renowned stage play. Urge patrons to watch time of starting so they may see the production in its natural order. Audience appeal: all classes, adults.—Avalon Theatre, Ambrose Nolan, Mgr., Ottawa, Ontario.

Iron Mask, The (U.A.)

JOLIET, ILL.—Rialto Theatre (2,300), 25c-50c, Movietone News, Vitaphone Short with Val Harris and Ann Howe, 2 Acts. Weather, extremely hot. Rating, 125%.

AD TIPS—Exploit this picture as first sound picture to feature Fairbanks. Advertise it as tremendous production greater than "The Three Musketeers." Bill it as story of daring deeds, plots and counter plots written by Dumas.—Rialto Theatre, Joliet, Ill.

Kid Gloves (W.B.)

TOLEDO, OHIO.—Vita-Temple Theatre (1,200), 7 days, 35c-50c-65c, Movietone News, Sound Shorts. Weather, rain, sultry. Rating, 80%.

BIRMINGHAM, ALA.—Strand Theatre (850), 6 days, 20c-30c-40c, "Stranded in Paris," Fox Movietone News. Weather, fair and hot. Rating, 92%.

AD TIPS—Exploited underworld life, and triumph of virtue. This film will draw well in houses in factory districts. Audience appeal: working class and the younger set.—Vita-Temple Theatre, J. Matton, Ass't Mgr., Toledo, O.

Exploited stars, Wilson (local girl), and Nagel. Played down fact that it was underworld picture. Audience appeal: high school age and over.—Strand Theatre, C. D. Haug, Mgr., Birmingham, Ala.

Last Warning, The (U.)

SAN DIEGO, CAL.—Pantages Theatre (2,300), 3 days, 50c-75c, 5 acts of vaudeville and short subjects. Weather, good. Rating, 50%.

Lawless Legion, The (F.N.)

NEWPORT NEWS, VA.—Palace Theatre (720), 3 days, 35c-50c, "The Bride's Relations," Oswald Cartoon, Fox Movietone News. Weather, variable. Rating, 100%.

AD TIPS—Exploited as one of best western pictures, and name of Maynard as star played up. Audience appeal: western fans and children.—Palace Theatre, Mrs. William Gordon, Mgr., Newport News, Va.

Letter, The (Par.)

TROY, N. Y.—Troy Theatre (2,000), 7 days, 25c-40c, 1 Vitaphone, Fox Movietone News. Weather, hot. Rating, 86%.

AD TIPS—Featured name of Eagels as star. Audience appeal: mature.—Troy Theatre, Walter Roberts, Mgr., Troy, N. Y.

Love And The Devil (F.N.)

VANCOUVER, B. C.—Strand Theatre (1,800), 6 days, 25c-50c, Presentation, Fanchon & Marco innovation "A Cottage Small," Comedy, Paramount News, Jackie Souders and his stage band. Weather, fine. Rating, 110%.

CHATTANOOGA, TENN.—Rialto Theatre (800), 3 days, 25c-35c, Color Classic, "Czarina's Secret," Comedy and Metro News. Weather, fair. Rating, 93%.

AD TIPS—Featured Sills and Corda. Another powerful characterization of he-man lover. Pair of stars teamed for first time in startling drama of continent. Audience appeal: attractive to younger element particularly, though of interest to older folk.—Strand Theatre, D. P. DeWees, Mgr., Vancouver, B. C.



Sophie Tucker, vaudeville's "red hot mama," listens to some instruction from Lloyd Bacon who directed her first Vitaphone talking and singing picture for Warner Bros., "Honky Tonk," which opened for a run at Warners N. Y. Theatre, last Tuesday night

Madame X (M-G-M)

NEW YORK CITY, N. Y.—Harris Theatre (1,101), 7 days, 2 shows a day, 3 Sat. & Sun., $1-$2, M-G-M Talking Shorts. Weather, rain and warm. Rating, 64 1/10%. (Sixth Week.)

Man I Love, The (Par.)

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-75c-85c, $1, Paramount News, Rudy Valee and Stage Band, Publix Unit, "Wall Street Blues;" Fitzpatrick Memorial Day Short, Jesse Crawford at Organ. Weather, warm and rain. Rating, 101 9/10%.

LITTLE ROCK, ARK.—Capitol Theatre, 3 days, 5 shows a day, 15c-50c. Extras, 2 reel M-G-M Movietone Comedy. Weather, fair. Rating, 100%.

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, Fanchon and Marco Presentation, "Gobs of Joy," Fox News. Weather, hot. Rating, 90%.

TAMPA, FLA.—Tampa Theatre (1,600), 4 days, 25c-50c-60c, 4 Talkie Acts, Paramount News, Organ Concert. Weather, warm with some rains. Rating, 92%.

CLEVELAND, OHIO.—State Theatre (3,400), 7 days, 30c-60c, Off the Deck (Paramount), Stripes and Stars (Universal Oswald Cartoon), Paramount News, Fox Movietone News, "The Rainbow Trail." Weather, very hot. Rating, 81%.

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 4 shows daily, 30c-40c-75c, Publix Unit, ("Southern Bells"), Stage Band, Concert Orchestra, Organ Offering, Fox Movietone News, Shorts. Weather, fair. Rating, 64%.

CEDAR RAPIDS, IOWA.—Paramount Theatre (1,957), 3 days, 10c-25c-50c, "Hot Lemonade" Comedy, George Broadhurst and Company in "Three O'Clock in the Morning," Paramount News. Weather, fair. Rating, 95%.

BUFFALO, N. Y.—Hippodrome Theatre (2,900), Vaudeville, Movietone; Fox Silent News and Comedy. Weather, cool and cloudy. Rating, 150%.

AD TIPS—In exploiting this picture it was found best to play down the pugilist angle, and play up the love phase. Arlen's and Brian's names were used with considerable success. Audience appeal: the usual theatre goers.—Wisconsin Theatre, W. O. James, Mgr., Milwaukee, Wis.

Play up love angle, two women and a man. Make special appeal to lovers of zippy boxing bouts. All classes.—Tampa Theatre, A. N. Roy, Mgr., Tampa, Fla.

Exploited as woman's dramatic fight to retain her man's love. Prize fight angle minimized that majority of patrons were unaware of its existence until they were in their seats. Love angle stressed. For the flapper's boy friend. Stressed Mary singing "Cha." Program

Man I Love, The—Cont.

seemed to satisfy the younger set to whom the picture would primarily appeal. Audience appeal: high school age and up.—Minnesota Theatre, Harry Watts, Mgr., Minneapolis, Minn.

Advertise Brian and Arlen in their first talkie, and a romance at that. Audience appeal: all classe, all ages.—Paramount Theatre, Herbert D. Grove, Mgr., Cedar Rapids, Iowa.

Man's Man, A (M-G-M)

MILWAUKEE, WIS.—Majestic Theatre (1,500), 7 days, 25c-50c, M-G-M Comedy, 2 Vitaphone Acts, M-G-M News. Weather, hot. Rating, 75%.

CHATTANOOGA, TENN.—Tivoli Theatre (1,900), 3 days, 50c-60c, Short "It Happened to Him," Tivoli Orchestra, Paramount News. Weather, fair. Rating, 96%.

FORT WORTH, TEXAS.—Worth Theatre (2,500), 3 days, 15c-60c, "His Big Minute" Educa.), Paramount News. Weather, clear. Rating, 100%.

AD TIPS—Stress Haines in advertising the picture. Dunn's name may well be used also. Audience appeal: the usual Haines fans.—Majestic Theatre, H. Israel, Mgr., Milwaukee, Wis.

Feature Haines and Dunn in comedy of Hollywood. Appeal to all classes.—Tivoli Theatre, Chattanooga, Tenn.

Just let 'em know Haines is with you and they'll come around. We use the line "The screen's smart aleck in his newest picture."—Worth Theatre, Marsline Moore, Mgr., Fort Worth, Texas.

Molly And Me (T.-S.)

KANSAS CITY, MO.—Mainstreet Theatre (3,067), 7 days, 35c-60c, Master Ceremony Presentation, Pathe News. Weather, fair. Rating, 90%.

AD TIPS—The line "A picture made to be remembered; laughs that make dimples to catch the tears in—singing, talking, dancing" was used prominently in all newspaper advertising. The picture was played up as a romance of the footlights. Audience appeal: all classes.—Mainstreet Theatre, Lawrence Lehman, Mgr., Kansas City, Mo.

Mother's Boy (Pathe)

CLEVELAND, OHIO.—Keith's Palace Theatre (3,500), 7 days, 35c-75c. Weather, very hot. Rating, 90%.

AD TIPS—Advertised Downey as the golden voiced tenor, and got a lot of press notices for his work and his songs. Also tied up with local broadcasting stations. Audience appeal · a fine family picture.—Palace Theatre, Frank A. Hines, Mgr., Cleveland, Ohio.

Mother Machree (Fox)

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, "Marching On," "Alpine Antics" and Fox News, Fanchon & Marco "Gobs of Joy" idea. Weather, warm, Rating, 100%.

AD TIPS—Played up mother love with its joys, pathos and heart throbs by using additional newspaper space. Audience appeal: general.—World Theatre, Ralph D. Goldberg, Mgr., Omaha, Neb.

My Man (W.B.)

SAN ANTONIO, TEX.—Princess Theatre (1,300), 7 days, 25c-35c, Comedy and M-G-M News. Weather, cool and showers. Rating, 100%.

AD TIPS—Brice and her songs are best box office angle. Boost her as the female Jolson and one of highest paid comediennes of the stage. Comedy predominates but there is enough pathos to give balance to film. Audience appeal: general.—Princess Theatre, J. S. McSween, Mgr., San Antonio, Texas.

Naughty Baby (F.N.)

JACKSONVILLE, FLA.—Imperial Theatre (1,200) 4 days, 15c-40c, 2 Vitaphone Acts, Metro News. Weather, fair. Rating, 85%.

New Year's Eve (Fox)

JOLIET, ILL.—Princess Theatre (960), 2 days, no stage presentation, 15c-35c, News and Comedy. Weather, warm. Rating, 90%.

Ad Tips—Exploit as story of gay white way at its gayest. Feature Astor and Morton. Audience appeal: for adults.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

No Defense (W.B.)

MINNEAPOLIS, MINN.—Lyric Theatre (1,238), 7 days, 7 shows daily, 15c-25c-35c, Movietone News, Vitaphone Shorts. Weather, fair. Rating, 100%.

LOUISVILLE, KY.—Alamo Theatre (900), 7 days, 15c-25c-40c, 3 Sound Acts, Fox Movietone News. Weather, hot, rain one day. Rating, 90%.

AD TIPS—Billing this picture as a "Thrilling Melodrama of Action and Romance" and playing up the names of Blue and McAvoy were the highlights of our campaign.—Lyric Theatre, E. C. Prinson, Mgr., Minneapolis, Minn.

AD TIPS—This is good program picture, but not up to the usual standard of McAvoy and Blue. Audience appeal: general.—Alamo Theatre, John Blunk, Mgr., Louisville, Ky.

Noisy Neighbors (Pathe)

TAMPA, FLA.—Strand Theatre (800), 3 days, 15c-35c-40c, Talkie Act, Great Events, Int'l News. Weather, warm with some rains. Rating, 50%.

AD TIPS—A mountain feud, with a vaudeville troupe all mixed up in it, offers plenty of exploitation angles. Feature the cast and the comedy. All classes.—Strand Theatre, A. B. Heston, Mgr., Tampa, Fla.

Nothing But The Truth (Par.)

NEWPORT NEWS, VA.—Olympic Theatre (853), 3 days, 35c-50c, 2 Vitaphone Acts, Kinograms. Weather, variable. Rating, 95%.

AD TIPS—Dix' voice and name were big draws. Kane played up, and singing sequences good exploitation angles. Audience appeal: nearly all classes.—Olympic Theatre, E. T. Crall, Mgr., Newport News, Va.

Not Quite Decent (Fox)

OKLAHOMA CITY, OKLA.—Liberty Theatre (1,100), 7 days, 10c-25c-35c-50c. "The Collegians," "Melodie," a Tiffany color classic in sound. Kentucky Derby in Movietone News, International News. Weather, cloudy and cool. Rating, 90%.

On With The Show (W.B.)

NEW YORK CITY, N. Y.—Winter Garden (1,492), 7 days, 2 shows a day, 3 Sat. & Sun., $1-$2, Vitaphone Short Subjects, All Color Revue. Got good notice and is waging a heavy advertising campaign in daily papers. Rating based on first four days business. Weather, warm. Rating, 77 3/5%.

LOS ANGELES, CAL.—Warner's Hollywood Theatre (3,000), 35c-50c-65c, Rudy Vallee and Band (Short). Rating, 245%. (Third Week.)

AD TIPS—Exploited Dresser in a new mother role in story filled with heart throbs. Audience appeal: All classes.—Liberty Theatre, Oklahoma City, Okla.

One Man Dog, A (RKO)

JOLIET, ILL.—Princess Theatre (960), Int'l News, Comedy, 1 day, no stage presentation, 15c-35c. Weather, fair. Rating, 90%.

One Man Dog, A—Cont.

AD TIPS—Play up Ranger in thriller of Northwest. Bill it as story of fighting men and courageous women in a drama of Canadian wilds. Audience appeal: for men and children.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Pagan, The (M-G-M)

DES MOINES, IOWA.—Des Moines Theatre (1,600), 25c-50c 7 days, Vitaphone Acts, Al Lyons and McKay and Ardin, Special Keystone Comedy, "Hogan's Wild Oats," Movietone News. Weather, variable. Rating, 110%.

SYRACUSE, N. Y.—Loew's Theatre (3,000), 25c-35c-50c, Publix Presentation, 5 Acts Loew Vaudeville, Fox Movietone, M-G-M News. Weather, fair. Rating, 75%.

NORFOLK, VA.—Loew's State Theatre (2,000), 6 days, 35c-50c, 5 Acts Loew's Vaudeville, Silent Comedy, M-G-M News. Weather, partly rainy. Rating, 105%.

OMAHA, NEB.—Orpheum Theatre (3,000), 7 days, 25c-60c, 5 Acts RKO Vaudeville, Pathe News. Weather, warm. Rating, 100%.

JACKSONVILLE, FLA.—Florida Theatre (2,300), 3 days, 25c-60c. Pathe Sound News, Paramount News, Organ, Stage Show. Weather, fair. Rating, 85%.

CANTON, OHIO.—Loew's Theatre (2,125), 4 days, 30c-50c, 5 Acts of Loew's Vaudeville, Fox Movietone News and Orchestra-Organ Overture. Weather, warm and clear. Rating, 110%.

ANN ARBOR, MICH.—Majestic Theatre (1,050), 4 days, 10c-50c, Comedy, Pathe Fables and Pathe Review, Paramount News. Weather, hot. Rating, 60%.

AD TIPS—Navarro singing the pagan love songs was played up in this feature which had general appeal. The comedy "Hogan's Wild Acts" was an old Keystone which the manager dug up, had a reprint made and the picture made quite a hit. The date shown on it gave it as twenty years old. Side stage settings were also effective in putting over the feature.—Des Moines Theatre, Lionel Wasson, Mgr., Des Moines, Iowa.

Feature singing of Novarro. Audience appeal: general.—Loew's State Theatre, Harry Weiss, Mgr., Syracuse, N. Y.

Feature Novarro in primitive setting with emphasis on the exotic. "The breath of love in every scented breeze" in advertising, with pictures of Novarro in native costume in the wilderness, injecting a "cave man" touch. Audience appeal: Novarro fans whose name is legion.—Loew's State Theatre, Norfolk, Va.

Heralded Navarro singing "Pagan Love Song," his first screen recording. Also emphasized picture as great tropical romance. Audience appeal: general.—Orpheum Theatre, Ralph Thayer, Mgr., Omaha, Neb.

Sold Novarro's proposed concert career and first opportunity to hear his voice on screen.—Florida Theatre, Al F. Weiss, Mgr., Jacksonville, Fla.

Adoree and Janis take to field of sound films. Flaming love of two girls for same man in South Sea Island setting. Hear Navarro sing theme song and play up action and settings strong. Audience appeal: high school age and above.—Loew's Theatre, Russell Bovim, Mgr., Canton, O.

If "White Shadows in the South Seas" has played your house, exploitation of "The Pagan" will be considerably aided. Former picture made good, and fact that this is another of same general type and genuine settings, by same director, but with still stronger cast, all should help. Janis, Novarro's new opposite, is worth space. Appeal, however, is high class.—Majestic Theatre, Ann Arbor, Mich.

Pretty Clothes (Sterling)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20c-55c, Pathe News, Bert Smith Players in "Parlor, Bedroom and Bath" with vaudeville acts chorus, Comedy, "Pink Pajamas" (Pathe). Weather, clear, hot, heavy rain one day. Rating, 90%.

Pretty Clothes—Cont.

AD TIPS—Feature Ralston and Walker in film treat. Tricked! Girl's character falsely defamed—and he "fell" for the deception. Audience appeal: to all who like love romance with fine moral.—Hippodrome Theatre, Nat Keene, Mgr., Baltimore, Md.

Protection (Fox)

ANN ARBOR, MICH.—Michigan Theatre (2,200), 3 days, 10c-50c, stage presentation, Paramount Comedy, Int'l News. Weather, hot. Rating, 62%.

AD TIPS—Action story of crime, graft and the newspaper and should be advertised as such. There are chances for newspaper tieups. Appeal: general.—Michigan Theatre, Ann Arbor, Mich.

Quitter, The (Col.)

BIRMINGHAM, ALA.—Trianon Theatre (650), 6 days, 15c-30c, Aesop's Fables, Fox News. Weather, fair and hot. Rating, 91%.

AD TIPS—Exploited Lyon's return in first new picture and unusual drama of man's regeneration.—Trianon Theatre, George Steele, Mgr., Birmingham, Ala.

Rainbow Man, The (Par.)

SAN FRANCISCO, CAL.—California Theatre (2,358), 7 days, 35c to 60c, Cohen's Colored Talkie, Paramount News. Weather, windy and sunny. Rating, 110%. (Second Week.)

CANTON, OHIO.—Valentine Theatre (850), 7 days, 30c-50c, All-Talking Comedy, Pathe Sound News and Cartoon with Sound accompaniment. Weather, clear and hot during last of week. Rating, 50%.

AD TIPS—Fact that this is first movie Dowling appears in is in the advertisement. He is also exploited as one who plays with character, as is Darro's name, "Nixon and Hardy. Adv. states, "You may sneer at sentiment and call love hokum—but 'The Rainbow Man' will get you."—California Theatre, San Francisco, Cal.

You are up against uninterseting title and picture that does not have theme song which has been widely exploited via radio. Dowling not particularly well known to screen fans. Word of mouth advertising helping materially to build up second week's business.. Picture will be worth playing up strong after it becomes better known. Audience appeal: for the entire family.—Valentine Theatre, Joe Calla, Mgr., Canton, Ohio.

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Red Dance, The (Fox)

WICHITA, KAN.—Miller Theatre (1,981), 3 days, 25c-35c-50c, "The Installment Collector" talking comedy and Nina Tasarova, News, Review and Cato at the Organ. Weather, fair. Rating, 97%.

AD TIPS—Exploited the Del Rio-Farrel combination and used the catchline: She Desired His Death—But More She Desired His Lips." Audience appeal: fairly general as the story is o. k.—Miller Theatre, H. E. Jameyson, Pub. Director,, Wichita, Kan.

Saturday's Children (F.N.)

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 25c-50c, "The Carnival Man" (Par), The Original Hillbillies (W.B.), Paramount News. Weather, warm. Rating, 85%.

AD TIPS—Plugged very good theme song, "I Still Believe In You" in music stores and in lobby week before opening; also setting up song in store windows. Exploited wonders of hearing for first time Griffith's voice, which turned out to be a poor recorder, however. Also used extra newspaper space. Audience appeal: general.—Rialto Theatre, John Howard, Mgr., Omaha, Neb.

Scandal (U.)

SAN ANTONIO, TEXAS.—Palace Theatre (1,500), 7 days, 25c-35c, Comedy and Int'l News. Weather, cool and showers. Rating, 75%.

SALT LAKE CITY, UTAH.—Granada Theatre (2,600), 7 days, 15c-50c, Short Subjects. Weather, fair. Rating, 90%.

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows daily, 25c-50c-75c, Pathe Sound News, 5 Acts of Vaudeville. Weather, fair. Rating, 70%.

AD TIPS—Boles and La Plante adapt selves well for exploitation, the former for his singing and the latter as one of the stars of "The Show Boat." Playing of Boles' songs on phonograph in lobby of theatre drew many to box office. Sex angle can also be exploited. Audience appeal: all classes, notably women.—Palace Theatre, Oswald De Calliet, Mgr., San Antonio, Texas.

"An absorbing drama of a beautiful society favorite fighting for forgetfulness of a past which whirled her into a scandalous murder mystery." Audience appeal: mixed classes.—Granada Theatre, Dave Schayer, Mgr., Salt Lake City, Utah.

Scandal—Cont.

Exploitation centered about La Plante and Boles. Fact that La Plante talks was stressed. Tie up through exploitation of another house was well conceived. State, opposition house, is showing the Desert Song with John Boles as the star. We cut in on this advertising by stating in our advertisments that "John Boles, star of the 'Desert Song,' was featured in 'Scandal' " Film exploited as a "drama of a society girl who becomes central figure in a Scandalous Affair." Audience appeal: from high school age up.—Pantages Theatre, E. C. Bostick, Mgr., Minneapolis, Minn.

Seven Footprints To Satan (F.N.)

CEDAR RAPIDS, IOWA.—Strand Theatre (1,400), 3 days, 10c-35c, Chas. Chase in "The Booster," Ukelele Ike (Metro Act), Pathe Sound News. Weather, fair. Rating, 100%.

AD TIPS—Exploited as Vitaphone mystery play, and emphasized weird twists. Todd and Hale mentioned. Audience appeal: for more mature persons, and especially for lovers of mystery stories and plays.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Iowa.

Shady Lady, The (Pathe)

SAN ANTONIO, TEXAS.—Majestic Theatre (1,700), 7 days, 25c-35c-60c, 5 Acts of Vaudeville headed by Harry Burns, Pathe News, Fables and Fox Movietone. Weather, cool and showers. Rating, 85%.

AD TIPS—Feature Haver as star and melodramatic gun running episodes with which film abounds. Wolheim also has box office value in exploitation. Climax one of most sensational ever filmed. Audience appeal: general but especially those who like melodrama.—Majestic Theatre, Raymond M. Willie, Mgr., San Antonio, Texas.

Show Boat (U.)

ASHEVILLE, N. C.—Plaza Theatre (1,232), 6 days, 10c-40c-50c, Paramount News. Weather, fair. Rating, 175%.

TOLEDO, OHIO.—State Theatre (2,000), 7 days, 25c-75c, Organlogue. Weather, rain, sultry. Rating, 150%.

SPRINGFIELD, MASS.—Broadway Theatre (1,800), 7 days, 25c-50c, Hal Roach Comedy, Pathe News. Weather, hot and showery. Rating, 75%. (Second Week.)



"Our Gang" lines up for inspection. Hal Roach's juvenile rascals are scoring successfully with the release by Metro-Goldwyn-Mayer of their sound releases, "Wiggle Your Ears," "Small Talk," "Noisy Noises" and "The Holy Terror"

Show Boat—Cont.

LOUISVILLE, KY.—Strand Theatre (1,786), 7 days, 35c-50c, 2 sound acts, Fox Movietone News. Weather, hot, rain one day. Rating, 75%. (Second Week.)

CEDAR RAPIDS, IOWA.—Strand Theatre (1,400), 4 days, 10c-25c-50c, No Shorts, Pathe Sound News. Weather, fair. Rating, 160%. (Second Week.)

BUFFALO, N. Y.—Century Theatre (3,000), 65c, Movietone News, Vitaphone Fashion News and Comedy. Weather, cool and cloudy. Rating, 180%. (Second Week.)

JACKSONVILLE, FLA.—Palace Theatre (2,000), 10 days, 25c-75c, 4 Vitaphone Acts, Fox News. Weather, fair. Rating, 80%.

AD TIPS—Exploited spectacular angle, and Ziegfeld's name. Dressed theatre front in holiday attire and stretched banners over street. Hook-ups with stores afforded show windows with displays of "Show Boat" dresses, and another with novel which store tacked sale prices. Newspaper ads in Toledo and surrounding towns, together ,with billboards and posters completed job of impressing upon public that this was film for which word gorgeous was properly coined. Audience appeal: educated classes.—State Theatre, George Kreutz, Mgr., Toledo, Ohio.

Exploit music big. Audience appeal: generally better for adults.—Strand Theatre, C. C. Atkinson, Louisville, Ky.

Play up author big and old Mississippi days. We tied up with public library which showed special display of books by Ferber and on old Mark Twain river days. Eleven days run at higher than usual prices brought big attendance. Audience appeal: practically all classes and all ages.—Strand Theatre, Ray Swan, Mgr., Cedar Rapids, Iowa.

Sold Ziegfeld stars in prologue, La Plante's singing and general stellar color of cast. Public complained film too long-drawn out.—Palace atre, John L. Crovo, Mgr., Jacksonville, Fla.

Showdown, The (Par.)

SAN DIEGO, CAL.—Pantages Theatre (2,300), 3 days, 50c-75c, 5 Acts of Vaudeville and Short Subjects. Weather, good, Rating, 100%.

Sin Sister, The (Fox)

TACOMA, WASH.—Fox Colonial Theatre (965), 7 days, 25c-35c, Fox News, Topics, "Skating Home" Comedy. Weather, cool. Rating, 75%.

AD TIPS—Carroll exploited in publicity. Audience appeal: general.—Fox Colonial Theatre, Doug Kimberley, Mgr., Tacoma, Wash.

Smilin' Guns (U.)

Rialto Theatre, 3 days (800),), 25c-35c, Comedy "Still Waters," Rice Sportlight, News. Weather, fair. Rating, 90%.

Someone To Love (Par.)

DES MOINES, IOWA.—Strand Theatre (1,096), 20c-30c, 3 days, Paramount Colored Talkie "After Seben," Song Novelty "In Memoriam." Weather, variable. Rating, 110%.

AD TIPS—Appeals to younger audiences and especially girls. You can count on it they all like Buddy. Picture is clean comedy and Brian is also a draw.—Strand Theatre, George Watson, Mgr., Des Moines, Iowa.

Sonny Boy (W.B.)

JOLIET, ILL.—Rialto Theatre (2,300), 25c-50c, Paramount and Movietone News, Vitaphone Short "That Party in Person," combined stage show with orchestra. Weather, warm. Rating, 125%.

AD TIPS—Exploit Lee singing "Sonny Boy." Trailer excellent drawing card. Used green silhouette of Lee at top of canopy. Do not compare it with "The Singing Fool" in entertainment value. Audience appeal: general.—Rialto Theatre, Roy Rogan, Mgr., Joliet, Ill.

Speakeasy (Fox)

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c, 5 Acts of Vaudeville, Pathe News. Weather, fair. Rating, 115%.

DALLAS, TEXAS.—Majestic Theatre (2,250), 7 days, 25c-60c, Interstate Vaudeville, Fox Movietone News, Fables. Weather, continual rain. Rating, 90%.

AD TIPS—Large bar and bar-room scene constructed in lobby, bartender and all being on duty. In newspaper, a large key, presumably representing a padlock, was used. Audience appeal: all classes.—Pantages Theatre, Kansas City, Mo.

Exploit as picture that shows life with all its color, its throbbing music, its shadows of doubt and its high lights of gayety. Title will do more than its share. Audience appeal: general. —Majestic Theatre, Sid Henry, Mgr., Dallas, Texas.

Spieler, The (Pathe)

OTTAWA, ONT.—B. F. Keith's Theatre (2,596), 6 days, 15c to 60c, 5 Vaudeville Acts, Pathe News Weekly, "The Family," Orchestra Overture. Weather, very hot. Rating, 70%.

TACOMA, WASH.—Pantages Theatre (1,500), 4 days, 10c to 75c, 5 Acts of Vaudeville. Weather, cool. Rating, 80%.

AD TIPS—Played it up as first Tent-Show type of sound picture to be presented locally and used colored pennants outside of theatre to give circus atmosphere. Audience appeal: all but the intellectuals.—B. F. Keith's Theatre, J. M. Franklin, Mgr., Ottawa, Ontario.

Exploited stars. Audience appeal: men liked it better than women.—Pantages Theatre, C. D. Miller, Mgr., Tacoma, Wash.

Squall, The (F.N.)

NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2-$2.50, Vitaphone Shorts. Rating, 55 3/10%. (Fourth Week.)

OKLAHOMA CITY, OKLA.—Empress Theatre (1,100), 3 days, 10c-25c-35c-50c, Pathe News, Talking Comedy. Weather, cloudy and cool. Rating, 100%.

CANTON, OHIO—Palace Theatre (1,906), 4 days, 30c-50c, Pathe Sound News, Movietone acts and all-talking comedy. Weather, warm. Rating, 100%.

AD TIPS—Introducing Nubi, gypsy love thief, most tempestuous siren screen has ever known. She takes love from young, from old, from father, from son; with Loy, Joyce, Tucker, Pitts, Young and Nye in cast. Audience appeal: all classes.—Empress Theatre, Oklahoma City, Okla.

Play up as flaming gypsy love story with European setting and 100 per cent talking angle. Names of cast worth mentioning and use plenty of advance advertising to arouse speculation as to plot, title, etc. In prominent place in ad feature: "This picture is adult entertainment. Children will not enjoy or understand it," and you'll have everyone coming from high school age and over. Audience appeal: strictly adult. —Palace Theatre, Marc Wolf, Mgr., Canton, Ohio.

Square Shoulders (Pathe)

LOUISVILLE, KY.—Rialto Theatre (3,000), 4 days, 30c-50c, 5 RKO vaudeville acts, Pathe Review, Pathe News. Weather, rainy and warm. Rating, 75%.

AD TIPS—Good juvenile picture with well-done human interest story. Appeal: largely juvenile.—Rialto, Louisville, Ky., J. H. Boswell, Mgr.

Stark Mad (W.B.)

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 25c-50c. Meet the Mrs., "The Instalment Collector," Paramount News, Paragons (WB). Weather, rainy. Rating, 75%.



Ann Harding, prominent stage actress who has just completed the starring role in "Paris Bound" at the Pathe Studios in Culver City, "Paris Bound" is from the stage success by Philip Barry

Stark Mad—Cont.

AD TIPS—Distributed 7,000 dodgers in residential district. Took advantage of circus parade held during run to hang signs with appriate copy on animals that marched through town. Also had street man dressed as monkey before opening. Audience appeal: great for kids and men, but lacks feminine appeal.—Rialto Theatre, John Howard, Mgr., Omaha, Neb.

Stolen Kisses (W.B.)

ANN ARBOR, MICH.—Majestic Theatre (1,050), 3 days, 10c-50c, Bobby Vernon comedy, Pathe Review and Topics, Paramount News. Weather, hot. Rating, 20%.

AD TIPS—Comedy drama is whole thing here, except possibly for good work of McAvoy. Do husbands lose interest in their wives? is a theme which suggested lots of humorous advertising on this show. Audience appeal: general.—Majestic Theatre, Ann Arbor, Mich.

Strong Boy (Fox)

TAMPA, FLA.—Strand Theatre (800), 4 days, 15c-35c-40c, talkie act, comedy, Int'l. News. Weather, warm, with some rain. Rating, 55%.

AD TIPS—Cast strong point, also fact that picture received three-star rating as delightful comedy. Good for all classes.—Strand Theatre, A. B. Heston, Mgr., Tampa, Fla.

Studio Murder Mystery, The (Par.)

LOS ANGELES, CAL.—Paramount Theatre (3,595), 35c-50c-65c, Paramount Orchestra, Milton Charles organist, "Framing of the Shrew" (Christie), "Knights in Venice," Paramount News. Rating, 95%.

Sunrise (Fox)

DES MOINES, IA.—Strand Theatre (1,096), 20c,-30c, 4 days, U. Collegians, first talkie, song novelty, "Wedding Bells," with Gene Austin, Paramount News. Weather, changeable. Rating, 90%.

AD TIPS—Picture played up through letters to Women's Clubs and type who like best in pictures. Gaynor and O'Brien draw. Geo. Watson, Mgr., Strand Theatre, Des Moines, Ia.

Syncopation (RKO)

BALTIMORE, MD.—Keith's Theatre (3,016), 6 days, 35c-65c, Univérsal, Int'l. and Fox Movietone News, with 5 acts RKO vaudeville, headed by Roxy Gang and Lillian St. Leon and company. Weather, clear, hot, heavy rain one day. Rating, 75%.

Syncopation—Cont.

AD TIPS—Return by popular demand. All talking, all singing 100% super show. Warning's Pennsylvanians, Downey, Watson, Bennett, Perkins and many others in mammoth screen extravaganza. Glorious musical show. They play, sing, talk and howl! Hear "I'll Always Be in Love With You," "Jericho," "Do Something," and six other hit melodies. Audience appeal: many thousands of letters were received asking for a return engagement of this production.—J. Lawrence Schanberger, Mgr., Keith's Theatre, Baltimore, Md.

Taxi 13 (RKO)

LOUISVILLE, KY.—Rialto Theatre (3,000), 3 days, 30c-50c, Ford and Glenn and four other RKO acts, Pathe Review and Pathe News. Weather, hot. Rating, 70%.

AD TIPS—Another Conklin comedy which will appeal to his fans quite well. Exploit on comedy angle only. Audience appeal: general. —J. H. Boswell, Mgr., Rialto Theatre, Louisville, Ky.

This Is Heaven (U.A.)

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-65c-75c-85c-$1, Paramount News and Talking Shorts. Weather, warm and rain. Rating, 98½%. (First Week.)

Thru Different Eyes (Fox)

PROVIDENCE R. I.—Victory Theatre (1,600), 7 days, 15c-50c, Fox News reel. Rating, 85%.

AD TIPS—Care must be taken in billing these mystery films lest offering be thought just another of those things. Exploit this one as "different," with emphasis on its thrills. Because of peculiar title it is well to put plenty of care in advertising.—Matt Reilly, Mgr., Victory Theatre, Providence, R. I.

Tide Of Empire (M-G-M)

BIRMINGHAM, ALA.—Empire Theatre (1,000), 6 days, 25c-40c, "Fast Freight," M-G-M News. Weather, fair and hot. Rating, 95%.

AD TIPS—Exploited Adoree and Kyne story, epic of golden days in California. Audience appeal: all ages.—Empire Theatre, Bert Hollowell, Mgr., Birmingham, Ala.

Trial Marriage (Col.)

FORT WORTH, TEX.—Majestic Theatre, (1,200), 15c-60c, 7 days, five acts of Keith-Orpheum vaudeville, Æsop's Fables, Fox Movietone News. Weather, clear. Rating, 90%.

Trial Of Mary Dugan, The (M-G-M)

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2, M-G-M Talking Shorts. Weather, warm and rain. Rating, 76 1/5%. (Tenth Week.)

Standard
VAUDEVILLE
for
Motion Picture Presentation

THE FALLY MARKUS AGENCY
Astor Theatre Building
N. W. Cor. 45th St. & Broadway
Lackawanna 7876

Trial Of Mary Dugan, The—Cont.

TAMPA, FLA.—Victory Theatre (1,600), 7 days, 25c-50c-60c, Three Vita. Acts, Pathe Sound News. Weather, warm and some rains. Rating, 100%.

OMAHA, NEB.—Paramount Theatre (2,900), 7 days, 25c-60c, Phil Baker (WB), Dorothy & Rosette Ryan (WB), Par. and Fox News. Weather, rainy. Rating, 100%.

SPRINGFIELD, MASS.—Palace Theatre (2,484), 6 days, 30c-60c, Fox Vaude, "Worries of 1929," Fox News. Weather, hot and showery. Rating, 75%.

AD TIPS—You can feature the fact that this is first talkie for Shearer and she puts it over fine. Play up gripping trial scenes, most absorbing yet produced. Adult audience of all classes.—Victory Theatre, Geo. B. Peck, Mgr., Tampa, Fla.

Preview for members (100 attended) of Omaha Bar Association in the morning one week before opening date to get talk started. Sold picture partly on merits of stage success and partly on merits of excellent cast, which anyone can well afford to play up: Shearer, Stone, Warner and Hackett. Increased newspaper space. Audience appeal: not particularly for children but all others.—Paramount Theatre, Ray Jones, Mgr., Omaha, Neb.

Billed as "greatest talking picture ever made." Referred to as adaptation of great stage success. Cast stressed. Needs little ballyhoo, because of long New York and road runs of the play. Audience appeal: from high school age up; more or less general within that classification.—Palace Theatre, Samuel Torgan, Mgr., Springfield, Mass.

Two Weeks Off (F.N.)

BALTIMORE, MD.—Weather, clear hot, heavy rain one day. Rivoli Theatre (1,981), 6 days, 25c-50c, Fox Movietone News, Frank Crumit in "Gay Caballero" (Columbia), Jules Bledsoe in "Old Man Trouble" (Columbia), "Zip! Boom! Bang!", Jack White talkie comedy (Educ.). Rating, 80%.

As bright and breezy a comedy as ocean zephyrs which ripple Mackaill's short skirts as she promenades boardwalk at Atlantic City. Bill as first talking picture by screen's most popular light-comedy duo—Mackaill and Mulhall—and also last co-starring feature they will make before being starred individually. Audience appeal: all ages.—Palace Theatre, Marc Wolf, Mgr., Canton, O.

SAN ANTONIO, TEX.—Aztec Theatre (2,500), 7 days, 25c-35c-60, Ralph Pollock and stage band, Comedy and Fox News. Weather, cool and showers. Rating, 80%.

Two Weeks Off—Cont.

CANTON, OHIO—Palace Theatre (1,906), 3 days, 30c-50c, Colortone Review, all-talking comedy, Movietone acts and Pathe Sound News. Weather, clear and very hot. Rating, 95%.

AD TIPS—Feature name of Mackaill and Mulhall for the first time you can hear voices of screen's best love team in a First National Vitaphone picture. Mistaken for film celebrity, Jack Impersonates movie star. And what a time he has. Audience appeal: to all Mackaill-Mulhall fans who will find pair at their best in this and to all who like comedy romance with plenty of action.—Frank Price, Jr., Mgr., Rivoli Theatre, Baltimore, Md.

Valiant, The (Fox)

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,650), 7 days, 25c-35c-50c-60c-75c, Laurel-Hardy comedy, Fox Movietone News, Fanchon-Marco stage unit. Rating, 85%.

SAN FRANCISCO—Loew's Warfield Theatre (2,671), 7 days, 35-65c, Fanchon-Marco "Wheels" on stage, special orchestra, M-G-M News and Fox Talking Movietone. Weather, windy and sunny. Rating, 89%.

BALTIMORE, MD.—Weather, clear, hot, heavy rain one day. New Theatre (1,600), 6 days, 25c-50c, Fox Movietone News, Clark & McCullough in "Beneath the Law" (Fox talkie short), (Held for second week), Jerry Drew in "Only Her Husband" (Educ.). Rating, 90%.

AD TIPS—Play up cast and tease on coward-valiant angle. Audience appeal: adults.—Fox Fifth Avenue, James Q. Clemmer, Mgr., Seattle, Wash.

Names of stars named and praised. Advertised as 'Dramatic Sensation with "Laughs" as well. Audience appeal: just to those who care for sensation, murder and drama.—Loew's Theatre, Dick Spier, Mgr., San Francisco.

Talking screen's most powerful and gripping love drama. 100% all-talking Fox Movietone masterpiece featuring Muni, whom New York critics proclaimed "greatest star talking pictures have produced." Hear and see this powerful drama of the weakling who proved himself valiant in strangest test of courage man was ever called upon to face. Audience appeal: proved very appealing to those who saw it and especially to newspaper critics. One of best sound and taking dramas yet produced.—Morris A. Mechanic, Mgr., New Theatre, Baltimore, Md.

Voice Of The City, The (M-G-M)

TAMPA, FLA.—Tampa Theatre (1,600), 3 days, 25c-50c-60c, 2 talkie acts, Fable, Paramounts News, Organ concert. Weather, warm with rains. Rating, 90%.

Voice Of The City—Cont.

BALTIMORE, MD.—Weather, clear, hot, heavy rain one day. Loew's Century Theatre (3,221), 6 days, 25c-60c, Fox Movietone News, Loew-Publix unit "Castle of Dreams" with Teddy Joyce, Orchestra, Organ, Pathe Review, M-G-M News, "Snapshots" (Columbia), "Thundering Toupees" (M-G-M Our Gang Comedy). Rating, 96%.

WICHITA, KANSAS—Miller Theatre (1,981), 3 days, 25c-35c-50c, Charley Chase in "The Booster" and Paramount song novelty, "Ye Olde Melodies," news and organlog. Weather, fair. Rating, 100%.

AD TIPS—Exploit as Mack's all-talking dramatic thunderbolt. Love entangled in ceaseless war between police and gangsters. When metropolis sleeps underworld stirs to life. Drama, thrills, chills. Audience appeal: natural underworld dramatic vehicle with strong romance that has wide appeal for all classes.—Charles Raymond, General Mgr., Loew's Century Theatre, Baltimore, Md.

Make special appeal to lovers of detective and underworld pictures. Play up fact Mack not only wrote and produced the picture but plays leading role, and how! Promise plenty of action, thrills and tense moments. Adults of all classes.—Tampa Theatre, A. N. Roy, Mgr., Tampa, Fla.

Exploited Mack's versatility and excellent characterization. Catch line of ads was: "Escape—their chance of love—their last hope." This was billed as first great detective play of its kind to reach talkie screen. Audience appeal: all ages and classes.—H. E. Jameyson, Pub. Director, Miller Theatre, Wichita, Kansas.

Ware Case, The (F.N.)

BALTIMORE, MD.—Weather, clear, hot, heavy rain one day. Little Theatre (267), 6 days, 35c-50c, Paramount News, "Maizok of the South Seas" (Travelogue). Rating 70%.

AD TIPS—Tell them: From England has come the greatest mystery story ever conceived. Don't miss this baffling, exciting and artistic triumph, that ran as serial in (name your local paper that ran it). There's nothing else like it. Who killed Eustace Ede? Actually filmed in London and beautiful English country side. Audience appeal: Mystery story that every one for those who like realistic London and English country estate atmosphere.—Clyde V. McKay, Mgr., Little Theatre, Baltimore, Md.

Weary River (F.N.)

NEWPORT NEWS, VA.—Palace Theatre (720), 3 days, 35c-50c, Movietone Act, Fox Movietone News. Weather, variable. Rating, 105%.

AD TIPS—Barthlemess as star, talking and singing sequences and title of picture all proved magnets for fans here. Audience appeal: nearly all classes.—Mrs. William Gordon, Mgr., Palace Theatre, Newsport News, Va.

Where East Is East (M-G-M)

NEW YORK CITY, N. Y.—Capitol Theatre (4,620), 7 days, 35c-50c-75c-$1-$1.50, M-G-M, Fox Movietone and Paramount News Reels, Stage Revue "Orientals," with specialty acts; Dave Schooler and Stage Band. Weather, warm and rain. Rating, 109 3/5%.

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7 days, 25c-65c, two Vitaphone acts, Selected news. Weather, fair. Rating, 90.%

SAN ANTONIO, TEX.—Texas Theatre (3,000), 7 days, 25c-35c-60c, Publix presentation, "Vanity Fair," Vitaphone specialties and Paramount News. Weather, cool and showers. Rating, 75%.

CLEVELAND, OHIO—Allen Theatre (3,300), 7 days, 30c-60c, Hurdy Gurdy (M-G-M), Fox Movietone News, M-G-M Movietone Acts. Weather, first very hot spell. Rating, 88%.



"Big Boy," the youthful Educational comedian, impersonates a famous contemporary for his director, Charles Lamont. The kid's recent vehicles include "Ginger Snaps," "Helter Skelter," and "Joy Tonic"

Where East Is East—Cont.

LOUISVILLE, KY.—Loew's and U. A. State Theatre (3,400), 7 days, 35c-50c, two sound acts, Haden Read organlogue, M-G-M News, Fox Movietone News. Weather, hottest of year, one day rain. Rating, 97%.

CHATTANOOGA, TENN.—State Theatre, 6 days (900), 50c, Vitaphone presentations, Fox Movietone News. Weather, fair. Rating, 89%.

ASHEVILLE, N. C.—Imperial Theatre (1,181), 50c-40c-10c, 3 days, Pathe Sound News, "Gossip," a playlet. Weather, rainy. Rating, 100%.

DALLAS, TEX.—Melba Theatre (1,800), 7 days, 25c-35c-50. Vitaphone specialties, Bathing Girl Comedy "Whirls and Girls," Codee & Orth in "A Bird in the Hand" and Eddie Cantor in "Ziegfeld's Midnite Frolic." Weather, continual rain. Rating, 100%.

JACKSONVILLE, FLA.—Florida Theatre (2,300), 25c-60c, four days, Fox Movietone News, Paramount News, organ, stage show. Weather, fair. Rating, 70%.

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 25c-60c, 5 Acts Vaudeville, Movietone News. Weather, variable and flood Friday. Rating, 110%.

AD TIPS—Picture played up as "glamorous adventure in exotic Indo-China, full of tense situations." In addition to Chaney, Velez, Taylor and Hughes featured as stars. Audience appead: all classes.—Loew's Midland, H. H. Maloney, Mgr,, Kansas City, Mo.

Chaney as star best advertising bet, but do not overlook Velez, Taylor and Hughes in exploitation, notably Miss Velez, who seems to be one of leading coming stars. Plot is astounding and holds interest from beginning to end. Audience appeal: all classes.—Texas Theatre, Al Fourmet, Mgr., San Antonio, Tex.

One of the fastest moving dramas of its type, and Velez and Taylor give good characterizations in addition to the good work of Chaney. In localities where tropical stories are liked this will go over. Audience appeal: adult.—Loew's, Col. Harry E. Long, Mgr., Louisville, Ky.

Exploit Chaney in latest hit, drama of Jungle. Feature supporting cast, including Velez and Taylor. Appeal to adults.—State Theatre, Chattanooga, Tenn.

Exploit Chaney as "The Man of a Thousand Faces." A great actor mounting to new heights in a great picture. An entirely new characterization in a picture that tingles with thrills and exotic romance. Also exploit Velez, Hughes and Taylor. Audience appeal: general.—Melba Theatre, Harl A. Wolever, Mgr., Dallas, Tex.

Why Be Good (F.N.)

BIRMINGHAM, ALA.—Ritz Theatre (1,800), 6 days, 25c-35c-60c, RKO vaudeville, Fox Movietone News. Weather, fair and hot. Rating, 100%.

AD TIPS—Exploited new flaming youth role for Moore in first sound picture. Audience appeal: high school age and over.—Ritz Theatre, Vernon Reaver, Mgr., Birmingham, Ala.

Wild Heart Of Africa (S.R.)

NEW YORK CITY, N. Y.—Cameo Theatre (549), 7 days, 50c-75c, Pathe Sound News and Comedy. Weather, rain and warm. Rating, 107 7/10%.

Wild Party, The (Par.)

OTTAWA—Regent Theatre (1,225), 6 days, 25c-60c, orchestra overture, "At the Dentist's" "The Revellers," Fox Movietone News. Weather, very hot. Rating, 80%.

CHATTANOOGA, TENN.—Eckel Theatre (1,400), two weeks, 25c-35c. Reviewed last week. Weather, fair. Rating, 100%.

ANN ARBOR, MICH.—Wuerth Theatre (777), 4 days, 10c-50c, 2 Movietone acts, sound cartoon, Movietone News and Kinograms. Weather, hot. Rating, 80%.



Scenes from "The Donovan Affair," the current Columbia Picture's release in all-talkie form. Helene Chadwick, Buster Collier and Dorothy Revier make up the trio in the first shot, while Fred Kelsey and Jack Holt are the principals in the foreground of the seecond scene.

Wild Party, The— Cont.

AD TIPS—Excellent quality of Clara's talking picture voice should receive comment in your exploitation. It also ought to be said that while this is another college picture, it is truer to fact and less ludicrous than most of them. General and flapper appeal.—Wuerth Theatre, Ann Arbor, Mich.

Wolf Song (Par.)

JOLIET, ILL.—Princess Theatre (960), comedy and news, 2 days, no stage presentation. Weather, hot with some rain. Rating, 80%.

LOUISVILLE, KY.—Mary Anderson Theatre (1,356), 7 days, 35c-50c, two sound acts, Paramount News and Pathe Sound News. Weather, hot, rain one day. Rating, 82%.

AD TIPS—Exploit through recent successes of Cooper and Velez. Audience appeal: general.—Princess Theatre, Patrick McManus, Mgr., Joliet, Ill.

Velez and Cooper are two good names to base advertising appeal upon. Song hits and music can be played up, but there's nothing great in the lot. Audience appeal: all classes.—A. B. McCoy, Mgr., Mary Anderson, Louisville.

Advertised Chaney, Velez and Taylor and Indo-China locale. Chaney fans liked him, and others liked the atmospheric angle. Appeal is to adults.—Loew's State Theatre, Houston, Texas.

Women Of Affairs, The (M-G-M)

OTTAWA—Rex Theatre (750), 3 days, 15c-20c, "Fire Detective," Paramount News. Weather, very hot. Rating, 75%.

AD TIPS—No matter the title, this feature is best known as "The Green Hat," name of original story. Audience appeal: adults of all classes.—Rex Theatre, P. J. Nolan, Mgr., Ottawa, Ontario.

The Shauers Return From Trip To South America

After an extended tour of South America, Melville A. Shauer, special foreign representative of Paramount, returned to N. Y. last Monday on the S. S. Santa Maria with Mrs. Shauer. He attended openings of the new Paramount Theatre at Sao Paulo, Brazil, and visited Paramount exchanges of the South American continent.

Several Shifts In "U" Personnel Are Announced

Several shifts in personnel in the Universal exchanges have just been announced by M. Van Praag, general sales manager for the Carl Laemmle organization.

H. J. Chapman has just been promoted from the sales ranks in Kansas City to be manager of the Sioux Falls Exchange. J. Jacobs, formerly Sioux Falls manager, has been promoted to the managerial post at Salt Lake City, replacing A. W. Hartford. W. Elman, formerly of the sales force of the Montreal Exchange, has been promoted to be manager of the Winnipeg Exchange, replacing H. Swartz, who has been shifted to the Montreal staff.

Klein Sues Traveltone; Charges Contract Breach

Suit in the Supreme Court of the State of New York has been instituted against the Cinesonore Co., Inc., manufacturers of "Traveltone," sound picture apparatus, by The Edward L. Klein Corp., International distributors of motion picture and cinema equipment, of New York.

The action is for $150,000 and charges breach of contract, based, it is alleged, on an agreement entered into between the Edward L. Klein Corp. and the Cinesonore Co. under the terms of which the defendants are said to have employed the plaintiffs to represent "Traveltone" in the United Kingdom and Continental Europe.

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CHALMERS PUBLISHING CO.
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Broadway Show Reviews

By Fred Schader

All Talkie Bill At Mark Strand Is Entertaining

The all-talkie bill at the Strand for the current week proves to be fairly entertaining. The entire show runs about two hours and fifteen minutes, and has four short subjects in addition to the feature and the newsreel.

Opening the Vitaphone presentation, the Mexican Tipica Orchestra is presented, it proving a novel and appropriate selection for the spot on the program. This is followed by a combination of shots from the Pathe Sound News and the Fox Movietone News.

"Hard Boiled Hampton," a Pathe-Le Maire comedy, with Harry Holman, of vaudeville, starred, fits nicely in the next position of the bill, and managed to get a lot of laughs from the audience at a matinee performance. It was followed by the Tiffany-Stahl Colortone production, "In a Chinese Temple Garden," which has been synchronized and has a vocal solo added.

The feature is Dolores Costello in "The Glad Rag Doll," that has some amusing moments, but in the main is quite dull, so dull, in fact, that Dolores Costello has not a chance to get over to the audience in the show girl role that she portrays.

A Walt Disney Mickey Mouse cartoon ends the show with a laugh.

Columbia's 100 Per Cent Talkie Embassy Show

Columbia Pictures have taken over the Embassy Theatre for a six-week period to present several of their features at that house. The opening bill was presented this week with "Father and Son" as the feature attraction. The bill in addition to the feature has five Columbia talking and singing shorts, three of which are well worth while.

In presenting the bill there are the five shorts preceding the feature. They are "The Gay Caballero," with Frank Crumit; Jules Bledsoe, the negro baritone, in a very good plantation number with two solos; "Memories," with two of the Victor Recording artists, a sweetly sentimental affair with some of the old songs introduced; "My Wife," a corking laugh-producing comedy, in which Jack Wilson is the star, and a reel of Screen Snapshots with talk.

The feature has Jack Holt as the star, and Micky McBan and Dorothy Revier supporting him.



Shots from two new Educational comedies—both talkies. The first has Raymond McKee as the terrified hero in "Cold Shivers" and the second shows Lupino Lane in "Ship Mates," a two-reeler of the briny

"Man's Man," A Silent Film, Scores With Snappy Stage Show At Capitol

WILLIAM HAINES, in "A Man's Man," a silent Metro-Goldwyn-Mayer production, proves to be entertaining screen fare for the fans at the Capitol this week. The business at the big Broadway house held up nicely through the week in the face of all-talking opposition all along the line. With the feature there was a corking stage show, entitled "The Capitol Frolic," that was arranged somewhat differently than the regular bills that the house has been offering. In addition, there was also a Hal Roach-Charley Chase comedy, which, although silent, managed to get quite a few laughs.

The entire show runs about two hours and thirty-seven minutes.

The selections from "Pagliacci" served as the overture. Well-liked and heavily applauded. There was no popular number by the big orchestra this week while it was directed by David Mendoza, the popular stuff coming along later when Dave Schooler stepped into the pit, directing from there instead of the stage as usual.

A combination of M-G-M and Fox Movietone newsreel shots filled the next spot in the program and led up to the stage revue.

"The Capitol Frolic" opened with a novelty, showing twelve of the girls dancing in one against a black drop. Then another set of twelve appeared on a platform just above the heads of the first set, and finally a third set of twelve on another platform. This was followed by a remarkable trio of brothers, the Slates, who offered a very clever routine of soft shoe dancing. A vocal solo and ballet number were next in order, after which Dave Schooler and the pit orchestra offered "Honey," and then Duffin and Draper offered a number. The hit of the revue, however, was pulled down by the Arnaut Brothers with their "Two Loving Birds" routine that they offered so long in vaudeville. The audience could not get enough of their work and they were recalled again and again.

For the finale there is a huge stairway with a water effect, and the entire ensemble do a march that is most effective. The girls are all in bathing suits, and are a great flash on the big Capitol stage.

The Chase comedy, "Movie Night," was placed between the revue and the feature.

Raives Retires As Head Of New York T. O. C. C.

After serving for a period of over seven years, during which time he has occupied the offices of Member of the Board of Directors, Chairman of the Arbitration Board, Vice President and President, Sol Raives has retired as head of the New York T. O. C. C. and will concentrate his efforts to his insurance business.

Opinions on Pictures

Joy Street

Highly Censorable

(Reviewed by Bill Furman)

(Silent)

HERE'S the final word in jazz-mad youth stories—final because the public won't want to see any more pictures of similar nature after taking a look at "Joy Street." Broad minded folk are going to blush plenty during the unreeling of this one. And the censors will spend plenty of time with the scissors, or disapprove the picture in its entirety.

The story does not contain enough material to make an ordinary two reeler—all manner of sheer silliness is forced in so that the picture can run to normal feature length. The climax is finally reached with a joy-ride car plunging down the mountainside; but similar episodes have been so much better in two reelers that the expected thrill is entirely lacking.

Raymond Cannon takes credit for the original story. He also directed, if it can be called such. The picture looks more like a wild nightmare—with Cannon going out and filming it.

The slim story picks up Lois Moran as an unsophisticated student in a Swiss girl's school. Inheriting a fortune in America, she returns to become initiated into a life of jazz. She learns quickly and embarks on a wild orgy that leaves little to the imagination. Nick Stuart tries to save her, but lacks the strength of character necessary for the job, and is generally found in the center of the jazz-mad crowd—then there are endless sequences of wild youth on jazz parade—just a nightmare of celluloid.

Drawing Power: Better see this one before you book it; and insure against offending your patrons with trash. The only safe places to show "Joy Street" are the "Main Street" grinds and the lumber camps.

Produced and **released by** Fox. **Story** and **direction** by Raymond Cannon. **Scenario** by Charles Condon and Frank Fay. **Photography** by Ernest Miller. **Released:** April 7, 1929. **Length:** 7,554 feet.

THE CAST

Mazie	Lois Moran
Joe	Nick Stuart
Jazz Boy	Rex Bell
Hostesses	Sally Phipps, Ada Williams, Maria Alba, Florence Allen
Musketeers	James Barnes, Marshall Ruth, John Breedon
Betty	Dorothy Ward
Skiing Mailman	Marco Elter
Teacher	Destournelles de Constant
Maid	Carol Wines
Drunk	Alan Dale
Dean	Mabel Vail
Latin Boy	Jose Crespo

New Jolson Picture Title

Al Jolson found too much opposition from both a film song and a projected picture carrying the title of "Little Pal," so he has decided to call his next for Warner Brothers "Say It With Songs."

A Man's Man

Fair Program Entertainment

(Reviewed by Freddie Schader)

WILLIAM HAINES is the mainstay as far as this picture is concerned, although Sam Hardy, as the heavy, does yeoman service, while Josephine Dunn is the ingenue lead and gives an altogether satisfactory performance. The story is one that is commonplace in Hollywood, but in this case it is saved by some corking titles that Joe Farnham wrote for the picture. From a box office standpoint it will stand up on the strength of Haines' following and get good enough business in the regular weekly change houses.

The tale is that of a screen struck girl from Iowa who drifts to Hollywood to break into the movies. She falls in love with a soda clerk, who is none other than Haines, and the story mainly concerns itself with their trials and tribulations in wedded life. It's the old O. Henry tale of the girl who has her tresses shorn and the boy who hocks his watch to buy her a comb given a little new twist. In this case the girl falls for an assistant director who promises to make her a star, while the boy falls for the con line regarding oil stock that is handed out by the same individual. The net result is that Haines, as the boy, finally tumbles to himself and goes out and beats up the big bully.

There are a number of scenes at the opening of the picture showing an opening night with thousands of locals standing in line for blocks to get a glimpse of the stars coming to the show. Josephine Dunn has come right from the train to be in the front line to see the sights. Beside her is Gloria Davenport, daughter of the late Homer Davenport, the cartoonist. The two make a flashy looking pair as they sit and stare at the celebrities arriving. Then when they get the chance to speak to Greta Garbo and Jack Gilbert their cup of happiness is full. The fans will like this portion of the film.

James Cruze, who directed the production, has handled the story nicely and kept the interest alive through the use of his three principal characters. None of the others, other than Mae Busch, mean a thing.

Drawing Power: Play up the name of William Haines as he will pull. The fact that the story is a slice of Hollywood life, or "How to Break Into the Movies," may help.

Produced and **distributed** by Metro-Goldwyn-Mayer. **Length:** 6,683 feet. **Released:** May 25, 1929. **Running time:** an hour and thirteen minutes. From the stage play by Patrick Kearney. **Directed** by James Cruze .

THE CAST

Mel	William Haines
Peggy	Josephine Dunn
Charlie	Sam Hardy
Violet	Mae Busch

Shanghai Rose

Irene Rich The Whole Picture

(Reviewed by Bill Furman)

(Silent)

IRENE RICH, with an excellent portrayal in the title role, lifts this one to better than general program rating.

The story is similar to many recent "murder" and "trial" pictures released by the major companies, but holds interest through the sheer force of Miss Rich's splendid performance.

Miss Rich has been unjustly accused and driven from home by a jealous husband. She sinks to the depths and finally winds up as "Shanghai Rose" in a low dive in San Francisco. Reformers demand the district attorney (husband of Rose) close the joint. The D. A. sends his son, a deputy, to investigate. Rose recognizes her son, as does Kahn, the gang leader, who threatens to reveal Rose's true identity to her son. A police raid follows—Rose, fearing Kahn's threatened exposure, shoots the gangster, and goes on trial for murder.

Then the story goes into the court room sequences, dominated entirely by the splendid acting of Miss Rich. Finally freed, the woman jumps off the ferry dock with a fade-out title, "come unto me all ye who are heavy laden."

Direction has been nicely handled to build and sustain interest; with story credited to Arthur Hoerl. The basic theme is reminiscent of "Madame X," however, so Hoerl can take little credit for story originality.

Irene Rich gives a sterling performance as Rose, and carries the entire picture on her own shoulders. Sid Saylor, the bootlegger who "gets it direct from the boats," provides plenty of comedy for many rounds of laughs. Of the remainder of the cast, Richard Walling and Ruth Hiatt are especially convincing.

Drawing Power: Irene Rich is the whole picture, and will satisfy present followers and make new admirers. The picture is worth consideration in any house outside of the key runs.

Produced by Trem Carr. **Released** by Rayart. **Story** and **scenario** by Arthur Hoerl. **Directed** by Scott Pembroke. **Photography** by Hap Depew. **Length:** 6,539 feet. **Released:** March 15, 1929.

THE CAST

Shanghai Rose	Irene Rich
Mr. West	William Conklin
Gregor West	Richard Walling
Reformer	Robert Dudley
Diane Avery	Ruth Hiatt
Xavier Doolittle	Sid Saylor
Mrs. Doolittle	DeSacia Mooers
Ivan Kahn	Anthony Merlo

"Mr. Antonio" Carillo's Next

Tiffany-Stahl has selected "Mr. Antonio" as Leo Carillo's initial talker production. Story is from a Booth Tarkington play in which Otis Skinner starred several years ago.

Opinions on Pictures

Honky Tonk

Sophie Tucker Still Singing Queen

(Reviewed by Freddie Schader)

WITHOUT Sophie Tucker the Warner Brothers production "Honky Tonk" would not have been possible—or better still, without her it would have been impossible as a film entertainment. But with Sophie, who still remains the "Mary Garden of Ragtime," it is a picture that is well worth while. Not a record breaking hit, but corking bit of entertainment that will more than satisfy at the box office. It is a drama with Soph in a mother role, that of a cafe singer who has brought up her daughter in ignorance of what her vocation in life was, and then when the girl learns she spurns her parent, only to be brought to the realization that she was the cause of the mother's sacrifice. That is the story on which is hung an excuse for Sophie to sing six or eight songs, all of which were greeted with cheers by the opening night audience.

Sophie Tucker is far from "chicken," but she is Sophie and that is all that is necessary.

The story opens at the time that the daughter, having finished her education abroad, is returning home. The mother, in fear that the daughter will learn that she is "The Last of the Red Hot Mommers" of Broadway night club fame, gives notice that she is going to retire from the glare of cafe night life. But when she learns that the club is going to be forced to close because she won't continue and all the employees are going to be thrown out of employment she consents to continue, only to have her daughter walk in and see her working and expressing her contempt. Of course there is the happy ending, with mother, daughter and daughter's beau all straightened out for a finale tag. It's good stuff, a little weepy at times, but gosh! how audiences love to pay to be made to cry.

Sophie Tucker shows that she can troupe in the mother role, and there are moments when she reminds one of Vera Gordon, so remarkably well does she simulate pathos in her voice and when she sings—well there's just nothing to it. In the supporting cast there are two outstanding figures. Lila Lee, as the daughter, shares the honors with the star, and George Duryea, the juvenile lead, is a youngster who has considerable future before him in the talkies. The gals are going to fall for this youngster for he looks to be all man, and he can act. Audrey Ferris has a bit that doesn't amount to very much, but she manages very well with it. Mahlon Hamilton does very well in the role of a rather aged head-waiter.

Drawing Power: Sophie Tucker first, last and always. She, her songs and her inimitable manner of singing them.

Produced and **distributed** by the Warner Brothers. **Length:** 6,412 feet. No Release Date available as yet. **Running time:** an hour and eleven minutes. **Story** by Leslie B. Barrows; **scenario** by C. Graham Baker. **Directed** by Lloyd Bacon.

THE CAST

Sophie Leonard ..... Sophie Tucker
Beth Leonard ..... Lila Lee
Freddie Gilmore ..... George Duryea
Joan Gilmore ..... Audrey Ferris
Lee Parker ..... Mahlon Hamilton

Father And Son

Good Part-Talkie Melodrama

(Reviewed by Freddie Schader)

THIS is a corking little melodramatic tale with a cast that handles it ably. It is a picture that will stand up and get business in any of the first runs, and besides it reveals the fact that Jack Holt has one of those voices that will take him back into favor in the talkies. His voice registers smoothly and softly and comes totally as a surprise. The recording in this picture is one of the best pieces of work that has been heard in the talkies.

The picture is only part talkie, the opening and finishing sequences being the ones that carry the dialogue. Frederick and Fanny Hatton supplied the dialogue for the Elmer Harris Story.

Holt plays the role of a widower whose son is about eight years of age. The two are great pals. The dad calls the boy "Old Timer" and to the son his father is "Big Boy." All is well until the father makes a trip to Paris and falls in love with an international adventuress. She snares him and comes back to this country as his bride, first however, making sure that the Parisian police have jailed her ex-lover. Then the trouble starts for "Old Timer." His step-mother is out strictly for the dough and an easy life, and when opportunity arrives she accuses the child of lying so as to protect herself in a difficult situation. The result is that dad administers his first licking to youngster and the boy decides to run away. He doesn't get very far, for their neighbor, played by Helene Chadwick, who rather fancied herself to become the youngster's step-mother, takes him in.

Then the time for the twist arrives. The ex-lover shows up, but not until there has been a scene in the home between the husband and wife. The lover manages to shoot the wife in a struggle over the possession of a revolver, and it is the husband that is accused. He believes that his youngster is guilty and takes the blame to shield the boy, and the latter, believing that the father has done the shooting, claims he is the responsible one. At that point a recording phonograph plays an important role through reproducing the dialogue that took place in the room prior to the murder, whereupon the guilty one is captured and father and son are cleared.

Holt and Micky McBan's performances carry this one along. Dorothy Revier, as the heavy, manages to be most convincing and Helene Chadwick plays her role with skilful repression.

Drawing Power: Holt in his first talker and Mickey McBan. A good "father and son" theme that the youngsters can see and enjoy.

Produced and **distributed** by Columbia Pictures. **Running time:** an hour and five minutes. **National Release:** June 5, 1929. **Silent Length:** 6,903 feet. **Synchronized Length:** 6,439 feet. **Directed** by Erle C. Kenton.

THE CAST

Frank Fields ..... Jack Holt
Grace Moore ..... Dorothy Revier
Jimmy Fields ..... Mickey McBan
Mary White ..... Helene Chadwick
Anton Lebau ..... Wheeler Oakman

The Glad Rag Doll

Program Film Of Fair Quality

(Reviewed by Freddie Schader)

THERE is one thing certain, and that is, that Dolores Costello is never going to attain the great popularity on the talking screen that she enjoyed in the silent pictures, although in "The Glad Rag Doll" she turns out a performance that is fairly passable. Possibly it isn't the fault of Dolores, but of the two stories that have been assigned her as talking vehicles. "The Glad Rag Doll" is at times fairly amusing and at others quite boring. It is doubtful if it will have better than a fifty per cent pulling power at the box office.

It is a tale of a Broadway show girl who finally marries into an old Philadelphia family. Originally the girl had no idea of snaring the younger son of the family, but because the head of the family, the older brother, saw fit to have her discharged from her show, she decides to make him pay through the nose. Part of her plan is to walk right in on the family. She does this, discovers that all of the members have complexes of one sort or another, and before she finishes with them she manages to straighten out their affairs—only she has fallen in love with the stern head of the house—and he with her. But she walks out on him and virtually becomes a recluse, refusing to return to the show business although there is opportunity for her to do so. Finally she is tricked into taking a trip to Europe, and on the boat, by prearrangement, is the man of her heart.

Dolores Costello, as the show girl, gave a fairly good imitation of Peggy Hopkins Joyce. The outstanding performances of the supporting cast were contributed by Albert Gran and Arthur Rankin. Ralph Graves, who has the lead opposite the star, left much to be desired in his manner of handling the characterization assigned to him. Claude Gillingwater and Maude Turner Gordon proceeded to turn out finished performances in their respective roles. Lee Moran, and Tom Kennedy as the press agent and the manager of the show, had little more than bits.

The earlier scenes of the picture showing back stage life during the progress of a performance were rather well handled.

Drawing Power: Dolores Costello's name must still have some value at the box office. Play up the comedy angle of the picture, otherwise your audience might be tempted to take it seriously and kid it.

Produced and **distributed** by the Warner Brothers. **Length:** 6,685 feet. **Running time:** an hour and sixteen minutes. **Released:** June 8, 1929. **Directed** by Michael Curtis.

THE CAST

Annabel Lea ..... Dolores Costello
John Fairchild ..... Ralph Graves
Bertha Fairchild ..... Audrey Ferris
Nathan Fairchild ..... Albert Gran
Aunt Fairchild ..... Maude Turner Gordon
Admiral ..... Tom Ricketts
Sam Underlane ..... Claude Gillingwater
Jimmy Fairchild ..... Arthur Rankin
Miss Peabody ..... Dale Fuller
Butler ..... Douglas Gerrard
Barry, an actor ..... Andre Beranger
Press Agent ..... Lee Moran
Manager Foley ..... Tom Kennedy
Hannah ..... Louise Beaver
Chauffeur ..... Stanley Taylor

Opinions on Pictures

Sound Shorts

"Hard-Boiled Hampton"
(Pathe-LeMaire Comedy—Two Reels)
(Reviewed by Fred Schader)

GEORGE LEMAIRE has taken Harry Holman, who for years has played "Hard-Boiled Hampton" in vaudeville, and transferred the act to the screen as a Pathe release. On the talking screen the offering retains all the laughs that it had in vaudeville and the action is nicely spaced and timed to get the full advantage of all of the lines. It is the story of the old office grouch who is always in trouble. In this particular one of the "Hard-Boiled" series it is the long lost daughter-in-law who comes back to the family fold with the missing grand child to lend the proper dramatic touch to the tale. It does that most effectively and makes a corking finish for the laughs that have preceded it. Holman has three girls working with him in the skit and all of them register very well in front of the mike. Running time 16 minutes.

"Movie Night"
(Roach-M-G-M Comedy—Two Reels)
(Reviewed by Fred Schader)

"MOVIE NIGHT" is a Hal Roach-Charley Chase silent comedy running two reels. It has a number of laughs that can be appreciated much more readily in the small neighborhood theatres than they can be in the larger houses. It deals with the family troubles on attending the neighborhood house for their entertainment. First the baby has hiccoughs, then she wants a glass of water, and finally when the family holds the lucky ticket for the "Gift Night" prizes they get a live duck which escapes into the audience and causes no end of complications. Some laughs, but not enough. Running time 18 minutes.

"Mexican Tipica Orchestra"
(Vitaphone—One Reel)

THIS is rather a novelty with the band appearing in Mexican costume and with a combination of instruments that makes a Mexican orchestra. Three numbers are presented, two instrumental, and one vocal with the orchestra's accompaniment. The first number is "Mexican Rhapsody," the second "La Paloma" which is sung as a duet, and the final number "Jarabe Tapatio" also instrumental. A novelty without any great kick. Running time seven minutes.—FRED SCHADER.

"High Water"
(Vitaphone—One Reel)

"HIGH WATER" is a poem written at the time of the Mississippi flood of 1927. It has been set to music and ably done in Vitaphone by a baritone of marked ability. The song and recitation are prefaced by a brief talk on how the poem came to be written and reference made to the relief work in the stricken area by now President Hoover. Runs eight minutes.—FRED SCHADER.

"When The Cat's Away"
(Disney Cartoon Comedy—One Reel)

THIS is one of the series of the Mickey Mouse cartoons. It is synchronized for sound, which brings the greater part of the laughs. The cat ahunting goes and the mice play while the cat's away. They play everything from the piano, right down the line of musical instruments. Running time 11 minutes.—FRED SCHADER.

Trent's Last Case

Average Program Rating
(Reviewed by Don Ashbaugh)
(Silent)

"TRENT'S LAST CASE" takes slight portions from half a dozen other film thrillers of past picture history. It is very slow and draggy for the first four reels, but concludes with a novel and whirlwind denouement in the final two reels.

Once Raymond Griffith, as the amatuer detective, takes charge, the action becomes swift and the humor evident. Before his appearance, the picture shapes as just another murder mystery without much interest. Griffith is just himself—debonair, subtle and amusing.

At the outset, it is well established that everyone hates Sigsbee Manderson, the villain with a club foot. The future suspects are lined up; Manderson's wife, his secretary who is secretly in love with the wife, the wife's uncle, the butler, and the maid. The detective arrives on the scene before the murder occurs, this being Manderson's own quaint conceit.

Presently Manderson is murdered, and the stupid police detective is brought in to be finally shown the truth by the amateur detective. Griffith gets plenty of laughs with a piano playing sequence while the detective is quizzing the suspects.

Circumstances point to the secretary as the murderer; and he is thoroughly grilled. Griffith uncovers the fact that Manderson in reality killed himself, first arranging matters so that suspicion would point to his wife's lover as the murderer.

Neither the story nor direction is outstanding—Raymond Griffith walks off with acting honors, but is surrounded by an excellent cast of players.

Drawing Power: Rates as a program attraction for tri-weekly or daily change houses. Not of sufficient strength to carry as a week run, except with supporting bill of vaudeville.

Produced and **released** by Fox. **Story** by E. C. Bentley. **Scenario** by Beulah Marie Dix. **Directed** by Howard Hawks. **Photographed** by Harold Rosson. **Titles** by Malcolm Stuart Boylan. **Released:** March 31, 1929. **Length:** 5,809 feet.

THE CAST

Phillip Trent	Raymond Griffith
Josiah Cupples	Raymond Hatton
Evelyn Manderson	Marceline Day
Jack Marlowe	Lawrence Gray
Martin	Nicholas Sousanm
Sigsbee Manderson	Donald Crisp
Ottillie Dunois	Anita Garvin
Inspector Murch	Ed Kennedy

"Taking Screen Snapshots"
(Columbia-Victor—One Reel)

THIS is a combination of silent shots made in Hollywood showing the screen stars at home, at work and at play, with the sound being synchronized later, although the cameraman keeps up a running fire of chatter regarding those scenes shown. It will please picture house fans greatly. Those shown include Mary Pickford, Douglas Fairbanks, Tom Mix, Sally O'Neil and Molly O'Day, Jack Gilbert, Greta Garbo, Norma Talmadge, Irving Berlin, Will Hays, Joseph Schenck, Noah Beery and others. Running time nine minutes.—FRED SCHADER.

Sound Shorts

"The Familiar Face"
Good Little Newspaper Comedy
(Vitaphone—One Reel)

THIS Vitaphone talking comedy of newspaper life is well worth while. It is one of those O. Henry twist plots and should be liked by audiences. The hero is a drunken reporter who is assigned to a story to discover the identity of "The Lone Wolf," a safe-cracker. He is seen in a speakeasy with a man for whom he is buying drinks and trying to recall where he has seen him before. Finally he takes the stranger to his office with him and, being stewed, both fall asleep. While they are sleeping the identity of the crook is discovered by the assistant city editor and he is captured. The souse reporter earns the $5,000 reward for his arrest, and at the final fadeout he begs his pals not to divulge his good fortune to the speakeasy owner for fear he will have to pay his tab. It runs ten minutes and has any number of laughs.—FRED SCHADER.

"The Gay Caballero"
(Columbia-Victor—One Reel)

"THE GAY CABALLERO" has Frank Crumit as the principal player of what proves to be a burlesque vizualization of his comedy song of the same title. It was directed by Harry Revier. There are a few laughs in the earlier scenes, but if it were not for Crumit they could wash this one up. It is the story of a toreador who goes a wooing and is discovered by the husband of the wooee who ends the whoopee. It could have been done to better advantage. Running time 12 minutes.—FRED SCHADER.

"Old Man Trouble"
(Columbia-Victor—One Reel)

JULES BLEDSOE, the noted negro baritone, is the star of this single reeler turned out by Columbia-Victor. It is a plantation number with Bledsoe singing two songs, one being "Old Man Trouble" for which the release is named. The recording is very well done and the set looks good. Bledsoe's singing naturally scores. He has a wonderful voice and was starred by Ziegfeld in the stage production of "The Show Boat." Running time eight minutes.—FRED SCHADER.

"Memories"
(Columbia-Victor—One Reel)

TWO of Victor's Red Seal Recording Artists, Lambert Murphy and Dorothy Morrison, are the players in this rather delightful little offering. The two are shown at the piano singing a number of old time melodies, and then referring to an old family album they recall other days, days when vaudeville was in its infancy, and scenes of a man and woman song and dance team of that period are shown. It is effective and the old songs still sound good. Running time eight minutes.—FRED SCHADER.

"Tiny Town Revue"
Singing And Dancing Lilliputians
(Vitaphone—One Reel)

A HALF dozen Lilliputians in a singing and dancing revue, with a normally sized pianist in the offering. There is a routine of duets, singles and finally the sextet on for the finish. There are a few laughs from the little people in the finishing bit. Otherwise it would best be a number for kid matinees. Runs ten minutes.—FRED SCHADER.

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Paramount Plans But 2 Title Cards For Film Releases

Hollywood , June 6.—Paramount will hereafter limit main title credits on all features to two title cards, according to instructions issued by Ben Schulberg, general manager of West Coast Studios. In issuing these orders, Schulberg further decreed that the name of the associate producer in charge of the picture was unnecessary on main title credits, and would henceforth be eliminated.

Introductory title will carry names of featured players, title of picture, author, director and the Paramount trade mark. This card will carry credit to effect Ben P. Schulberg is general manager of West Coast studios, however. The second will carry credits for scenario writer, dialoguer and cameraman. Credit is also given Western Electric for recording.

W. Pitkin, A College Prof., Made "U" Scenario Editor

Hollywood, June 6.—Universal has installed a college professor in the position of scenario editor at the coast studios. Professor Walter Pitkin, of the chair of Literature of Columbia University, arrived last week and was immediately introduced to his staff in the scenario department.

Pitkin is a former colleague of Professor William M. Marston, brought to the coast several months ago to "psycho-analyze" forthcoming Universal productions.

Weaver And Robson Sign New Paramount Contracts

John V. A. Weaver, author of "Love 'Em and Leave 'Em" and numerous magazine stories, who has been writing dialogue for Paramount talking films in Hollywood, was signed to a new contract by that organization recently.

William N. Robson, 2nd, author of "Youth Has Its Fling," an original story soon to be produced by Paramount as an all-talking film, also was signed up for a new term.

Davis Now Ass't Director

Donald Davis, son of Owne Davis, the playwright, is now an assistant director on the Paramount lot, acting in that capacity for Director William Wellman, who is now handling the lines in the new Paramount talkie, "Woman Trap."



Bebe Daniels, Radio Pictures star, is the latest film luminary to join the celebrities already gracing Hollywood's new hall of fame, whose signatures, footprints, and hand prints have been marked in the cement paving of the forecourt of Grauman's Chinese Theatre. Here Miss Daniels is marking her footprints.

Fox Plugging Paul Muni As Leading Character Actor

Hollywood, June 6.—William Fox and Winfield Sheehan are desirous of establishing Paul Muni as the outstanding character actor in talking pictures. In fact, William Fox has definitely committed himself to promote Muni into the ranks of picture stars.

As a result, managers of theatres in the several circuits owned and controlled by Fox have been instructed to plug Muni in "The Valiant," now current.

Van And Schenck To Star In M-G-M Talkie Feature

A talking, singing picture will be made by Van and Schenck, songster team, for M-G-M. They will begin work on the vehicle about August 1st. The pair have already produced a number of talkie shorts for Metro.

Christie's "Bride" Talkie

"A Hint to Brides," by Kenyon Nicholson, is now nearing completion as a talkie short at the Christie studio on the Coast. Ruth Taylor and Johnny Arthur have the leading roles, Lawrence Leslie and Martie Martell supporting. A. Leslie Pearce is directing, Alfred A. Cohn having made the adaptation.

Opening Of M-G-M Revue Of 1929 Is Set For June 16

Hollywood, June 6.—Although the M-G-M "Revue of 1929" has been definitely set to open at Grauman's Chinese Theatre on June 16, the producers are still rehearsing and shooting material for incorporation in the production. One studio official stated that staff is figuring out new gags and sketches every day, and it might be possible that shooting will not be completed until about two days prior to the picture's opening at the Chinese.

"Revue of 1929" was first slated to go into the Chinese for a run starting June 10th, but this was set back to the 16th when production officials informed Sid Grauman it would be impossible for them to have the picture ready for showing on the earlier date.

"Behind The Makeup" Is A New Paramount Talkie

"Behind the Makeup," an adaptation of Mildred Cram's novel, "The Feeder," the purchase of which has just been negotiated by Paramount, will be transferred to the screen for that company by George Manker Watters and Howard Estabrook. Hal Skelly, who stars in "Burlesque," new Paramount talkie, will have the pivotal role in the new film. Opposite him will be Esther Ralston. William Powell will be the third character of the triangle. Director Robert Milton is expected to launch production early this month.

Bill Hart Will Star In Two-Reeler For Hal Roach

Hollywood, June 6.—William S. Hart finally comes out of retirement to star in a two reel talker for Hal Roach. Roach will direct, with Lambert Hillyer assisting. Present plans call for a location trip to Montana to film and record the picture, which naturally has an all western background.

Menjou And Compton Sing In New Paramount Films

Both Adolphe Menjou and Fay Compton, leading woman, will sing in "Fashions In Love," the French star's current and first all-talking picture for Paramount. Menjou will sing "Delphine" and Miss Compton "I Still Believe In You." Victor Schertzinger, the director, wrote the melodies while Leo Robin did the lyrics.

Hollywood

Cruze Makes Talkies On A Silent Stage Using Sound Truck

Hollywood, June 6.—Sound-proof stages are not necessary in the production of talker and musical pictures, according to James Cruze. The latter is now making "The Great Gabbo," an all musical talker, in his own studios, with silent stages being used for the shooting of sound sequences.

Instead of having regular sound apparatus permanently installed in the studio, Cruze is using a regular Western Electric portable sound truck for the recording of music and dialogue. Upon completion of "The Great Gabbo," Cruze intends to continue the use of the sound truck in the recording for four musical features starring Margie (Babe) Kane which Walter Lang will direct.

Balshofer Takes Over Old Neilan Studios In Glendale

Hollywood, June 6.—Fred J. Balshofer has taken over the old Marshall Neilan Studios on Glendale Boulevard for Radiotone Pictures Corporation. The plant is now being remodeled for sound production, with Balshofer expecting to begin production of his first talker before July 1st.

Balshofer produced a number of pictures for Metro more than ten years ago, notably the Harold Lockwood series.

"U's" Plans For Boles

John Boles will be starred by Universal in three musicals during the coming year. Boles, signed as a stock feature player over a year ago by Universal, has leaped into starring ranks through his singing ability in film musicals. Boles was loaned to Warners for the lead in "Desert Song," and is now preparing for the featured role in R-K-O's "Rio Rita"; after which he goes to Warners for another musical.

It is understood that Universal will endeavor to build Boles in filmed musicals to replace Reginald Denny as the leading male star of the company.

Tracy Featured In "Big Time"

Lee Tracy, hoofer in the New York stage production of "Broadway," has been signed by Fox for one picture. Tracy will be featured in "Big Time," a story of vaudeville which will have a decided musical background.

To Re-make "Those Who Dance"

Warners purchased rights to "Those Who Dance" from Thomas Ince estate, and will produce it as an all talker with Monte Blue starred. The picture was several years ago released by First National.

Switch In Directors

Lothar Mendes will direct "Illusion" for Paramount. Dorothy Arzner, originally assigned, will direct Ruth Chatterton and Clive Brook in co-featuring production.

Norma Shearer Vehicle

Norma Shearer will be starred in an all talker version of "In His Arms" as her next.



Henry Major, internationally known caricaturist, draws a sketch of Paul Thompson (right), famous in the new photographic field and now photographic publicity director under Victor Shapiro at the Fox Studios in Hollywood

Paramount Seeking Youth In Favor Of The Older Talent

Paramount is stringing along with the younger generation when it comes to a question of lining up male talent for long periods, last week Richard Arlen, Gary Cooper and Neil Hamilton signed new contracts. Several older stars have left the Paramount fold within recent months and the move is interpreted as getting rid of old faces for new.

Arlen stars in the new Paramount special, "The Four Feathers." Gary Cooper is now creating the role of "The Virginian" in talk. Hamilton is a principal in "The Mysterious Dr. Fu Manchu," which Paramount will soon release.

Hollywood Notes

Earl Baldwin, scenarist, is recovering from operation after sudden attack of appendicitis. Baldwin had just completed the dialogue for Pathe's "Joe College" when stricken.

Gus Edwards will produce "The Doll Revue," two reel Colortone musical for M-G-M.

Fox signed Leonore Ulric for appearance in one talker production at a reported figure of $50,000. According to present plans, she will be featured in "Frozen Justice," Allan Dwan directing.

Tiffany-Stahl is negotiating with Arthur Guy Empey to join that company as scenario writer.

Charles Christie and Pat Dowling of Christie Film Company are en route East to attend the sales convention of Paramount.

Lucien Littlefield has been signed by First National for featured part in "The Great Divide," an all-talk Vitaphone production.

First National is planning to star Dorothy Mackaill in "The Woman on the Jury," all-talker. Silent version was produced several years ago by First National.

Harry D. Edwards is now producing his third Lloyd Hamilton talker comedy for Educational. Gil Pratt wrote story and is directing.

(*Continued on page* 1992)

Truant Officer Is Schoolboy's Bane Even In Studios

Hollywood, June 6.—When a truant officer visited one of the Hollywood studios, he discovered a school absentee that he had been trying to locate for several days working as assistant director on a short reel feature.

The boy, cousin of a studio executive, was taken in charge by the truant officer, and marched out of the studio, despite the youth's protests that he was working and could not leave the lot. With the sudden departure of the young assistant director, it was necessary for the company to suspend production for about four hours until another assistant could be found.

The producing company was warned against hiring boys of school age.

Barrymore Shoots 3 Talk Sequences Simultaneously

While directing Ben Hecht's "The Green Ghost" as an all-talkie mystery thriller for Metro, Lionel Barrymore recently shot and recorded scenes on three sets. The scenes were a spiritualistic seance, the seance itself and events in two other rooms. The adjoining sets were wired with mikes and cameras, all coming to the central controls in the monitor room, Barrymore directing from the elevated control room.

Langdon Signed By Roach To Do A Series Of Talkies

A series of eight dialogue comedies each year will be made by Harry Langdon, screen comedian, for a period of three years, according to the terms of the contract the comedian entered into with Hal Roach this week. The series will be a feature of the M-G-M program.

Metro Signs Author Of "Caprice" For Dialoging

Sil-Vara, author of the stage play "Caprice," will write talking motion picture stories for Metro. The Viennese playwright has already arrived in New York where he plans to spend a week before leaving for California to undertake his initial motion picture work.

Holland Lead In "Caribbean Sea"

Henry King has selected John Holland to play the lead in "Caribbean Sea," King's next production for Inspiration. Holland recently played the male lead in "She Goes to War," also directed by King.

Fox Changes Talker Title

"Why Leave Home" has been selected as the release title of Fox' talker re-make of "The Cradle Snatchers," which Raymond Cannon is now directing.

Will Direct Re-make

Raymond Cannon will direct the talker re-make of "Cradle Snatchers" for Fox.

MANAGERS' ROUND TABLE CLUB

CHARLES E. LEWIS
Chairman and Editor

A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress



CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"Maybe You Know The Answer"

"ROME was not built in a day"—so the saying goes, and if such is the rule then we cannot very well expect other great things to happen over night. Time alone will cure many of the ills in this business of ours.

What I consider as one of the worse faults today is the peculiar notion many executives have, that to fill important positions in their organizations, they must go outside to do so. And in many instances they don't even engage men whose past work has put them in line for the position they are hired for.

If a man builds a house he doesn't engage a plumber to do the electrical work? Or vica versa. But in the show business, it seems, they do just that.

Neither can we offer a remedy for such a condition. It is as old as the business itself and only time will correct it so that these men who must surround themselves with, what they term, an organization, will seek first among their own people before going outside, when they have an important post to fill.

Perhaps education within the organization by the men who are qualified to mount the ladder might start the trend in that direction. If they make their abilities and capabilities sufficiently well known to those above them, then possibly they will receive recognition when recognition is due.

But plugging along in the dark and keeping yourself under cover will never attract the attention of those who are looking for good men for the good jobs. Make it a point to sell yourself with the same enthusiasm that you are selling your theatre and before long, if you are any good at all, you will find that they are taking notice of you. You will have planted a seed, then it is up to you to see that the seed grows until it reaches a growth that satisfies you.

We would like to reproduce a letter we have before us in which a certain manager tells us that—"the president of our little chain first took notice of me through my contributions and activities in the Round Table Club." That certain manager has just been advanced to an important position with his salary almost doubled and with future possibilities unlimited, but rather than have his motives misunderstood, he has asked us not to publish his letter.

No. We won't try to tell you that he advanced himself just because he belonged to the Managers' Round Table Club. You draw your own conclusions. But we suggest that you take stock of your own position in this business and see just where you stand before the crowd passes you by.

C. E. L.

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Introducing New Members

MANAGERS' ROUND TABLE CLUB

Garfinkle Cashing In On Community "Good-Will" Work



Community good will is just as important a factor in the neighborhood houses of big cities as in the small towns where such an angle cannot be computed in dollars and cents, but it is not as easy to cultivate it in the cities according to many managers opinions. Here, however, is an instance where a neighborhood house has not only cultivated Good Will but is building it up to such a point that recently it was demonstrated it had pulled the theatre through a mighty tough period.

Harold I. Garfinkle, managing director of the Century Circuit's Midwood Theatre in Brooklyn was a graduate of the first Publix Manager's School and after a short time with that circuit joined the Century. He has always made it a particular point to play up every possible angle where community good will was concerned and his slogan "Every Patron An Honored Guest" rapidly became a reality in his part of the city. But, as he terms it, one of the best bets he worked out was that of public school tie-ups whereby the theatre made no effort whatsoever to profit from the direct connection other than what Garfinkle himself worked out with his keen sense of showmanship. He helped them in every possible way, worked with them, aided their various activities regardless of immediate profit and that his efforts were not in vain can best be judged when we tell you that with the coming of a theatre in his community run by a large chain organization and depriving him of the better product, his theatre kept doing business just the same. Not as large as under better picture conditions, but mighty good business considering the stuff his house had to run.



His latest achievement was the tie-up with a large public school, near the theatre, whereby he donated the use of the theatre and staff for the Parent-Teacher Organization of the school and on Saturday morning, May 25th, the vicinity of the Midwood Theatre was besieged by 2,200 kiddies all headed for the great special show to be run that morning. Here is where Harold used the old "head-work" and he was all prepared with a movie camera. He took long shots of the kids and short shots of them in groups. He assembled the parents in a group, he shot the onlookers (numbering into thousands) and had to make use of a large squad of police to help him and his staff handle the crowd. The picture with this story needs no particular caption; it speaks for itself most eloquently, and gives but a slight idea of some of the youngsters waiting to get into the theatre.

During the performance, one of the teachers made an announcement calling the audience's attention to the movies taken on the outside and informing them that the pictures would be exhibited at the Midwood on the following Thursday to Sunday. Is there any doubt in your mind about the majority of those youngsters and grown-ups coming back to see those pictures? If there is you can dispel that doubt right now. Your own experience along these lines is sufficient evidence that they will all want to see what they look like on the screen.

Garfinkle is now at work with several of the other local schools and will continue to work with them the same way and without a doubt it will net plenty of additional good will for the theatre. His future activities will be looked for with great interest by all of the other Round Table members and readers. Complete details of how he arranged the tie-up with the schools can be had through the Club and those of you who would like to work something similar are urged to follow this up. It means more than money to your theatre, it means that marvelous thing called "Good-Will." Try and run a theatre today without it. You won't get very far.

Korach Dresses Up Theatre Front To Excellent Results

This is how Manager M. W. Korach of the Brighton Theatre in Syracuse, N. Y., decorated the front of his theatre for the showing of "The Barker" and this photo makes the twenty-third received on this particular picture. Quite a record we calls it, just goes to prove that if the managers get something to work with they will do it justice.

Korach worked several clowns in the front of the house in conjunction with this display and they directed the patrons into the "big top;" he also served free lemonade to everyone who attended. This was furnished through a local tie-up arranged by Mr. Korach and did not cost the theatre anything but the co-operation. On leaving the theatre all children were given balloons by the clowns. He tells us that the results of his efforts were excellent business and the house record broken. That's satisfaction for sweating your head off working out and executing a good stunt. Keep it up M. W.



We rather like Korach's little display because it is not top-heavy or cheap looking. He limited the amount of dressing he was going to do and kept to his plan. We rather think that it looks a lot nicer than some we have

MANAGERS' ROUND TABLE CLUB

seen all messed up with much too much stuff and after all the front of the Brighton looks like too good a place to spoil with gaudy dressing. One glance at this photo will show that there is plenty being said about the attraction and anything else added might easily tend to detract from the whole setting. Good judgment M. W. and let us hear more from you and your activities up in Syracuse. If many more managers in that city join the Club we will have to open a weekly page for Syracuse alone. But we like the crowd up that way and the interesting stuff we receive shows that they are all go-getters and on the job every minute. Keep your eyes on that town, boys, and you won't go wrong.

Lobby Laughs No. 2

By Dick Kirschbaum



Now Meet Kane Face To Face At Redwood City, Cal.

Sooner or later we get 'em. That's the spirit of this go-getting army of Round Table members and once we start after them they must come through. All of which brings back the story a short time ago about Tom Kane from San Mateo, California. We described him then via his resemblance to Charlie Chase, but that was not enough so we finally succeeded in getting an honest-to-goodness photo of Kane and—here it is.



Kane has now been promoted to the Arkush Sequoia Theatre in Redwood City, Cal., a new 1,500-seater of the atmospheric type, and as Tom tells us: "With clouds rolling by across the ceiling sky," but it's a step upward and for that reason we were glad to learn of it and hasten to extend to brother Kane all good wishes for the success he so well deserves. But we must steal a line out of his latest letter because it strikes a happy note—(talking about the Club pages)—"Why, I've even gotten our President, Mr. E. J. Arkush reading it." How's that boys? Great stuff we call it and that's what it is. Maybe E. J. will send in his application and become one of us, who can tell?

Mr. Kane received some fine newspaper notices from both San Mateo, when he left there and Redwood City when his appointment was announced there, together with wonderful stories and photos. That's the right way to start off in any town and we are confident that Tom will more than come up to the expectation of the local movie fans. We are going to look forward to hearing a lot of good things from that city from now on. And we won't have to wait too long either. How about it Tom?

Martin H. Rogers Keeps Them Happy In Annapolis, Md.

Fellow Round Tablers, we want you to "shake" hands with another member whom you all ought to know. Meet Martin H. Rogers, manager of the Circle Theatre in Annapolis, Md., and another one of the great army of showmen whose slogan is, "All For One And One For All." Martin has his hands full runnning the Circle, which is a 1,000 seater equipped with W. E. sound apparatus and giving the patrons the finest run of stuff on the market.



While his activities in the Club have been limited up to the present time, we have every reason to believe that Rogers will be as active as the other members hereafter. With the many ideas he has created and put across he need only find the little time necessary to put it into a brief letter and we will do the rest in the passing of his suggestions to the other members. Suppose,—and this is only a suggestion, Martin,—that you drop us a few lines telling something about your previous connections prior to the Circle directorship, and what is going on in and around Annapolis from a theatrical point of view? That would sort of warm the other boys up to you and you would soon feel more at home. Try it and see how it works. Oke?

NEXT WEEK

Read how E. E. Bair converts Round Table Club ideas into profits for his two theatres.

MANAGERS' ROUND TABLE CLUB

Sid Lawrence Puts Over Another Big "Tin-Can" Matinee

You may all recall Sid Lawrence's "Tin-Can" Matinee stunt from Lima, Ohio, last Summer, but in case you don't happen to recall it, don't let it worry you. We offer herewith, Sid's latest "Tin-Can" matinee and one that was even more successful than the first affair. This one he pulled at the Avon Theatre in Utica, N. Y., one of the Schine houses in upper New York State. Why we should go into any too long a discussion about this idea, when the pictures talk so eloquently, is a mystery even to the writer, but just the same here is a corking good stunt on which your civic officials and newspapers will gladly co-operate a hundred per cent. Just see the amount of tin cans and rubbish that these youngsters accumulated, look at the upper photo and see the spirit with which the kiddies pulled up in front of the theatre with their allotment of old tin cans. Great stuff you must admit. And you would rave about it as much as I am if you could see the great three column story and picture which Sid grabbed off as free publicity in his local papers. I have it before me and it is certainly worth-while publicity any day in the week.



It seems that every time Lawrence gets himself set with both feet in a town that Mr. Schine decides to move him to a better theatre. Now we have word that he has been placed in charge of the Eckel Theatre in Syracuse and we rather like the idea because we feel that in Syracuse Sid will be in a better position to accomplish great things. We know that town and we know the Eckel and then again we know Sid, so here's watchful waiting for some real news from him in his next letter.

While on the subject of Sid Lawrence's activities at the Avon Theatre, we must not overlook the clever manner in which he had his newspaper ads set up. What we want you to note, is the way he makes use of regulation exchange mats in conjunction with stock borders and designs. These two items used alone are apt to become tiresome to the eye, but by the simple method of working both together, wording the ads so that they will create interest for the reader, you have achieved some advertising that is really diffierent.

We selected these few ads, which we are reproducing here, from among a batch of the Avon's recent ads and we pass them on to our many members and readers in the hope that they may suggest ideas for them to use.

Any manager who feels that his newspaper advertising might carry a punch or suggestion that may aid his brother managers, is invited to send his ads to the Club and we will select and reproduce as many as space will permit. This is a mighty good way to show your ability on making up ads. Why not take advantage of it so that we can all pick up some ideas?

Newspaper layouts for theatre ads are always being souht by progressive managers, so if you manage to pull an idea or two out of the other man's ads, remember that he might want an idea or two from yours.

All the luck in the world to you Sid, and we are sure you will continue your unbroken string of successful theatres; but, don't forget the Round Table Club.









The Creed Of The Round Table Club:-

"ALL FOR ONE AND ONE FOR ALL"

MANAGERS' ROUND TABLE CLUB

Stodel Lines Up Large Group Of African Managers



Foreign membership activities continue with still another distant point heard from. The Club knows no boundaries apparently and we welcome this newest group.

The lining up of far distant foreign members should open up an entirely new slant on the selling angle of pictures in future issues of the Club columns. We recently announced a large group from Porto Rico, where the Regional Chairmanship is held by Lorenzo Gelabert. Now from the Chairman of the South African Division we get the first report. Mr. J. H. Stodel, formerly manager of the Bijou Theatre in Johannesburg, So. Africa, has been busy lining up the managers in that part of the world and we are listing here the first group. Incidently we congratulate Mr. Stodel upon his promotion in the African Theatres Limited. He has just been raised to the post of Company Superintendent, a position of supervision over their theatres in that section. Some of the fine exploitation created and engineered by Mr. Stodel before he left the active management of the Bijou Theatre will be interesting news for our many readers in an early issue.

The following theatre managers have now been enrolled in the MANAGERS' ROUND TABLE CLUB:

J. ISAACS, Esq., African Theatre, Ltd., Vaudeville & Picture Manager.
M. ALEXANDER, Esq., Manager, Empire Theatre, Johannesburg.
H. COBDEN, Esq., Manager Standard Theatre, Johannesburg.
H. GORDON, Esq., Manager Tivoli Theatre, Fordsburg, Johannesburg.
D. G. CALLARD, Esq., Manager Empire Theatre, Boksburg, So. Africa.
D. LEVIB, Esq., Manager, Empire Theatre, Brakpan, S. Africa.
E. BAKER, Esq., Manager, Carlton Theatre, Johannesburg.
R. NICHOLLS, Esq., Manager, Grand Theatre, Grahamstown, S. A.
A. H. STODEL, Esq., Manager, Recreations Theatre, Stellenbosch, S. A.
G. COCHRANE, Esq., Chief Electrician, African Theatres, Ltd., S. A.
MAURITS PEZARRO, Esq., Manager, Bijou Theatre, Johannesburg, S. A.

Membership Certificates for this new group will be mailed within the next few days and we are certain they will all see that these certificates are framed and hung in their individual offices. We are hoping they will send us a picture showing them hung in place. How about it boys? Thanks.

More about So. Africa in a few weeks.

"The Stamp of Real Merit"

Your membership in the
Managers' Round Table Club

Regional Chairmen All Hard At Work For The M.R.T.C.

The enthusiastic activities of the different Chairmen in charge of the Regional Membership Committees bids fair to boost the membership of the Club by hundreds of new managers. From practically every Chairman we are receiving reports that shows how hard they are working to line up every showman in their respective territories. Additional requests for membership application blanks have compelled us to reprint an additional thousand, but we must back up the boys on the field and especially since they have tackled their jobs (if we may call them such) with all the pep in the world.

This is but one of the indications of the tremendous goodwill and Club spirit which predominates all of our activities and I am certain that every member of the Club joins me in expressing our appreciation to these men who are finding the time, during their present busy days, to help boost the Club. **C. E. L.**

Kenneth A. Reid Reverts To Good Old Ballyhooing

This is how Kenneth A. Reid, manager of Loew's Liberty Theatre in Cleveland, Ohio, exploited "The Iron Mask" through the streets and suburbs of that lively city. Just by using this idea, plus some beaver-board and regulation posters he turned out as neat an inexpensive a ballyhoo as you would find in many a moon. In addition to this traveling bally, Ken also worked out some fine looking, attractive window displays all around his community with great results. And every merchant who tied up with him was well pleased with the co-operation and appearance of the displays. Such is the stuff that "Good-Will" is made of and planted in the right way, nursed along as time goes on, you have a plant growing that gives forth mighty profitable crops all the time. That's the advantage of good will. You don't have to wait for any particular time of the year to harvest the crop.



We would like to know a lot more about Ken Reid, but the only way we can find it out is from Ken himself. How about a photo and a little information about yourself Reid? Shoot it right along as the whole crowd would like to know you better. And we would like to know more of your activities in Cleveland.

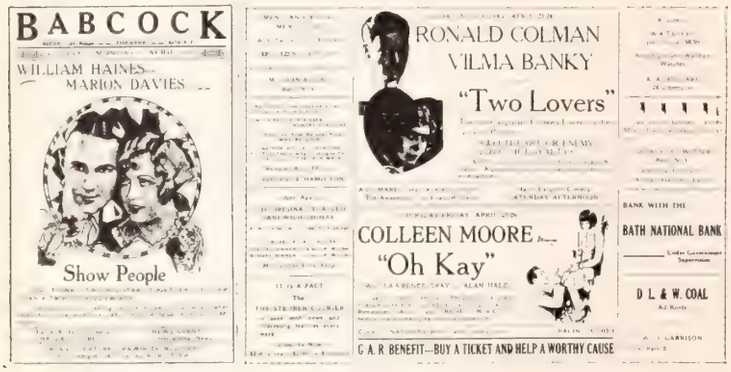
MANAGERS' ROUND TABLE CLUB

House Programs Still Important In Most Theatres

House programs have always been a source of interesting discussion among managers all over the country and looking through the files of programs received here every week brings some rather neat layouts to light.

The three we offer for your attention this week are of a widely different type. Each one being made up to meet that theatres particular idea of what a house program should be to attract their patron's interest.

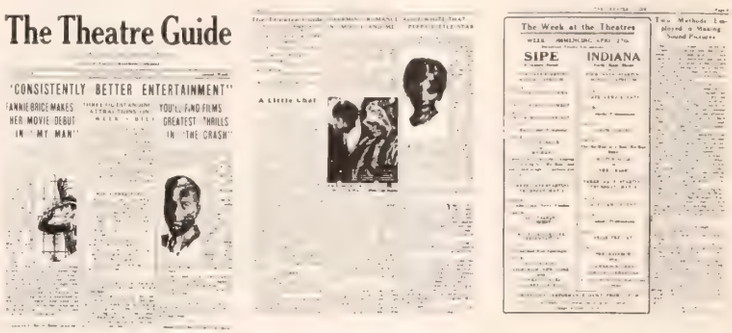
The Babcock Theatre in Bath, N. Y., managed by Harold C. Lee, utilizes their program for the announcement of attractions and advertisments which make the little folder profitable as well. The question of carrying ads in theatre programs has always been a matter of argument. Some are heartily in favor of it, while others brand it a bad-feeling breeder and would rather shy away from such a source of revenue, prefering to use all available space for the theatre's own use. Mr. Lee, however, makes good use of both angles and by employing some exchange cuts he has arrived at a happy medium. We rather like the Babcock program. What do you think of it?



The Alhambra Theatre in Torrington, Conn., another one of Joe Quittner's theatres, goes in for a colored front page which makes their program stand out immediately as a little "class" booklet. Just how expensive this additional color front costs the house, we cannot state now, but regardless of that point, you will note how the Alhambra concentrates the attractions in the center of the inside spread. Even the ads are carried in a neat orderly manner and certainly do not detract from the make-up in general.



"The Theatre Guide" is the official house organ for the Sipe and Indiana Theatres in Kokomo, Ind., and from the viewpoint of newsy reading matter you will have to go far to better this one. One thing, particularly, which attracted our attention was the headline and editorial on the front page. Patrons certainly develop the habit of watching for this message every week and it should carry a real punch for the theatres. Only two-thirds of a page are reserved for the programs of the both houses, while the balance of the folder is used solely for reading matter. If you want to "pep" up your own house organ, try this formula for a change.



C. W. Nebel, Jr., Opens Another New House At Delavan

With the opening of the new and beautiful Delavan Theatre in Delavan, Wisc., the Community Theatres, Inc., increases, once again, their fast growing circuit of theatres. The cut of the theatre front used on the opening souvenir programme was quite in keeping with both the theatre and the programme and what's more it showed every indication of having been well handled. Just who we can credit for the fine book, we cannot say at this writing, but knowing of the activities of the Community outfit, we are certain that everyone dug in and made it a corker.



Incidently, the souvenir programme gave us the opportunity of grabbing a picture of C. W. Nebel, Jr., Vice-President and General Manager of that progressive circuit. Mr. Nebel, by the way, was one of the first exhibitors to join the Round Table Club and has always followed it's activities with great interest. Now Hal Olsen, his supervising manager, is an active member and you remember, only recently, that we told you about his "Never-Fail" cigar lighter

It's The Truth, Boys—

"Let me take this opportunity of congratulating the NEWS on the good work they have done through the Managers' Round Table Club, as its pages are always crammed full of interesting items."

R. W. Anderson, Mgr.,
Lenox Theatre,
Hartford, Conn.

MANAGERS' ROUND TABLE CLUB

(Continued from preceding page)

stunt which caused so much comment from the other members.

In telling you about Mr. Nebel, we must not overlook the fact that he is one of the youngest theatre executives in the business and without a doubt, looking back over the past year, one of the most farsighted young business men in the country. It was through Mr. Nebel's tireless efforts that Community Theatres, Inc., was organized and due to his business ability and constant effort that the organization has enjoyed such remarkable growth. Other members of the Club are always interested in Mr. Nebel's activities and look for them with interest.



The Delavan Theatre is offering a diversified program covering every angle of good entertainment and is, of course, equipped with the very latest of sound devices for talkie reproduction. The house manager will be Mr. Sufus Olson a man of long and wide experience in the show game out in those parts and a great believer of the "Good-Will" angle for profitable results. Although Sufus Olson does not belong to the Club, we are just as keen to wish him great success in the handling of this new theatre and backed by the fine Community Organization, we are sure he will do more than his bit to put it over with a bang.

C. C. Cassady A Believer In Real Modern Operation

Introducing you to C. C. Cassady, manager of the Tivoli Theatre in Spencer, Ind., and the man whose Poster Displays was the topic of a very interesting article in the Club pages but a short time ago. We were indeed sorry that we did not have C. C.'s photo to run at that time, but nevertheless we have it now, so make his acquaintance.

Mr. Cassady is an old-timer in this show business and for that reason alone, his little tips now and then should be of real value to the rest of us. That is, providing that we are still willing to admit that we can always learn something new. Round Table members DO believe in that idea, that's why we are what we are today. So now C. C. would you favor us with a little information about yourself and your activities for the past few years so we can feel that we know you better? Just a brief outline of what you have been doing will be sufficient to start it off. After that we will want to know how you are selling the pictures in Spencer to your patrons.



C. C. Cassady

'Mike" Nicholas Is Still Plugging At The Farragut

Here is how "Mike" Nicholas, of the Farragut Theatre in Brooklyn, exploited "Speakeasy" throughout his neighborhood and with very good results. Nicholas has been "up to his ears" in work ever since the Farragut reopened all newly decorated and equipped for "sound," so we had to excuse his long silence, but we are always glad to know that a man is busy doing business and in "Mike's" case we were particularly glad, as the Farragut was one of the first theatres your Chairman handled years ago in Brooklyn. Therefore we had a warm feeling in our hearts for that house. But to get back to the theatre itself, it has been "hitting on all cylinders" since it reopened and proved again that the customers wanted the latest in movie entertainment. They have been getting the best and have responded in the right way.



This one on "Speakeasy" was built of beaver board and carried all around the streets by a special ballyhoo man from the theatre. Not getting any too much stuff like this made it all the more effective and Nicholas reported "good" business as the result.

Let's hear from you again Mike, but make it soon.

J. C. Wodetsky Now At New Michigan Theatre In Flint

J. C. Wodetsky, well known theatre manager throughout the Great Lake states, and another old-timer in the Round Table Club, has just assumed charge of the new million dollar Michigan Theatre in Flint, Mich. "Wody," as he is better known in the business, was first known to use through his connection with the Oriental Theatre in Detroit and now, with a house like the Michigan, we shall expect mightly big things from him.

He lost no time in establishing a radio connection for his theatre and induced the Flint Broadcasting Company to move their studios into the new theatre building, so now "Wody" and his gang will be heard on the air almost every day. His radio reputation started while he was at the Oriental when he furnished a program every week for WJR in Detroit, during Red Apple Hour.

The Managers' Round Table Club wishes Mr. Wodetsky every possible kind of luck and we are all confident that he will put over the Michigan Theatre with every ounce of "pep" and originality. But listen "Wody," don't forget that all the members of the Club want to know of your "doings" up there in Flint. How about it?

Hundreds of showmen are getting a wealth of good "tips" from the Round Table Club.
WHY NOT YOU?

MANAGERS' ROUND TABLE CLUB

Round Table Notes

Floyd Maxwell, manager of the Fox Broadway Theatre in Portland, Ore., rigged up several amplifiers on the main thoroughfares in the downtown section of the city and broadcasted the theme song from "The Divine Lady." Mr. Maxwell has been putting over some exceptional exploitation in Portland and we are certain that many of his ideas could be utilized for other members in their respective communities.

* * *

John Pekras of the Rivoli Theatre in Lorain, has succeeded in boosting business considerably through the stunt of giving away scooters to the kiddies attending the shows. The idea has clicked so nicely that he has already given away over 1,200 of these scooters. Apparently, Pekras is out for all the youngster business he can coral. More power to you John. Let's hear how you are doing it.

* * *

Charles Smakwitz, managing the Mark Ritz Theatre in Albany, N. Y., didn't figure on entertaining almost one half of that city's children when he played host to the "Just Kids Club." When Charlie arrived at the theatre over an hour before the doors opened he found nearly a thousand youngsters lined up in front waiting for the free entertainment. We would like to hear more from Smakwitz.

Al Andres of the Bijou Theatre in Springfield, Mass., pulled a real nifty when he extended invitations to every Donovan family in his city to witness the showing of "The Donovan Affair" at the Bijou. The invitation was nicely worded and was sure to create interest when received by any one with the name Donovan. From reports, this portion of his campaign was largely instrumental in building up the business to most satisfactory returns. More about Al very shortly.

* * *

For the special presentation of "The Iron Mask" at the Garrick Theatre, a wired independent house in Winnipeg, Manitoba, Manager D. E. L. Fisher employed an air pilot to drop 400 passes over different sections of the city on the first two days of the engagement. Looks like Canada is pepping it up these days.

* * *

M. A. Malàney, in charge of publicity for the Loew Theatres in Cleveland, Ohio, entertained all the representatives of the various departments of Cleveland's three newspapers at a midnight showing of "Gentlemen Of The Press" at the Allen Theatre. They attended this special performance under the auspices of the Women's Press Club. All attending were handed cards on which they were requested to write their opinion of the picture. Lunch was also served to all the guests.

Additional New Members!

URBAN R. ANDERSON who runs the Imperial Theatre, in Cincinnati, Ohio, arrives in the Club at the very time that we were anxious to get some news about that city of his. Mr. Anderson, how about a little start-off for your active membership, with a letter telling us how things are in general up your way? Your own photo would also be appreciated, so we can all sort of know you better. We'll be waiting for it.

* * *

PAUL DOBLIN, formerly of Brooklyn, N. Y., is now managing the Hawthorne Theatre, in Newark, N. J., and we are ready to bet that he is making a success of his job. Paul has graduated from a good school in showmanship and his past experiences are, no doubt, proving very valuable. You started off right, Paul, now continue your active membership.

* * *

DICK WRIGHT manages the Lyric and Isis Theatre in Indianapolis, Ind., and the story of how he mounted the ladder to his present post will be worth reading. It will appear in an early issue. In the meantime, Dick, can't you shoot us some more stuff about your theatres? Newspaper ads, programs, details of some of your exploitation stunts, or in fact anything else that may interest the members.

* * *

G. B. ODLUM has already found his way into the Club pages, via an excerpt from his first letter to the Club, and before that he was pretty well known to most showmen anyway. But now we want you to officially meet him as a new member. He manages the Capitol & Colonial Theatres in Elmira, N. Y. and even as we write these few lines, the mail brings another letter from him. So watch for more news about this peppiest of new members. He's going to make you step to keep up with him. Right, G. B.?

COME ON!!

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Theatre .....

Address .....

City .....

Policy .....

Capacity .....

State .....

Wm. A. Johnston — **Honorary Chairman**

C. E. Lewis — **Chairman**

WILL YOU BE NEXT??

SHOOT IT IN—NOW!!

SAMUEL BRAVERMAN is the directing head of the Garden & Joyland Theatres in Newark, N. J., and clicks up still another member from that fast moving town. Many of us could follow suggestions coming out of Newark to good returns, so watch for more from Braverman and Newark. Make it snappy Sam and tell us the news.

* * *

EDWARD C. EARLE is now running the Manor Theatre, on Coney Island Ave., Brooklyn, N. Y., for the Schwartz Circuit. What he is doing to attract the patrons to his theatre is what the other members of the Club would like to learn. Also how he is going to keep them coming during the warm weather. Can you tell us these things, Ed? Shoot it in while it's on your mind.

* * *

HARRY SHAW is the director of production at the Lincoln Theatre in Trenton, N. J. and now that we have both Shaw and the house manager, we can see no reason why the Club should lack news from that theatre and town. Being "just a member" is not quite enough Harry, you have got to be an "active member" and that means keeping us posted on everything that you boys pull over in Trenton. You answer this one yourself.

* * *

DAVID E. SUGARMAN manages the Whalley Theatre, in New Haven, for Nunes Circuit, and we already know that that circuit has some live-wire members. Dave can start his membership off in the right way if he would send us his photo and a little letter telling about conditions in his theatre. New Haven today offers many unusual angles among the theatres, and the arrival of sound in neighborhood houses ought to prove a real boom to all of them. Let's hear from you soon, Sugarman. Thanks.

Owner
Manager
Operator
Exploiteer

SOUND Motion Pictures

by Harold B. FRANKLIN

President and General Manager
Fox West Coast Theatres

A Book for Everybody Connected With The Picture Theatre Of Today

Partial Contents

STANDARD SOUND DEVICES

OPERATION OF VARIOUS DEVICES

ACOUSTICS

OPERATING MANUAL

MAINTENANCE OF EQUIPMENT

ADVERTISING

MUSIC

THE SHORT SUBJECT

GLOSSARY OF TECHNICAL TERMS

EVERY phase of the sound picture, from the laboratory to its presentation, is treated in this exhaustive work prepared by one of the greatest showmen the picture theatre has developed.

For more than a year this theatre executive, director of the affairs of one of the largest circuits in the world, has studied the sound picture from every angle connected with the physical operation and showmanship requisite for successful and profitable management.

The knowledge and experience thus gained has been written down in a form that makes it available for ready reference by the theatre man. This book is now on the presses. It will be ready for distribution July 1.

And now you'll know why we told you it WOULD PAY YOU TO WAIT for this work. The price per copy is—

THREE DOLLARS

Order your copy now

Motion Picture News
729 Seventh Avenue
New York City

Enclosed herewith is — check — money order for $3.00 in full payment for one copy of Harold B. Franklin's great book "Sound Motion Pictures," to be sent to me when published. (Add 20 cents to cover cost of mailing.)

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Regional News from Correspondents

2 Tulsa, Okla., Houses Change Hands

EFFECTIVE June 1st, Ralph Talbot, head of the Ritz Theatre Corp., and the Majestic Amusement at Tulsa, Okla., are the new owners by purchase of the Orpheum and Rialto, owned by the W. M. Smith Enterprises at Tulsa.

The deal gives Mr. Talbot control of the Majestic, Akdar, Orpheum, Ritz and Rialto Theatres, and incidentally the control of the largest theatre interest in Oklahoma.

The following theatres opened with Photo-Talker equipment last week, American, Bonham, Texas; Grand, Ennis, Texas; Dixie, Tulsa, Okla.; Royal, Laredo, Texas; Palace, Lamesa, Texas.

"Not guilty," said the jury at Ennis, Texas. J. R. Millican, manager of the Grand at Ennis, had been charged with operating his theatre on Sunday. Millican will have to face the same charge preferred by county officials.

E. C. Slocum, former representative of Columbia out of Oklahoma City, has been appointed agent for the Southwestern Royal Amplitone Co.

Eli Whitney Collins of Jonesboro, Ark., former president of M. P. T. O. A. has taken over the national distribution of the McAlpin Talking Picture Apparatus, synchronous disc reproducer, with Memphis, Tenn., as headquarters.

Lee Riley has opened a state rights sound exchange in Film Exchange Building, Dallas, Texas.

M. S. White has opened his Peak at Dallas, Texas, with sound equipment.

Mrs. H. H. Covington of the Star at Teague and Mrs. Martha McSpadden of the Grand at Electra, Texas, have installed sound equipment.

The Ritz at San Saba, Texas, has installed a Kue-Graph sound equipment.

Barrylesville, Okla., city commissioners, Wednesday night by unanimous vote, repealed the city ordinance prohibiting Sunday shows.

H. A. Daniels, South Texas representative for Columbia has resigned to become vice president and general manager of the Southwestern Royal Amplitone Co., and is succeeded in the South Texas territory by Bob Bauer.

E. C. Slocum, former representative of Columbia out of Oklahoma City, has been appointed agent for the Southwestern Royal Amplitone Co.

Exhibitor Notes From Cleveland Film Row

GUS LAMBRIGGER, exhibitor of Orville, O., who has been in a hospital for the past seventeen weeks recovering from an automobile accident, is now at home and receiving visitors.

Fred Desberg, general manager of Loew's Ohio theatres, was recently commissioned a colonel on the staff of Governor Flem D. Sampson of Kentucky.

Jack Hays formerly of the Cleveland Universal exchange, now manager of Universal's office in Java has written to the boys that he's lost thirty pounds and has learned to speak both Malay and Dutch since arriving in Java.

E. Kamin has installed a Wonderphone sound equipment in the "Y" theatre.

Herbert Vosges, for fifteen years organist at the leading local theatres sees no future for organists at picture houses and has gone into the taxi business in Canton.

Creatone, made in Waynesboro, Pa., by the Deca-Disc Phonograph Co., has been installed in the Dreamland, Lorain, by Mrs. George Zigiob.

Henry H. Lustig, victim of the Clinic X-Ray plate explosion, for whose recovery no hope was given, is convalescing at Mt. Sinai hospital.

The Lido at Mansfield, operated by Edward Bleir, is reported to be closed permanently.

Lyle Tanner, son of P. L. Tanner, president of the Transit Film Co., will be graduated by Perdue University of Indiana on June 11.

M. B. Horwitz is installing Western Electric sound equipment in his Falls Theatre at Cuyahoga Falls.

Louis Israel, owner of the Cinema and Standard, Cleveland, broke his arm while oiling the exhaust fan on the roof of the Standard Theatre Bldg.

Harold Dost has been appointed assistant manager at Keith's Hippodrome by Manager William Watson.

F. D. Adams Comes To Atlanta As Manager

FRANK D. ("BOOTS") ADAMS, well known in theatrical circles in Georgia, is now in charge of the Palace at Little Five Points, Atlanta. Mr. Adams was city manager for Lucas and Jenkins in Brunswick, Ga. When it was learned by employees of the theatres in Brunswick that Mr. Adams was to leave that city, they presented him with a handsome watch. Mrs. Adams, also well known among film folk in the Southeast, accompanied her husband to Atlanta and they will soon establish themselves in an apartment there.

G. Y. Harrell joined Columbia's Atlanta, Ga., sales force this week and was assigned by Branch Manager John W. Mangham, Jr., to his territory, which embraces Alabama and a part of Georgia.

John F. Barry, organizer and director of the Publix Theatre Managers' Training School, is resting comfortably at St. Joseph's Infirmary, Atlanta, Ga., following an operation for acute appendicitis early Monday morning.

Visitors to Atlanta's film Row during the past week included the following:

P. J. Henn, who operates the Haven at Canton, Ga.; S. H. Borisky, of Independent Theatres, Inc., of Chattanooga, Tenn.; J. J. Powell, who operates the Star at Toccoa, Ga.; C. H. Johnson, of the Amusu at Tallapoosa, Ga.; George O. Hatcher, who operates the Social at Social Circle, Ga.

Ralph Morrow, Southern district manager for Tiffany-Stahl; Albert Sottile, well known theatre owner of Charleston, S. C.

Frisco Court Dismisses Anti-Theatre Suit

"NO legal capacity" to sue for an injunction against the theatres operated by Nasser Bros. and the T & D Jr. Enterprises and the Allied Amusement Industries, Inc., alleged to have broken a contract, was the ruling of Judge Maurice T. Dooling in the Superior Court, May 10.

Geo. Macpherson, who formerly operated a theatre at Klamath Falls, Oregon, is again returning to the fold and is having his theatre fully equipped.

M. Klein of Victory, San Jose, has made extensive improvements in the way of redecorating and putting in new electrical fixtures. He is also putting in a new operating room to be of the largest type and one of the most modern projection rooms in the state.

Sol Levis of the Strand, San Francisco, has just placed an order for two projectors, to be installed in conjunction with his sound equipment in the Strand on Market Street.

Paul Bush, manager in San Francisco for E. E. Fulton Company, is spending two weeks in the Los Angeles territory renewing old acquaintances.

E. E. Fulton Company have just installed new projection apparatus in the Verdi, San Francisco, for Morris Klein, who opened this house recently with sound.

News Of The Trade From Milwaukee

WILLIAM BROWN, who was associated with RKO for fourteen years, has been appointed manager of the two Midwesco houses in Jamesville, to succeed R. W. Johnson, who is taking over management of the Strand at Madison, Wisc.

Garrick Theatre, Madison, Wisc., RKO house, leased for the past several months by the Al Jackson Players, will be closed Sunday for the remainder of the summer.

Out of town exhibitors in Milwaukee this week included Ray Pfeiffer of Chilton; Francis Kadow of Manitowoc; A. L. Merritt of Oconto; E. H. Baker of Fox Lake; Frank Welter of Wausau; F. Boeslager of Hilbert; John Steenport of Chilton; D. E. Kelliher of Elkhorn; Jack Yeo of Beaver Dam; Julius Lamm and Sam Abraham of Kenosha; and Paul Nowatske of Mukwanago who is installing sound in the Park of that town.

F. N. Manager In Salt Lake City Weds

MANAGER BILL GORDON of the Salt Lake First National exchange, slipped quietly into a neighboring town this week and returned with his bride before film folks were well aware what had happened. We take this opportunity to wish Mr. and Mrs. Gordon all happiness and success.

Carl Lind has been appointed branch booker for Columbia in Salt Lake to succeed E. R. Caddy who has returned to his former position at Butte, Mont.

Theatre owners of Boise, Idaho, a few days ago rejected the proposal submitted by the Motion Picture Operators' union in an attempt to settle a disagreement, which developed following installation of the "talkies" in four Boise theatres.

The two principal theatres have been operating open shop since the disagreement several days ago. Negotiations between operators and theatre owners are at an end until September 1st.

Effective June 1st, the Paramount and the Orpheum of Ogden, Utah are operating under one management with A. L. Glasmann as general manager.

S. B. Steck, exhibitor of Ogden, Utah, spent a few days in Salt Lake booking new releases.

Manager Al O'Keefe of the Pathe office in Salt Lake, in company with H. Peters, special representative for Van Buren productions, is making the Montana territory at this time.

Articles of Incorporation of the Glasmann Enterprise, Inc., are reported to have been filed this week with the county clerk of Ogden, Utah. Capitol stock is $10,000 divided into 100 shares at par value of $100 a share.

H. A. Stone, exhibitor of McGill, Nevada, is visiting Salt Lake exchanges this week.

Walter Hull of the Ely at Ely, Nevada, is lining up some new business along the Salt Lake Film Row at this time.

Ray Sutton of the Strand at Provo, is spending a few days in Salt Lake City relative to his theatre bookings.

W. H. Burt of the Thorley at Cedar City, Utah, is among exhibitor visitors in Salt Lake City.

Lorin Osborne, exhibitor of Milford, Utah, spent some time at the Salt Lake Exchange Mart this week.

The Mission at Blackfoot, Idaho, was damaged to some extent last week, when fire broke out in the projection room. This house is operated by DeMorduant and Drennen, and is closed temporarily for repairs.

Branch manager Sam Feinstein will leave shortly to attend the convention held by RKO in Chicago June 17th.

Sales Manager Fred Gage of the Salt Lake United Artists office is making the Northern Utah section at this time.

Leader In Southern Film Trade Dies

FOLLOWING an illness of several months, Mr. John W. Keiler, of Paducah, Ky., father of Leo F. Keiler, of the Strand Amusement Company, died last Thursday night at Rochester, Minn. Funeral services were held last Monday from his home at Paducah, Ky.

Mr. Keiler was formerly vice president of the Strand Amusement Company and was rated as one of the wealthiest citizens in Western Kentucky.

Mr. and Mrs. Thomas Peek, of the Lyric at Lawrenceburg, Ky., left Sunday for a motor trip through Indiana and Illinois.

Mr. and Mrs. A. N. Miles, of the Eminence at Eminence, visited Louisville last week, as did Fred Jahrries, of the New Castle at New Castle.

Fire of unknown origin completely gutted the Ritz at Tifton, Ga., late last Sunday night, according to news received this week on Film Row. The house was operated by E. G. Sims and B. L. Hall and was opened last April.

The Arkansas Amusement Enterprises, Inc., formerly of El Dorado, Ark., have opened their Memphis offices at 502 South Second Street.

A neighborhood house designed to surpass all its predecessors in Memphis opens July 1st, in the Jacksonville, at Jackson Ave., and North Watkins St. Mike Ciancioli, is owner. Construction is already well under way on the house which will have 1,000 seats and will cost more than $75,000. Sound-equipped with Pacent apparatus, the house will also be equipped with an Orchestraphone.

The new Rialto, one of the most completely furnished movie palaces in south Arkansas, to be completed on September 1, at a cost of $200,000, will herald in no uncertain way the entrance of Clark and McWilliams into the El Dorado amusement field as successors of the Arkansas Amusement Enterprises, Inc. It will be of Spanish design and will also be equipped for reproducing sound pictures.

H. C. Cook and R. G. Lang are rebuilding the house formerly operated by V. D. Humphries at Maxton, N. C., which was recently destroyed by fire. Messrs. Cook and Lang advise that the new theatre will be ready for opening around July 4.

Captain C. L. Welch, who formerly operated the Victory in Salisbury, and later connected with the Piedmont Amusement Co. of Winston-Salem, has acquired the entire ownership of the Victory, the Strand and the Iris of Salisbury.

O. F. McGinnis and J. E. Davis have taken over the operation of the Everybody's in McColl, S. C.

Mrs. Marion Wrenn, secretary of the Charlotte Film Board of Trade, will attend the Summer convention of the M. P. T. O. of North Carolina at Wrightsville Beach, N. C., June 17 and 18.

Among the prominent exhibitors on Charlotte's Film Row during the past week was Tom Kehoe of the Athens Show Shop, New Bern, this being Mr. Kehoe's first visit to Charlotte for the past three years.

Mr. and Mrs. W. M. Richardson, of New Orleans, are welcoming an 8-pound son, born May 20, and who has been named James Edwin.

The Ashton, New Orleans, was damaged by fire Saturday afternoon and Saturday evening's performance had to be deferred. The origin of the fire was not learned.

Paul H. Tessier of New Orleans, president of the Pine Tree Amusement Co., was presented with a silver coffee set Thursday night at the Pine Tree Inn, Bogalusa. The gift was from nearly a hundred of his New Orleans and Bogalusa friends who were gathered on the occasion of the new Redwood opening in Bogalusa.

Memphis, Tenn., had last week the first negro house in the South to boast talking picture equipment, when the Beale Street Palace opened using Movietone equipment.

Poor business long continued and generally attributed to overseating in the Memphis vaudeville market since the opening of the 2,600-seat new Orpheum last November this week caused the Memphis Pantages to abandon variety and go to an all-movie policy, announced "for the summer." Prices Monday went from a 25-50c scale down to 40c top.

Memphis' first neighborhood house to install talkies was the Linden Circle.

Some N. Y. Theatres Close, Others Open

WITH the approach of hot weather, several of the theatres in the Albany section of New York State are closing, while others located in mountain towns, are opening. The Liberty at Port Leyden was closed for next three months, while the Grand in Watervliet, operated by Austin Battaglia, closed last week for good. The Casino at Thousand Island Park, operated by S. H. Ballard, will open on June 15, as will also the house at East Durham. The Strand in Sharon Springs will open on June 8 under the direction of S. S. Gutstadt. John Augello, of the Family in Utica, was in town during the week and announced that his house would open on June 22 with sound.

William Benton, of Saratoga Springs, spent a portion of last week in New York City.

Lew Fischer, who has a number of houses along the eastern border of the state, is laying a new concrete floor in his theatre at Hoosick Falls, which will shortly be equipped for talkies.

Manager Windbiel of the Orpheum in Amsterdam paid his first visit to Albany's Film Row last week in several months. Al Barton, of the Playhouse in Ticonderoga, was also along the Row.

Abe Stone is doing considerable in the way of improvements at the Eagle in Albany.

Exhibitors along Film Row during the week included M. Freeman of Woodbridge; E. McNamara, of Copake and Dover Plains, and Charles Sesonske, of Watertown.

Charles Goulding, who has been managing the Brighton in Syracuse, is now operating a lodge near Niverville.

Chris Marx, now operating the Olympic in Utica, is planning to run the house as a subsequent run theatre.

George Lefko, Albany manager for RKO, was out on the road all of last week.

Gil Becker, former booker at the M-G-M exchange in Albany, is now manager of the new theatre at Delmar, succeeding Fenton Lawlor, who has returned to the sales game.

A. E. Pierson, of Clayton, in town during the past week, said that he is putting in sound equipment.

C. H. Buckley, who has just acquired Harmanus-Bleecker Hall in Albany, will first make the lobby more attractive. He plans to install a number of canaries which will be the first time that birds have been used in any theatre in this part of New York State.

New Airdrome Theatre Opened In Florida

AIRDOME Theatre, Orlando, Fla., was recently opened under the management of J. B. Mc Gee. A unique feature of the open air show is the fact that automobiles may be driven into the park and parked on either side of the seats, the occupants enjoying the show from their own car if they wish. Another feature is a 10c gate to all.

Cecil A. Ross, manager of the Apopka, Apopka, visited in Tampa this week. Mr. Ross says that for the summer months he will cut the showing days to one night a week.

It is reported that the Ramon, at Frostproof has closed for the summer. J. H. Palmer, Jr., the manager, and his family left for a three months' auto tour through the North.

The staff of the Tampa, Tampa, decided to stage a good fellowship and get-together banquet. A committee was appointed, who arranged for the feast at the "Top o' the Town" roof dining room of the Hillsboro Hotel. All managers of the Publix houses in Tampa were invited and most all attended. It went over a big success with the prospects of making it an annual affair.

The Florida Legislature expired last Friday without completing the tax program, which included, amongst many plans, the adding of 10 per cent to all theatre tickets. The Governor will call them back in special session and will hold them there until the tax business is settled.

B. E. Gore, manager of the Garden, Tampa, and now manufacturer of sound equipment, was in New Smyrna this week making an installation.

The Florida Theatre changes its policy to an all-sound program beginning June 8.

J. J. Rogers, sales representative in Florida for Columbia, is now the company's branch manager at Memphis, Tenn., his appointment having been made by R. V. Anderson, Southern division sales manager. Mr. Rogers entered into the duties of his new post Monday. He succeeds R. J. Ingram, transferred to the company's branch at Charlotte, N. C., as manager.

New Theatre Opens In Madrid, Iowa

MADRID, IOWA, had the opening of its new theatre there on June 1. The theatre has been christened the Lion and is owned and operated by Marko Biondi who has been in business in Madrid for many years.

R. M. Copeland, manager of the Des Moines Paramount office will attend the national convention in St. Louis in mid June.

W. E. Mansfield who was ill for several months with an attack of appendicitis during which time his brother took charge of the operation of his theatre, the Mills at Tampa, is alright again and was a visitor at the Des Moines office of RKO last week. Other callers were Mr. and Mrs. J. G. Fair of the Elite at Lorenz, H. F. Corder of the Royal at Cincinnati, F. R. Bandy of the Princess at Britt, Mr. and Mrs. C. R. Smith of the Family at Earlham.

Jack Osserman, manager for Universal, has refurnished his office to the tune of about $900.

Harry Lloyd is the new salesman at the Des Moines office of Educational. He was formerly salesman for Pathe.

Paramount entertained a number of exhibitors from out of town including R. C. Hoadley of the theatre at Garden Grove, George Schweneker of the Garden at Guthrie Center, William Treloar of the Treloar at Ogden, William Miller of the Opera House at Elgin, and Calvin Bard who is manager for the Iowa Theatres Company of the Iowa at Cedar Rapids.

W. A. Brown of the Forest at Forest City purchased two rebuilt Powers machines for his house.

Strong lamps were purchased for the Strand Theatre at Newton by Mr. and Mrs. Wayt.

Eight hundred dollars worth of new carpet was purchased for the Rivoli Theatre at Oskaloosa. Pierce and Stack are owners of the Rivoli.

George Pratt of the Pratt at Winfield purchased two lamps and two strong rectifiers.

Manager Thiele of the Des-Moines Theatre Supply Co., reports the sale of two strong lamps to the King at Albia by the Central States Theatre Company. This company also purchased two strong lamps for the Capitol at Ames under the management of Joe Benjamin Gerbracht and for the Bijou at Mason City of which Mr. Hefner is manager. Two strong lamps and two strong rectifiers were also bought for the Capitol.

Mrs. Johnson of the Princess at Stewart purchased new upholstered chairs for her theatre. She has also put in a new Blizzard cooling system.

Olsen and Shaw are the new owners of the theatre at Manley, Iowa. They opened the theatre last week.

The Capitol which closed its doors to reopen as the Paramount has blossomed out with new furnishings.

The citizens of Algona are to vote on the Sunday show question there for the Algona Theatre with the understanding that should they vote for the lifting of the state ban against Sunday shows that the theatre will be equipped with sound.

Stench Bomb Planted In Ontario Theatre

FOR the first time in Canada labor troubles, it is believed, have led to a theatre "outrage," the Palace at Windsor, Ontario, having been the scene of a stench bomb incident which caused the large audience to flee to the open air. Fortunately there were no casualties.

The Orpheus at Halifax, N. S., now boasts complete sound equipment.

An extensive addition is being built to the Avalon, Ottawa, Ontario, opened last December by P. J. Nolan.

Plans for the construction of a chain of theatres in Canada for the presentation of British-made features has been temporarily abandoned by Gaumont British Corp., of Canada, Limited, it is announced at Toronto.

Police have clamped the lid upon Sunday activities at Ottawa, Ontario, with the result that the whole town now bears a Puritanical aspect on the Sabbath.

Twelve Baxter prints, purchased through his London agent, have been added to the magnificent art collection of J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario.

A formal demand for "clean talking pictures" has been heard for the first time in Canada, this being the result of a meeting of so-called reformers at Brockville, Ontario, when a request was formulated for preferred film programs for Fridays and Saturdays each week.

W. J. Reilley, Registrar in Bankruptcy at Osgoode Hall, Toronto, denied the petition in bankruptcy presented by Paul Kamins against the Standard, downtown house in the Ontario capital, the action involving a mortgage for $60,000. W. R. Willoughby, solicitor for the theatre, declared that the applicant was harassing his client.

Two more theatres have been added to the chain of Famous Players Canadian Corp., Toronto, through the securing of a half interest in the Tivoli and Osborne in Winnipeg, Manitoba. Robert Kershaw, veteran exhibitor of the Canadian West, has been the proprietor of the two houses and will continue as manager.

Five of the important suburban theatres in Toronto, Ontario, opened with sound and talking pictures last Monday, this being the first invasion of the outlying districts with audible screens. The openings were: Palace, Parkdale, Capitol, Runnymede, and the Oakwood.

Clarence Robson, manager of theatres in Eastern Canada for Famous Players Canadian Corp., has returned to Toronto after a lengthy holiday voyage through the West Indies.

No immediate physical change has been evident following the formal announcement of the organization of Radio-Keith-Orpheum of Canada, Limited, which is an amalgamation of RKO of New York and Famous Players Canadian for the operation of combination houses in principal cities of the Dominion. Immediately following the conclusion of the big deal, N. L. Nathanson, managing director of Canadian F-P, left for a tour of Europe.

The situation at Ottawa, Ontario, is that Famous Players will not now proceed with the erection of the new theatre, to compete with B. F. Keith's Theatre but will have a half interest in the latter theatre.

The Manitoba Provincial Government has decided to install sound equipment in the projection room of the Manitoba Board of Moving Picture Censors at a cost of $10,000.

A theatre to cost $140,000 is to be built this summer at Lethbridge, Alberta, by Famous Players Canadian Corp. The situation there is quite interesting as G. W. Peacock of the Lethbridge Amusement Company recently took over the Majestic and is having the house wired and remodelled. Famous Players also has opened its new Capitol in Saskatoon, Sask., under management of Frank Miley.

During recent months a considerable portion of the population of Saulte Ste. Marie, Ontario, has been crossing over the border to Sault Ste. Marie, Mich., to hear talkies. The situation, insofar as W. P. McGeachie, manager of the Algoma Theatre at the Ontario "Soo," is concerned has been rectified because the Algoma opened with dialogue films on June 3.

Stevey Stevens, film salesman in Calgary, Alberta, was killed in an airplane crash near that city.

The office staff of the branch of Warner Bros. at Calgary, Alberta, has been moved into the local headquarters of First National.

At Cornwall, Ontario, the comparatively new Capitol is being fitted with Western Electric sound equipment under the direction of C. G. Markell, manager. The Palace, also in Cornwall, is to be reopened for exclusive showing of silents.

The whole exterior of the Regent, Ottawa house, is receiving an acid scouring.

New Theatre Merger In Columbia, Mo.

THREE motion picture houses of Columbia, Mo., have been merged by the College Theatre Corp.

J. Dozier Stone, owner of the new Missouri Theatre is the president of the new corporation, while T. C. Hall of Moberly, who owned the Varsity and Hall, is vice-president and H. G. Wood, manager of the Hall, is treasurer.

The Lifetone Co. has been incorporated in St. Louis, Mo., with $50,000 capital to take over the national distribution of the Lifetone sound picture device perfected by Robert Laughlin of Overland, St. Louis County.

Joseph F. Reed has been elected president of the new company, while Laughlin will be general manager and treasurer.

The company already has nine of these machines installed in Missouri and Illinois theatres.

All churches, public schools and theatres at Athens, Ill., have been closed indefinitely by an order of Mayor Dr. T. F. Hill due to the prevalence of smallpox in the community.

Kansas Circuit Plans $400,000 Theatre

MIDLAND CIRCUIT of theatres has announced that a $400,000 theatre will be built in Salina, Kansas, this summer. The theatre will set a precedent in Kansas in towns of 15,000 population.

The Granada, new $200,000 house of motion and talking picture, Kansas City, Kansas, opened its doors Thursday night before a capacity audience, which filled all 1,200 seats.

An alleged practical joker caused a near panic in the Electric, 2,000-seat house of Kansas City, Kansas, Friday. The news reel of the Cleveland film disaster had just been shown when a rowdy in the balcony shouted "fire."

The Chamber of Commerce of Kansas City has called a conference for next week of all city officials in a move to take steps against film fires and explosions in all theatres and hospitals.

Two smooth talking young bandits lined H. A. Jones, house manager, and two other employees up against the wall in the office of the Plaza, suburban house of Kansas City, Thursday night and escaped with $325.

The new Paramount-Famous-Lasky film exchange in Kansas City was opened Saturday. Oscar Morgan is branch manager.

Marion McCullough, former secretary of the Kansas City Film Board of Trade, assumed her new duties as secretary of the Detroit Film Board of Trade this week.

W. H. Wagner, who has been appointed house manager of the new Granada, Kansas City, Kansas, has been succeeded as manager of the Byers, Excelsior Springs, Mo., by T. S. Wilson.

The Beldorf, Independence, Kan., has been formally opened as a sound picture house.

The old Opera House at McPherson, Kan., has been rebuilt into a modern theatre and named the Empire theatre by G. H. Koch.

C. L. McVey, manager of the Dreamland, Herington, Kan., was the object of state-wire newspaper praise this week for turning over the entire proceeds of his show the other night—$210 in all—to go to sufferers from the recent flood.

Ed Dubinsky of the Regent, Kansas City, has announced that he will start showing talking pictures in about a week.

The Plaza, suburban house of Kansas City, of which H. A. Jones is house manager, celebrated the first six months of its existence last week.

Sunday Show Drive Is Begun In Central Pa.

A FRESH movement for the legalizing of Sunday amusements, in York, Pa., which for several years has been the storm center in a fight to throw off the restraints of the Pennsylvania blue laws of 1794, has arisen through the action of Mayor Jacob E. Weaver, who on May 27, fined George A. Elicker, manager of a Harrisburg amusement park, $75 for operating on Sunday in violation of a city ordinance.

The park, managed by Mr. Elicker, was leased by its owners to a local fraternal order to be operated on Sunday for the benefit of the poor children of the city.

The American, Pittston, and another picture house in that city, were victimized on May 25 by persons who passed counterfeit ten dollar bills at the box offices.

A contract has been let by the Holme, Holmesburg, to L. E. and E. C. Stone, to install 1784 seats in the theatre, which will be opened in September under lease to the Warner-Equity interests.

The Opera House, Woodstown, is under the new management of E. W. Humphries. It was formerly operated by Harry A. Goldberg.

Of interest to Pa. picture theatres is the announcement of the dates of the holding of fifty-six county fairs for the coming season by reason of the fact that these fairs are looked upon as a counter attraction to the movies. Dates of some of the more important fairs are: York county, York, October 8 to 12; Berks county, Reading, September 10 to 14; Dauphin county grange fair, Harrisburg, September 2 to 6; Lehigh county, Allentown, September 17 to 21; Schuylkill county, Cressona, September 2 to 5; Bedford county, Bedford, September 24 to 27; Mifflin county, Lewistown, August 20 to 24; and Hanover Agricultural Society fair, Hanover, October 1 to 4.

Walter Yost, who operates the Paramount, Mechanicsburg, granted use of the house to members of the Junior High School band for the holding of benefit picture shows on the nights of May 4 and 10.

A charter was granted at the capitol in Harrisburg on May 21 to the Circle Amusement Co., of Reading, $5,000 capital. Treasurer is Howard T. Levan, Reading. Other incorporators are John J. Coyle, Shillington, and Howard A. Snyder, West Reading.

Governor Fisher, at the capitol in Harrisburg, on May 16, vetoed a bill passed by both branches of the Pennsylvania Legislature appropriating $339.22 to pay the Eastern Film Corporation a balance alleged to be due for producing motion pictures for the recent Philadelphia Sesqui-Centennial celebration, for the use of the Sesqui-Centennial Commission.

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A sure-fire, highly profitable opportunity for sound and talking picture business in virgin field with approximately 4,000 theatres eager to sign contracts. We already have all necessary contracts and exclusive franchise. A substantial interest with the position of treasurer of the company is available to the right man who can invest $10,000. This proposition will stand the closest investigation, if you are interested and can qualify; fix time and place for an interview. Satisfactory references will bt required and given. Box 555, Motion Picture News, 729 7th Ave., New York City.

2 Wash. Houses Are Sold By "U"

CONTINUING its policy of unloading as many theatres as possible in the Pacific Northwest, Universal last week disposed of their Madrona Garden and Beacon to Frank Farrow, owner of the Madison, who will now supervise the operation of this string of three of the leading neighborhood playhouses.

Manager Mat Aparton last week announced the appointment of Clara Nelson to inspection staff of Seattle Universal exchange.

P. R. Henderson, manager of the Laurelhurst in Portland, was a visitor on Seattle's Film Row last week.

Carl Mahne, theatre executive of the DeLuxe Theatre Corp. staff, last week moved from the Uptown to the key house of the chain, The Egyptian, in the University district. He formerly managed this theatre for John Hamrick. Art Bishell, former Universal theatre man in Seattle, has been selected by Al Rosenberg and Al Finkelstein to replace Mahne at the Uptown.

Eddie Hitchcock, now with the American Broadcasting Company of Seattle, last week appointed another theatre man to his staff, in Sam Siegel, recently handling advertising and publicity for several of the Universal houses.

Jack DeWaal, special representative of the Pathe Home Office from New York City was a visitor at Manager C. Les Theuerkauf's Seattle exchange last week.

Bob Hill, manager of the local Warner Brothers exchange, last week announced the appointment of Genevieve McCarthy as private secretary and Evelyn Whilsie as record inspectress.

Franklin and Wylie of the Rialto in Hillyard, Washington, were visitors on Seattle's Film Row last week.

The Cordova at Pullman, Wash., will soon install sound apparatus.

George A. Baldsen, former assistant general sales manager for the old Vitagraph company, has been spending the last few days in Seattle with Guy G. Maxey installing the Vitaphone branch.

Arthur J. Aranson, head of the western Poster Co., of Seattle, accompanied by Mrs. Aronson and daughter Barbara Jean, left last week for California.

Mickey Carney, booker at the Pathe exchange, has been wreathed in smiles during recent weeks, as the result of receiving a check for $200 as a prize in the recent nation-wide sales contest.

A change in the policy of the Winter Garden was announced by John Danz, new owner, last week. Hereafter, four changes of program will be the weekly policy, with admission reduced to 15c.

Closing of the local Pantages for the summer was announced this week by Earl T. Cook, Northwest representative of Alexander Pantages and manager of the house. The theatre will be dark from June 3 until late in August, during which time it will be remodeled and new sound equipment installed.

The hope of making the motion picture a great power for good lies in the non-commercial film, and money should be provided in the budgets of public schools the country over for making educational films, said Rabbi Henry J. Berkowitz, in a talk before the Oregon council of the National Motion Picture league.

E. M. Donnelly, auditor for the Tiffany-Stahl exchanges, left last week for California after spending several days in Manager George Appleby's local exchange. He will return East via the Denver territory.

Al Clapp, owner and manager of the suburban Hollywood Theatre, has recently taken on the added duties of local distributor for the gift silverware division of the Oneida Community Plate Company, and has already utilized the connection to good advantage.

New quarters at 2316 Second Avenue on the new Film Row were opened and officially dedicated last week by Fox.

Fox-West Coast Theatres, Inc., through Charles M. Thall, Western manager, last week contracted with the B. F. Shearer Co. of Seattle to completely remodel, redecorate, drape and refurnish the Liberty in Great Falls, Montana.

Art Huot, manager of the Warner exchange in Portland spent last week-end in Seattle with his family.

In turn, two Seattle men traveled to Portland for the week-end. They were Jay Gage, representative for Western Electric, and Roy C. Peacock, manager of the Seattle office of National Theatre Supply.

Fred Mercy, Jr., of Walla Walla and way points, and E. W. Goresbeck of Enumclaw, Washington, were among the out-of-town exhibitors seen on Film Row.

The Fox Fifth Avenue, under the management of James Q. Clemmer, this week announced a change in its opening day weekly from Friday to Thursday.

During the last few weeks, sound apparatus has been installed and used for the first time in William Code's Paramount, Seattle; Dunlop's Granada the West Seattle district; and DeLuxe's Uptown. Forthcoming installations will be the Arabian in Seattle, about July first; John Danz's Winter Garden, Seattle second-run house; and Jensen-VonHerberg's Venetian in the Capitol Hill residence section.

Omaha Film Man In Plane Wreck

THOMAS SCOTT, 20, student pilot and doorman at the Paramount, Omaha, is in an Omaha hospital with a friend convalescing from injuries received when they made a forced landing near Council Bluffs, Ia., last week. Scott brought the ship out of a spin when the motor went dead at 4,000 feet, but was unable to land without wrecking the plane.

Both men received body bruises. The Paramount featured shots of them and the wrecked plane in their newsreel.

News Flashes From Portland, Ore.

THE Globe at Albany has recently been entirely remodeled and new carpets, draperies and stage equipment put in.

Butch Wingham and Buck Wade, of M-G-M recently made an automobile tour of Montana covering Great Falls, Missoula, Helena, Billings and other cities.

N. T. Moody of the acoustic department of the Electrical Research Products, Inc., who spent some time in Butte in connection with the installation of sound at the American, will next install sound in the Strand at Livingston, Mont., of which Powers White is manager.

The Venetian and Gay, formerly owned by the Multnomah Theatres Circuit, are now independently owned by Hugh McCredie and J. Phillips.

The Puget Sound Assoc. of the Deaf have opened a fight against the talkies and sent in a petition to Will Hays asking that something be done to allow deaf persons to continue the enjoyment previously obtained through the silent drama. 150 members signed the petition.

Publix Toledo House To Cost $2,000,000

SALE of the Summit-Cherry building at Toledo, O., at sheriff's auction to a holding company composed of bond holders, virtually has cleared the way for the new $2,000,000 Publix theatre. The new 3,000 seat playhouse will be the third for the Publix chain in Toledo. Tentative plans call for a five-story building providing space for offices and stores in addition to the theatre upon which Publix has agreed to take a 20-year lease.

Kirwan and Ritzler, Lima, O., theatre operators, have ordered sound equipment for the Grand at Tiffin, O.

Packed houses greeted introduction of sound movies last week in Paulding, O. The talkies were shown at the Grand which has just installed sound equipment.

Harold F. Wendt, publicity director of the State, Toledo, O., has been attending the Shriners' convention in Los Angeles, Calif.

Resort Houses Coming Into Their Own In R.I.

THE bandbox theatre nestling near the water's edge is coming into its own with the unprecedented heat wave that is sweeping over Rhode Island. Along the shores of Narragansett Bay are many of these little cinema palaces whose doors are opened with the first breath of summer.

The more pretentious of these "little theatres" now are wiring in order to get the best features obtainable for the coming season.

The Malden Auditorium, oldest stock theatre in New England in point of consecutive stock performances for 19 years, opened this week as a motion picture theatre, a first run house.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Katorga				
Krassin	Special Cast	Feb. 19	7000 feet	
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Prisoners of the Sea	Russian Cast	April 13		
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The				

COLUMBIA

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (F. & D.) (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Father and Son				
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Quitter The	Lyon-Revier	April 1	5671 feet	May 25
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
††§Flight	Holt-Graves			
*†§Flying Marine, The	Lyon-Mason-Robards			
*†§Road to Broadway, The				

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewep
*†§Columbia-Victor Gems	26 Subjects released twice a month		1 reel	
*†§Talking Screen Snapshots	Released twice a month		1 reel	

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
Aunale's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Battling Sisters	Lupino Lane	June 2	2 reels	May 25
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Best Dressed Woman In World	Our World Today	Feb. 17	1 reel	Mar. 30
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	April 28	2 reels	Mar. 16
Helter Skelter	"Big Boy"	June 16	2 reels	May 25
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	April 20
Hot Times	Al St. John	May 26	2 reels	May 11
Household Blues	Collins-Dent	June 2	1 reel	June 1
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Only Her Husband	Jerry Drew	May 19	2 reels	May 18
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	May 25
Passing Show of Perak, The	Our World Today	May 19	1 reel	May 25
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Richest Street in the World	Our World Today	April 21	1 reel	April 20
Rubbing It In	Al Alt	June 30	1 reel	
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Studio Pests	Jerry Drew	June 30	2 reels	
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Day	Monty Collins	June 16	2 reels	May 25
What a Pill	Billy Dale	June 16	1 reel	
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad (F)	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The (F)	Gribbon-Clyde	April 7	2 reels	May 18
*†§Big Palooka, The (F)		May 12	2 reels	
*†§Bride's Relations (F)	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues (F)	Johnny Burke	Mar. 10	2 reels	April 27
*†§Cold Shivers (F)	McKee-Hutton	May 19	2 reels	May 11
*†§Crazy Nut The (F)	Pangborn-Oakland-Murray	June 2	2 reels	
*†§Don't Be Nervous (F)	Lloyd Hamilton		2 reels	
*†§Eligible Mr. Bangs (F)	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute (F)	Lloyd Hamilton	May 5	2 reels	June 1
*†§Jazzy Mammas (F)	Virginia Lee Corbin	June 16	2 reels	
*†§Lion's Roar (F)	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Lover's Delight (F)	Arthur-Garon	June 30	2 reels	
*†§Old Barn (F)	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Ride on a Runaway Train	Hodge-Podge	May 22	1 reel	
*†§Right Bed, The (F)	E. E. Horton	April 14	2 reels	May 18
*†§Ship Mates (F)	Lupino Lane	April 21	2 reels	May 11
*†§Trusting Wives (F)	E. E. Horton	June 23	2 reels	
*†§Whirls and Girls (F)	Gribbon-Clyde	Feb. 24	2 reels	Feb. 18
*†§Zip! Boom! Bang, (F)	McKee-Conlin-Glass	Mar. 17	2 reels	June 1

FIRST NATIONAL

Title	Star	Rel. Date	Length	Reviewed
California Mail	Ken Maynard	April 7		
*†§Careers (A. T.) (D)	Dove-Moreno-Myers	June 2	8435 feet	June 1
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz (D)	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Dancing Vienna	Lyon-Mara	Jan. 13	5683 feet	
*†§Divine Lady, The (D)	Griffith-Warner	Mar. 31	9914 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
*†§His Captive Woman (D)	Sills-Mackaill	April 7	7992 feet	April 6
	(Silent Version)	Feb. 3	7692 feet	Jan. 19
*†§Hot Stuff (D)	Alice White	May 5	6774 feet	May 18
	Silent Version)	April 21	7466 feet	Mar. 9
*†§House of Horrors (D)	Todd-Hale-Fazenda	April 28		
	(Silent Version)	April 7	6700 feet	Sept. 22
Lawless Legion	Ken Maynard	Mar. 3	6109 feet	
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	Billie Dove	April 7		
	(Silent Version)	Mar 17		
*†§Prisoners (D)	Corinne Griffith	May 19	7800 feet	June 1
	(Silent Version)	May 5		
Royal Rider, The	Ken Maynard	May 5		
*†Saturday's Children (D)	Corinne Griffith	April 14	7950 feet	May 4
	(Silent Version)	Mar. 10	6727 feet	
*†Seven Footprints to Satan (D)	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†§Squall, The (A. T.) (D)	Joyce-Loy	May 26	9629 feet	May 18
	(Silent Version)	May 12		
*†Synthetic Sin (D)	Colleen Moore	Jan. 6	6852 feet	Jan. 12
*†§Two Weeks Off (D)	Mackaill-Mulhall	May 12		
	(Silent Version)	April 28		
*†§Weary River (D)	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good (D)	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies (A. T.) (D)	Alice White			
*†§Careless Age, The (A. T.) (D)	Fairbanks Jr.-Myers-Young			
*†§Dark Streets (D)	Mulhall-Lee			
*†§Drag (D)	Barthelmess-A. Day			
*†§Fast Life (D)	Fairbanks Jr.-Young-Morris			
*†§Girl in the Glass Cage (D)	Young-Nye			
*†§Great Divide, The (D)	Mackaill-Keith-Loy			
*†§Hard to Get (A. T.) (D)	Mackaill-Burns			
*†§Lady Who Dared, The	Dove-Pidgeon-Todd			
*†§Lilies of the Field (D)	Corinne Griffith			
*†§Little Johnny Jones	Eddie Buzzell			
*†§Most Immoral Lady, A	Leatrice Joy			
*†§Smiling Irish Eyes (A. T.) (D)	Moore-Hall			
*†§Twin Beds (A. T.) (D)	Mulhall-Miller			
Wells Fargo Express	Ken Maynard			

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Watch, The	McLaglen-Loy	May 26	8487 feet	May 25
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
*†Exalted Flapper	Carol-Norton	May 26		
*†Far Call, The	Morton-Hyams	April 28	5313 feet	
	Silent Version)	April 28	5282 feet	May 25
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 24	5232 feet	April 27
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
*†§Hearts in Dixie (A. T.)	Fetchit-Muse	Mar. 10	6650 feet	Mar 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	May 5		
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
*†§Masked Emotions	George O'Brien	May 19		
*†§Not Quite Decent	Collyer-Dresser	April 7	6 reels	May 4
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	May 4
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Protection	Burgess-Elliott-Page	May 12	5511 feet	June 1
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
	(Silent Version)		5526 feet	
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
*†Trent's Last Case	Griffith-Day	Mar. 31		
*†§Thru Different Eyes (A. T.)	Baxter-Lowe	April 14	4991 feet	April 20
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Paul Muni	May 19	5537 feet	May 18
*†Veiled Woman, The	Tora-Vincenti	April 14		
*†Woman from Hell, The	Astor-Armstrong	April 21	5442 feet	
	(Silent Version)	April 21	5489 feet	May 25

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
*†Black Magic	Dunn-Holland	June 2		
*†Chasing Through Europe	Stuart-Carol	June 9		
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
*†§Fox Follies, The (A. T.)	Special Cast	May 25	8291 feet	June 1
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost In the Arctic	Special Cast			
*†One Woman Idea, The	LaRocque-M. Day	June 16		
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Azure Coast, The	Variety	May 26	1 reel	
Bonnie Scotland	Variety	July 21	1 reel	
Call of the Deep	Variety	July 7	1 reel	
Cup of Coffee, A	Variety	June 23	1 reel	
Changing Seasons	Variety	June 9	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Down The Mississippi	Variety	Aug 4	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 17	1 reel	
Magic Sands	Variety	May 12	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Snowbound	Variety	Aug. 19	1 reel	
Squadrons of the Sky	Variety	April 13	1 reel	
Vest Pocket Republics	Variety	April 28	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Belle of Samoa, The (A. T.) (F)	Moran-Clark & McCullough		2 reels	June 1
*†§Beneath the Law (A. T. (F)	Clark & McCullough		2 reels	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
*†§Forget-Me-Note (F)			3 reels	
*†§Friendship (A. T.) (F)	Gallagher-Edeson		2 reels	
*†§Furnace Trouble (A. T.) (F)	Robert Benchley		2 reels	
*†§George Bernard Shaw	Interview			June 30
*†§Ghosts	Mutt & Jeff Cartoon		1 reel	
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Happy Birthday (A. T.) (F)				
*†§In Holland (A. T.) (F)	Clark & McCullough		2 reels	
*†§Interview, The	Clark-McCullough			
*†§Knife, The (A. T.) (F)	Lionel Atwill			
*†§Knights Out (A. T.) (F)	Clark & McCullough		2 reels	
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The (A. T.) (F)	Clark & McCullough		2 reels	
†§Miller & Farrell (F)	3 Songs			
†§Mind Your Business (F)	Herbert & Bard		2 reels	
*†§Music Fiends, The (A. T.) (F)	Clark & McCullough		2 reels	
*†§Napoleon's Barber (A. T.) (F)	Otto Matieson		3 reels	
*†§Nightie Knights	Clark-McCullough		2 reels	
†§Old Tunes for New (F)	Dr. Sigmund Spaeth			
*†§On the Beach at Atlantic City (F)	Friedland & Revue			
*†§Pagliacci—Prologue (F)	Richard Bonelli		1 reel	
†§Royal Hawaiian Singers (F)	Song Program			
*†§Schubert's Serenade (F)				
*†§Serenade (Schubert)	Harold Murray			Sept. 8
†§Sound Your A (F)			3 reels	
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§Stewed, Fried and Boiled (A. T.) (F)	Robert Benchley		2 reels	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Waltzing Around (A. T. (F)	Clark & McCullough		2 reels	
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8
†§Why Be Serious? (F)	Will Mahoney			

PARTHENON PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelors' Club, The	Talmadge-Worth		6 reels	
Back From Shanghai	St. Leo-Reynolds-So Jin-Girard		6 reels	
Heroic Lover, The	St. Leo-Bedford		6 reels	
Wild Heart of Africa, The	Special Cast	May 25	6 reels	

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7980 feet	May 25
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 16
China Bound	Dane-Arthur	May 18	6 reels	April 20
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
Desert Rider	Tim McCoy	May 11		
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	April 20
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
*†§Man's Man, A	Haines-Dunn	May 25		
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Sioux Blood	McCoy-Frazer	April 20	4811 feet	
*†§Spite Marriage	Buster Keaton	April 6	7047 feet	
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†§Where East Is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
Brown Gold	Ufa Oddities	July 6	1 reel	
Deals In Babies	Ufa Oddities	Aug. 3	1 reel	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Foundations of Gold	Ufa Oddities	May 11	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Lacquer and Pearls	All Star Cast	May 25	2 reels	
Leader, The	Ufa Oddities	April 27	1 reel	
Liberty (Silent Version)	Laurel-Hardy	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Little Mother	"Our Gang"	June 1	2 reels	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
Movie Night	Charley Chase	May 11	2 reels	
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
Noisy Noises (Silent Version)	"Our Gang"	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
Oriental Motoring	Ufa Oddities	July 20	1 reel	
Outlandish Manners	Ufa Oddities	June 8	1 reel	
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding, A	Ufa Oddities	April 13	1 reel	June 1
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
That's My Wife (Silent Version)	Laurel-Hardy	Mar. 23	2 reels	
Thin Twins	Charley Chase	April 13	2 reels	
Thundering Toupees	All Star Cast	May 25	2 reels	
Tiny Housekeepers	Ufa Oddities	June 22	1 reel	
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
Wiggle Your Ears (Silent) Version	"Our Gang"	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
*†§College Days (A. T.)	Starr-Nugent-Montgomery			
Deadline, The	Flash-Lorraine-Gray			
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Eva the Fifth (A. T.)	Love-Hackett-Doran			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Gob, The (A. T.)	Haines-Page			
*†§Green Ghost, The	Young-Torrence-Sebastian			
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (A. T.) (D)	Nagel-Love-Hyams			
Jungle	Joan Crawford			
*†§Last of Mrs. Cheney (A. T.)	Norma Shearer			
	Silent Version)			June 1
*†§Madame X (A. T.)	Ruth Chatterton		8806 feet	April 20
*†§Marianne (A. T.)	Davies-Shaw			
	Silent Version)			May 25
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			May 4
*†§Redemption	Gilbert-Nagel-Adoree			
*†§Revue of Revues (A. T.)	King-Love-Haines-Crawford			
Single Standard, The	Flash-Gray-Lorraine			
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Thunder	Chaney-Haver			
*†§Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
*†Big Squawk, The (A. T.)	Charley Chase		2 reels	
Bob Nelson (F)	3 Songs	Mar. 16	1 reel	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (A. T.) (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Duci de Kerekjarto (D)	2 Violin Solos	Feb. 23	1 reel	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi and Nat Ayers (F)	2 Songs	Mar. 23	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Dewey Washington (D)	3 Songs	Mar. 23	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gordon and Squires (D)	3 Songs	Mar. 2	1 reel	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Irving Aaronson's Commanders (D)	3 Band Nos.	June 1	793 feet	
Jan Garber's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Keller Sisters and Lynch (D)	3 Songs	Mar. 30	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
*†§Madame Q (A. T.)	Jocelyn Lee		2 reels	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Metro Movietone Revue No. 4	All Star Cast	April 27	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
*†Noisy Noises	"Our Gang"	Feb. 9	2 reels	
On the March (F)	William O'Neal	April 27	1696 feet	
*†§Popular People (A. T.)	Charley Chase		2 reels	
Revellers, The (D)	3 Songs	Mar. 2	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels (F)	8 Victor Artists	Mar. 9	1 reel	April 13
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Spitalny Band Revue	April 20	2042 feet	
*†§Small Talk (A. T.)	"Our Gang"		2 reels	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Spitalny and His Orchestra (D)	Band Nos. and Revue	Mar. 16	2 reels	
Stepping Along (D)	Sunshine Sammy	Mar. 30	1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Tita Ruffo (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
*†§Unaccustomed As We Are (A. T.)	Laurel-Hardy	May 4	2 reels	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (F)	2 Songs	Mar. 9	1 reels	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 3
Vincent Lopez (D)	Piano and Orchestra	Feb. 16	1 reel	
*†§Vodeville (A. T.)	Laurel-Hardy		2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
William O'Neal (D)	3 Songs	Feb. 23	1 reel	
*†Wrong Again	Laurel-Hardy	Feb. 23	2 reels	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

Title	Star	Rel. Date	Length	Reviewed
*†§Abie's Irish Rose (D)	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Betrayal, The	Jannings-Ralxton-Cooper	May 11	6492 feet	May 11
	(Silent Version)	May 11	6614 feet	
*†Behind the German Lines (D)	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Chinatown Nights (A. T.) (F)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Cocoanuts (A. T.)	4 Marx Brothers-Eaton-Shaw	May 23	8613 feet	June 1
*†§Dangerous Woman, A (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23
*†§Doctor's Secret, The (A. T.) (F)	Edeson-Chatterton	Jan. 26	5832 feet	Feb. 9
	(No Silent Version)			
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton	Mar. 9	5354 feet	Mar. 9
	(No Silent Version)			
*†§Gentlemen of the Press (A. T. (F)	Walter Huston	May 4	7167 feet	May 18
	(Silent Version)			
*†§Hole in the Wall (A. T.) (D)	Colbert-Robinson	Mar. 23	5850 feet	April 20
	(Silent Version)			
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
*†§Innocents of Paris, The (A.T.) (F)	Maurice Chevalier	May 25		April 20
*†§Interference (A. T.) (F)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6643 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels	April 13	5886 feet	Mar. 16
	(Silent Version)			
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Dix-Kane-Hall	April 20	7256 feet	April 27
*†§Rainbow Man, The (A. T.)	Eddie Dowling	Sono-Art Prod.		
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
*†§Shopworn Angel, The (D)	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
	(Silent Version)	Jan. 12	7112 feet	
Sunset Pass	Holt-Conklin	Feb. 9	5862 feet	
*†§Tong War (A. T.) (See Chinatown Nights)				
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
	(Silent Version)		6036 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Flying Yeast	Krazy Kat Cartoon	Feb. 6	1 reel	
Footlight Fannie (Christie)	Frances Lee	Feb. 19	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hot Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Joint Affair, A	Krazy Kat Cartoon	Mar. 16	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
KoKo Beats Time	Inkwell Cartoon	Feb. 9	1 reel	
KoKo's Crib	Inkwell Cartoon	Mar. 23	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
KoKo's Hot Ink	Inkwell Cartoon	Mar. 9	1 reel	
KoKo's Knock-down	Inkwell Cartoon	April 20	1 reel	
KoKo's Reward	Inkwell Cartoon	Feb. 23	1 reel	
KoKo's Saxophonies	Inkwell Cartoon	April 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lone Shark, The	Krazy Kat Cartoon	April 13	1 reel	
Love Spats	Jack Duffy	April 27	2 reels	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Reduced Weights	Krazy Kat Cartoon	Feb. 2	1 reel	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
Sheepskinned	Krazy Kat Cartoon	Mar. 30	1 reel	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Torrid Toreadors	Krazy Kat Cartoon	April 7	1 reel	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Vanishing Screams	Krazy Kat Cartoons	Mar. 2	1 reel	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§After Seben (A. T.) (F)	James Barton	May 18	2 reels	
*†§Apartment Hunting (A. T.) (F)	Special Cast	Mar. 9	2 reels	
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb.2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston (No Silent Version)	eb. 23	1911 feet	
*†§Booklovers (tentative) (A. T.)	Special Cast	June 15	2 reels	
*†§Boyhood Days (F)	Borrah Minnevitch (No Silent Version)	Jan. 26	1510 feet	
*†§Blue Songs (D)	Ruth Etting (No Silent Version)	Jan. 5	1 reel	Mar. 2
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
†§Crooning Melodies (A. T.) (F)	Giersdorf Sisters	Mar. 16	1 reel	
*†Daisy Bell (D)	Song Cartoon	June 1	1 reel	
*†§Dear Teacher (A. T.) (F)	Special Cast	May 4	2 reels	June 1
*†§Dear Vivian (Christie A. T.) (F)	Special Cast	June 22	2 reels	
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
†§Favorite Melosies (A. T.) (F)	Ruth Etting	Mar. 16	1 reel	
*†§Florida Nightmare, A (A. T. (F)	Special Cast	June 15	1 reel	
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
*†§Her Husband's Woman (A. T.)	Wilson-Ford			
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§His College Chums (A. T. (F)	Eddie Peabody	April 13	1 reel	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorous Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	June 1
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 ree s	
*†§Just One Word (A. T.) (D)	Special Cast (No Silent Version)	Jan. 26	615 feet	
*†§Kisses (A. T.) (F)	Special Cast	Feb. 9	2 reels	
*†§Knights in Venice (A. T.) (F)	Special Cast	Mar. 23	1 reel	
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 teels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†Mother Pin a Rose on Me	Song Cartoon	July 6	1 reel	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
*†§Off in the Silly Night (Christie A .T.) (F)	Special Cast	June 8	2 reels	May 11
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor (No Silent Version)	Feb. 23	2 reels	
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†§Schubert's Friends (D)	Famous Composer Series	April 27	1 reel	
*†§Schubert's Inspiration (D)	Famous Composer Series	Mar. 30	1 reel	
*†§Schubert's Masterpiece (D)	Famous Composer Series	May 18	1 reel	
*†§Schubert's Songs (D)	Famous Composer Series	Feb. 23	1 reel	
*†§Schubert's Unfinished Symphony (D)	Famous Composer Series	June 29	1 reel	
*†Sidewalks of New York (D)	Novelty	Feb. 2	1 reel	
*†§Sleeping Porch, The (A. T.)	Raymond Griffith			
*†§That Party In Person (D)	Eddie Cantor (No Silent Version)	Jan. 5	805 feet	
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Americans (A. T.) (F)	Walter Huston	June 1	2 reels	
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§Vital Subjetcs (A. T.) (F)	Butterworth	June 8	1 reel	
*†§What Is It? (A. T. (D)	Elinor Glyn	Feb. 16	1 reel	
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	
*†Yankee Doodle Boy, A (D)	Song Cartoon	Mar. 2	1 reel	
*†Ye Olde Melodies (D)	Song Cartoon	May 4	1 reel	
*†§Ziegfeld Midnite Frolic (A. T.) (F)	Eddie Cantor	May 4	2 reels	Mar. 0

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Backstage Blues (A. T.)	Moran & Mack			
*†§Burlesque	Carroll-Skelly			
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Dangerous Curves (A. T.)	Bow-Arlen			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†§Fashions In Love (A. T.)	Menjou-Compton		6829 feet	June 1
*†Four Feathers	Wray-Arlen-Beery			April 20
*†§Gay Lady, The	Gertrude Lawrence			
*†§Glorifying the American Girl	Mary Eaton			
*†§Greene Murder Case The (A. T.)	Powell-Eldridge-Arthur			
*†§Illusion (A. T.)	Rogers-Carroll-Collyer			
*†§Insidious Dr. Fu Manchu (A. T.)	Warner Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Man I Love, The (A. T. (F)	Arlen-Brian (No Silent Version)	May 25	7 reels	April 27

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Man Must Fight, A	Rogers-Brian-Arthur (No Silent Version)	June 29		
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			
*†§Mysterious Dr. Fu Manchu	O'land-Arthur			
*†§Pointed Heels (A. T.)	Powell-Ralston-Kane			
*†§Rainbow Man, The (A. T.)	Dowling-Nixon-Darro			
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder Mystery The (A. T.) (F)	Eldridge-Oland-Conklin (No Silent Version)	June 1	6500 feet	May 4
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 15		
*†§Welcome Danger	Harold Lloyd			May 25
*†§Wheel of Life, The (A. T.) (F)	Dix-Ralston-Heggie	June 22		
*†§Woman Trap, The	Morris-Brent-Huston			
*†§Youth (A. T.)	Hersholt-Wray			

PATHE

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine (F)	Quillan-Nixon (Silent Version)	Jan. 20 Jan. 20	5959 feet 5587 feet	Mar. 9
*†§Godless Girl, The (F)	Basquette-Prevost (Silent Version)	Mar. 31 Mar. 31	9328 feet 9019 feet	Sept. 1
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§Leatherneck, The (F & D)	William Boyd (Silent Version)	Mar. 24 Mar. 24	6965 feet 6898 feet	April 13
*†§Mother's Boy (D & F)	Morton Downey (No Silent Version)	May 12	7423 feet	May 1
*†Ned McCobb's Daughter (F)	Irene Rich	Jan. 12	6015 feet	Feb. 9
*†§Noisy Neighbors	Quillan-Vaughan (Silent Version)	Jan. 27 Jan. 27,	5998 feet 5735 feet	
*†§Office Scandal (F)	Phyllis Haver (Silent Version)	Mar. 3 Mar. 3	6511 feet 6511 feet	
*†§Sal of Singapore (F)	Haver-Hale	Jan. 4	6349 feet	
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Shady Lady, The (F)	Phyllis Haver (Silent Version)	Jan. 20 Jan. 20	5808 feet 6132 feet	Mar. 30 Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Square Shoulders (F)	Junior Coghlan (Silent Version)	Mar. 31 Mar. 31	5438 feet 5477 feet	April 6
*†§Strange Cargo (A. T.) (F)	Lee Patrick (Silent Version)	Mar. 31 Mar. 31,	7099 feet 6134 feet	Feb. 23

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 10	2 reels	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Ball Park, The	"Aesop Fable"	May 19	1 reel	May 11
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30
Break of Day, The	"Aesop Fables"	Jan. 27	1 reel	
Button My Back	Billy Bevan	Feb. 24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb. 3	2 reels	
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar. 3	1 reel	
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cycle of Erosion .The	Educational Film	Jan. 20	1 reel	
Dogging It	Sportlight	Mar. 17	1 reel	
Don't Get Jealous	Bevan-Dent		2 reels	May 11
Fire Detective, The (Serial)		Mar. 3	10 episodes	
Fish Day	"Aesop Fables"	May 26	1 reel	May 18
Fish and Feathers	Sportlight	May 26	1 reel	May 18
Fight Game, The	"Aesop Fables"	April 28	1 reel	May 4
Foolish Husbands	Bevan-Dent	Mar. 17	2 reels	Mar. 16
Forest People of Central Africa	Educational Film	Jan. 20	1 reel	
Girls Will Be Boys	Sportlight	Feb. 17	1 reel	Feb. 9
Glaciers	Educational Film	Feb. 10	1 reel	
Grandma's House	"Aesop Fables"	Feb. 24	1 reel	Feb. 16
Great Ice Age of North America	Educational Film	Mar. 24	1 reel	
Head Hunters of Solomon Islands	Educational Film	Feb. 3	1 reel	
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12
Lad and His Lamp, A	"Aesop Fables"	Mar. 10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar. 3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Little Game Hunter, The	"Aesop Fables"	May 5	1 reel	May 4
Matchmaking Mamas	Burke-Eilers-Kemp	Mar. 31	2 reels	Mar. 30
Masai, The	Educational Film	Jan. 6	1 reel	
Mild or Mighty	Sportlight	Feb. 3	1 reel	
Night Watchman's Mistake, The	Johnny Burke	April 23	2 reels	April 27
No Children	Haines-Coombs	Mar. 10	2 reels	
No Vacation	Haines-Coombs	Jan. 13	2 reels	
Pink Pajamas	Bevan-Dent		2 reels	April 13
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polo Match, The	"Aesop Fables"	June	1 reel	June 1
Puckered Success	Haines-Coombs	June 2	2 reels	June 1
Queen Bee, The	"Aesop Fables"	Feb. 17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Rodeo, The	Star Cast	Mar. 24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar. 3	1 reel	
Show Birds	"Aesop Fables"	June 9	1 reel	June 1
Snapping the Whip	"Aesop Fables"	Jan. 20	1 reel	Jan. 19
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Taxi Spooks	Jack Cooper	Feb. 17	2 reels	
Tomato Omelette	KHaines-Combs	May 5	2 reels	May 11
Under Dog, The	"Aesop Fables"	Mar. 31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan. 27	2 reels	
Water Wonders	Sportlight	April 21	1 reel	April 20
Watch My Smoke	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2
Young Hopefuls	Sportlight	April 28	1 reel	May 11

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's (A. T.) (D & F)	LeMaire-Simon	Mar. 24	2 reels	Mar
*†§Black Narcissus	"Buck & Bubbles"			
†Clowning the Game (D & F)	Sportlight	June 9	1 reel	June 1
*†Conditioning	Sportlight		1 reel	June 1
*†§Crystal Champion	Sportlight	May 5	1 reel	April 27
*†§Custard Pie	"Aseop Fables"	May 26	1 reel	May 25
*†§Dancing Around (A. T.) (D & F)	LeMaire-Phillips		2 reels	April 13
*†Dinner Time (D & F)	"Aesop Fable"		1 reel	
*†Faithful Pup (D & F)	"Aesop Fables"		1 reel	
*†§Fowl Play	"Buck & Bubbles"			
*†§Garden of Eatin' (A. T.) (D & F)	The Gleasons			
*†§Go Easy, Doctor (A. T.) (D & F)	LeMaire-Simon		2 reels	May 11

Title	Star	Rel. Date	Length	Reviewed
*†§Her New Chauffeur (A.T.) (D&F)	Simon-Teasdale		2 reels	
*†§Lincoln (Special reel) (A. T.) (D & F)	George Billings	Feb. 10	1 reel	Feb. 2
*†§Pathe Audio Review	Released Every Week		1 reel	
*†§Pathe Sound News	Released Twice Every Week		1 reel	
*†§Plumbers Are Coming (A. T.) (D & F)	LeMaire-Simon		2 reels	June 1
*†§Pressing His Suit (D & F)	Topical Trips		1 reel	May 11
*†Presto Changes (D & F)	"Aesop Fables"		1 reel	
*†Skating Hounds (D & F)	"Aesop Fables"	April 28	1 reel	April 27
*§Stage Struck (D & F)	"Aesop Fables"		1 reel	
*†Topical Nips (A. T.) (D & F)	Topics of the Day		1 reel	June 1
Three Acts	Sportlight		1 reel	
*†§What a Day (A. T.) (D & F)	Simon-Mallory		2 reels	
*†§Wood Choppers (D & F)	"Aesop Fables"	June 9	1 reel	June 1

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Joe College	Quillan Loff O'Neill			
*†§Flying Fool, The (A. T.) (D & F)	Boyd-Prevost-Gleason		5715 feet	
*†§For Two Cents (A. T.)	Robert Armstrong			
*†§High Voltage (A. T.) (D & F)	Boyd-Prevost-Hale (Silent Version)			May 25
*†§Lucky In Love (A. T.) (D & F)	Downey-Lawford			
*†§Paris Bound	Harding-Fenton			
*†§Sailor's Holiday (A. T.)	Alan Hale			

R K O

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steee	April 7	5081 feet	
Big Diamond Robbery	Tom Mix	May 13	6114 feet	
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter, The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Hardboiled	O'Neil-Tashman	Feb. 3	5940 feet	
Idaho Red	Tom Tyler	April 21	4783 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
Little Savage	Buzz Barton	May 19	4781 feet	
Love in the Desert	Borden-Trevor	Mar 17		
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Red Sword	Nixon-Collier Jr	Feb. 17		
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Woman I Love	Morris-Kerry	May 26		
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Actualities	Curiosities	Jan. 30	1 reel	
Almost a Gentleman	Al Cooke	June 25	2 reels	
Big Hearted Toots	Duncan-Hill	Feb. 3	2 reels	
Birds and Beasts	Curiosities	Feb. 13	1 reel	
Casper's Night Out	Duncan-Hill	Mar. 3	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Don't Say Ain't	Hill-Duncan	July 21	2 reels	
Faces	Curiosities	April 24	1 reel	
Follies of Fashion	Curiosities	May 21	2 reels	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Here and There	Curiosities	May 7	1 reel	
His Wife's Secret	Hill-Duncan	May 26	2 reels	
Horse on Barney, A	Hellum-Davis	April 21	2 reels	
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Just a Stall	Hellum-Davis	May 19	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Brown Derby	Mickey Yule	May 12	2 reels	
Mickey's Explorers	Mickey Yule	Feb. 17	2 reels	
Mickey's Great Idea	Mickey Yule	Jan. 30	2 reels	
Mickey's Initiation	Mickey Yule	July 7	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Last Chance	Mickey Yule	Apr. 14	2 reel	
Mickey's Menagerie	Mickey Yule	Mar. 17	2 reels	
Mickey's Northwest Mounted	Mickey Yule	June 9	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Neigh, Neigh, Spark Plug	Barney Hellum	Mar. 24	2 reels	
Novelties	Curiosities	Feb. 27	1 reel	
Odds and Ends	Curiosities	June 4	1 reel	
*†§Odd Facts	Curiosities	April 10	1 reel	
Orienta	Curiosities	Mar. 13	1 reel	
Pace That Thrills, The	Hellum-Davis	June 16	2 reels	
Pot Pourri	Curiosities	Jan. 17	1 reel	
Kummin' Thru the Rye	Barney Hellum	Jan. 27	2 reels	
Seeing's Believing	Curiosities	Jan. 2	1 reel	
Slide, Sparky, Slide	Hellum-Davis	July 14	2 reels	
Smile, Buttercup, Smile	Duncan-Hill	Jan. 6	2 reels	
Spararib Reforms	Hill-Duncan	April 28	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
Sunshine's Dark Moment	Barney Hellum	Feb. 24	2 reels	
Toots' Big Idea	Duncan-Hill	Mar. 31	2 reels	
Who's the Boss?	Hill-Duncan	June 23	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Headwork (A. T.)				
*†§Your Own Home Town (A. T.)	Russ Brown			

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Companionate	Olive Borden			
*†§Forty-Ninth Street	3 Moore Bros.			
Laughing at Death	Bob Steele	June 2		
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Daniels-Boles			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			

RAYART (S. R.)

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anne Against the World	Mason-Mower	April 15		
Black Pearl, The	Lee-Hallor	Jan. 1	5261 feet	
Brothers	Keefe-Bedford	Feb. 1	6092 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Devil's Chaplain, The	Keefe-Faire	Mar. 15	5451 feet	
Shanghai Rose	Irene Rich	Mar. 1	6539 feet	
Some Mother's Boy	Carr-Ralston-Robards	Feb. 15	5901 feet	
Two Sisters	Dana-Lease	April 1		
When Dreams Come True	Costello-Lease	Jan. 15	6242 feet	

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FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Appassionata	Leon Mathot	Franco Film	April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp.		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod.		5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5600 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Muriat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict.			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Linda	Baxter-Foster-Beery	First Division		6775 feet	
Livingston in Africa	English Cast	Amer.-Anglo		5799 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry?	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.		5573 feet	Sept. 15
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Shiraz	Hindu Cast	Amer.-Anglo		8065 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Amerangio		7300 feet	
Untamed Justice	Faire-Glass	Biltmore		5770 feet	May 25
U-Boat 9	Foreign Cast	Jofa Prod.		6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European	7 reels	
Bye Bye Buddy	Agnes Ayres	Hercules		June 1
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield	5200 feet	
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone		
Dancer of His Majesty, The	Special Cast	Amkino	7000 feet	
Duty to be Silent	Marla Albana	Aff. European	6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer		
Full Dressed Thieves	Nils Asther	Aff. European	7 reels	
German Underworld	Special Cast	Aff. European	7 reels	
§Great Power, The	Special Cast	Bell Tone		
Great Unknown, The	John Loder	Aff. European	6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern		
Her Viennese Lover	Asther-Nolan	Aff. European	6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield		
Just Off Broadway	Keith-Christy	Chesterfield		
Milak of the Snowlands	Special Cast	Ufa-Eastern		
Our Daily Bread	Mary Nolan	Aff. European	7 reels	
Poet and Czar	Special Cast	Amkino	8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial		
	(Silent Version)	Imperial		
Two Days	Special Cast	Amkino	6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European		
Verdun	Special Cast	Richmount		
Vera Mlezewa (tentative)	Derussa	Aff. European	7 reels	
Water The	M. Chekhov	Amkino	7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern	6714 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Asleep at the Switch (A.T.) (D)		Roseland	Mar. 15	1 reel	
*†§At the Photographers (A. T.) (F)	Harry Delf	Elbee		2 reels	
*†§Club Alabam (A. T.) (F)	Abbie Mitchell	Intl. Dist. Corp.		1 reel	
*†Clyde Doerr & His Saxophone Sextet (F)	Jazz Nos.	Intl. Dist. Corp.		1 reel	
*†§Friend Husband (A. T.)		Burr	2 reels		
*†Galloping Gaucho	Mickey Mouse Cartoon	Disney Cartoon	Feb. 1	1 reel	
*†§Hoak (A. T.) (F)	Frawley & Smith	Inctl. Dist. Corp.		1 reel	
*†§Marionettes, The No. 1 (F)	Novelty	Intl. Dist. Corp.		1 reel	
*†§Marionettes, The No. 2 (F)	Novelty	Intl. Dist. Corp.		1 reel	
*†§Meal Hound, The (A. T.) (F)	The Nugents	Intl. Dist. Corp.		1 reel	
*†§Meet the Family (A. T.) (F)	Harry Delf	Elbee		2 reels	
*†§Miser, The (A. T.) (F)	Bransy Williams	Intl. Dist. Corp.		1 reel	
*†§Monkey Squawks (A. T.)		Burr	2 reels		
*†Opry House	Mickey Mouse Cartoon	Disney Cartoon	May	1 reel	
*†§Party, The (D)		Safrus		1 reel	
*†Plane Crazy	Mickey Mouse Cartoon	Disney Cartoon	Mar.	1 reel	
*†§Radio Franks & Four Bachelors (F)	Song Program	Intl. Dist. Corp.		1 reel	
*†§Signed, Sealed and Delivered (A. T.)		Burr	2 reels		
*†Steamboat Willie	Mickey Mouse Cartoon	Disney Cartoon	Jan.	1 reel	
*†§This and That (D)		Safrus		1 reel	
*†§Ticket Please (D)		Safrus		1 reel	
*†Trip to the Zoo, A (F)	Animal Cast	Intl. Dist. Corp.		1 reel	
*†Varieties (D)		Safrus		1 reel	
*†§Vaudeville (D)		Safrus		1 reel	
*†§When the Clock Struck 12 (A. T.) (F)	Welch-Malcomb	Intl. Dist. Corp.		1 reel	

SILENT SHORTS

Title	Star	Rel. Date	Length	Reviewed
Aladdin Bonzo	Bonzo Cartoon	Roseland	Jan. 15	1 reel	
Bonzolina	Bonzo Cartoon	Roseland	Jan. 1	1 reel	
Booster Bonzo	Bonzo Cartoon	Roseland	Mar. 15	1 reel	
Detective Bonzo	Bonzo Cartoon	Roseland	Mar. 1	1 reel	
Down Hawaii Way	Color Novelty	Castle	Jan. 1	1 reel	
Fatal Warning, The (Serial)	H. Costello-Graves	Mascot		10 episodes	
Flaming Canyons	Color Novelty	Castle	Feb. 1	1 reel	
Kids and Pets	Color Novelty	Castle	Mar. 15	1 reel	
Love's Witchcraft	Ufa Short	Ufa-Eastern	Feb. 1	1 reel	
Nature's Tiny Tragedies	Ufa Short	Ufa-Eastern	Jan. 15	1 reel	
Peculiar Households	Ufa Short	Ufa Eastern	Jan. 1	1 reel	
Polo Bonzo	Bonzo Cartoon	Roseland	Feb. 1	1 reel	
Salt Water Millinery	Ufa Short	Ufa-Eastern	Mar. 15	1 reel	
Sixty Minutes from B'way	Color Novelty	Castle	Jan. 15	1 reel	
Spook Bonzo	Bonzo Cartoon	Roseland	Feb. 15	1 reel	
Sunshine	Color Novelty	Castle	Mar. 1	1 reel	
Tally-Ho	Ufa Short	Ufa-Eastern	Mar. 1	1 reel	
Trailing the Western Sun	Color Novelty	Castle	Feb. 15	1 reel	
We Parents	Ufa Short	Ufa-Eastern	Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
*†§Lucky Boy (F & D)	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
	(Silent Version)			
*†§Molly and Me (F & D)	Brown-Bennett-Vaughn	April	8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past (F & D)	Bennett-Brown	April 1		
	(Silent Version)			
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation (F & D)	Keane-Standing			
	(Silent Version)			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Whispering Winds (F & D)	Southern-McGregor	May 1		
	(Silent Version)			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
*†§Festival of Bagdad, A	Color Symphony		1 reel	
Gold	Color Classic		1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	
Little Vagabond	Color Classic	Feb. 1	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Lover's Paradise	Color Classic	Jan. 15	1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
Twinkle Toes	Color Classic	Mar. 1	1 reel	
†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream (F & D)	Cortez-Windsor	June 1		
	(Silent Version)			
Miracle, The	Southern-Pidgeon			
*†§New Orleans (F & D)	Cortez-Bennett	June 20		
	(Silent Version)			
*†§Two Men and a Maid (F & D)	Collier Jr.-Bennett	June 15		
	(Silent Version)			
*†§Zeppelin (F & D)	Claire Windsor			

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April 12		Mar. 23
	(No Silent Version)			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†§Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†§Lummox (A. T.) (D)	Westover-Collier Jr.			
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§City Lights (D)	Charlie Chaplin			
*†Evangeline (D)	Del Rio-Drew			
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Locked Door, The (A. T.)	Boyd-Stanwyck-La Rocque			
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§She Goes to War (F)	Boardman-Rubens-Holland	June 22		
	(Silent Version)	June 22		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This is Heaven (D)	Banky-Hall	June 22	7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway (A. T.)	Tryon-Brent-Kennedy		9350 feet	June 1
	(Silent Version)	Mar. 3	5729 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The (F)	Special Cast	April 17		
	(Silent Version)	April 7		
*†§Clear the Decks (F)	Reginald Denny	Mar. 3	5740 feet	
	(Silent Version)		5792 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Titel	Star	Rel. Date	Length	Reviewed
*†§Cohens and Kelleys In Atlantic City, The (F)	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across (D & F)	Basquette-Howes	April 28		
Eves of the Underworld	William Cody	April 28	4208 feet	
*†§Girl on the Barge, The (F)	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
*†§It Can't Be Done (F)	Tryon-Carol	Mar. 24	6090 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
Lariat Kid, The	Hoot Gibson	May 19		
*†§Last Warning, The (F)	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome (F)	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
Man Disturber, The	Reginald Denny	May 19		
*†Man, Woman and Wife (F)	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
*†§Red Hot Speed (F)	Denny-Day	Jan. 27	6621 feet	Feb. 26
	(Silent Version)	Jan. 27	6621 feet	
*†§Scandal (D & F)	Laura LaPlante	April 21	6475 feet	April 27
	(Silent Version)	April 21		
*†§Shakedown, The (F)	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
*†§That Blonde	Laura La Plante	May 5		
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	
*†§You Can't Buy Love (D & F) (A. T.)	Hersholt-Crawford-Chase	May 26		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
At the Front	Arthur Lake	Feb. 25	1 reel	Feb. 18
Beyond the Smoke	Edmund Cobb	Mar. 23	2 reels	Feb. 23
Bottles	Laemmle Novelty		1 reel	June 1
Buster's Spooks	Trimble and Dog	July 3	2 reels	June 1
Chaperones	LaSalle-Young	June 5	2 reels	May 11
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Cleaning Up	Arthur Lake		1 reel	April 27
Close Call, A	George Chandler	July 8	2 reels	June 1
Close Shaves	Sid Saylor	May 22	2 reels	April 27
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Cut-ups	Sid Saylor	Aug. 14	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Delivering the Goods	Trimble-Hardwick and Dog	May 29	2 reels	April 27
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Early to Wed	Young-LaSalle	July 10	2 reels	June 1
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
Fishing Fools	Oswald Cartoon	April 29	1 reel	
Fly Cops	Sid Saylor	July 17	2 reels	
Getting Buster's Goat	Trimble and Dog	July 24	2 reels	
Good Skates	Young-La Salle	Aug. 28	2 reels	
Half Holiday, A	Laemmle Novelty		1 reel	May 18
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	2 reels	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Hot Puppies	Sid Saylor	June 19	2 reels	May 25
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
Just Monkeys	Laemmle Novelty	Mar. 11	2 reels	Feb. 9
Just the Type	Young-LaSalle	July 31	2 reels	
Kidnapped	Bob Curwood	Mar. 16	2 reels	Feb. 9
King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
Lumberjack	Oswald Cartoon	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Newlyweds' Angel Child, The	Snookums-Perdus-Egan	July 10	2 reels	
Newlyweds Camping Out, The	Snookums-Perdue-Egan	June 12	2 reels	May 11
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	May 11
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds In Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds' Pests, The	Snookums-Perdue-Egan	Aug. 7	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Nght Watch, The	Arthur Lake		1 reel	Mar. 30
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Phantom Riders		Feb. 16	2 reels	
Playing False	Bob Curwood	June 15	2 reels	May 11
Private Business	Sid Saylor	April 24	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
Society Circus	Arthur Lake	June 17	1 reel	May 25
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
Stage Stunts	Oswald Cartoon	May 13	1 reel	
*†Steamb-at Willie	Oswald Cartoon		1 reel	
Stop Barking	Trimble and Dog	Aug. 21	2 reels	
Stripes and Stars	Oswald Cartoon	May 27	1 reel	
Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Television George	Sid Saylor	Feb. 27	2 reels	May 11
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	Mar. 16
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Two-Gun Morgan		Feb. 28	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 5

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain In the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Born to the Saddle	Ted Wells		4126 feet	
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§College Love (D & F) (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence (D & F)	La Plante-Hamilton			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
*†§Harmony Lane (D & F)	Leonard-Dunn			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day (D & F)	Reginald Denny	June 2		
	(Silent Version)	May 26		
Hoofbeats of Vegence	Rex-Perrin	June 16	4525 feet	
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
*†§Love Trap, The (D & F)	Laura LaPlante			
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night (D & F)	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat (D & F)	La Plante-J. Schildkraut		13 reels	April 20
*†§Under the Southern Cross	Special Cast		6500 feet	April 27
	(Silent Version)			Jan. 26
Wagon Master, The	Ken Maynard			May 18
Watch My Speed	Reginald Denny			
Winged Horseman The	Gibson-Elder	June 23	5767 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club (A. T.) (F)	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
*†Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
*†§House Cleaning (A. T.)	Charley Grapewin		2 reels	May 25
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	June 1
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
*†§Love Birds	Pat Rooney and Family		2 reels	
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
*†§On Guard (A. T.) (F)	Lewis-Gulliver-Phillips		2 reels	May 11
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	May 11
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	May 4
*†Stripes and Stars	Oswald Cartoon	May 27	1 reel	May 11
*†Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
*†§Three Brox Sisters	Songs	Jan. 14	1 reel	Mar. 6
*†§Wicked West	Oswald Cartoon		1 reel	May 11
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Conquest	Blue-Warner-Wilson	Jan. 19	4706 feet	
*†§Desert Song, The (D)	Boles-King	May 11	11034 feet	April 20
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§From Headquarters (D)	Monte Blue	April 27	6323 feet	
	(Silent Version)	June 6		
*†§Frozen River (D)	Rin-Tin-Tin	April 20	5483 feet	
	(Silent Version)	May 26		
*†§Glad Rag Doll, The (D)	Dolores Costello	May 4	6885 feet	
	(Silent Version)	June 8		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30	5610 feet	
	(Silent Version)	May 4	4875 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27	4885 feet	
Little Wild Cat, The	Ferris-Hall-Dawson	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
My Man	Fanny Brice	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	April 6	5558 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20	4797 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14	5236 feet	
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
Singing Fool	Jolson-Bronson-Dunn	April 13	7444 feet	
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6011 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	April 13	5658 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T. (D)	Thomas Meighan			May 18
*†§Gamblers, The	Wilson-Warner-Robards	June 9		
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 5
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.). (D)	Sophie Tucker			
*†§Hottentot, The (A. T.)	Horton-Miller		7 reels	April 2
†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien	June 15	9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda	July 13		May 25
*†§Sap, The (D)	E. E. Horton			June 1
*†§Skin Deep (A. T.) (D)	Blue-Compson			June 1

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Time, the Place and the Girl The (D)	Olmsted-Withers-Kirkwood		6 reels	May 4
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS (D)

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Beau Brummel Comedians The	Shaw & Lee		1 reel	June 1
Beau Night	El Brendel			
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept.22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Paintor	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Fair Days	Harris & Howe		1 reel	June 1
Family Affair, A	Arthur Byron			
Family Ford, The	Jim and Marion Harkins			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Here Comes the Showboat	Dave Bernie & Band			June 1
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In Spain	Phil Baker		1 reel	May 11
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Revue The	Songs and Dances			June 1
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview			Mar. 16
Meet the Wife	Frank Orth & Co			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Typical Types	Bobby Folsom			
Va Prononcer Ma Mort (La Juive)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†§Kitty (D & F)	Brody-Stuart			
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Whirl of Life, The	Lerch-George		7000 feet	
Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman In White, The	Blanche Sweet		7 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Apaches of Paris	Dina Gralla		8 reels	
Berlin After Dark	Special Cast		7 reels	
Doctor's Women, The	Miles Mander		7 reels	
Prince and the Dancer, The	Dina Gralla		8 reels	
Whirl of Life, The	Louis Lerch		8 reels	

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HOLLYWOOD—Continued

New Tiffany-Stahl Scenarists

Charles Logue, Charles Kenyon and Waldo Twitchell have been added to the Tiffany-Stahl scenario staff.

Trevor Opposite Gaynor

Fox has borrowed Hugh Trevor from RKO for the lead opposite Janet Gaynor in her first talker.

Paramount Featuring Toomey

Regis Toomey will be featured by Paramount in "Wild Rose," a talker musical, as his first assignment under a term contract with that company. Nancy Carroll will have equal billing with Toomey in the production.

Working On New Talkfilm

James Whale, London stage director, is working on dialogue for "Barbary Sheep" for Paramount.

Schertzinger Assigned "Maytime"

Victor Schertzinger will direct the screen musical version of "Maytime" for Paramount.

Plan "Blind Cargo" Talkie

Paramount plans production of "Blind Cargo," an all talker featuring Richard Arlen and Esther Ralston.

"The Love Waltz"

Dennis King and Mary Eaton will be featured by Paramount in "The Love Waltz," a musical talker which Ludwig Berger will direct.

"Words And Music"

Lois Moran and David Percy will be featured in "Words and Music," Fox Movietone talker and musical. Jack McEdwards wrote story, song numbers being composed by Con Conrad, Sidney Mitchell and Archie Gottler. James Tinling will direct.

New Warner Title

Warners have changed title of "Rainbow," to "Song of the West." The production is a Vitaphone musical.

"Lummox" Players

United Artists signed Edna Murphy, Torben Meyer, Florence Ashbrooke and Clara Langsner for parts in "Lummox," which Herbert Brenon will direct.

"The Locked Door"

George Bunny and Harry Stubbs have been added to the cast of United Artists' "The Locked Door" which Fitzmaurice will direct.

Tiffany-Stahl Co-directors

Harry Mestayer has been signed by Tiffany-Stahl to co-direct on dialogue pictures. His first assignment will be with James Flood on "Midstream."

Nancy Drexel A Free-Lance

Nancy Drexel, under contract to Fox for the past two years, will join the ranks of free lance players within the next few weeks.

"The Turkish Bath"

Norman Taurog will direct Clark and McCullough in "The Turkish Bath," a Fox Movietone short. Anita Garvin and Gavin Gordon cast.

Maynard's New "U" Western

Ken Maynard has started production on his second picture for Universal, temporarily titled "The Dark Horse." Harry J. Brown is directing. Cast: Nora Lane, James Farley, Paul Hurst, Blue Washington.

4 Roles For Bakewell

Warners have signed William Bakewell to portray the juvenile lead in four future Vitaphone talkers.

Pathe Talkie With The Gleasons

Pathe will produce a feature talker comedy with the three Gleasons: James, Lucille and Russell.

M-G-M Signs David Dreyer

Still the music melody men are being signed. Latest is David Dreyer, who signed with M-G-M.

M-G-M Signs Robinson

Casey Robinson has been signed by M-G-M to direct one picture. Robinson is now writing an original.

Sennett's First Talkie Feature

Mack Sennett has produced and directed a five reel comedy with dialogue and sound under title of "The New Bankroll." Cast: Harry Gribbon, Andy Clyde, Alma Bennett, Addie McPhail, Rosemary Theby, Natalie Joyce, Vernon Dent.

Horsley Withdraws From Race

David Horsley, pioneer in the California film producing field, has withdrawn from the primary race for mayor of Los Angeles.

RKO Engages Tom Geraghty

Tom Geraghty has been signed by RKO to prepare dialogue and scenario of "Tanned Legs," from original by George C. Hull.

"Broadway" At The Biltmore

Universal will roadshow "Broadway" into the Los Angeles Biltmore following the run of that company's "Showboat" at the same house.

The very best in

SOUND

TODAY—in this era of sound pictures—there is a higher premium than ever before on film uniformity. For *sound* quality is even more sensitive than *screen* quality to any variation in the film.

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June 15, 1929

Motion Picture News

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In this issue!

THE COMPLETE BUYING GUIDE *for* 1929-30

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PARAMOUNT ANNUAL ANNOUNCEMENT

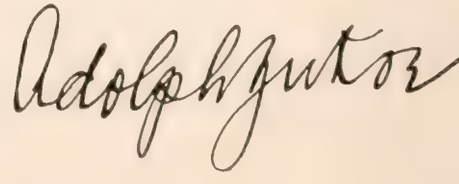
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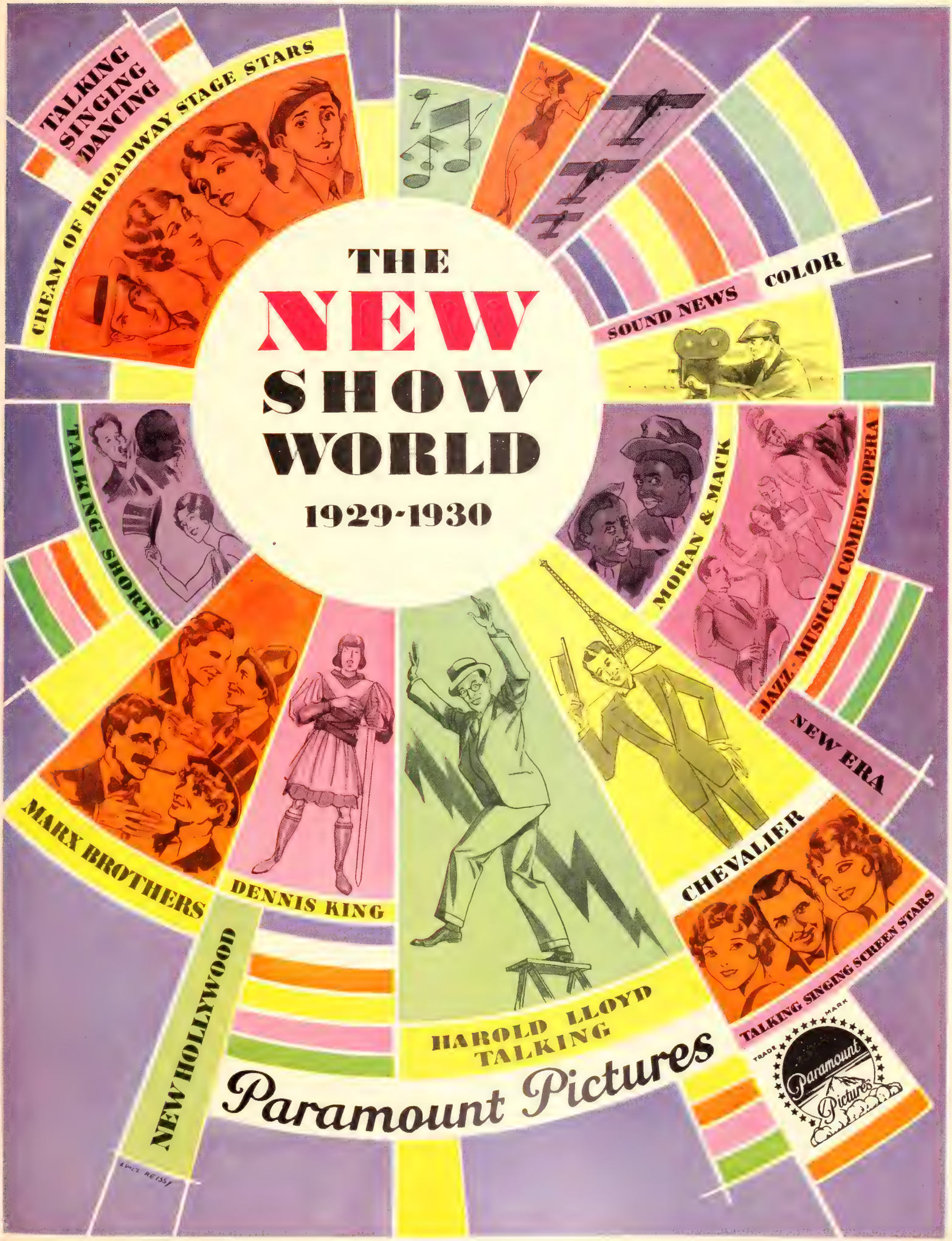
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PRICE 20 CENTS

Published Weekly—$3.00 a Year

I do not believe there could possibly be a group of pictures that fulfill the box office requirements of these changing times as perfectly as do the productions in Paramount's 1929-30 Program. I am confident that exhibitors who study the announcement that follows will agree with me — and will act accordingly.



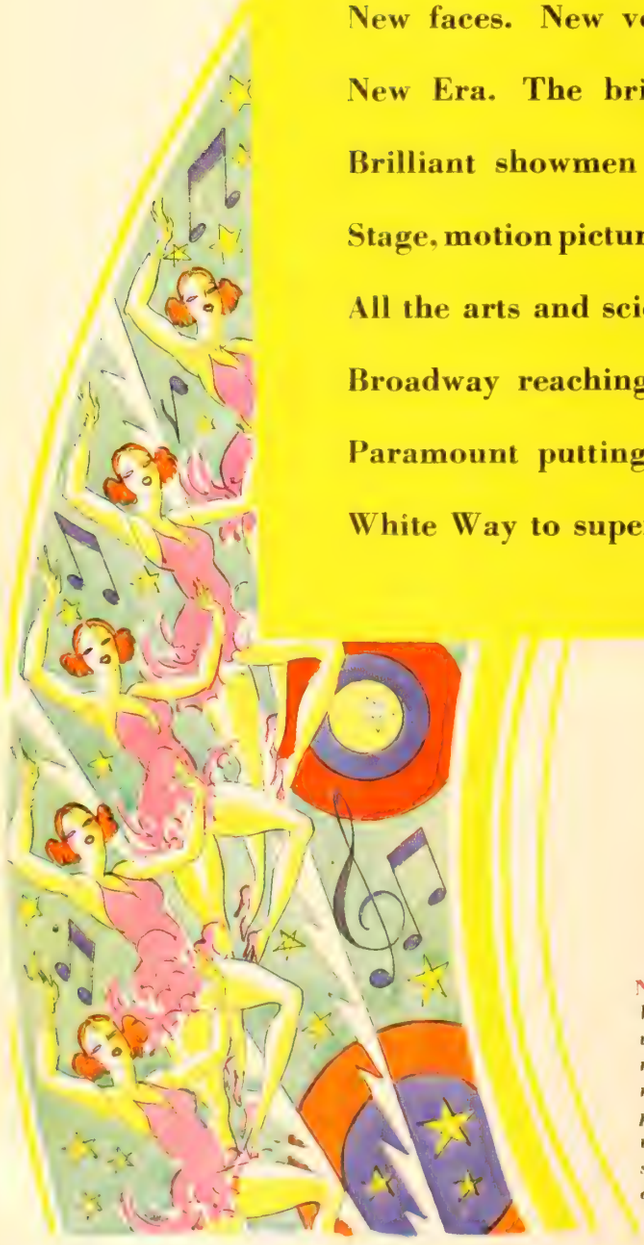


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THE NEW SHOW WORLD



Now Paramount Pictures become more than motion pictures. They're the New and Greater Entertainments of a New Show World! Talking, Singing, Dancing. Flashing with color. New faces. New voices. Screen stars of the New Era. The brightest stars of the stage. Brilliant showmen brains from everywhere. Stage, motion pictures, radio and music wedded. All the arts and sciences enriching the screen. Broadway reaching around the world. And Paramount putting your theatre on the Gay White Way to super-profits.



Leading Screen Stars and Players

HAROLD LLOYD
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GEORGE BANCROFT
GARY COOPER
RICHARD DIX
CHARLES "BUDDY" ROGERS
NANCY CARROLL
EVELYN BRENT
WILLIAM POWELL
CLIVE BROOK
RICHARD ARLEN
ADOLPHE MENJOU
BACLANOVA
MARY BRIAN
ESTHER RALSTON
FAY WRAY
JEAN HERSHOLT
JAMES HALL
LANE CHANDLER
CHESTER CONKLIN
NEIL HAMILTON
JACK OAKIE
PHILLIPS HOLMES
JACK LUDEN
PAUL LUKAS
DAVID NEWELL
WARNER OLAND
CHESTER MORRIS
EUGENE PALLETTE
FRANK ROSS
DORIS HILL
JUNE COLLYER
MARY NOLAN
NOAH BEERY
SAM HARDY
REGIS TOOMEY
and others

NOTE TO EXHIBITORS. *A New Show World. Tastes ever changing. Paramount wants to take advantage of new developments for your benefit. This announcement, being made in part in advance of the photoplays announced, is necessarily based upon present plans and must not be considered part of any written exhibition contract.*



PARAMOUNT THE LEADER

Paramount saw it coming. Two years ago we said in advertisements, "It's a New World!" And acted upon it. Geared our splendid production organization to These Changing Times. Results? 1928-9 saw Paramount the acknowledged leader in the New Type of Entertainment. Talking picture successes like "Interference," "The Doctor's Secret," "The Wolf of Wall Street," "The Canary Murder Case," "The Letter," "The Wild Party," "Close Harmony," "Innocents of Paris," "Thunderbolt" and others poured from Paramount's studios.

Cream of Stage Stars and Players . . .

MORAN AND MACK
MAURICE CHEVALIER
THE MARX BROTHERS
DENNIS KING
JEANNE EAGELS
RUTH CHATTERTON
HAL SKELLY
WALTER HUSTON
GERTRUDE LAWRENCE
OSCAR SHAW
MARY EATON
HELEN MORGAN
HELEN KANE
O. P. HEGGIE
FREDRIC MARCH
CLAUDETTE COLBERT
CHARLES RUGGLES
HARRY GREEN
LILLIAN ROTH
KAY FRANCIS
FLORENCE ELDRIDGE
"SKEETS" GALLAGHER
DAN HEALY
LAURA HOPE CREWS
JEANETTE MacDONALD
and more

Seen and Heard in Shorts

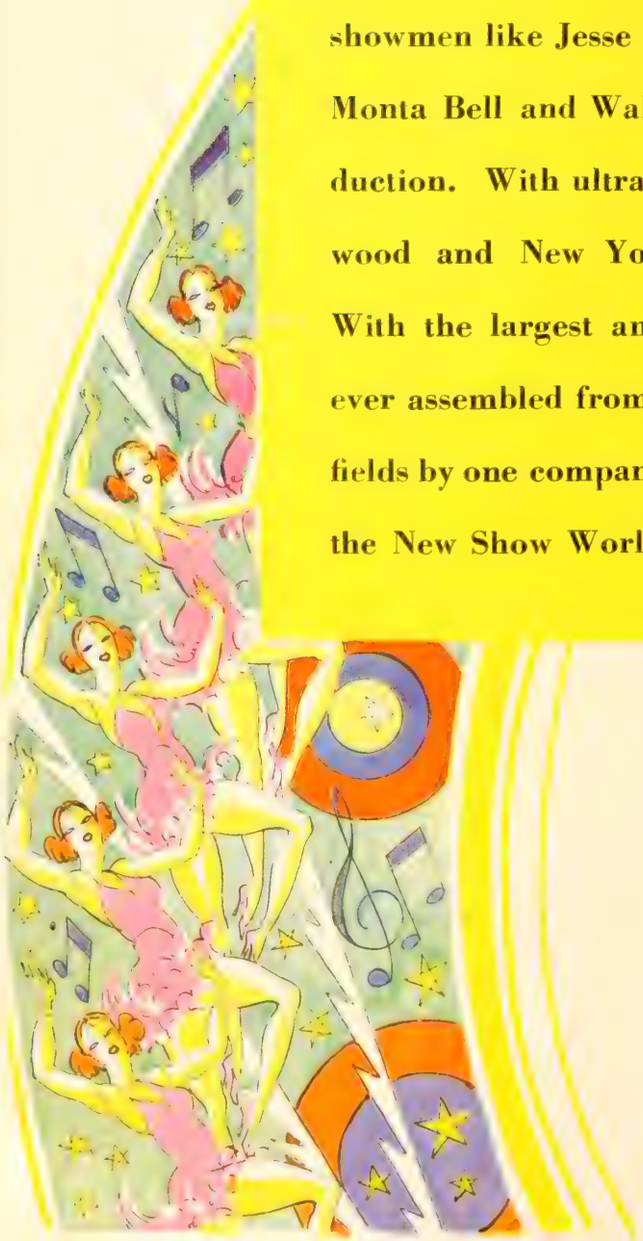
EDDIE CANTOR
TITO SCHIPA
RUDY VALLEE
JAMES BARTON
RUTH ETTING
MR. and MRS. JIM GLEASON
TAYLOR HOLMES
MARIE DRESSLER
to name a few



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Now Paramount offers the Great New Shows of the New Show World. As only Paramount can. With eighteen years of quality leadership. With mighty resources. With alert, practical showmen like Jesse L. Lasky, B. P. Schulberg, Monta Bell and Walter Wanger heading production. With ultra-modern studios in Hollywood and New York working to capacity. With the largest and choicest army of talent ever assembled from all the allied amusement fields by one company. With an expert grasp of the New Show World that insures leadership.



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DOROTHY ARZNER
LUDWIG BERGER
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MELVILLE BROWN
JOHN CROMWELL
GEORGE CUKOR
MARCEL DE SANO
VICTOR FLEMING
JEAN DE LIMUR
ROBERT FLOREY
JOSEPH SANTLEY
MILLARD WEBB
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LOUIS GASNIER
LOTHAR MENDES
ROBERT MILTON
VICTOR SCHERTZINGER
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RICHARD WALLACE
WILLIAM WELLMAN
HOBART HENLEY



THE WORLD *of* SUPER-PROFITS

Showmen! This business has no precedents for the big profits you can make in the New Show World. Here's how to guarantee them: Check the box-office records of the various companies in the 1928-9 season. Read over the list of talent that will appear in and produce Paramount's 1929-30 program. Study carefully the productions themselves in the pages that follow. You'll confirm in your mind what you already know: WITH A PARAMOUNT CONTRACT YOU CAN SIT ON TOP OF THE NEW SHOW WORLD!

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BETH BROWN
GEORGE MANKER WATTERS
H. L. GATES
ZANE GREY
GEORGE MARION, JR.
BARTLETT CORMACK
WILLIAM SLAVENS McNUTT
VIOLA BROTHERS SHORE
JOHN V. A. WEAVER
GENE MARKEY
J. P. McEVOY
and others

Songs and Lyrics by

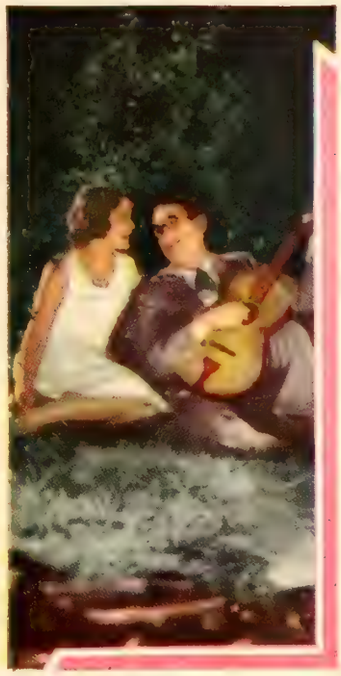
IRVING BERLIN
RUDOLPH FRIML
WALTER DONALDSON
COLE PORTER
DAVE STAMPER
FRANK TOURS
LARRY SPIER
RICHARD WHITING
LEO ROBIN
SAM COSLOW
KARL HAJOS
W. FRANK HARLING
and others













HAROLD

Harold's big supporting cast includes Barbara Kent, Charles Middleton, Noah Young, Mary MacAlister, William Walling, Jimmy Wang, Douglas Haig and others.

Produced by the HAROLD LLOYD CORPORATION. A PARAMOUNT Sound and Dialog Release

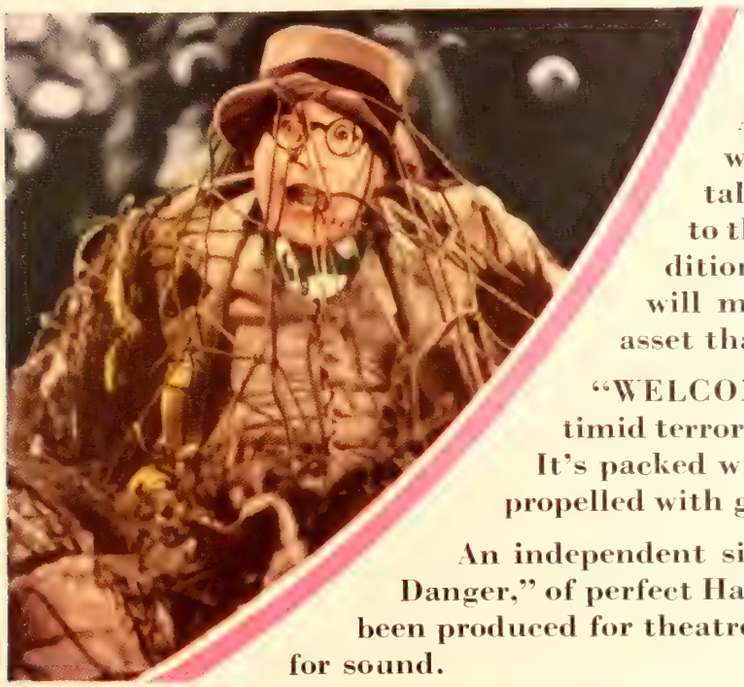






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"WELCOME DANGER." With Harold as a timid terror who—but why tell you the story? It's packed with pep, youth and gayety, and propelled with gale after gale of laughter.

An independent silent version of "Welcome Danger," of perfect Harold Lloyd quality, has been produced for theatres not yet equipped for sound.

LLOYD

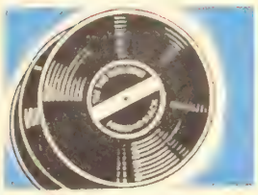
"WELCOME DANGER"



A HIT



on the stage



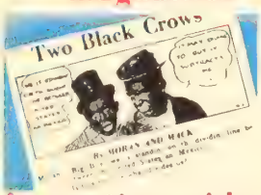
on the phonograph



on the radio



in books and magazines



in a nation-wide newspaper cartoon



Here's the New Show World with a vengeance! Moran and Mack. The famous comedy pair who have packed theatres from coast to coast. Who have sold over 7,000,000 phonograph records. Who can glue millions of ears to radio receiving sets any time they are announced on the air. Whose antics are read by millions in books, magazines and a nationally circulated newspaper cartoon. Now acquired by Paramount for the talking screen and announced in a lavish all-dialog production that is a guaranteed-in-advance clean-up!

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THE TWO BLACK

THEIR FIRST ALL-TALKING PRODUCTION





With EVELYN BRENT

HARRY GREEN

and big cast

Original story by OCTAVUS ROY COHEN, author of the famous "Florian Slappey" Saturday Evening Post stories.

Direction, adaptation, dialog, and screen play by GEORGE ABBOTT, co-author and stage director of "Broadway," "Coquette" and other successes.

B. P. Schulberg, General Manager, West Coast Productions. . . . . .

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Moran and Mack. Inventors of "Why bring that up?" Originators of a droll, screamingly funny type of humor that has won them fame and fortune. Audiences will HEAR it all, and much more, in "Why Bring That Up?" And they'll SEE both in white-face and black-face, as clever a pair of actors as ever faced a camera. Moran and Mack as a team of entertainers whose life-long friendship is threatened by a beautiful girl. You can start counting your record profits now!



& MACK

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NANCY CARROLL

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"BURLESQUE"

THE DANCE



HERE is Paramount's triumphant answer to the challenge of the New Show World! "Burlesque." History-making as a stage play. Glorified a hundred-fold on the screen as "The Dance of Life"! With Hal Skelly in his original stage role of the erratic comedian-dancer, "Skid." With charming Nancy Carroll as the young wife, "Bonny." With the whole glamorous, heart-breaking world of show business, back-stage and front, as the setting for a love story the whole world will love. Six brand-new song hits. A $6.60-a-seat dancing, singing revue in Technicolor. Gorgeously produced and costumed by masters of stagecraft.

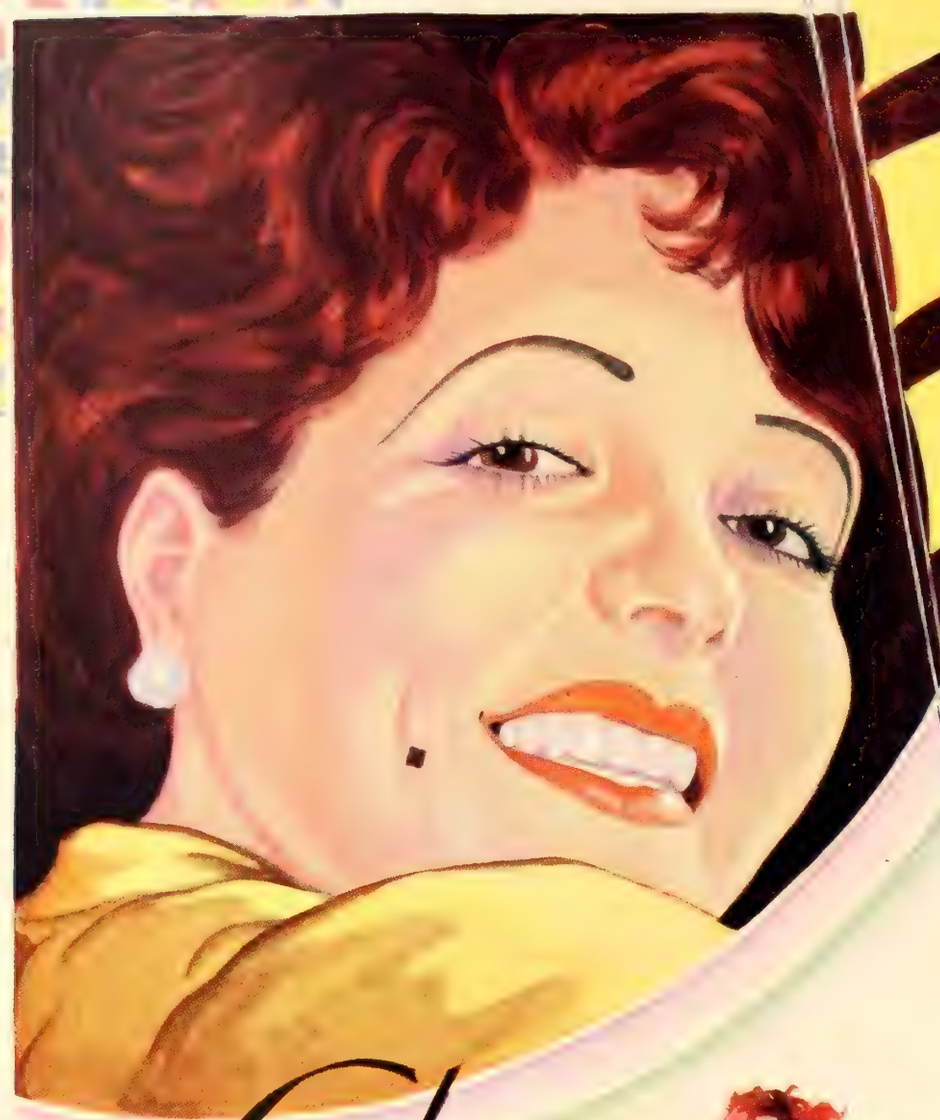


"OF LIFE"

ALL-TALKING, ALL-DANCING, ALL-SINGING, ALL-STAR PRODUCTION OF STAGE-DOM'S HIT OF HITS

With a complete Broadway revue in dazzling Technicolor





4 ALL-TALKING CLEAN-UPS

Clara BOW

"The Wild Party" proved that talking pictures have doubled the value of the most popular girl on the screen as a box office asset! The public discovered that they didn't know the half of "It" until they'd HEARD as well as SEEN Clara. Now Paramount presents the record-wrecking red-head in a quartet of all-talking hits that will make Bow an even stronger S. R. O. name than ever!



"ILLUSION"

Bigger than CLOSE HARMONY



CHARLES "BUDDY" ROGERS

NANCY CARROLL

Remember the box-office triumph scored by Buddy Rogers and Nancy Carroll in "Close Harmony"? Here's the same sparkling pair in another and bigger jazz revue love story. Talking, singing, dancing, loving in a magnificent production of the latest novel by the well-known author, Arthur Train.

With new song hits the whole country will be whistling. With new dance steps every flapper will be imitating. Nancy singing. Buddy playing in the band. In a great story that mingles the stage with high society, combining the most glamorous features of both!

With Buddy and Nancy skyrocketing to fame, only to discover that wealth, wild parties and applause are illusions—and only love is real. Cast also includes June Collyer and a host of other favorites. Adaptation and dialog by E. Lloyd Sheldon, who did the same for "The Wild Party." Directed by Lothar Mendes.





ALL-TALKING. SINGING. DANCING ROMANCE

EXTRA!

BROADWAY RAIDED OF BIGGEST STARS!

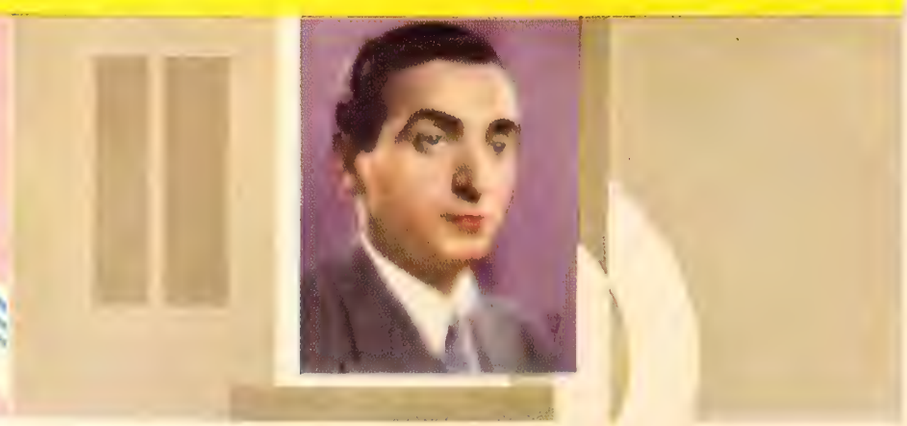
the cream of the new in ..... "THE

THE MARX BROTHERS



The greatest quartet of funmakers in the world! Harpo, Chico, Zeppo and Groucho Marx (reading from left to right). Musical comedy stars who always play to S. R. O. on Broadway and on the road. Vaudeville's popular headliners. A whole super-show in themselves! Never so screamingly funny as in . . . "THE COCOANUTS"

Songs by IRVING BERLIN



For the music and lyrics of its dazzling filmusical revue, "THE COCOANUTS," Paramount secured the jazz maestro of them all — Irving Berlin. Already the leading bands are playing the theme song—"When My Dreams Come True." "Florida," "Monkey-Doodle-Doo" and the other numbers will sweep the land.

. . . "THE COCOANUTS"

show world talking, singing, dancing COCOANUTS"

OSCAR SHAW MARY EATON



Imagine! In addition to the Marx Brothers, "THE COCOANUTS" features two more big musical comedy stars—Oscar Shaw and Mary Eaton, former Follies beauty. Stars of "The Five O'Clock Girl" and other Broadway hits. With their magnificent singing voices and romantic love-making. 1929-30's greatest cast.

. . . "THE COCOANUTS"

THE MOST DAZZLING GIRLS ON BROADWAY



The cream of the peppiest, prettiest chorus girls and dancers are in "THE COCOANUTS." Cyril Ring and seductive Kay Francis also in the cast. Book by the well-known playwright, George S. Kaufman. Directed by Joseph Santley and Robert Florey. Adapted by Morrie Ryskind. Monta Bell, Producer, Long Island Studio.

. . . "THE COCOANUTS"



PROVEN SENSATION AS TALKING STAR!

No question about the ability and audience appeal of George Bancroft as a talking star after "The Wolf of Wall Street" and "Thunderbolt." Two of the outstanding successes of this or any other season. Bancroft will appear in even stronger All-Talking pictures in 1929-30. The greatest directors and casts of all-star calibre will guarantee this star retaining his position in the front rank. As planned at present, the first Bancroft vehicle in the new season will be called "Laughing Through" and will present the star in a brand new and startlingly dramatic characterization.

GEORGE BANCROFT

FOUR ALL-TALKING BIG STAR SPECIALS



With the Star and Author of
"THE CANARY MURDER CASE"



"THE GREENE MURDER CASE"



ALL TALKING

STARRING
WILLIAM POWELL
AS PHILO VANCE

Recall "The Canary Murder Case." One of the best money pictures of the 1928-9 season. Reasons: A good show. Plus the popularity of the novel upon which it was based. Plus a masterly performance by William Powell as Philo Vance. In "The Greene Murder Case" you have another and better S. S. Van Dine-Philo Vance book. Sales, half a million copies. You have Powell again as Vance, and largely the same cast as in "Canary."

EUGENE PALLETTE, *comedy detective of "The Canary Murder Case."*



Frank Tuttle Production. Cast also includes Jean Arthur and E. H. Calvert (from "Canary"), Brandon Hurst, Florence Eldridge and Morgan Farley (well known stage players), and others. Adaptation and dialog by Bartlett Cormack (author of "The Racket"). Screen play by Louise Long. A thrilling all-talking mystery-melodrama in the new manner that cashes in on the nation-wide vogue for this type of book and picture. Production completed soon.



GREATEST OF ROMANTIC SINGING STARS IN THE GREATEST OF SONG ROMANCES!.....

DENNIS KING

(By arrangement with Florenz Ziegfeld)

with JEANETTE MACDONALD

Now the glorious voice of Dennis King, recent star of Ziegfeld's record-breaking musical "Three Musketeers," comes to you on the screen. In "The Vagabond King," the spectacular romance in which he first sang his way to fame. With the famous melody hits by Rudolph Friml, including the rousing "Song of the Vagabonds." With Jeanette MacDonald, beautiful musical comedy star. With all the glamorous adventure, throbbing love-making and vivid color that made the Janney production of this story one of the outstanding hits of theatrical history. Directed by Ludwig Berger. From "If I Were King" by Justin Huntley McCarthy and the operetta by Brian Hooker and William H. Post.

THE VAGABOND


KING



MAURICE CHEVALIER

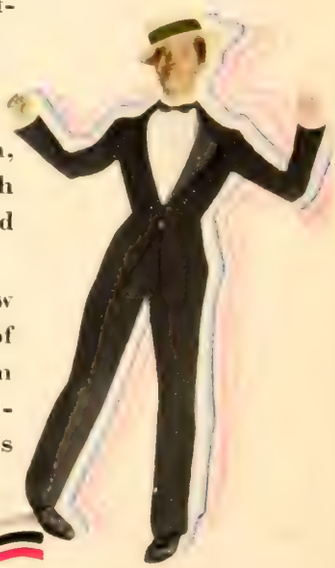
IN TWO BIG SINGING AND TALKING PICTURES

●

"Chevalier will become the Idol of the American Screen within the year 1929," said the *The New York Daily News* following his debut in "Innocents of Paris." "Chevalier is Heaven's gift to the talkies," declared the *New York Graphic*. "A box office wow" (*Motion Picture News*). "A fascinating personality. Loaded with charm. He has terrific 'It'". (*New York Mirror*). As for the crowds that flock to see him, "whatever he says or does, they are with him — man, woman and child," reported the *New York Journal*.

A mighty box office addition to the New Show World! Maurice Chevalier. One of the great artists of all times. You get him in two gay, singing, all-talking hits, in addition to his appearance in Ernst Lubitsch's production of "The Love Parade."





the new idea in marriage?







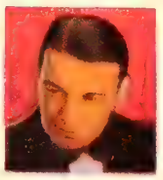


"CHARMING SINNERS"

ALL-TALKING. WITH RUTH CHATTERTON, CLIVE BROOK, MARY NOLAN AND WILLIAM POWELL

Four talented talking stars in a brilliant comedy-drama of love vs. marriage by W. Somerset Maugham, author of "Rain." Cast also includes Laura Hope Crews, Florence Eldridge and Montagu Love. Intimate as tomorrow's society divorce headlines. Typical of Paramount's New Show World product in lavishness of cast and production. The picture is completed. Directed by Robert Milton. Adapted by Doris Anderson.











Maurice CHEVALIER



AN ERNST LUBITSCH PRODUCTION

ALL-TALKING SONG ROMANCE

Screen play by Guy Bolton, author of Ziegfeld's "Sally" and other musical comedy successes. Based upon Ernest Vajda's adaptation of the play, "The Prince Consort," by Leon Xanrof and Jules Chancel. Lyrics by Clifford Grey. Music by Victor Schertzinger.

"THE LOVE PARADE"

with JEANETTE MacDONALD



Chevalier, the Idol of France. Who captured America with his charming personality and his glorious singing voice in his first talking, singing picture, "Innocents of Paris." Ernst Lubitsch, distinguished producer of "The Patriot," "The Marriage Circle" and other outstanding pictures. The master-brain whose name is synonymous with quality, showmanship, color and cleverness.

A brilliant pair united in a gorgeous talking, dancing melody-romance, "The Love Parade." With libretto by Guy Bolton, the stage's foremost musical comedy writer. With lovely, fair-haired Jeanette MacDonald, leading woman in "Angela," "Boom Boom," "Yes, Yes, Yvette" and other Broadway hits. Possessing a singing voice as beautiful as herself.

"The Love Parade" is the intimate story of a handsome, high-born pair who became man and wife by decree of the state and lovers by instinct. Spiced with many colorful adventures and intrigues. Gay with lilting melodies, dancing, beautiful women and dazzling costumes. A picture that will make Chevalier the Idol of America and place Lubitsch in the very first rank of New Show World directors.





YOUNG AMERICA'S
BOY FRIEND . . . . .

CHARLES "BUDDY" ROGERS



Next to Clara Bow, who tops all records, Charles "Buddy" Rogers receives more fan mail than any other star. With "Abie's Irish Rose" and "Close Harmony," his popularity has taken a new leap upward. What a bet for the New Show World of talking, melody pictures! A refreshing, youthful personality. A fine actor. An attractive voice. He sings. He can play any instrument in the band, as he proved in "Close Harmony." He's especially a favorite with the 17-30 crowd that composes 75% of your audiences. There's a fortune in Rogers for you!



COMING IN THREE ALL-TALKING PICTURES



ALL TALKING ACTION SPECIAL

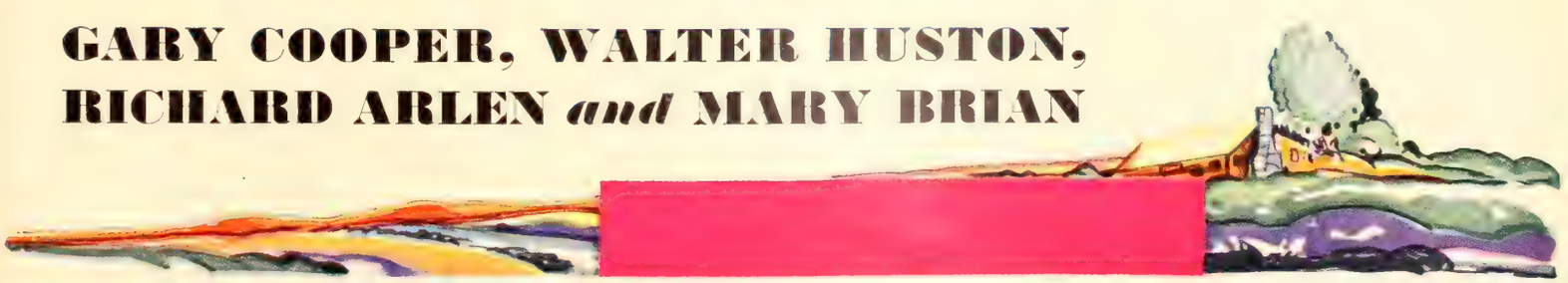
Gary Cooper, new male idol of American fans. Walter Huston, stage star. Richard Arlen, Mary Brian and a big cast. In a swift-moving love-drama from Owen Wister's well known novel. With all the far-flung panorama of the gorgeous West as a background. Directed by Victor Fleming, who made "Abie's Irish Rose."





"THE VIRGINIAN"

GARY COOPER, WALTER HUSTON, RICHARD ARLEN *and* MARY BRIAN







BROADWAY. *The street of fame and heartache, fortune and temptation. "Glorifying the American Girl" shows how girls from farms and sidewalks become stars of the Gay White Way. How Ziegfeld beauties dress, do their hair, love and win millionaire husbands. The answer to every girl's prayer!*

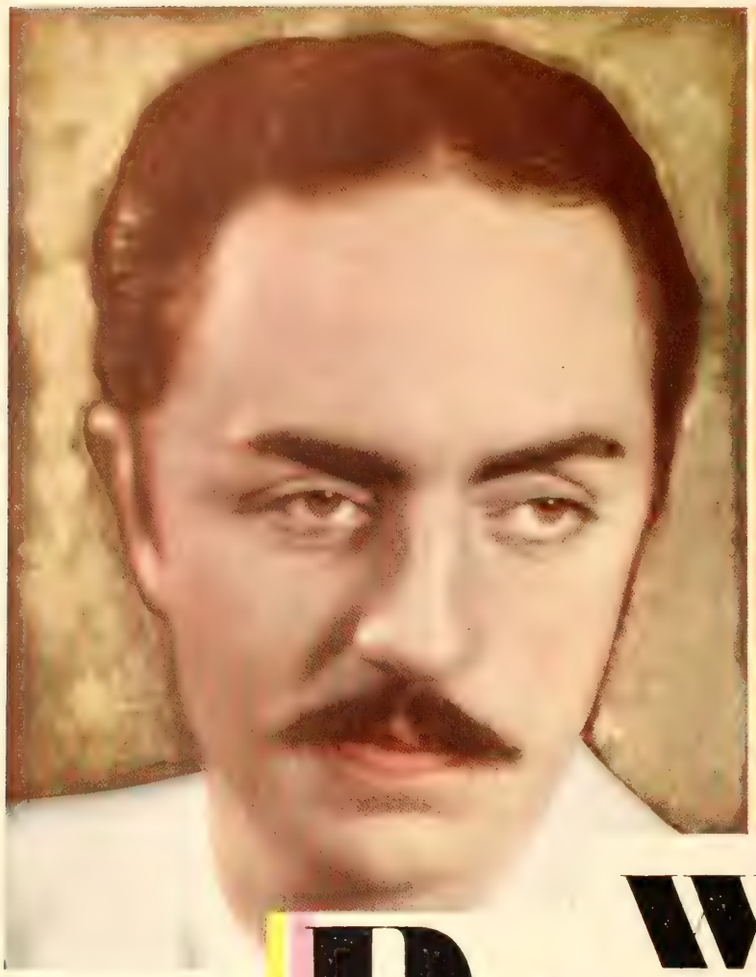
FLORENZ ZIEGFELD'S "GLORIFYING THE

BROADWAY'S SHOW WORLD IN GLITTERING TALKING, SINGING, DANCING REVUE

Mary Eaton, Ziegfeld star . . . Dan Healy, famous comedian . . . cast of musical comedy headliners . . . 75 glorified beauties . . . dazzling dance ensembles in Technicolor staged by Ted Shawn . . . flaming youth . . . production numbers, scenery and gorgeous costumes by John W. Harkrider, of the Ziegfeld staff . . . romance . . . gayety . . . popular song hits by Irving Berlin, Walter Donaldson, Dave Stamper, Larry Spier . . . Frank Tours, musical director . . . the drama of a beautiful girl's rise from obscurity to the top of the New Show World . . . story by J. P. McEvoy, author of "Show Girl," and Millard Webb . . . directed by Millard Webb . . Monta Bell, Producer, Paramount Long Island Studio . . . New Era Entertainment at its magnificent best!



AMERICAN GIRL"



LONG A STAR IN DRAWING POWER . . . . NOW A STAR IN NAME ALSO . . . . . .

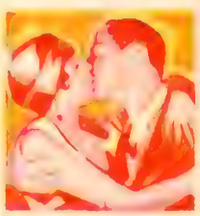
WILLIAM POWELL

Always a splendid actor. Always popular. William Powell, with "Interference" and "The Canary Murder Case," proved himself to be one of the most valuable assets the new world of talking pictures possesses. Leading showmen billed him as a star on the marquise. Public and exhibitors clamored for him to be made a star in fact.



Now, in answer to a distinct demand, Paramount presents William Powell as a star in its 1929-30 line-up. The finest kind of strong dramatic material will be placed at his disposal. Definite stories will be announced shortly. Audiences are eager to welcome him as a star.





COMING IN THREE ALL-TALKING STAR DRAMAS

NEW VOICES!



"THE LADY LIES"

With WALTER HUSTON, CLAUDETTE COLBERT, CHARLES RUGGLES, and a big cast of New Show World favorites

Huston, one of the finest actors on stage or screen. Star of the stage hits, "Kongo," "The Barker" and "Elmer the Great." Seen recently in Paramount's "Gentlemen of the Press." Claudette Colbert. The most beautiful actress on Broadway. Famous for her performances in "The Barker" and "Dynamo." Charles Ruggles. Star comedian of "Queen High," "Spring Is Here" and other musical comedy successes. You get them all—and more—in this lavishly produced all-talking version of John Meehan's well known play, "The Lady Lies." Directed by Hobart Henley. Adapted by Garrett Fort. The love-drama of a handsome young widower, and the battle between a lovely lady and his own children for his heart. Dialog staged by John Meehan.





THE GREATEST ALL-TALKING MYSTERY MELODRAMA OF THE 1929-30 SEASON!

"The Mysterious Dr. Fu Manchu" has been completed by Paramount. A telegram from the preview showing in Los Angeles, sent by a showman, reads:

"Audience reaction to 'Dr. Fu Manchu' very enthusiastic. They shivered, gasped, thrilled, applauded, ate it up. Picture is certain to be one of the biggest attractions on Paramount's fall program. Warner Oland as 'Fu' gives one of the finest characterizations screen has ever seen and heard. Supporting cast is great. Rowland Lee's direction as superb as in 'Wolf of Wall Street.' Believe 'Fu Manchu' is good for long runs in every key city in America Other exhibitors will be as delighted with it as I am."

Prints of this picture that turns exhibitors into press agents for it can be Seen and Heard in Paramount exchanges soon. Judge for yourself!

"THE MYSTERIOUS

You See and Hear the Boxer Rebellion. Murder in an English society drawing room. Love. Gripping mystery. With Warner Oland as the diabolically clever "Fu Manchu," gentleman and criminal combined. With O. P. Heggie, probably the finest character actor on the American stage, in his first great screen role. With lovely Jean Arthur as the menaced heroine, comical William Austin heard for the first time and Neil Hamilton even more attractive than in "The Studio Murder Mystery." From the famous novel by Sax Rohmer, that has more readers than even "The Canary Murder Case."

ROWLAND V. LEE PRODUCTION

Director of "The Wolf of Wall Street"



DR. FU MANCHU"



WARNER OLAND
NEIL HAMILTON
JEAN ARTHUR
O. P. HEGGIE
WILLIAM AUSTIN



The book with a million readers...

Screen play and dialog by Florence Ryerson and Lloyd Corrigan



GARY COOPER

By popular request of an army of fan admirers and smart showmen, Gary Cooper is now elevated to stardom. A handsome, he-man type of star very popular with all classes of audiences. Cooper will star in two big productions, in addition to appearing in specials described on other pages. The first is adapted from the Broadway stage play, "Buckaroo," by A. W. and E. L. Barker, and Charles Beahan. A roaring romance of the rodeo. With hard-riding Westerners, musical comedy queens and a gunman or two. Mixing it up before 40,000 yelling spectators in a Big City stadium. With Gary roped in by a musical comedy actress, but breaking loose and riding to happiness.





COMING IN TWO ACTION ALL-TALKING PICTURES

MUSICAL ROMANCE OF CAMPUS LIFE



NANCY CARROLL with the other featured players shown on this page, plus a cast of over 200 gay, singing college boys and girls, in a collegiate jazz revue. Nancy, Helen Kane (the musical comedy star whose cuddling voice has sold 60,000,000 phonograph records) and others singing seven or more new song hits. Hot dances. Hilarious comedy. A big football game. Nancy as a chorus girl who inherits a school. Everything BIG and in the breezy spirit of the New Show World. Story by George Marion, Jr. Adaptation by Percy Heath. Screen play by Lloyd Corrigan.



HELEN KANE



WILLIAM AUSTIN



PHILLIPS HOLMES

"SWEETIE"



SKEETS GALLAGHER



FRANK ROSS



JACK OAKIE

ACTION
SOUND
THRILLER!



"THE FOUR

With WILLIAM POWELL,
CLIVE BROOK, NOAH BEERY













ALL THE GALLANT COURAGE OF "BEAU GESTE" . . . AND THE VITAL FORCE OF "CHANG"!

Two years in the making! With "locations" extending from Hollywood to the dark jungles and burning deserts of Africa. Now comes this mighty $2-calibre action-melodrama. With marvelous musical accompaniment and original sound effects.

Imagine "Beau Geste" and "Chang" with sound! You have them both, and more, in "The Four Feathers." Your audiences will HEAR as well as SEE the fierce battle between white soldiers and native "Fuzzy Wuzzies" for the lonely desert fort. They'll HEAR as well as SEE the attack of maddened jungle beasts (actually filmed in darkest Africa).

And they'll HEAR and SEE one of the most popular stories of love and high courage ever written. Produced by the two adventurer-showmen who made "Chang." AN OUTSTANDING SCREEN ACHIEVEMENT OF 1929-30!

A Cooper-Schoedsack Production

Suggested by A. E. W. Mason's famous novel. Adapted by Hope Loring. Screen play by Howard Estabrook. B. P. Schulberg, General Manager, West Coast Productions.

FEATHERS"

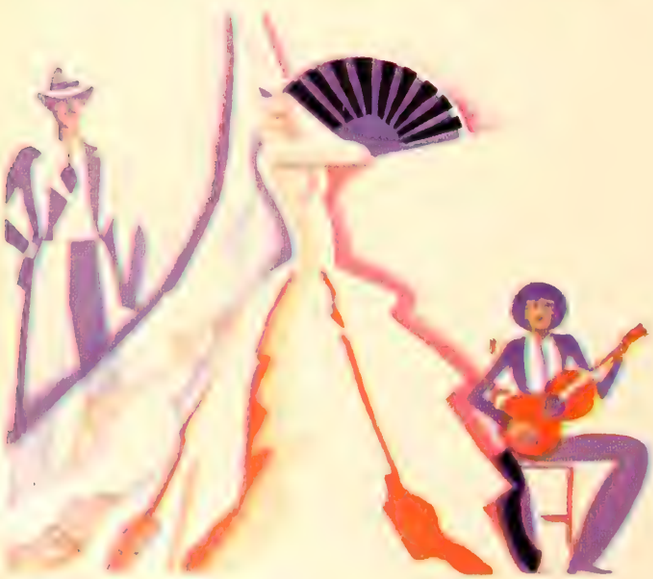
RICHARD ARLEN, FAY WRAY.
and a cast of* 1,000 *players





"THE LOST GOD"

SPECTACULAR ALL-TALKING DRAMA WITH RICHARD ARLEN AND BIG CAST



Here Paramount shows how great an outdoor talking picture can be! With superb material in this stirring adventure story by John Russell, famous novelist. A flaming action-romance of the South Seas. A beautiful castaway girl alone on a sailing ship with Richard Arlen, skipper, and a cut-throat crew. Directed by George Abbott, co-author and stage director of "Broadway."



DAZZLING MUSICAL COMEDY STAR

"Charlot's Revue"

"Oh, Kay"

"Treasure Girl"

GERTRUDE LAWRENCE

"THE GAY LADY"

Paramount captures one of the stage's most brilliant stars—Gertrude Lawrence. The beautiful toast of Broadway. The girl who has won millions with her personality, her clever songs and her romantic acting. The star who made "Limehouse Blues" famous. Coming in a singing, talking screen triumph! By Gene Markey, co-author of "Close Harmony." Songs by Cole Porter, who wrote "Let's Do It" and other world-popular numbers. Directed by Robert Florey and John Meehan.

THE NEW SHOW WORLD OF SONG, ROMANCE AND FASHION ON PARADE!





WILLIAM POWELL

•

ESTHER RALSTON
HELEN KANE
"SKEETS" GALLAGHER
and others

•

From Charles Brackett's College Humor serial story of New York back-stage and society life. Directed by Edward Sutherland, co-director of "Close Harmony." Adaptation by Florence Ryerson. Dialog by John V. A. Weaver.

100% TALKING, SONG ROMANCE OF BROADWAY



"WOMAN TRAP"

WITH HAL SKELLY, EVELYN BRENT and CHESTER MORRIS

A famous crook, hunted for years. A famous detective, sworn to get him. A beautiful woman knows what these two men do not know—that they are BROTHERS. Thirsting for revenge, she brings them suddenly *face to face!* One of many high-tension thrills! With lovely, golden-voiced Evelyn Brent. With Hal Skelly, Broadway star. With Chester Morris, laughing gunman of "Alibi." From Edwin Burke's stage drama. Adapted by Bartlett Cormack, author of "The Racket." Directed by William Wellman.

ALL-TALKING ACTION MELODRAMA

THE BROTHER to whom the law was a joke—and THE WOMAN a plaything!

THE BROTHER to whom the law was a god—and THE WOMAN'S unwitting tool!

HELEN MORGAN, ZIEGFELD STAR .. OTHER FAMOUS VOICES .. TALKING .. SINGING



She gave youth and beauty for

"APPLAUSE"

From Beth Brown's startling novel of footlight fame

The story of a woman of the stage who worshipped applause like a god. Who sold her very soul in her frantic pursuit of it. Who climbed via the chorus to the dizzy heights of stardom in a Broadway revue and the thunderous approval that was music in her ears. Who crashed to the depths and then redeemed herself with a gallant sacrifice for the only thing she loved—her daughter. With beautiful Helen Morgan, the golden-voiced Ziegfeld singing star, as the woman. With a great cast of headliners. With a lavish musical stage production. Directed by

ROUBEN MAMOULIAN

The wizard who staged "Porgy," "Wings Over Europe," "Congai" and other stage hits.

ON this page Paramount announces the acquisition of what is universally hailed as the dramatic masterpiece of the ablest of modern playwrights and novelists. The production will be directed by Sir Basil Deane, England's foremost stage director. The man who staged the play with brilliant success on Broadway.



John Galsworthy's Finest Stage Play

"ESCAPE"



with

CLIVE BROOK and Big Special Cast



By his sterling work in "Interference," "A Dangerous Woman" and other 1928-9 successes, Clive Brook has won the lead in "Escape." One of the strongest and choicest roles an actor could be given. Brook will be seen as an English gentleman sent to jail for life on a murder charge because of his protection of a beautiful but unknown woman. His thrilling escape from his jailers lands him into an amazing series of adventures in all classes of society. New York critics and public hailed "Escape" as one of the greatest dramas in all history!

"KIBITZER"







He is an expert on love and marriage.



ALL-TALKING COMEDY DRAMA. WITH HARRY GREEN, JAMES HALL AND BIG CAST



He gives advice at all the card games..

He always knows what stocks are going up ...



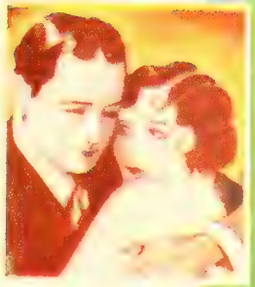


He can even tell you the weather a month in advance.

From the stage play hit by Jo Swerling and Edward G. Robinson, now playing to packed houses on Broadway. Harry Green, the screamingly funny theatre manager of "Close Harmony" and the fight manager in "The Man I Love." Now playing a role that suits him to the last giggle! Popular Jimmy Hall. A pretty girl player to be announced. The hilarious story of the original man who knew everything—and proved it! Bound to be one of the comedy hits of the season. Directed by Edward Sloman.

STAR, 1930 MODEL! . . .

Talking, Singing
Dancing, Charming



NANCY CARROLL

in "DANCING EYES"





Pretty Nancy as a vivacious Irish lass in a romance in song and dialog of the Emerald Isle. With Regis Toomey, well-known Irish tenor, and a merry, melodious supporting cast. Your audiences are clamoring to see the sparkling heroine of "Abie's Irish Rose" and "Close Harmony" as a star. She has everything!



THREE NANCY CARROLL TALKING SINGING STAR HITS

jazz-mad sons and daughters of wealth!



"THE CHILDREN"



FROM EDITH WHARTON'S REVEALING NOVEL

In the newspaper headlines and rotogravure sections you catch glimpses of them. Living, loving, marrying, divorcing — always spectacularly! These modern thrill-thirsty sons and daughters of the millionaire set. Daring, unconventional. Edith Wharton, a great writer and herself a woman of the smart set, takes you inside society's dizzy whirl in "The Children." Park Avenue. Palm Beach. Deauville. Paramount gives you the whole fascinating story on the screen. Directed by George Abbott, the production genius who staged and was co-author of "Broadway," "Coquette" and other hits.

A SPECTACULAR ALL-TALKING SPECIAL WITH AN ALL-STAR CAST OF FAVORITES



RUTH CHATTERTON



A distinguished artiste on the stage . . . an outstanding success in talking pictures . . . a Paramount star of 1930

Of the new personalities who leaped to popularity with the public during the current season, Ruth Chatterton must be numbered in the front rank. Miss Chatterton became an important box office name through her performances in "The Doctor's Secret" and "The Dummy." Her handling of the title role in "Madame X" confirmed her fame. Her portrayal of the modern young wife in "Charming Sinners" in the present Paramount group, marks another high point in her career. A favorite star of the stage before she entered the picture field, Miss Chatterton now becomes a star of the audible screen also. She will be cast in the type of quality dramas which her rich talents and magnificent voice merit.



COMING IN TWO ALL-TALKING DRAMAS



"FAST COMPANY"

100% ACTION, WORDS AND MUSIC. WITH MARY EATON, JACK OAKIE AND RICHARD "SKEETS" GALLAGHER

From Ring W. Lardner's play. Mary Eaton, famous Ziegfeld Follies star beauty, singer and dancer. Oakie and Gallagher, the wise-cracking comedy team of "Close Harmony." All-talking, singing, dancing. All of Lardner's marvelous gift of humor in the dialog and situations. A big-scale production, with backgrounds varying from a sleepy village to the jazz pandemonium of New York's dizziest night clubs. The comedy-romance of a you-know-me-Al who, becoming the idol of America over night, tries to out-smart Broadway. Directed by Melville Brown.



EVELYN BRENT

IN

"HUMAN CARGO"

The beautiful sensation of "Interference" and "Broadway" in a powerful All-Talking drama of the sea by Oliver H. P. Garrett, author of "The Drag Net." Adaptation and dialog by Bartlett Cormack, author of "The Racket." The daring story of a lovely woman and a shipload of men. Marking the elevation of dark, glamourous Evelyn Brent to stardom. Her ability and popularity are unquestioned.

A BRILLIANT STAR IN TWO DE LUXE ALL-TALKING HITS









"SARAH AND SON"



From the novel by Timothy Shea, to be published in the fall of 1929 and bound to be one of the most sensational sellers of the year. Baring the life and loves of a famous and beautiful stage star. From rags and a hall bedroom to ermine and a suite at the Ritz. Then abandoning fame, fortune and men's love to battle for her son, whom her unscrupulous husband stole from her in her days of poverty. Ruth Chatterton, heroine of "Madame X" and "The Doctor's Secret," in one of the most powerful roles ever played on the talking screen. Directed by Dorothy Arzner.

ALL-TALKING DRAMA WITH RUTH CHATTERTON AND BIG CAST

RICHARD DIX



DIX in an All-Talking, fast-moving love drama . . . .



...of a thrill-seeking, sport-loving 1930 youth . . . .



...in a whirl of girls, gayety and surprises . . . . . .



ALL-DIALOG COMEDY DRAMA

"THE LOVE DOCTOR"

From one of the greatest stage successes of all times, "The Boomerang," by Winchell Smith and Victor Mapes. Dix proved his ability as a talking star in "Nothing But the Truth." Now he scores a greater triumph in a greater vehicle. As a handsome society doctor who specializes in curing his friends of love troubles, only to become violently infected himself. Dix was never more attractive. The background is of the modern dizzy social whirl. Esther Ralston will probably be Dix's leading woman, and a big cast of favorites will support the star. Watch for it!







"THE HUNGARIAN RHAPSODY"



WITH SOUND

Two beautiful women. One an innkeeper's daughter. The other, the Colonel's wife. Matching their charms for the heart of a gay, handsome cavalry lieutenant. To the tune of the seductive waltzes of romantic Vienna. Symphonic score and sound effects. Produced by Erich Pommer, director of many brilliant American pictures. Ufa Production.



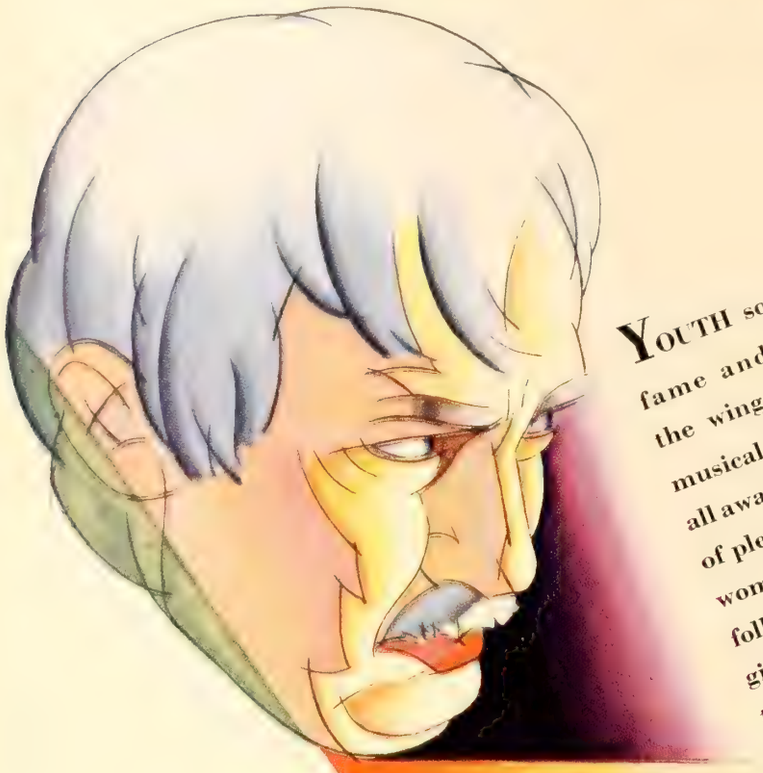
JEANNE EAGELS



Again Paramount enriches the New Show World with the talents of a great star from the speaking stage —Jeanne Eagels. "The Letter," Miss Eagels' first talking picture, was hailed by critics as "a giant step forward for the audible screen." Now comes an even greater dramatic triumph:

Jealousy

An All-Talking production of the play by Louis Verneuil that enjoyed a long and notable run on Broadway during the past season. The drama of a beautiful Parisienne. The man she loves. And the jealous shadows from her scandalous past who threaten to destroy her. Stage adaptation by the well known American playwright, Eugene Walter. Dialog staged by John D. Williams, one of Broadway's best stage directors. Screen adaptation by Garrett Fort. Directed by Jean de Limur. "Jealousy" is finished. Arrange to See and Hear it!





YOUTH soaring to world fame and a fortune on the wings of his glorious musical talent. Flinging it all away in the mad pursuit of pleasure and a beautiful woman. Saved from his folly by his father and the girl who loves him. One of the most powerful ALL-TALKING dramas of the year. Story by William Robson, II. Victor Schertzinger Production.

JEAN HERSHOLT
FAY WRAY
PHILLIPS HOLMES
KAY FRANCIS



"YOUTH HAS ITS FLING"







TALKING, SINGING, DANCING DRAMA OF LIFE BEHIND THE COMIC MASK . . . . . .



"BEHIND THE MAKE-UP"

WITH HAL SKELLY
ESTHER RALSTON

Hal Skelly, singing, dancing star of the stage and screen versions of "Burlesque." Esther Ralston, Paramount's luscious blonde beauty. Heading a big cast in a colorful production of Mildred Cram's Red Book Magazine story. A drama that gives you all the fascinating glitter of life before the footlights. Then washes the grease paint from the famous stars and shows them to you as they really are. Directed by Robert Milton, famous Broadway stage director. Dialog by George Manker Watters, co-author of "Burlesque."



YOUR AUDIENCES HAVE ELECTED HIM A STAR FOR 1929-30 . . . . . .

RICHARD ARLEN

IN

"HERE COMES THE BAND WAGON"

The man whom Photoplay Magazine named, after tests, "the most perfect physical specimen in Hollywood." The man whose brilliant performances have stood out in a score of big Paramount pictures—"Wings," "The Man I Love" and "Thunderbolt," among others. Youthful, handsome, magnetic and blessed with a splendid voice. Now Paramount yields to popular demand and presents Richard Arlen as a star in all-talking pictures. "Here Comes the Band Wagon" is an exciting action-romance from the magazine serial and best selling novel by Henry L. Gates. The best in supporting casts and directors will be assigned to Arlen.





COMING IN 4 STRONG ALL-TALKING DRAMAS



"THE SOUL OF FRANCE"

"France has at last produced her own story of the World War. The battle actions filmed were done by 20,000 French troops and the action took place on the actual battlefields. Incidents on the battlefields have seldom been reproduced with greater realism. What really distinguishes 'The Soul of France' from all previous war films is the entire absence of theatricality. All the parts are acted with a natural intensity that puts stardom to shame. It's a fine French film."

—Pierre Van Paassen in New York Evening World

A JACQUES HAIK PRODUCTION



WITH MUSIC SCORE AND SOUND EFFECTS



"THE RETURN OF SHERLOCK HOLMES"

BIG ALL-TALKING MYSTERY THRILLER WITH CLIVE BROOK, EVELYN BRENT, WARNER OLAND and other favorites

Sherlock Holmes is back! In ultra-modern 1930 settings, Sir Arthur Conan Doyle's famous detective proves his is the master mind of them all! The million-copy sales of mystery novels and the success of "The Canary Murder Case" show the eager market for this type of material. In book form and on the stage "Sherlock Holmes" scored tremendous hits. Now they'll See and Hear him on the talking screen, with a master-actor, Clive Brook, playing him up to the hilt. With Evelyn Brent as the lovely lady rescued by his ingenious methods. With Warner Oland as the sinister "Moriarity."

ROWLAND V. LEE PRODUCTION

Producer of "The Wolf of Wall Street"



PARAMOUNT

presents

THE NEW SHOW WORLD

in

SHORT FEATURES

•

The best of the New Type Entertainment in sparkling one and two-reel form. Paramount demonstrates, even more decisively than in 1928-9, its leadership in Short Features!

PARAMOUNT SOUND NEWS

•

PARAMOUNT SILENT NEWS

•

PARAMOUNT TALKING AND MUSICAL ACTS

•

CHRISTIE TALKING PLAYS

•

PARAMOUNT SCREEN SONGS

•

PARAMOUNT TALKARTOONS



THE EYES



A Huge Fleet of PARAMOUNT SOUND NEWS Trucks is Already in Action!

Every truck has been tested and is in active service. Nothing less than leadership from the start would satisfy a company with the reputation of Paramount and its duty to exhibitors. The test will be on your screen—and Paramount welcomes it. Book Paramount Sound News and see and hear how great an audible news reel can be! One test will convince you that you cannot do without it!

AND EARS OF A NEW WORLD

PARAMOUNT NEWS

STARTS AUGUST 1st



Starts—but not from scratch. Paramount Sound News has for months possessed a completeness of equipment and a perfected world-wide organization that will put it at the head of the field from the very first edition!

A vast fleet of trucks that will rush its cameramen and cameras anywhere and everywhere at an instant's notice. Recording that has been proven far beyond anything else on the screen in quality. Its own huge sound laboratory, with the very latest improvements. Emanuel Cohen, the greatest news reel brain in the world, at the head of a tremendous staff of experts.

You saw how Paramount Silent News won first position right from the start. You'll see and hear Paramount Sound News do the same thing even more decisively! A New and Greater Sound News Reel for a New Show World! ONE EDITION PER WEEK STARTING AUGUST 1st.

Also Paramount Silent News

2 issues per week

Paramount Silent News, with the highest quality in the field and more scoops to its credit than any other reel, will continue to be issued two editions a week during the 1929-30 season. The same breezy editorial style, the same super-fast service, the same characteristics that have made it the industry's pride, will continue.



BRINGING



PARAMOUNT

6 PARAMOUNT TWO-REEL COMEDIES. Not slapstick, but the cleverest comedians of the Gay White Way in the type of material that has made them famous. Something new in audible comedy. In the de luxe Paramount manner.

32 PARAMOUNT ONE-REEL TALKING AND MUSICAL ACTS. The biggest stars in the New Show World—stage, screen and radio—come to you. Wit. Singing. Dancing. Beauty. Gayety. An infinite variety of entertainment. Putting every class of theatre, large and small, on Broadway for quality and profits.

BROADWAY TO YOUR SCREEN!

The fortunate location of Paramount's mammoth Long Island Sound Studio, just a stone's throw from Broadway, gives Paramount opportunities that no other company enjoys in the securing and recording of talent.

TALKING ACTS

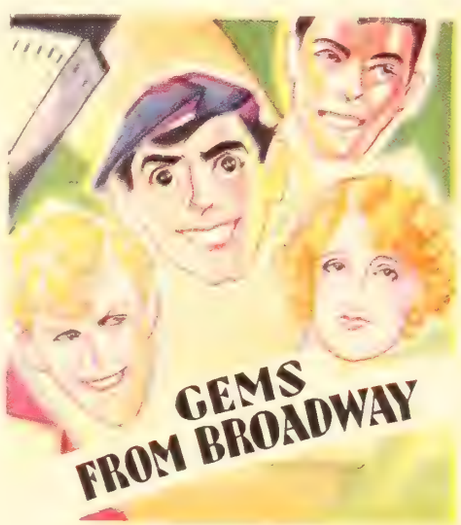
Paramount introduced new high standards into the Sound Short Features field during the past season. What had been a headache to exhibitors, became a source of gratifyingly large box office revenue when they booked PARAMOUNT shorts.

This company brought to the Sound Shorts market what it needed: Really big stars and quality production. The Eddie Cantor humorous-musical acts, the Ruth Etting singing numbers and screamingly funny "False Alarm Fire Company" are typical of the New Era Paramount one- and two-reelers.

Already, for 1929-30, this company has lined up such popular artists as Rudy Vallee, the rage of the hour in the popular melody field, and a score of others equally attractive. Tito Schipa, the operatic star, has already recorded a vocal treat. The complete line-up will be announced soon.

The same production brains responsible for Paramount's leadership in talking feature pictures are producing Paramount Talking Acts. A guarantee to you that they are the class of the market.

38 SHORT FEATURES IN SOUND produced by the industry's leader, in addition to other quality talking shorts released by Paramount and announced in the pages that follow. The smart showman will protect himself at the box office by booking the Whole Show in Sound from Paramount!





CHRISTIE TALKING PLAYS

No need to review the leading position achieved in the two-reel talking picture production field by the Christie organization during the current season. The public, exhibitors, newspapers and trade papers have been broadcasting the praises of Christie Talking Plays for months.

Superior story material, real big star names, de luxe production, smart showmanship and high quality of recording have brought Christie to the fore. The highest class Broadway houses have featured Christie talking shorts. Every class of theatre has played them with signal success. First run theatres have even carried special 28-sheet billboard showings of them.

Christie Talking Plays have exactly the elements in two-reel form that the New Show World demands!

AL CHRISTIE

21 SPARKLING TWO-REEL TALKING PICTURE GEMS IN THE 1929-30 SEASON



BIG STAR NAMES. VARIETY. YOUTH. GAYETY. . . . . .

The breezy tempo of modern life, love and marriage a la mode, are reflected in Christie Talking Plays. The best and most up-to-date stories by well known stage and screen writers. Outstanding stars. For example:

Louise Fazenda, Lois Wilson, Mr. & Mrs. James Gleason, Raymond Hatton, George Sidney, Charley Grapewin, Johnny Arthur, Sam Hardy, Raymond Griffith, Ford Sterling, Taylor Holmes, Marie Dressler, Frances Lee and Eddie Nelson, to name a few.

Some of the entertainment treats coming include: "A HINT TO BRIDES," by Kenyon Nicholson, author of "The Barker" and "Meet the Missus;" "WIVES ON STRIKE," by Howard Green and Milton Hocky; "THE SLEEPING PORCH," by Mann Page and Albert Cowles; "ADAM'S EVE," by Florence Ryerson and Colin Clements and many others.



Al Christie has always been famous for keen showmanship in presenting snappy stories of love and marriage. Remember "Up in Mabel's Room." He tops his previous best in these new Christie Talking Plays.

In addition to stories of this type, Christie will present a series of musical comedy-ettes of college life. In the atmosphere of a big co-ed college of today. With pretty girl students, heavy loving youths, athletes and petters. And a prominent university glee club furnishing musical accompaniment.

The theatre failing to present Christie Talking Plays will be as out of date as "One minute to change the reel!"



CHRISTIE TALKING PLAYS

Snappy Stories of Love and Marriage



CHRISTIE TALKING PLAYS

Musical Comedy-ettes of College Life





CHRISTIE TALKING PLAYS

Octavus Roy Cohen's Stories

THE MOST UNIQUE TWO-REEL TALKING COMEDY SUBJECTS ON THE MARKET..PROVEN HITS

The Christies got the jump on the entire motion picture field, features and shorts, with their two-reel Octavus Roy Cohen talking comedies with all-negro casts. The public goes for this entertaining novelty with tremendous enthusiasm! Theatre reports, exhibitor letters and newspaper reviews hail them with delight. Several newspaper editorials, especially in the South, point them out as something delightfully new in pictures.

For fifteen years the Saturday Evening Post has featured Octavus Roy Cohen's tales of "Florian Slappey," "Permanent Williams," their pals and their hilarious antics in the high-stepping colored life of Birmingham. It remained for the Christies to capture the rare fun of these yarns and their rich, side-splitting dialect for the talking picture screen.

Four of the Christie-Cohen series have already been released with signal success. *Six more of them are included in the Christie output of 24 two-reel knockouts in Paramount's 1929-30 talking short feature program.*



NO short subject in sound during the current season leaped to more universal popularity than Paramount Screen Songs. Scores of theatres of all classes voluntarily wrote wires and letters of enthusiastic praise for these novelties. The words of the songs appear in unique and humorous style on the screen, with the celebrated "bouncing ball" to keep time. With instrumental and vocal accompaniment. The entire audience joins in singing—and signifies its approval at the end by thunderous applause. Prove this for yourself!

Twelve releases, one reel each, of Paramount Screen Songs in 1929-30. Including such popular favorites as "Good Bye, My Lady Love," "Chinatown," "Oh, You Beautiful Doll," "Smiles" and others.



PARAMOUNT Talkartoons are something entirely new and entirely different from anything ever seen and heard before. For the first time cartoons will be actual talking pictures, not merely cartoons synchronized after their creation. By a special process, the cartoon figures will actually talk. The novelty value alone of the Talkartoons will make them successful. But, in addition, they will tell complete stories and will be brilliantly entertaining.

Six Paramount Talkartoons, one reel each, will be released in the coming season. Both the Screen Songs and Talkartoons are presented by Max Fleischer. Directed by Dave Fleischer.

SELLING the NEW

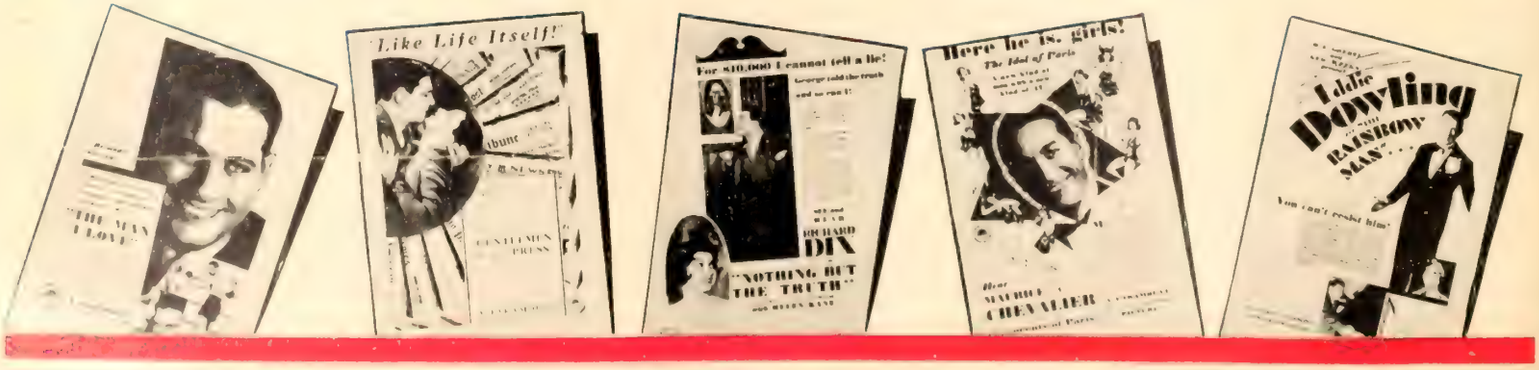


In the Newspapers

Two smashing advertisements, practically full page size, to run in August and November in more than 600 newspapers in 350 cities from coast to coast reaching more than 36,000,000! Selling Paramount's big new shows to your public; selling your theatre as the place to see them! Advertising that means more dollars at the box office to every exhibitor playing Paramount in 1929-30!



Special Co-operative Theatre Advertising.



SHOW WORLD



In these
Great National Publications

Selling Paramount's Super Shows of the New Show World to more than 20,000,000 readers of these national magazines! Continuing Paramount's 13-year-old national advertising campaign which has earned prestige for Paramount and the Paramount exhibitor. Throughout 1929 Paramount advertising will appear every two weeks in color in "The Saturday Evening Post," in the "fan" publications and other leading magazines. Everyone of your patrons knows "*if it's a Paramount Picture it's the best show in town!*"

Ask your Exchange Manager for details.





BIG talking, singing productions. Big new personalities. They must be sold big to the public if your theatre is to profit 100% from them. Paramount provides the material with which to do it. Posters, heralds, newspaper ad cuts, roto sections, novelties, etc.—all of the same high quality and box-office pulling power as Paramount Pictures. Ask the ad sales manager at your Paramount exchange.

PARAMOUNT POSTERS AND AD SALES

Guide Posts to the New Show World

THE DYNAMIC FEATURE PRODUCTION AND MOTION PICTURE SENSATION

Critics of the Trade Say:

Highly entertaining film of jungle expedition carried real thrills with wild beasts plunging toward camera. Real popular fare.

—FILM DAILY

It is a first rate record of a wonderful expedition well worth your while.

—CARY GRATZ, in EXHIBITORS' DAILY REVIEW

Critics of the Daily Press Says:

Replete with thrills and incidents worth seeing.

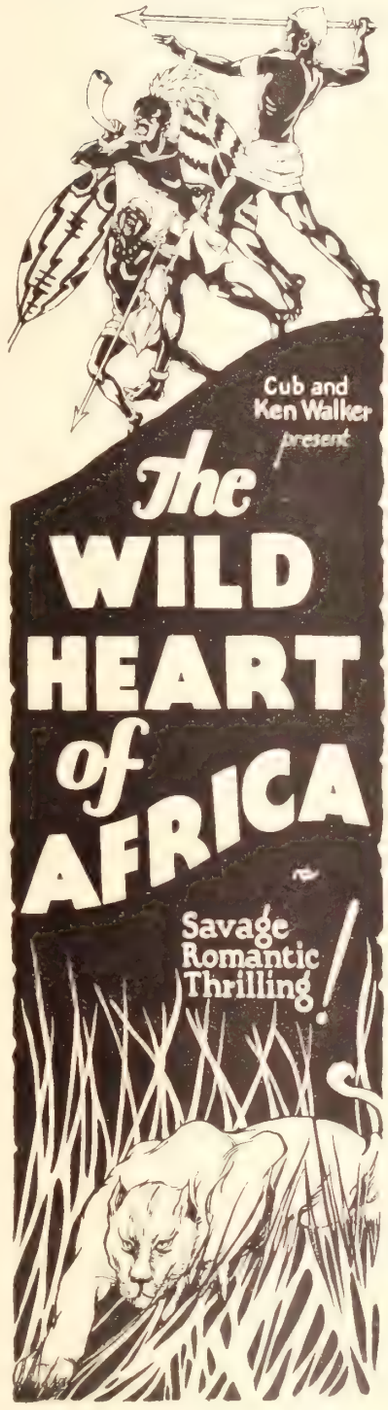
N. Y. TIMES

The picture is very interesting.

—HERALD-TRIBUNE

The photography of this newcomer is of a better general character than has been the case with other animal pictures.

—EVENING WORLD



Leading Educators Say:

It is instructive, and of such a high class that I shall not hesitate to recommend it to pupils and to parents.

—AMELIA SCHALLER, Prin., P. S. 103, New York City

I found "THE WILD HEART OF AFRICA" most interesting and instructing. I feel that it is stimulating to adults and doubly so to children. I heartily recommend it.

—ALBERT C. LISSON, Prin. P. S. 74, New York City

It is a wonderful picture and holds your attention from beginning to end.

—KATHERINE W. KENYON, P. S. 132, Queens

It gives me great pleasure to endorse the moving picture "THE WILD HEART OF AFRICA." I feel it has a decided educational appeal.

—LILLIAN I. DUNNE, Prin., P. S. 123, Queens

"THE WILD HEART OF AFRICA"

is not only a safe bet but is a gilt-edged investment

Write or wire for open territorial rights to
OSCAR PRICE, President

Parthenon Pictures Corporation

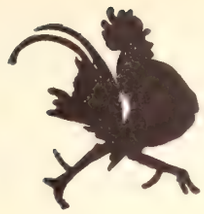
1650 Broadway, New York

Phone:—Circle 6131

just another



PATHÉ



Under date of May 29 this editorial appeared in
ST. PAUL DAILY NEWS

MIRACLES

We never are any more greatly mistaken than when we say that the age of miracles is over. Sometimes it seems as if the age of miracles had only begun.

Consider this: The Pathe moving picture people had a camera at Churchill Downs to take moving pictures of the Kentucky derby. In a New York studio they had another film and apparatus to record the sound. The sound waves came to the studio by radio and were duly recorded; and the machines were arranged so that sight and sound were perfectly synchronized.

When the photographer got back to New York it was an easy matter to put the two films together—and lo there was a "talkie," technically perfect, of the great race! We saw and heard it in St. Paul this week.

Think over that little bit of work for a minute, and see if it doesn't come close to filling every requirement for a first-class miracle.

sound news

MIRACLE

Published Next Week

Spring Issue of

Theatre Building and Equipment

BUYERS GUIDE

featuring

"The Moderate Size Theatre of the Future"

by Boller Brothers, Architects, profusely illustrated with fourteen full color plates and black and white reproductions of theatres.

Also, a complete review of sound equipment for the theatre—a buyers directory giving pertinent specifications such as price, terms, service arrangements and district offices of companies offering equipment for sale to theatres.

And in addition, a full listing giving sources of purchase for every other type of equipment, engineering services and supplies required for theatre construction, operation and maintenance.

Watch for your copy of the theatre field's most valuable building and equipment book. Published semi-annually by

MOTION PICTURE NEWS

Motion Picture News

Vol. XXXIX NEW YORK CITY, JUNE 15, 1929 No. 24

The Picture Is Still The Thing

Best "Silent" Technique Needed for Sound Productions

By William A. Johnston

A SCENARIST, unnamed, sends us from Hollywood by registered mail a letter brimming over with earnest comment upon the staginess of sound pictures.

He suggests that we air the situation editorially and we do so gladly. It is important enough. A good many people agree, or are beginning to agree with his contentions; for one, we do.

We might add that we will publish his letter if he will send in his name.

Here are the points he makes:

> Like a frightened child, the picture has been rushing back to its stepmother, the stage.
>
> We are, however, still in the motion picture business, still making motion pictures, and they must be treated as motion pictures.
>
> The addition of dialogue does not mean that we have a new medium; it means that we have an improved medium which must be treated with the utmost intelligence.
>
> The best sound pictures to date—best at the box-office, have been made by studio craftsmen and true to the best advances to date on studio craft.
>
> The sound picture should have motion picture treatment throughout.
>
> A good motion picture is one that is natural—in facial expression, emotion, motivation. . .Make it stagy, give it stilted dialogue or so much dialogue that picture action is stifled and people will laugh at it, or tire of it.
>
> Corraling Broadway, its playwrights, plays and players and all the song writers of Tin Pan Alley will not make good sound pictures.
>
> The basis is picture craft and picture craftsmen—plus an intelligent utilization of the best and most modern elements of stage technique.
>
> "Alibi" was made by a man who knows motion picture construction. That's why it was good.

Mr. Scenarist is right. And we entertain the earnest hope that the picture writers of Hollywood will come back to their hard won laurels—as undoubtedly they will when their employers get some of the sound dust out of their eyes.

Said Joe Schenck to the writer the other day: "The picture makers since this sound craze developed, seem to have forgotten that they are picture makers. The sound picture needs all and still more of the best technique put in the best silent pictures. To neglect the opportunities of picture expression is just stupid. Talk will never make up for it."

If you took, this day, a swift consensus of opinion of showmen all over the country, you would find that the novelty of sound is gone; no doubt of it; gone, like the cyclone it was. People are actually turning to novelty silent pictures for relief.

No more can you put a flock of phonograph records together and call it a sound picture; no longer can you get people to listen to Corse Payton dialogue—nor to dialogue, however good, that puts picture action, picture scope, picture atmosphere and subtlety of pantomime back to the days when studios in Hollywood were shacks.

It will be wise to get back to picture craft in a hurry—and then proceed with care, imagination and keen discrimination, to add every possible bit of the vast new world of expression and novelty that sound has brought to the studio doors.

New Western Electric Suits Follow Wake Of Dismissal Of Pacent-Wallerstein Actions

Original Action Against Pacent Thrown Out On Grounds Patents Are Held By A. T. & T.

THE action brought against the Pacent Reproducer Corp. and the Pacent Electric Company by the Western Electric in the United States Court of the Southern District of New York was dismissed by Judge Bondy on June 5. On June 10, in the United States District Court of Buffalo, there was an order filed taking the action against Sol Wallerstein off the calendar and dismissing the case out of court.

In his opinion Judge Bondy stated that neither Western Electric or the Electrical Research Products, Inc., showed that they had any interest in the patents in suit other than as non-exclusive licensees of the American Telephone and Telegraph Co., which was also a plaintiff in the case. Because of this the W. E. and ERPI were not the proper parties plaintiff in a suit based on the infringement of the patents, it was held.

Immediately after the court issued this order, John E. Otterson, president of ERPI, made the following statement:

"At the time this suit was filed the patents involved were held in the name of the American Telephone and Telegraph Co., since that time, however, the A. T. & T. has assigned to Western Electric and ERPI the right to sue for all infringements, past and future, in this field."

Immediately thereafter Western Electric and ERPI brought new actions against both Pacent and Wallerstein in their own right on the identical grounds on which the original cases were based.

Western Electric also brought an action this week in the U. S. District Court of Newark, N. J., against the Biophone Corporation of which Alfred Weiss is president, for alleged infringement of sixteen of its patents.

No More Silents From Hal Roach Studios

HAL ROACH, M-G-M comedy producer, having finished his scheduled series of 19 all-talking two-reel talkies for weekly release, will no longer turn out any silent product. In future all of his units, the Laurel-Hardy, the Charley Chase, the Our Gang and the Harry Langdon, will make one talkie a month.

Laemmle, Jr., To "Fire" Relatives Is Coast Report

Plans Sweeping Reorganization Of Universal Studios In The Near Future

(Hollywood Bureau, Motion Picture News)

Hollywood, June 13.—Carl Laemmle, Jr., is expected to make a complete reorganization of the Universal studios immediately upon the departure of his father for Europe, July 1.

While Laemmle, Jr., would make no statement or confirmation beyond admitting the likelihood of a general reorganization, it is understood that one of his first moves will be to clean out relatives and pensioners.

It is further reported that he plans to employ higher-salaried executives, writers and directors than formerly, and that he will also make several big specials yearly.

Bert Ennis Recovering

Following a serious throat operation performed in New York a few weeks ago, Bert Ennis, editor of the Guild News, published monthly by the Catholic M. P. Guild, is now convalescing in the Adirondacks.

Germans Coming To Start Fight On U. S. Patents

Plan Battle In Courts On Sound Film Patents Under Their Control

On board the S. S. "Majestic" a number of representatives of the Triergon Corp., a German organization, are on their way to this country. With their arrival it is expected that the sound recording and reproduction patent situation will be further muddled. The Germans are coming here with the avowed intention, according to reliable information, of starting a number of actions in the U. S. Courts to protect their alleged rights in certain patents that have been issued to them abroad.

The situation in Germany has been one of endless legal turmoil over the patent rights to sound films, and this situation may be developed here to a greater extent than now exists with the arrival of the foreigners.

In Germany the Tobis faction and the Klangfilm, the latter backed by the German electrical trust, have lately reached an agreement and formed a combination, and between them they control more than 500 patents for sound recording and reproduction via film. These include the Triergon, Messter, Kuchenmeister, Breusing Lignose and many other patents.

Warners Profits Are $7,254,570 For 6-Months' Period

Net profits amounting to $7,254,570 are reported by Warner Bros. Pictures, Inc., for the six months ended March 2, 1929. This includes the corporation's equity in the profits of subsidiary and affiliated companies during the period but prior to the date of acquisition. After deducting preferred dividends these figures are equivalent to $6.95 per share on the 984,909 shares of common stock outstanding on March 2, 1929.

Important To Exhibitors

BEGINNING this issue with the Paramount Announcement, the reader will find with each consecutive issue of *Motion Picture News* through June and July and into August the full announcements of the new season's product of the important film companies. We need not direct the exhibitor's attention to the individual importance of these announcements; he will go over them as carefully as ever with an eye to his own season's box-office. It is to his advantage, however, that in his files of *Motion Picture News* he will have them all, and ready at all times for reappraisal and for all future reference of any kind.

WM. A. JOHNSTON

Buying Combine In Iowa And Neb.; Wood Seeking Relief For Ohio Houses

DECRY HIGH RENTALS

Convention Appoints Committee To Investigate Collective Film Buying Plan; Drastic Steps

OMAHA, June 13.—Alleging that they were being charged exorbitant rental prices for sound films, the convention of Motion Picture Theatre Owners of Nebraska and Western Iowa held recently in Omaha, passed a resolution appointing a committee of three men to investigate a plan of collective buying for the association.

The committee, composed of R. E. Falkinburg of Lexington, Neb., chairman; H. F. Kennedy, Broken Bow, Neb., and D. A. Goldie, Cherokee, Ia., will report their findings to C. E. Williams of Omaha, president of the association, within 30 days. Another convention is planned for September if the collective plan of buying films is approved.

Due to the sound film situation in this territory, particularly drastic resolutions were passed at the meeting in the belief "that the greatest monoply that has ever existed in any industry, does now exist in the motion picture industry." Eighty owners attended.

Following the the resolutions, all of which were adopted by a unanimous vote:

Resolved: That we are opposed to the present discrimination and exorbitant prices now being charge for film rentals and for score charges for synchronization rentals, of talking, singing and synchronized pictures both in feature and short lengths.

(*Continued on page 2078*)

Sound Wave Is Sweeping Europe Says RCA Official

The sound picture wave which hit the United States is now sweeping Europe, according to E. O. Heyl, RCA Photophone, Inc., vice-president, who has just returned from Europe after making arrangements for RCA Photophone installations in European motion picture houses.

The Photophone official visions the United Kingdom as having at least 2,000 sound installations with the next two years. From 200 to 300 Photophone installations will be in operation in England by the end of the year. H. M. V. Gramphone Co. (His Master's Voice), one of the licensees in England of the RCA Photophone recording system, promises to become the sound headquartrs for British motion picture producers, according to Mr. Heyl, because of its command of names in the musical world.

Discusses Qustion Of Vodville's Comeback

KANSAS CITY, MO., June 13.—Following letters from readers for restoration of Kansas City vodville houses the Kansas City Star this week devotes a lengthy editorial devoted to the probability of vodville's come-back. After asserting that the talking picture had driven vodville and legitimate shows from the stage in most cities, The Star asserted the talkies were yet in a deplorably crude state and that their future development largely would determine whether or not vodville would be given an opportunity to stage a come-back.

Oklahoma For Lower Prices Or Percentages

Convention Advised That Buying Combine Is A Solution To Costs

Oklahoma City, June 13.—The annual convention of The Motion Picture Theatre Owners of Oklahoma convened here on Tuesday for a two-day session with the largest attendance of members of any gathering in the history of the organization. The most important question was that of sound films and rentals, equipment and overhead. The consensus of opinion was that sound had come to stay and that theatres unable to equip with sound would have to close.

W. R. Howell, Cushing exhibitor, told the members that the exhibitors have been "chumped" by film exchanges into signing contracts for sound pictures at prices where there wasn't a chance for the exhibitor to show a profit.

After the afternoon session on Tuesday there were talks by E. D. Hawkins, representing RCA; Walter King, of the King Scenic Co., of Dallas, Texas; Col. H. A. Cole, President of the Texas M. P. T. O., and several representatives of equipment companies offering sound devices. After this the convention went into executive session and all but members were barred. This session was entirely given over to the discussion of sound film rentals. W. Z. Spearman, business manager of the organization, introduced a resolution whereby the association members would demand a reduction in film rentals and, in the event of the exchanges refusing to grant same, would demand that the pictures be played on a percentage basis.

100 THEATRES TO CLOSE

James And Wood Conferring With Sales Executives In N. Y. Want Sound Rentals Reduced

WILLIAM JAMES, president of the Ohio M.P.T.O., and P. J. Wood, secretary and business manager of the organization, have been in New York for the past week for a series of conferences with the sales executives of the various distributing organizations in an effort to obtain some concessions in the form of lower rentals for sound films for the exhibitors of their state.

The officers of the organization made the trip east following the Ohio State Convention last week. Up to the middle of the week they had not received any definite concessions or assurances that there would be any.

Mr. Wood, in a statement, said that unless there was a readujustment of film rental prices there would be at least 100 theatres in the state of Ohio that would be forced to discontinue business. These houses, he said, could not pay the high film rentals that the distributors were demanding and show a livable profit on their operation.

The secretary of the Ohio exhibitors, however, refused to name the actual theatres that would be forced to close their doors because of high rentals, although a survey of all the theatres in the state and their condition as regards operation with sound pictures was recently made by him.

Thus far the only solution to the problem of the exhibitors is seen in the playing of sound productions on a percentage basis a plan that the sales managers are advocating for next season and one which has recently been advocated by Abram F. Myers, president and general counsel of the Allied States Exhibitors Assn.

Parker May Take Over West Coast Portland Houses

J. J. Parker, who heads the Portland Consolidated Theatres, is in negotiation with the West Coast theatres, under which he will take over the Portland theatres operated by the latter organization.

The West Coast organization holds an interest in the Portland Consolidated Theatres, acquired when it took over the Jensen and Von Herberg chain a few years ago, but the control of the Consolidated theatres rests with Mr. Parker. The chain includes the United Artists, Rivoli, Alder Street theatre.

Fox West Coast operates the Fox Broadway, Hollywood and State Theatres here, and leases Music Box to John Hamrick.

Grind Houses On Broadway Hold Even Box Office Pace While Extended Runs Slump

"A Man's Man" Gets $75,180; "Rainbow Man" $74,100; "Fox Follies" $89,979 In Second Week

THE first touch of warm weather did not seem to affect the grind houses along Broadway, but it did cause considerable falling off in the receipts in the theatres where motion pictures are being shown for extended runs with a $1 matinee and $2 night performance scale prevailing.

The three big houses of the street all maintained a fairly even box office trend. At the Capitol, where "A Man's Man" was the attraction, the business showed $75,180, and the picture held over for a second week. At the Paramount "The Rainbow Man" took $74,100, while the Roxy held the "Fox Follies" for a second week and got $89,979. The Strand held "The Glad Rag Doll" to the tune of $30,000, while "Cocoanuts," at the Rialto in its second week there, played to $29,400. "This Is Heaven," at the Rivoli did not fare so well in its second week and the receipts fell to $19,700 with the picture being replaced by "She Goes to War." At the little Cameo "The Wild Heart of Africa," which was held over for a second week, did $6,047.

Extended Runs Slump

Those of the legitimate theatres where pictures are being shown at a $2 top failed to hold their own during the week. Only two held to better than the average figures, but even they slumped somewhat. They were "The Broadway Melody," now in its seventeenth week at the Astor, where the business showed $17,253, and "The Black Watch," in its second week at the Gaiety, getting $9,834.

"Bulldog Drummond," at the Apollo came down to $17,000 on the week while corking business is not as strong as the

(*Continued on page* 2080)

J. L. Meehan Joins RCA As Producer And Director

J. Leo Meehan, who for the past two and one-half years was supervisor and director for FBO, now Radio Pictures, has been made a producer and director to aid Richard Currier, production head at the RCA Photophone Gramercy studios in New York. As an independent producer, Mr. Meehan picturized several of the novels of the late Gene Stratton-Porter.

New Paramount Contract Signed By Nancy Carroll

A new long term contract has been given Nancy Carroll by Paramount. Her latest role for this company is the leading feminine part in "Illusion."

A Quick Thinking Fan Averts Theatre Panic

OMAHA, NEB., June 13.—Quick thinking by an unidentified man probably averted a panic in a theatre in Englewood, Iowa, on the night of June 3 when a film caught fire.

The audience rose en masse, but before anyone could start for the doors a man seated down front cried out, "Are you going to kill that baby?"

His cry quieted the audience, and it filed out of the theatre in orderly fashion. No one was hurt and the theatre was saved from serious damage.

Sound Makes But Little Progress In St. Louis Circles

Only 127 Installations In Big City; Some Houses Revert To Silent Films

The St. Louis trade territory has been among the slowest in adopting sound pictures. At present there are only 127 installations. In addition, there are but ninety other houses which may be considered as potential sound possibilities. It is reported that some houses which had installed sound devices are now discontinuing this equipment because their business is not able to carry the higher costs of operation.

Picture theatre patrons have not unanimously accepted sound pictures as a better form of entertainment. In fact, in some of the neighborhood houses the regulars have resented the substitution of "canned" music for the regular orchestral music, and even the standbys of the big first runs have expressed a preference for good silent pictures, coupled with high-class orchestral and organ music.

Nominating Committee Of AMPA Elected At Big Meet

The election of the nominating committee for next season's officers was an outstanding feature of the A.M.P.A. at its lively get-together meeting June 6 at the Motion Picture Club, N. Y. On this occasion, 26 new members were introduced by President George Harvey.

The seven members of the nominating committee elected were: C. L. Yearsley, P. A. Parsons, Edward McNamee, Bruce Gallup, Walter Eberhardt, Don Hancock and James Beecroft.

"Rainbow Man" Falls Off At L. A. Paramount

"The Black Watch" Keeps Him Company; On With The Show" Still Leads

(Hollywood Bureau, Motion Picture News)

Hollywood, June 13.—Box office winners in Hollywood during the past week totaled five altogether. "On With the Show" again led the parade, taking $28,000 or a 200 percentage in its fourth week at the Warners Hollywood. Runners-up were "Fox Movietone Follies," in its third week at the Criterion, where it grossed $15,000 or a 150 percentage; "Alibi," in its third week at the United Artists, where $17,500 and a 130 per cent rating were realized; "Where East Is East," a one-week run at the Loew's State, where the intake was $33,000, good for a 125 percentage; "Broadway Melody," in its 18th week at the Grauman's Chinese, where the amount collected was $20,000 and the percentage rating 125.

"Show Boat," at the Biltmore for its fifth week, got a clear $1,000 profit, its week's gross being $7,500.

Both "The Black Watch," at the Carthay Circle for the last four days of its four weeks' run, and "The Rainbow Man," at the Paramount, took flops, the former getting only $5,000 or 74 per cent and the latter $22,500 or 90 per cent. The fact that Dowling is unknown to the majority of movie fans undoubtedly mitigated against the Paramount show.

Organist's Suit Against West Coast Is Dismissed

Tacoma, Wash., June 13.—The suit brought by Homer McDonald, organist, against the West Coast Theatres, Inc., in which the musician sought judgment in the sum of $64,225, was dismissed by Superior Judge Ernest M. Card here on its second day of a jury trial, the judge granting a motion of the defendant for a non-suit on the ground that no cause for action had been shown.

McDonald brought suit on the allegation that his contract as an organist at the Rialto Theatre here had been broken in 1927. He asked $39,225 for loss of pay since being let out, and sought $25,000 additional damages on charge that West Coast conspired with other theatres to keep him out of work.

W. P. Kennedy Dead

Providence, R. I., June 13.—William P. Kennedy, advertising director of the "Providence News," well-known to many motion exhibitors, producers and publicists, died Saturday in St. Vincent's hospital, New York City, following a cerebral hemorrhage. He was stricken while staying at the Hotel Roosevelt.

Theatre men had Mr. Kennedy to thank for many a successful publicity coup. He was in his 40th year.

Gigantic Merger On Motors Plan With P.F.L.-U.A. First Of Series?

PRODUCT TO BE GRADED

Companies Will Retain Identities Whatever Happens, Is Belief Of Observes

A GIGANTIC merger of motion picture interests under a plan that will be similar in many respects to that of the General Motors Corporation with Wall Street at the helm of the film industry, is the prediction freely made by students of the trend of the business. In the light of recent mergers and the continued buying out of partnership interests in theatres by the chains which have been holding minority interests, is seen as foreshadowing a tremendous holding company.

In predicting the future a general reclassification of the producing organizations is seen. This will be the General Motors aspect of the plan. There will be a Cadillac producer, a Buick type and a Chevrolet. There may be various producers in each of these classifications but there will be three distinct types of product, it is claimed, which will prevent clashing for talent or for screen and dialog rights.

The first step toward this merger is seen in the deal between Paramount and United Artists.

There will be no monopoly of the industry, observers agree, and film companies will retain their identities.

The physical distribution of the United Artists product later on, it is understood, is to be through Paramount.

Chaplin A Factor

From another source it was learned that the deal with Paramount was another "way around the fence" evolved by Schenck when Chaplin balked at a merger with the Warners.

The Kuhn-Loeb, Goldman-Sachs interests are in friendly co-operation and the factors behind the Paramount-Warner Bros. activities, it is believed. On the other hand, the Morgan interests are generally believed to be the bankers that are aligned with Fox. It is known that those same interests are behind the major corporations that have the various electric and radio companies as subsidiaries, and because of this there seems to be no doubt but that a deal by David Sarnoff with Paramount and Publix would mean that the Morgan interests were coming in on the preserves of the other banking faction.

Just how Kuhn-Loeb and Goldman-Sachs would view the Morgan invasion of the Paramount field is a question. Heretofore, when the Morgans became involved through affiliations with their banks in the picture business it has been not entirely satisfactory in result to the bankers, it is held in well-informed quarters.

Equity Situation Causes Two Postponements

THE situation between the Actors Equity and producers has caused the postponement of at least two productions in New York studios. At the Paramount Long Island Studios "The Gay Lady" in which Gertrude Lawrence was to be starred has been delayed "because of the necessity of revising the scenario and the Equity situation."

At the Pathe Studios the production of "On The Stairs" has been deferred for the time being. A number of roles in the picture were cast with Equity members, but the entire cast had not been selected and the studio executives are marking time to see what the coast developments are, before proceeding.

All-Night Preview Of Pictures At M-G-M Meeting

Sales Forces Gather At Hotel Drake In Chicago For 3-Day Convention

An unusual feature of the Metro-Goldwyn-Mayer sales convention in Chicago, which will be ushered in Sunday, June 16, is that an all-night showing of new pictures before the gathering will probably be in vogue.

The regular business of the convention will be conducted at the Hotel Drake, the session opening on June 17. In the evening of that day, territorial conferences are to be held under the supervision of the three divisional managers. Business meetings will be continued on Tuesday, June 19, and in the evening the convention will be terminated with banquet

Among those who will attend the sales conclave from New York are Arthur Loew, representing foreign department; Felix F. Feist, general sales manager and presiding executive at convention; W. F. Rodgers, Northern sales manager; E. M. Saunders, Western manager; T. J. Connors, Southern sales manager; F. C. Quimby, short feature manager; Jay Gove, sales development manager; E. Aaron, Morris Alin, A. F. Cummings, Howard Dietz, William F. Ferguson, W. D. Kelly, J. S. MacLeod and Frank McRoy.

Loew Closes Broadway In Columbus, O., Price War

Columbus, Ohio, June 13.—Loew's Broadway closed recently, first of the downtown houses to succumb to the general theatre slump which has lead to a local price war.

SCHENCK DENIES MERGER

Issues Statement That Art Cinema Sold $3,000,000 Debentures To Paramount To Expand Business

AN official announcement made by the Art Cinema Corporation, which company is the financing organization for the producers aligned with the United Artists Corp., stated that the company had completed an arrangement whereby Paramount-Famous-Lasky Corp. was purchasing $3,000,000 of 7 per cent debentures of the Art Cinema. In the statement Joseph M. Schenck stated that Paramount did not become a stockholder in U. A., but merely was its greatest creditor and would give them sufficient financial interest in the company to give it some of the great advantages of their vast and efficient organization. The tenor of the Schenck statement was a denial that anything like a merger had taken place.

Schenck's Statement

In his statement Mr. Schenck said:

"We have just concluded arrangements for the sale of $3,000,000 of debentures to Paramount-Famous-Lasky Corporation at par. The proceeds of this issue will be used in part for the liquidation of bank loans and in part for the future expansion of our business of manufacturing motion pictures for distribution through United Artists. While Paramount-Famous-Lasky Corporation does not become a stockholder in our Company, we feel that the fact that they become our largest creditors will give them sufficient financial interest in the welfare of our company for them to give to us from time to time some of the great advantages of their vast and efficient organization for the production of motion picture films and also to give to our pictures adequate playing time in motion picture theatres owned or controlled by them. This arrangement, therefore, should be of great benefit to our company and should also be of benefit to Paramount in that we will be able to continue to make quality motion pictures for distribution through United Artists which Paramount will be able to play in the theatres owned or controlled by it."

On the day previous to the announcement of the deal with Paramount Schenck at the annual sales meeting of the United Artists at the Hotel Astor said to the assembled representatives of the organization that the "United Artists would not merge with any other company. We will continue to stand alone. Our first three all-talking pictures have convinced me that United Artists is maintaining in the talking picture field the same position it has held for ten years in silent picture distribution."

Al Lichtman, general manager of the organization, presided at the meeting.

Paramount, R. C. A. And Fox Rush Wide-Film Experiments In Race For Screen Honors

Paramount Secretly Trying Out A Process At Long Island; Fox Installs Projectors

Experimental work on wide film has been progressing in the studios of three companies. The latest producing organization to make a number of secret tests with a wide film process is Paramount. Both Fox and RCA Photophone have been continuing their experimental work, the former with Grandeur film and the latter with the Spoor process. The process that Paramount has is being kept under cover.

At the Paramount Long Island studios even the executives there are not permitted to know what the process is. The cameras and projectors for the wide film were sent into the plant together with the stock on which the test shots were to be made. Several scents of "Glorifying the American Girl" were shot by the process, and then were developed and a special showing was held at the Criterion Theatre in New York of the result on Tuesday night of this week.

Fox is said to be installing projectors in several of the West Coast theatres for his Grandeur film, and the Gaiety in New York was equipped some time ago, when it was planned to show the "Fox Follies" there on the wide film.

At the New York studios of RCA-Photophone the experimental work, which was started when a scene of "Lady Fingers" was shot using the Spoor process, is being continued, and plans are being made whereby that company may have at least one production in readiness for showing this Fall.

In connection with "Lady Fingers" a situation has developed whereby there may be two screen productions of that title on the market. Jack Corbett has bought the magazine story of that title written by the author of "Applause," and is to make a talking production of it at the Bristolphone studios in Waterbury, Conn. The author is said to have advised the producers of the musical comedy when it was originally announced that she held prior copyright of the title through her published magazine story.

Where There Was One Girl There're Now 2

HOLLYWOOD, June 13.—Most film producers are using two script girls on each production that is shot with dialogue. One girl makes notes on the action of each scene as it is taken; while the second girl shorthands the dialogue of the players in the scene.

After the scene has been taken, the shorthand notes of the dialogue spoken during the scene are compared with the written lines in the script to make certain no words have been eliminated in the talking.

All Universal Theatres Going 100% Talkie

The Universal Theatre Chain Operating Cabinet has come to the decision to wire all of the houses of the company. The cabinet, which is under the executive direction of Lou B. Metzger and Charles B. Paine, definitely mapped out a plan of improvement for all of the U. controlled and operated theatres.

An arrangement has been entered into with the Western Electric Corp. to install its sound apparatus in the remainder of the U. houses not already equipped. Even the small neighborhood houses as well as the second runs operated by the company are included.

A Great Service!

"MOTION PICTURE NEWS is doing every exhibitor a great service in conducting the Managers' Round Table Club in its pages. I, for one, enjoy reading every word in the club section and hope that it will be with us always. So many things come and go in this business, some good and some bad, but this club fills a need and should have the support of every manager in the country."

Golden State Theatre Circuit.
WM. G. SMELTZER,
Manager, Fox-Poli Bijou Theatre,
San Francisco, Calif.

Warners Ruling Color Film Mart Via Technicolor

First Call On Equipment For 15 Productions; P. F. L. Abandons One Planned

The Warner Brothers have virtually cornered the "all color" film market for the present through an arrangement with the Technicolor Corp. whereby they have the first call on the available equipment of that company for the making of film productions in natural color. The agreement became effective when the Warners undertook to pioneer in the sound-color field with their production of "On With The Show," and they are said to have made arrangements for the making of at least fifteen productions via the Technicolor process during the coming year.

After the opening of "On With The Show" the Paramount-Famous-Lasky executives decided that they would make an all-color production of "Glorifying The American Girl," instead of having but two sequences in color. They discovered, however, that the color unit that was brought here from the Coast would only be available for sufficient length of time to shoot the two sequences contracted for and then would have to return west immediately because of the press of work on the Coast. Because of this condition the all-color plan for this production was of necessity abandoned.

The Technicolor Corp. is said to be rushing the manufacture of additional equipment so that they will be able to place a number of additional units in the field before the summer is over. However, in addition to the equipment there is also involved the question of educating camera men and other operatives

Buying Combine Planned in Iowa and Nebraska

(*Continued from page 2075*)

Resolved: That we are opposed to the present system resorted to by many distributors of forced block booking.

Resolved: That we are opposed to the present system resorted to by many distributors of the discriminatory and unethical sales of extended motion picture franchises.

Resolved: That it is the sense of this convention that a committee of three now be appointed from the membership of this association by Mr C. E. Williams, president, for the purpose of investigating a collective buying proposition.

Resolved: That the members of this association be requested to refuse to sit in arbitration on the standard exhibition contract of any distributor not permitting arbitration on their franchise contracts.

Resolved: That we are unalterably opposed to any special or luxury taxes being imposed upon our industry.

Resolved: That a copy of these resolutions be forwarded to the Department of Justice of our government in Washington, D. C., to the trade press, and to the honorable governors of the states of Iowa and Nebraska.

Producers And Equity Both Stand Firm; Long Drawn-Out Fight Seen

MANY UNDER CONTRACT

Great Number Signed Who Will Have To Appear In Mixed Casts Under Their Agreement

EQUITY executives both on the Coast and in New York refused to check a list of the motion picture and stage players who are at present under long-term contracts to picture producing organizations and indicate which were and which were not members of Equity.

In the New York offices of Equity it was stated by Paul Dullzell that the organization did not expect an overwhelming victory within the first week of the fight for the Equity contract and Equity shop in the picture studios. "It will be fully a month or six weeks before the producers feel the necessity of treating with us on the question of the contract," said he. By that time the Equity heads feel that a number of contracts for productions will have run out and when they start casting additional pictures they will feel the need of the Equity players.

The list of contract players with the various companies printed herewith indicates by a star opposite the name of the player whether they in the past have been members of or affiliated with the Actors' Equity, according to an unofficial check-up.

FOX

John McCormack—stage
Charles Farrell
*Edmund Lowe
*Paul Muni—stage
*Will Rogers—stage
*Louise Dresser
Lois Moran
Lenore Ulric—stage
Frank Albertson
*John Breeden—stage
*Bobbie Burns—stage
*Owen Davis, Jr.—stage
*Charles Eaton—stage
*Richard Keene—stage
*George McFarlane—stage
Charles Morton
George O'Brien
*Lennox Pawle—stage
Frank Richardson—stage
Juan Sedillo—stage
Nick Stuart
*J. M. Kerrigan—stage
Sue Carol
*Marguerite Churchill—stage
*Sylvia Fields—stage
*Lola Lane—stage
Sharon Lynn
Guadalupe Tovar
*Marjorie White—stage
*Warner Baxter
*George Jessel—stage
Victor McLaglen
*J. Harold Murray—stage
Janet Gaynor
*Mary Duncan—stage
*Norma Terris—stage
*Lee Tracy—stage
Rex Bell
*El Brendel
*Walter Catlett—stage
*Clifford Dempsey—stage
Stepin Fetchit
*Warren Hymer—stage
Farrell McDonald
*Kenneth McKenna—stage
Barry Norton
*Paul Page—stage
*David Percy—stage
David Rollins
*Hugh Sinclair—stage
*Joe Wagstaff—stage
*Dorothy Burgess—stage
Helen Chandler
June Collyer
*Charlotte Henry—stage
*Dixie Lee—stage
*Delia Magana—stage
*Helen Twelvetrees—stage

M-G-M

Renee Adoree
Nils Asther
*Lionel Barrymore
Jack Bennie—stage
Edwina Booth
Lon Chaney
Karl Dane
Josephine Dunn
Gus Edwards—stage
Greta Garbo
*Raymond Hackett—stage
Leila Hyams
*Kay Johnson—stage
*Carlotta King—stage
Gwen Lee
George Barraud—stage
Wallace Beery
*Charles Bickford—stage
John Mack Brown
Joan Crawford
*Mary Doran—stage
*Cliff Edwards—stage
Julia Faye
John Gilbert
William Haines
*Zita Johann—stage
Buster Keaton
*Charles King—stage
Bessie Love
*Joel McCrea—stage

(*Continued on page* 2080)

Producers' Attitude

Through a canvass of leading film companies made this week by Motion Picture News, the attitude of the producers toward the Equity situation was defined as follows:

The producers are firm in their stand. They declare that their relations with film players are, and have been, most agreeable and satisfactory. They propose to stand by the Standard Form of Contract negotiated by the Academy of Motion Picture Arts and Sciences, and they declare that this contract has met with the entire approval of the players. Therefore, they regard the Equity ultimatum as unjustified by the facts, and simply an attempt to superimpose an unnecessary contract on one that has already proved entirely satisfactory.

Reduction Of Sales Forces By Pathe And M-G-M

Concentration Of Film Buying For Large Theatre Chains Causes Curtailment

A reduction in the sales forces of both Pathe and M-G-M has taken place within the last ten days. Pathe has turned loose more than a score of men who were in the field selling for that organization. M-G-M is reported as having materially reduced its sales staff all over the country.

The reason for the curtailment of the number of sales representatives is said to have been caused by the concentration of the buying for the larger chains of theatres of the country. With the narrowing down of the field that it was necessary to cover heretofore to sell film, the companies see no reason for continuing their large staffs.

"WATCHFUL WAITING"

Studios Engage Only Players On Their Own Standard Contract Form; See Victory

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, June 13.—The Equity attempt to force both Equity shop and their own contract on picture producers for members' work in talking productions has met with little success during the first week following Frank Gilmore's announcement.

The studios are standing pat on the statement of the Producers' Association that they will continue to engage players under the regular standard contract. Players are being called for interviews and tendered the regulation contracts as in the past.

There have been a number of Equity members that have refused to sign the regulation agreements, declaring to casting officials that they would only sign the Equity contract in view of the association announcement.

However, there have been many players engaged for parts, all signing the standard contracts. Many of the players signing have been members of Equity, who have taken the stand that they need the work and cannot stand by the association in holding out for the Equity contract when they are going hungry.

No Immediate Suspensions

An Equity official was asked what action Equity would take against those members who had signed the regulation agreements against the instructions of the actors' association. He admitted that suspension would not be immediate, but that the matter would have to be placed before the Equity Council in New York for disposition. It was admitted that the Council might not suspend members who had violated Equity's instructions to sign nothing but the association form of contract.

Frank Gilmore, Equity head, takes the attitude that the battle will cover a period of months before it finally reaches settlement. He feels the producers absolutely need the stage-trained players, and the studio will eventually feel the pressure of not being able to obtain this type of actor for the talkers.

Producers, on the other hand, figure that the stage actor as a whole, has not proved up as suitable for talking pictures, and the demand for stage-trained people is about over. From recent experience, studios have found that the silent picture favorites and supporting casts that never had any stage experience, are proving much better in the talkers than the general run of stage actors.

(*Continued on page* 2080)

Contract Players And Equity

(Continued from page 2079)

M-G-M Continued

*George Marion—stage
Myrtle McLaughlin—stage
Polly Moran
*Anita Murray—stage
Ramon Novarro
*Elliott Nugent—stage
Anita Page
Dorothy Sebastian
*Sally Starr—stage
Ernest Torrence
*Robert Ober—stage
Marion Davies
Geo. K. Arthur
*Robert Montgomery—stage
*Joyce Murray—stage
*Conrad Nagel
*Edward Nugent
*J. C. Nugent—stage
Duncan Renaldo
Norma Shearer
*Lewis Stone
Raquel Torres
*Basis Rathbone—stage
*Duncan Sisters (2)—stage

PARAMOUNT

Clara Bow
Maurice Chevalier—stage
Adolphe Menjou
Charles Rogers
Baclanova
Mary Brian
*Ruth Chatterton
Doris Hill
Esther Ralston
Richard Arlen
*Clive Brook
Chester Conklin
*Lawford Davidson
*James Hall
*O. P. Heggie—stage
Jack Luden
*Frederic March—stage
*Jack Oakie—stage
Guy Oliver
*William Powell
*Hal Skelly—stage
George Bancroft
*Richard Dix
*Moran and Mack (2)—stage
Jean Arthur
Evelyn Brent
*Nancy Carroll—stage
*Kay Francis—stage
Leone Lane
Fay Wray
William Austin
Lane Chandler
Gary Cooper
*Paul Guertzman—stage
Neil Hamilton
Phillips R. Holmes—stage
Paul Lukas
*David Newell—stage
Warner Oland
Eugene Pallette
Frank Ross
Oscar Smith

WARNER BROTHERS

*Al Jolson
*John Barrymore
*Ted Lewis—stage
Dolores Costello
Monte Blue
*Pauline Frederick—stage
Betty Compson
*Conrad Nagel
*Louis Wilson
*Edward Everett Horton
*Thomas Meighan
*H. B. Warner
Grant Withers
Marion Nixon
*Charlotte Greenwood—stage
*Noah Berry
*Armida—stage
*Lowell Sherman—stage
Rin Tin Tin
Lila Lee
Marian Byron—stage
*Bert Lytell—stage
*Robert Gurzman—stage
*George Arliss—stage
Edna Murphy
Davey Lee
Myrna Loy

FIRST NATIONAL

Colleen Moore
Corinne Griffith
Richard Barthelmess
Dorothy Mackaill
Jack Mulhall
Leatrice Joy

FIRST NATIONAL—Continued

Billie Dove
*Milton Sills
Alice White
Irene Bordoni—stage
*Marilyn Miller—stage
*Jack Buchanan—stage
*Alexander Gray—stage
*Lois Wilson
Douglas Fairbanks, Jr.
*Ian Keith—stage
Loretta Young
James Ford
*Eddie Buzzell

R-K-O

Bebe Daniels
Betty Compson
*Hugh Trevor
Rod La Rocque
*Ken Murray—stage
*Roberta Gale—stage
Olive Borden
Sally Blane
*Ann Greenway—stage
*Richard Dix
*Dorothy Lee—stage

PATHE

William Boyd
*Robert Armstrong
Junior Coghlan
*Eddie Quillan
*Russell Gleason—stage
*Ann Harding—stage
*Herbert Clark—stage
*Harry Bannister—stage
Jimmy Aldine
Dorothy Ward
Alan Hale
*Ina Claire—stage
Carol Lombard
*The Gleasons (2)—stage
*Stanley Smith—stage
*Constance Bennett—stage
Diane Ellis
*Lew Ayres—stage
Marilyn Morgan
Sally Eilers

UNITED ARTISTS

Mary Pickford
Ronald Colman
Lillian Gish
Dolores Del Rio
Gilbert Roland
Lili Damita
Douglas Fairbanks
Vilma Banky
Norma Talmadge
Lupe Velez
*Chester Morris—stage
Walter Byron

UNIVERSAL

Reginald Denny
Laura La Plante
Hoot Gibson
Ken Maynard
Freddie McKeane
Les Saylor
Arthur Lake
Glen Tryon
Mary Nolan
Elene Aristi
*Kathryn Crawford—stage
*Otis Harlan
Barbara Kent
Beth Laemmle
Jane La Verne
Fred MacKay
Mary Philbin
Paul Whiteman—stage
George Lewis
Dorothy Gulliver
Joseph Schildkraut
John Boles
Robert Ellis
Myrna Kennedy

TIFFANY-STAHL

Eve Southern
Mae Murray
*Leo Carrillo—stage

COLUMBIA

Dorothy Revier
*Ralph Graves
Jack Holt

Producers and Equity Firm

(Continued from page 2079)

Although Equity launched its drive to put both Equity contract and shop into effect in the talking picture field, many members of the organization who have been in pictures for many years claim that Equity is not needed and there is no justification for the attempted invasion of the picture field.

One particular ardent Equity member, in pictures for the past ten years, declares that Equity feels the necessity of gaining a foothold in pictures at this time on account of the decline in popularity of the speaking stage. He further stated that Equity wanted to protect its hordes of non-working members in the East with proper consideration in the talkers if the latter made further inroads into the business of the legitimate stage. He contended that Equity has consistently knocked talking pictures during the past year as an association, and was not really sincere in its stand of wanting to improve conditions.

William R. Hearst announced on the front page of "Los Angeles Examiner" that he was not in sympathy with Equity's attempt to invade the picture business, and the association would not have the support of his papers throughout the country.

Lionel Barrymore, Equity member for the past ten years, charged in extended newspaper interviews that the Equity closed-shop agitation is nothing more than a minority attempting to change a business to conform with their own ideas. Barrymore declared he could not support Equity in the present instance, as he can find no grievances or injustices to warrant Equity stepping in to force closed-shop conditions.

The producers have issued definite instructions to their casting offices and publicity departments that no information be issued to the press concerning the present situation insofar as it involves Equity players. Motion Picture News endeavored to obtain from each producer the total number of players who had signed the regulation contract since last Wednesday, but studio officials declared very frankly they would not allow such figures to be issued. Neither would they estimate the total number of Equity members who had turned down contracts during the past week.

Frank Gilmore announced that any Equity members who signed the regular standard talking picture contract would find it hard to return to the stage. This will likely force a number of free lance players who have spotted between pictures and the various stage stock companies operating on the coast to refuse picture engagements during the present situation. Most of these players are used at various times by film producers in the supporting casts, and can easily be replaced by other talent.

Producers Silent

Neither Fred Beetson nor any of the studio officials will discuss the Equity demands other than to state that the producers are standing by the statement issued last week by Cecil B. DeMille as president of the Producers Association. One executive stated his organization had encountered no trouble in getting suitable players for current productions, and of the few Equity members who declined to sign standard contracts, replacements had been made with players just as capable.

A studio casting director stated he has been deluged with requests for work since the Equity declaration, with many members of the actors' association admitting their affiliation but declaring they would readily sign contracts if they could get work.

A Waiting Attitude

After the first flurry of Equity's demands had upset things generally in coast producing circles, things settled down very quickly to a basis where Equity is pursuing a waiting attitude and the studio officials are ignoring the actors' association entirely.

It is admitted that the smaller salaried players who are members of Equity will suffer during the present controversy if they attempt to stand behind their organizations' demands and refuse to sign picture contracts. An Equity official intimated that the organization had a large cash balance in its treasury, and would be prepared to take care of all members who needed assistance as a result of their hold-out policy.

Equity Is Publishing Hollywood Paper

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, June 13.—Commencing today, Equity will publish locally a semi-weekly official West Coast "Equity News of Hollywood." It will be devoted to the presentation of the Equity side of the closed shop policy and contract.

Frank Gilmore, it is reported, figured the publication was necessary on account of the non-support of the Equity cause by Los Angeles newspapers. The paper will contain in each issue articles by Gilmore and Equity members supporting the association's present stand.

"Hell's Angels" Premiere In New York In October

Howard Hughes' expensive air drama, "Hell's Angels," will be premiered in New York in October at the George M. Cohan Theatre. The producer announced that he had definitely leased the playhouse for the first presentation of his picture.

An Important Message for Exhibitors with Houses not yet Wired for Sound

PARAMOUNT QUALITY SILENT PICTURES

for 1929-30 release

Of the audible feature productions in Paramount's 1929-30 program, the great majority will also be produced and released as quality silent pictures. These silent productions will stand on their own as 100% quality entertainment. Fully up to the high standards which have made Paramount the undisputed leader of the industry for eighteen years.

In addition, Paramount Silent News, with two issues weekly, will be available.

A Minimum of 40 Good Silent Productions

Complete details of titles, etc., soon


Sign a PARAMOUNT
contract for 1929-30
AND SIT ON TOP OF
THE NEW
SHOW WORLD
TRADE MARK
Paramount
Pictures
PARAMOUNT
CONTRACT
Paramount Pictures

RED HOT

(No. 642—Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation)

THROW AWAY YOUR CRUTCHES, OLD TIMER!

JERK THE OLD KINK OUT OF YOUR BACK, TOSS YOUR LUMBAGO OUT OF THE window, and—in the language of the modern generation,—GET HOT!

YOU'RE GOING TO HAVE YOUR YOUTH RENEWED WHEN YOU SEE THE WORLD'S very first all-talking, all-singing and all-everything college picture—ready now at all Universal exchanges!

THAT'S "COLLEGE LOVE"!

IF YOU EVER SAW RED HOT PEP, YOUTH, BEAUTY, GINGER AND SNAP, YOU'LL see it in "College Love".

AS THE TITLE EXPLAINS, IT IS A STORY OF LOVE IN COLLEGE; AND IN AND AROUND the story there is woven just about every interesting event that could happen when young bloods get together—meaning both the male and the female of the species!

FOR INSTANCE, THAT COLLEGE GLEE CLUB! WHAT A MEAN MINOR CHORD IT CAN sling—not the old fashioned barber-shop chords, but the up-to-the-minute jazzboritis, full-of-the-devil, rollicking, harmonizing that can come only from young hearts and young throats.

IF YOU HAVE A SYMPATHETIC TOE, IT WILL WANT TO DO A LOT OF WIGGLING of its own when the tuneful, peppy, tricky melodies are poured out from the screen as naturally as from life itself.

DIRECTED BY NAT ROSS, WITH CARL LAEMMLE, JR. AS ASSOCIATE PRODUCER, AND with a cast as young as youth can be—it is packed with joie de vivre which is Irish, Swedish or Russian for gosh-aint-it-good-to-be-alive!

AND THE GRAND WIND-UP IS THE CORKINGEST FOOT-BALL GAME YOU EVER SAW in all your born days. Nothing so good has ever been screened. In most pictures where a football game is used, you get a flash and a glimpse of the action—but in "College Love" you get the real, simon-pure article.



IT WILL LIFT YOU AND YOUR AUDIENCE RIGHT out of your chairs!

COMEDY—DRAMA—LOVE—MUSIC—DIALOGUE—all the very best of their kind—plus some new technical effects which prove again that Universal's technicians are a hop-skip and jump ahead of the whole field in the proper handling of sound!

I'M NOT HOLDING IT BACK FOR FALL! IT'S READY now, just when you need the cream of the cream to keep your patrons hopped up to new attendance records in the good old summer time!









WITHOUT

Million Candlepower Electric Lights

WITHOUT

Talk, Sound or Effects

WITHOUT

Barkers in front of the Theatre

WITHOUT

Any Ballyhoos Whatsoever

"The Wild Heart of Africa"

Opened at the R-K-O Cameo Theatre

42nd Street and Broadway

And played to capacity houses for two full weeks morning, noon, night.

Now playing at three more R-K-O Theatres in Brooklyn

Why?

BECAUSE

"THE WILD HEART OF AFRICA"
is different from any motion picture on Broadway.

BECAUSE

"THE WILD HEART OF AFRICA"
is refreshing and wholesome entertainment of the kind that once you see it you can't forget it.

BECAUSE

"THE WILD HEART OF AFRICA"
is not a stage production and truth is stranger than fiction.

BECAUSE

"THE WILD HEART OF AFRICA"
appeals to all classes of people—men and women, young and old, conservative and sophisticated—even the children enjoy it.

Paramount Lists 65 Features For New Season; Talkies and Musicals

OVER 40 STAGE PLAYERS

Advent of Sound Brings Large Number Of New Personalities Into Pictures

MORE than two score of stage players from all branches of show business have been signed by Paramount and will appear in pictures to be released in the new season. Detailed announcement of these is being made to the annual convention of Paramount by S. R. Kent, general manager of the company.

Stage players who will be seen in Paramount pictures, include: Hal Skelly, Jeanne Eagels, Maurice Chevalier, Helen Morgan, Moran and Mack, Walter Huston, Claudette Colbert, Helen Kane, Chester Morris, Laura Hope Crews, Harry Green, the Four Marx Brothers, Ruth Chatterton,, Mary Eaton, Dennis King, Richard "Skeets" Gallagher, Florence Eldridge.

Eddie Cantor, James Barton, Nancy Carroll, Oscar Shaw, Regis Toomey, Jeannette MacDonald, Lillian Roth, Joseph Santley and Ivy Sawyer, Ruth Etting, Jack Oakie, Dan Healy.

Ralph Theadore, Oscar Levant and Charles D. Brown, Kay Francis, David Newell, O. P. Heggie, Edward Crandall, Frederic March, Phillips R. Holmes, Charles Ruggles.

Other personalities brought into pictures with the advent of sound and mentioned by Kent include: Rudy Vallee; Tito Schipa, opera star; Frank Ross, Long Island realtor signed because of his voice; and the Albertina Rasch ballet dancers.

Other talent from different branches of show business will be added from time to time, according to the Kent announcement.

Pictures in which these players are to appear so far as determined, are listed in the detailed production story in this issue.

Rumor Of J. D. Williams Leaving World Wide Denied

Rumors that J. D. Williams, vice president and general manager of World Wide, was leaving that company were denied in authoritative quarters this week.

It was stated that Williams was in England in connection with the lining up of talking pictures to be made by British producers for World Wide release.

Ann Harding, Dudley Diggs Engaged For "Condemned"

Ann Harding, stage actress, and Dudley Diggs, Theatre Guild actor-director, have joined the unit headed by Director Sidney Franklin and Ronald Colman now beginning initial stages of "Condemned," a new United Artists production by Samuel Goldwyn.

Six New Paramount Stars Announced

PROMOTION of six featured players to be Paramount stars is announced by Jesse L. Lasky. They are:

Richard Arlen
Evelyn Brent
Nancy Carroll
Ruth Chatterton
Gary Cooper
William Powell

Public approval of their work in talkies made them stars, according to Lasky.

Paramount To Hold 2-Session Sales Gathering

First Convention At St. Louis June 15; Second At Atlantic City June 21

Two sessions, the first at the Coronado Hotel in St. Louis on June 15, and the second at the Hotel Ambassador in Atlantic City on June 21, will comprise this year's Paramount sales convention.

The St. Louis gathering will be attended by the Western division executives and salesmen, members of the Hollywood production staff, home office executives and representatives of the Long Island studio. The convention will be formally called to order by S. R. Kent, Paramount general manager, at 9:15 A. M. on Saturday. John D. Clark, Western division manager, will then take over the reins as presiding order.

Convention Schedule

A tentative schedule of the St. Louis convention is as follows:

Saturday, June 15—Addresses by foreign department representatives; discussion by Jesse L. Lasky and production staff members of new season's product; screenings of new films in the evening at the Midtown Theatre.

Sunday, June 16—An analysis of the new product by Mr. Kent and the formulating of a new sales policy; Addresses by Emanuel Cohen, Charles E. McCarthy and Russell B. Holman, Paramount executives, and A. C. Dillenbeck, of the Hanff-Metzger Adv. Agency; J. A. Clark, director of Ad Sales; Leon Bamberger, who will speak on Sales Promotion. Messrs Clark and Kent will address the Hundred Per Cent Club. Screenings at the Midtown will occur again in the evening.

Monday, June 18—The entire day and evening to be devoted to screenings at the Midtown.

(*Continued on following page*)

SILENT VERSIONS, TOO

Sound Product Total Including Shorts And News Is 200 For 1929-1930

PARAMOUNT will release 200 talking and musical productions during the new season starting August 1. Announcement to this effect is being made this week by Jesse L. Lasky at the Paramount annual sales convention at the Coronado Hotel, St. Louis.

Lasky is also announcing the signing of a score of stage stars, the promotion of six film players to stardom and the inauguration of a talking newsreel.

The Paramount schedule will include sixty-five features; eighty one- and two-reel short features and fifty-two issues of the new Paramount Sound News. Virtually all the features will have silent versions for theatres not yet wired.

Thirty-six of next season's features will be specials; the remainder will be starring pictures.

The following stars and featured players in the Paramount ranks are listed by Lasky as having made good in talkies: Clara Bow, George Bancroft, Richard Arlen, Charles "Buddy" Rogers, Richard Dix, Evelyn Brent , William Powell, Gary Cooper, Clive Brook, Mary Brian, Nancy Carroll, Baclanova and Esther Ralston. Harold Lloyd is now making his first dialogue picture. He brings another stage-trained voice to the screen.

Productions In Detail

Feature productions to be released next season, as enumerated by Lasky are:

"The Four Feathers," a natural adventure drama, based on A. E. W. Mason's novel, produced in Africa and in Hollywood by Merian C. Cooper and Ernest B. Schoedsack, and Lothar Mendes. The cast is headed by Clive Brook, William Powell, Fay Wray, Richard Arlen and Noah Beery. The picture has been synchronized with a musical score and sound effects.

"The Mysterious Dr. Fu Manchu," an all-talking melodramatic Oriental mystery story by Sax Rohmer; with Warner Oland, Neil Hamilton, O. P. Heggie, Jean Arthur and William Austin. Directed by Rowland V. Lee. Scenes include the Boxer Rebellion in China.

"The Cocoanuts," starring the Four Marx Brothers in a singing, talking and musical film version of their Broadway hit. Mary Eaton and Oscar Shaw head a large supporting cast. Irving Berlin composed the songs, Joseph Santley, musical comedy producer, and Robert Florey co-directed.

"The Dance of Life," from the Broadway stage hit, "Burlesque," by George Manker Watters and Arthur Hopkins, with Hal Skelly, the original Skid, and Nancy Carroll co-featured. This is a talking, singing, and dancing picture with a Follies revue filmed in Technicolor. Directed by John Cromwell and A. Edward Sutherland.

"Why Bring That Up?" presenting Moran and Mack, the Two Black Crows, in their first talking comedy. George Abbott, legitimate stage director, is directing. Supporting cast is headed by Evelyn Brent and Harry Green. A singing and dancing spectacle, with numbers executed by Albertina Rasch's ballet chorus. Story by Octavus Roy Cohen.

Ziegfeld and Technicolor

"Glorifying the American Girl," adopted from the Florenz Ziegfeld show with a dramatic story by J. P. McEvoy and Millard Webb. Mary Eaton and Dan Healy top an all-star cast of Broadway celebrities, with many scenes in Technicolor. Millard Webb is direct-

(*Continued on following page*)

Paramount 1929-30 Pictures

(*Continued from preceding page*)

ing. Music was written by Irving Berlin, Walter Donaldson and other composers.

"The Love Parade," a romantic operetta written especially for the audible films, combining the names of Maurice Chevalier and director Ernst Lubitsch. Ernest Vajda, Hungarian playwright, wrote the story from the play, "The Prince Consort." The libretto is being prepared by Guy Bolton, author of "Sally," the lyrics by Clifford Grey and music by Victor Schertzinger. Jeanette MacDonald will be Chevalier's leading woman, and another feminine role is to be played by Lillian Roth. O. P. Heggie has been assigned the role of Louis XI.

"The Vagabond King," starring Dennis King in the romantic operetta of the same name. One of the features will be Rudolph Friml's musical number, "The Song of the Vagabonds." Ludwig Berger, director.

Harold Lloyd's first talking comedy, "Welcome, Danger," showing his adventures in Chinatown. Directed by Malcolm St. Clair, it was produced by the Harold Lloyd Corporation for Paramount release.

"Charming Sinners," adapted from W. Somerset Maugham's society drama, with Ruth Chatterton, Clive Brook, William Powell, Mary Nolan, Montagu Love, Laura Hope Crews and Florence Eldridge. This all-dialogue production is the story of a woman who outwits her husband, made under Robert Milton's direction.

"Fast Company," a full-dialogue production adapted from Ring Lardner's play, "Elmer the Great." This picture will combine the baseball diamond and the stage. Jack Oakie, Richard "Skeets" Gallagher and Mary Eaton head the cast, and Melville Brown will direct. Sam Hardy is a recent addition to the cast.

"Woman Trap," a melodrama of the half-world, based on Edwin Burke's one-act playlet, "Brothers," with Hal Skelly, co-star of "Burlesque," Evelyn Brent and Chester Morris. This all-talking production deals with the conflict between two brothers. William A. Wellman, maker of "Wings," is directing.

Variety of Vehicles

"The Lady Lies," based upon the stage play of the same name by John Meehan, with a cast of Broadway players headed by Walter Huston, Claudette Colbert and Charles Ruggles. Hobart Henley, director.

"Escape," a talking film version of John Galsworthy's play, is to be directed by Basil Deane. Clive Brook will head an all-star cast.

"The Return of Sherlock Holmes," by Sir Arthur Conan Doyle, will be another special talking production with Clive Brook, Evelyn Brent and Warner Oland. A Rowland V. Lee Production.

"Behind the Makeup," a romantic drama of the vaudeville stage, all-talking, singing and dancing, with Hal Skelly, Esther Ralston and William Powell in the principal roles. Robert Milton will direct.

"Youth Has Its Fling," a talking melodrama with Jean Hersholt, Fay Wray, Phillips Holmes and Kay Francis in the chief parts. Victor Schertzinger will direct.

"The Gay Lady," starring Gertrude Lawrence. This is another of Paramount's talking, singing, and dancing productions. Songs will be by Cole Porter.

"Kibitzer," from the Broadway stage play. It will feature Harry Green, in the title role, supported by Mary Brian and Neil Hamilton.

"Sarah and Son," from the novel of the same name, presenting Ruth Chatterton and a big cast in a drama of a woman and her son.

Many All-Talkies

"The Man About Town," adapted from Charles Brackett's College Humor serial "Pointed Heels," starring William Powell with a supporting cast that includes Esther Ralston, Helen Kane, Richard "Skeets" Gallagher and others. A. Edward Sutherland will direct.

"Illusion, all-singing, all-talking, from Arthur Train's novel of a stage magician who plays tricks with metropolitan society. The cast features Charles "Buddy" Rogers and Nancy Carroll, with June Collyer, Regis Toomey, Kay Francis and Paul Lukas. Direction by Lothar Mendes.

"The Children," an all-talking picture from the Edith Wharton story of a rebellion of youth against divorce.

"The Greene Murder Case," from S. S. Van Dine's mystery novel, with William Powell in the role of Philo Vance. Frank Tuttle will direct the cast which includes Jean Arthur, Florence Eldridge and Eugene Pallette.

"The Virginian," the adaptation of Owen Wister's story, and the stage drama. The all-star cast presents Gary Cooper, Walter Huston, Richard Arlen and Mary Brian. "The Virginian" is being directed by Victor Fleming.

"The Lost God," with Richard Arlen in the title role, a dramatization of John Russell's story of the same name with direction by George Abbott.

"Sweetie," a musical comedy of college life and the stage, with Nancy Carroll, Helen Kane, Jack Oakie, William Austin, Phillips Holmes, Frank Ross and others, and directed by Frank Tuttle. The original story is by George Marion, Jr., with lyrics by Marion and music by Richard Whiting.

"Applause," presenting a picture of backstage life as depicted in Beth Brown's novel of the same name. Directed by Rouben Mamoulian. "Applause" will have a cast headed by Helen Morgan. This is another 100 per cent talking, singing and dancing production and is now in production at Paramount's Eastern studio.

Paramount will present Clara Bow in four talking pictures. In one, Miss Bow will be directed by Richard Wallace.

Another quartet will present George Bancroft. The first, "The Mighty," is to be directed by John Cromwell.

Maurice Chevalier will be starred in two talking, singing and dancing productions..

Paramount will present Jeanne Eagels with a supporting cast of Broadway stage actors in an all-dialogue adaptation of "Jealousy," from the stage play of that name. Directed by Jean deLimur, who made "The Letter."

Richard Arlen, one of the new stars, also will play in three starring productions. Charles "Buddy" Rogers will make three star pictures. Nancy Carroll has also been elevated to stellar rank. Miss Carroll will be presented in "Dancing Eyes," by George Marion, Jr., a romance of Irish life, and two other talking, singing and dancing pictures.

Gary Cooper, another newly-created star will be offered in three starring productions, the first of which "Medals," the screen adaptation of Sir James M. Barrie's "An Old Lady Shows Her Medals," is to be directed by Richard Wallace.

William Powell is to have four starring vehicles. Evelyn Brent, too, has been rewarded and Paramount has made her a star. She will have four vehicles, the first of which will be a William Wellman production. Richard Dix will be represented by one starring picture, "The Love Doctor," from the stage comedy "The Boomerang."

A full-length all-talking comedy drama, produced by Al Christie, will be included in the program and will have a cast of well-known actors.

"The Soul of France," a drama of the great war, produced by the French government, synchronized with score and sound effects, also will be released.

"Hungarian Rhapsody," a love story of Viennese life, produced at the Ufa studios of Germany, concludes the schedule. "Hungarian Rhapsody" is a silent film with a synchronized special score. Dita Parlo, German actress is the heroine, along with Lil Dagover and Willy Fritsch.

Two-Session Sales Meet Being Held By Paramount Co.

(*Continued from preceding page*)

Tuesday, June 19—The day to be given over to screenings at the Midtown and in the evening a banquet at the hotel.

Wednesday, June 19—Messrs. Kent and Clark will address the assembled branch and district managers while at the same time bookers, salesmen and ad sales managers will listen to home office representatives. At 3:30 the home office representatives and others will entrain for the Atlantic City meeting.

At the New Jersey resort, the home office executives and members of the Hollywood and Long Island studios production force will be joined by Canadian exchange heads and salesmen. On Friday, June 21, at 9:15 Mr. Kent will call the session to order and will then turn the gavel over to George J. Schaeffer, Eastern division manager. The same program as that in St. Louis will be in vogue at Atlantic City, except that all screenings will be held in the Hotel Ambassador itself.

The delegation of Paramount executives which will leave New York for St. Louis will include Adolph Zukor, Jesse L. Lasky, S. R. Kent, Ralph Kohn, Sam Katz, Eugene J. Zukor, Sam Dembow and L. Phillips.

The Production Department will be represented by Walter Wanger, H. A. Salsbury, Louis Swartz, B. P. Schulberg, Monta Bell, James R. Cowan, Albert Kaufman, J. J. Gain, J. S. Fingerlin, Morris Press, Erwin Gelsey and Randolph Rogers.

The Distribution Department will be represented by Messrs. Kent, J. D. Clark, Schaeffer, Hammill, McCarthy, Holman, Emanuel Cohen, Frawley, Meyer, Waite, Gibons, J. A. Clark, Dillenbeck, Bamberger, Cushing, Haddon, Lorber, Sussman and Flynn.

80 Shorts On Paramount New Season Line-Up

24 Christie Subjects Included; New Sound Newsreel Will Be A Weekly Release

Paramount's line-up of short subject material for the new selling season consists of 80 one- and two-reel subjects, not counting the 52 issues of the new Paramount Sound News and the 104 Paramount Silent News releases. Of the group of 80 shorts, 24 of them are Christie productions.

The 80 subjects are divided as follows: 32 one-reel acts; 12 one-reel screen songs; 6 one-reel sound cartoons; 24 Christie talking plays; 6 two-reel comedies. Emanuel Cohen's organization is geared to make the new Paramount Sound News occupy a leading spot in the field. Many fleets of sound trucks are in readiness and a huge sound laboratory is prepared to come to grips with any news item captured. The service is inaugurated on August 1.

In the Paramount acts will be featured vaudeville and Broadway headliners, such as Rudy Vallee and band. Tito Schipa and several other prominent personalities have been secured for these releases. In addition, Paramount plans to bring other prominent entertainers into its line-up of sound shorts.

Several of the Christie subjects have been filmed or are now in work. They include "A Hint to Brides," by Kenyon Nicholson; "Wives on Strike," by Howard Green and Milton Hocky; "The Sleeping Porch," by Mann Page and Albert Cowles; "Adam's Eve," by Florence Ryerson and Colin Clements; "Faro Nell;" several of the Octavus Roy Cohen stories with darky casts; "The Fatal Forceps," by C. V. L. Duffy; "Hit Or Miss," by Florence Ryerson.

Appearing in the new season's Christies are Louise Fazenda, Raymond Griffith, Lois Wilson, The Gleasons, Raymond Hatton, George Sidney, Marie Dressler, Eddie Nelson, Charles Grapewin, Anna Chance, Frances Lee, Johnny Arthur, Sam Hardy, Ruth Taylor, Ford Sterling, Taylor Holmes and Buster West.

The Foreign Department delegation will include E. E. Shauer, J. S. Seidelman, Mel Shauer, David Souhami, M. J. Messeri, John L. Day, Jr., and George N. Kates.

Others from the Paramount headquarters attending the sessions will be Dr. Emanuel Stern, George W. Weeks, Creek Neeper, Leslie Whelan and F. Wynne Jones, American representative of Ufa films.

Decide Next Week On Date For Kans.-Mo. Meeting

Kansas City, Mo., June 13.—The annual convention of the M.P.T.O. Kansas-Missouri, which probably will be late in June, will have its date next week, R. R. Biechele, president of the organization, announced. The convention, which will deal with film rentals, record charges on talkies and the Kansas state tax survey with a view to levying an admission tax, will be held here.

Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Alibi (U. A.)

NEW YORK CITY, N. Y.—44th Street Theatre (1,323), 7 days, $1-$2, two shows daily, three Sat. and Sun. Paramount Shorts. Weather, warm. Rating, 83%. (9th Week).

DALLAS, TEX.—Melba Theatre (1,800), 7 days, 25c-35c-50c, Charlie Chase sound comedy, "Imagine My Embarrassment," Vitaphone Acts—Song Novelty "Glad Rag Doll," Jack White and his "Montrealers," Broadhurst & Co., in a Comedy Skit, Melba Talking News. Weather, fair. Rating, 100%.

MILWAUKEE, WIS.—Garden Theatre (1,200), 7 days, 25c-50c, RKO Comedy, Fox Movietone News. Weather, fair. Rating, 60%.

BOSTON, MASS.—Loew's Orpheum Theatre (3,100), 7 days, 25c-50c, 5 Acts vaudeville, Fox Movietone News, M-G-M News. Weather, clear, cool. Rating, 90%.

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, Ruth Etting, Songs, The Gleasons in "Meet the Missus," Movietone News. Rating, 130%. (3rd week.)

PORTLAND, ORE.—United Artists Theatre (957), 7 days, 25c-60c, "Jimtown Cabaret" all-talking comedy featuring Miller and Lyles. Weather, fair and cooler. Rating, 175%.

AD TIPS—Exploit 100% All-Talking Melodrama with cast of 16 Famous Broadway Stars. Play up mystery angle. Copy used: Drama That Amazes—Romance Born in Shadow of Metropolitan Mystery—Director of "The Bat" Brings You This Thriller. For Romance — Thrills—Mystery — Powerful. Impelling Drama—Get A Ticket Now to See and Hear "Alibi." Audience Appeal: adult patrons. —Melba Theatre, Harl A. Wolever, Mgr., Dallas, Texas.

May be exploited as West's 100% talking picture, underworld melodrama.—Garden Theatre, L. K. Brin, Mgr., Milwaukee, Wis.

West's all-dialogue adaption of "Nightstick," Musical Interpolation. Excellent Cast. Universal appeal.—United Artists Theatre, J. J. Parker, Mgr., Portland, Oregon.

Bachelor Girl, The (Col.)

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c-75c, five acts of vaudeville, Pathe News. Weather, fair. Rating, 100%.

AD TIPS—Logan used in large cut showing her in bathing suit and line, "She was the boss's pet until—" was used in large type. Fact that picture was talkie also was featured. Audience appeal: all classes.—Pantages Theatre, Louis Charninsky, Mgr., Kansas City, Mo.

Betrayal, The (Par.)

COLUMBUS, OHIO.—RKO Palace Theatre (3,200), 7 days, 25c-50c, 5 Acts RKO vaudeville, short talking comedy, News. Weather, fair,cool. Rating, 100%.

Betrayal, The—Cont.

VANCOUVER, B. C.—Strand Theatre (1,800), 6 days, 25c-50c, Presentation, Fanchon and Marco Innovation, "Indian Summer," Paramount News, Jackie Souders and his stage band. Weather, fine and warm. Rating, 110%.

AD TIPS—Featured name of Jannings as sure fire drawing card, based on past performances. Jannings—tremendous, heart gripping. In drama of love betrayed by friendship. Ralston and Cooper in supporting roles. Gorgeous scenes. Audience appeal: good family picture for all classes.—Strand Theatre, D. P. DeWees, Mgr., Vancouver, B. C.

Exploited Jannings in "greatest picture." Audience appeal: all classes, adults.—RKO Palace Theatre, Columbus, Ohio.

Black Watch, The (Fox)

NEW YORK CITY, N. Y.—Gaiety Theatre (808), $1-$2, 7 days, two shows daily, three Sat. and Sun. Fox Movietone News and Short Subjects. Weather, warm. Rating, 105 2/5%. (2nd Week.)

BUFFALO, N. Y.—Great Lakes Theatre (2,900), 65c-85c, 7 days, Vitaphone Acts, Comedy and Fox Movietone, Silent News. Weather, warm and showers. Rating, 160%.

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 4 days, 75c-$1.00-$1.50, Laurel-Hardy in "Unaccustomed as We Are," Fox Movietone News, Elinors Orchestra. Rating, 74%. (5th week.)

Black Waters (World Wide)

OKLAHOMA CITY, OKLA.—Empress Theatre (1,250), 10c-50c, Pathe News, Talking Comedy. Weather, fair. Rating, 125%.

Bridge Of San Luis Rey, The (M-G-M)

TULSA, OKLA.—Majestic Theatre (1,200), 6 days, 25c-35c-50c, Two Talking Units. Weather, fair. Rating, 70%.

CLEVELAND, OHIO.—State Theatre (3,400), 7 days, 30c-60c, "Junior Luck (U), "Lacquered Pearls" (MGM), "Fore" (Publix Revue), Paramount News, Fox Movietone News. Weather, clear, cold. Rating, 95%.

AD TIPS—Advertised as picturization of last year's best seller. Book store window displays all over town. Audience appeal: for all who love beauty, and who enjoy the exotic. —State Theatre, Sanford Farkus, Mgr., Cleveland, Ohio.

Broadway Melody, The (M-G-M)

NEW YORK CITY, N. Y.—Astor Theatre (1,122), 7 days, $1-$2, two shows a day, three Sat. and Sun. M-G-M Short "Confession." Weather, warm. Rating, 117 1/5%. (17th Week.)

Broadway Melody, The—Cont.

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,023), 75c-$1.00-$1.50, Vaudeville Revue. Rating, 125%. (18th week.)

Bulldog Drummond (U. A.)

NEW YORK CITY, N. Y.—Apollo Theatre (1,270), 7 days, $1-$2, two shows a day, three Sat. and Sun. Paramount Shorts. Weather, warm. Rating, 93%. (6th Week.)

Canary Murder Case, The (Par.)

OTTAWA, ONTARIO.—Regent Theatre (1,225), 6 days, 25c-60c, "Why Be Jealous?," Ziegfeld Midnite Frolic, Fox Movietone News, Orchestra Overture. Weather, fine. Rating 85%.

AD TIPS—Has crowd guessing—that is if you can get them to see picture from start and then keep them from telling others all about it. Don't forget that every word is spoken and spoken well. Audience appeal: high school age and over, all classes.—Regent Theatre, T. R. Tubman, Mgr., Ottawa, Ontario.

China Bound (M-G-M)

DES MOINES, IOWA.—Strand Theatre (1,096), 3 days, 20c-30c, U. comedy, "Getting Buster's Goat," Educ. scenic, "Wild Wool," U. all-talking comedy, "House Cleaning." Weather, changeable. Rating, 110%.

AD TIPS—Kane and Arthur the exploitation tips for this feature meets with approval of general type of audience. —Strand Theatre, George Watson, Mgr., Des Moines, Iowa.

Chinatown Nights (Par.)

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 25c-35c, M-G-M News, "Those Two Boys" (Mermaid Comedy), "Honey" (Song Slide), "The Polo Match" (Aesop Fable). Weather, clear cool to hot, light rain one day, cold rain Saturday. Rating, 66%.

AD TIPS—Paramount's mysterious mystic all-talking sensation with Beery and Vidor. Thrilling den romance of white woman. Grippingly presenting inside of Chinatown tong war in which love redeems white boss of yellow people from depths. Audience appeal: to all who like good melodrama of Chinatown.—Loew's Valencia Theatre, Charles Raymond, Gen'l Mgr., Baltimore, Md.

Clear The Deck (U.)

CLEVELAND, OHIO.—Keith's East 105th St. Theatre (2,500), 3 days, 25c-50c, "Just a Stall" (RKO), Pathe Sound News, Pathe Silent News, Pathe Sound Topics, Pathe Sound Review, The Final Reckoning (Serial), Vaudeville. Weather, cold, clear. Rating, 85%.

BUFFALO, N. Y.—Lafayette Theatre (3,000), 7 days, 65c, Movietone News and Vaudeville, Fox Silent News. Weather, warm with showers. Rating, 145%.

Clear The Deck—Cont.

AD TIPS—Feature Denny sailing seas of fun.—Lafayette Theatre, William Raynor, Mgr., Buffalo, N. Y.

Close Harmony (Par.)

VANCOUVER, B. C.—Capitol Theatre (2,400), 6 days, 25c-65c, Presentation, Our First Talking Comedy, Mack Sennett 2 Reel, "The Bee's Buzz" (Educ.), Fox Moxietone News, Calvin Winter and his Capitolians. Weather, fine and warm. Rating, 125%.

AD TIPS—Played this up as another "Broadway Melody." Featured it as all-talking comedy drama with Rogers as jazz-band leader, Carroll as girl hoofer. She sings. Buddy sings and plays. You'll all join in chorus. Startling song spectacle. Audience appeal: great for younger people, but entertainment for whole family.—Capitol Theatre, W. Lloyd Dearth, Mgr., Vancouver, B. C.

Coquette (U. A.)

TULSA, OKLA.—Ritz Theatre (2,000), 7 days, 25c-35c-50c, News, One Talking Unit. Weather, fair. Rating, 125%.

MILWAUKEE, WIS.—Alhambra Theatre (2,000), 25c-75c, Comedy, Laemmle Novelty, Int'l News. Weather, fair. Rating, 115% (2nd week).

OTTAWA, ONT.—Centre Theatre (1,220), 6 days, 25c-60c, "The Right Bed" (Educ.), Fox News. Weather, fine. Rating, 75% (2nd week).

AD TIPS—Exploit Pickford, fact that she talks, and name of popular stage success. Audience appeal: all classes.—Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

Cocoanuts, The (Par.)

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 7 days, 35c-65c-75c-85c-$1, Paramount News and Sound Shorts. Weather, warm. Rating, 102 2/5%. (2nd Week.)

BOSTON, MASS.—Olympia and Fenway Theatres (2,500 and 1,500), 7 days, 25c-75c, Fox Movietone News, Paramount Comedy, Vitaphone Features. Weather, clear. Rating, 95%.

Desert Song, The (W. B.)

TACOMA, WASH.—Blue Mouse Theatre (601), 25c-75c. Weather, mixed. Rating, 135% (3rd week).

OKLAHOMA CITY, OKLA.—Capitol Theatre (1.200), 10c-50c, 14 days, Pathe Talking News, Phil Baker "In Spain." Weather, fair. Rating 150%. (Second Week.)

SEATTLE, WASH.—Music Box Theatre (950), 25c-35c-50c75c, Fox Movietone News. Weather, fine. Rating, 110% (3rd week).

BOSTON, MASS.—Scollay Square Theatre (3.000), 7 days, 25c-75c, 5 Acts Vaudeville, Comedy, Paramount News; special morning showing, "New Year's Eve." Weather, fair, cool. Rating, 90%.

COLUMBUS, OHIO.—Loew's Broad Theatre (3,000), 7 days, 25c-50c, Vitaphone Short, Fox Movietone News. Weather, fair, cool. Rating, 110%.

PORTLAND, ORE.—Music Box Theatre (1,837), 25c-50c, Bobbie Burns and Pete Ash, Organists, Fox News. Weather, fair and cooler. Rating, 150%. (3rd week.)

AD TIPS—Advertise as film spectacle of famous musical show, with fine cast, good singing, comedy, elaborate scenic angles, etc. Audience appeal: everybody.—Music Box Theatre, Robert Murray, Mgr., Seattle, Wash.

Continued exploitation of new effects in way of reproducing operetta in Vitaphone film. Audience appeal: general.—Blue Mouse Theatre, Ned Edris, Mgr., Tacoma, Wash.

Advertised as sensational stage success transferred to screen in 100% talking, singing, dancing production. Audience appeal: all ages, all classes.—Loew's Broad Theatre, Columbus, O.



Edward Horton and Betty Boyd are man and wife in the talkie domestic farce, "The Right Bed," an Educational Coronet release

Desert Song, The—Cont.

Boles singing his way into hearts of music lovers. Wonderful supporting cast. Comedy of Arthur. Audience appeal: general and continued good business.—Music Box Theatre, Andrew Saso, Mgr., Portland, Ore.

Donovan Affair, The (Col.)

OTTAWA, ONTARIO.—B. F. Keith's Theatre (2,596), 6 days, 15c-50c, 5 Vaudeville Acts, "Cold Shivers," Pathe Weekly, Orchestra Overture. Weather, fine. Rating, 80%.

AD TIPS—Played up as a "100 per cent See, Hear and Guess" attraction and audience found it was well worth sitting through. Holt makes good as talker and crowd will want more of him. "Cold Shivers" is a "companion short." Audience appeal: all ages and all classes.—B. F. Keith's Theatre, J. M. Franklin, Mgr., Ottawa, Ontario.

Dry Martini (Fox)

BALTIMORE, MD.—Keith's Theatre (3,016), 6 days, 35c-65c, Universal, Int'l and Fox Movietone News, Marcus Glorified Revue with cast of 50 headed by Elmer Coudy. Weather, clear cool to hot, light rain one day, cold rain Saturday. Rating, 85%.

AD TIPS—Fox presents supreme sound picture triumph, adorable Astor and big cast of stars featuring Moore, Lee, Gran and Eilers in sophisticated Parisian romance. Audience appeal: to sophisticated and particularly to those who have visited Paris. Too subtle and fine to hit general run of movie clientele, but highly enjoyable to those who know life.—Keith's Theatre, J. Lawrence Schanberger, Mgr., Baltimore, Md.

Eternal Love (U. A.)

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days 25c-60c, 5 Acts Vaudeville, Fox Movietone News. Weather, varied. Rating, 95%.

MILWAUKEE, WIS.—Majestic Theatre (1,500), 7 days, 25c-50c, M-G-M Comedy, 2 Vitaphone Acts, M-G-M News. Weather, fair. Rating, 30%.

AD TIPS—Title, love interest, Barrymore, played up with special appeal to women patrons, were high lights of our advertising. Appeal particularly to women, young and older.—Loew's State Theatre, Houston, Texas.

Advertise Barrymore and Horn as stars. Audience appeal: Barrymore fans, feminine clientele.—Majestic Theatre, Herbert Israel, Mgr., Milwaukee, Wis.

Fancy Baggage (W. B.)

OKLAHOMA CITY, OKLA.—Rialto Theatre (1,000), 10c-25c, 3 days, 3 Vitaphone Acts. Weather, fair. Rating, 90%.

Father and Son (Col.)

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, $1-$1.50, Columbia Shorts in Sound, "Memories," "The Gay Caballero," "Old Man Trouble," "Talking Screen Snapshots." Got good notice, hit very warm spell. Weather, warm. Rating, 67 1/10%. (1st Week.)

Frozen River (W. B.)

TULSA, OKLA.—Orpheum Theatre (2,500), 7 days, 25c-35c-50c, three vaudeville acts. Screen digest. Weather, fair. Rating, 90%.

Gentlemen of the Press (Par.)

MILWAUKEE, WIS.—Merrill Theatre (1,167), 7 days, 25c-50c, "Two Little Chinese Maids," Fox News, Comedy. Weather, fair. Rating, 65%.

AD TIPS—Best advertised as story of newspaper life. Huston's name used in putting picture over, but apparently he is not very well known to Milwaukee audiences. Audience appeal: general.—Merrill Theatre, William E. Mick, Mgr., Milwaukee, Wis.

Geraldine (Pathe)

OKLAHOMA CITY, OKLA.—Orpheum Theatre (2,100), 7 days, 10c-50c, three acts vaudeville, "Ritzy Bros. Unit Shows, Fox News, Æsop's Fables, Topics of the Day (Pathe). Weather, fair. Rating, 90%.

Ghost Talks, The (Fox)

TROY, N. Y.—Troy Theatre (2,000), 3 days, 25c-40c, one Vitaphone, Comedy, News. Weather, fair. Rating, 85%.

AD TIPS—Stressed fact that this was mystery 100 per cent talking picture guaranteed to produce shivers. Audience appeal: all classes.—Troy Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Glad Rag Doll, The (W. B.)

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 35c-50c-75c, Pathe Sound News and Fox Movietone News, Vitaphone Shorts. Weather, warm. Rating, 86 2/5%.

TULSA, OKLA.—Rialto Theatre (1,600), 7 days, 25c-35c-50c, two talking shorts, Fables, (Pathe), News. Weather, fair. Rating 100%.

SEATTLE, WASH.—Blue Mouse Theatre (950), 25c-35c-50c-75c, Vitaphone Acts, Fox Movietone News. Weather, fine. Rating 85% (2d week).

AD TIPS—Feature Costello, all-talking and comedy angles. Audience appeal: limited to those that like lighter type of films.—Blue Mouse Theatre, John Hamrick, Mgr., Seattle, Wash.

Girl On The Barge, The (U.)

OTTAWA, ONTARIO.—Avalon Theatre (990), 3 days, 15c-35c, Fox News, "Apartment Hunting." Weather, fine. Rating, 80%.

Girls Gone Wild (Fox)

SAN FRANCISCO, CAL.—Loew's Warfield Theatre (2,671), 7 days, 35c to 65c, Fox Talkies and M-G-M News, Fanchon-Marco "Oddities Idea," Lyn Cowan. Weather, pleasant. Rating, 100%.

AD TIPS—Advertised as "Mad and Dizzy Whirl of Youth." Audience appeal: all ages and classes, except students.—Loew's Warfield Theatre, Dick Spier, Mgr., San Francisco, Cal.

Good-Bye Kiss, The (F. N.)

OTTAWA, ONTARIO.—Avalon Theatre (990), 3 days, 15c-35c, "Holy Terror," Fox Movietone News. Weather, fine. Rating, 75%.

AD TIPS—Sennett proves that he can do something in way of romance possessing human interest and twists of comedy. Audience appeal: all ages and all classes.—Avalon Theatre, Ambrose Nolan, Mgr., Ottawa, Ont.

Hearts In Dixie (Fox)

OKLAHOMA CITY, OKLA.—Folly Theatre (750), 3 days, 10c-15c20c, Fox Movietone News, Chic Sale Movietone act (Fox). Weather, fair. Rating, 85%.

AD TIPS—Sketches showing negroes and plantation scenes used in newspaper advertising along with line "All-talking, all-singing, all-dancing, all-thrilling." All ages and classes interested in the early settlement of the Southern States.—Folly Theatre, Oklahoma City, Okla.

High Voltage (Pathe)

KANSAS CITY, Mo.—Mainstreet Theatre (3,067), 7 days, 35c-50c-60c, stage presentation, Pathe News. Weather, fair. Rating 95%.

AD TIPS—Boyd featured as star in all advertising and exploitation. The line "A love so deep, so tragically intense that it influenced lives of six strangely different souls," used prominently in newspaper advertising. Audience appeal: all classes.—Mainstreet Theatre, Lawrence Lehman, Mgr., Kansas City, Mo.

His Captive Woman (F. N.)

TROY, N. Y.—Troy Theatre (2,000), 4 days, 25c-40c, 1 Vitaphone presentation, Fox Movietone News. Weather, fair. Rating, 105%.

DES MOINES, IA.—Des Moines Theatre (1,600), 25c-50c, 7 days, Fox Movietone News, 2 Vitaphone acts. Weather, changeable. Rating, 110%.

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,650), 7 days, 25c-35c-50c-60c-75c, Fox Movietone News, Fanchon-Marco stage unit. Weather, fine. Rating, 90%.

BALTIMORE, MD.—Loew's Stanley Theatre),654), 6 days, 25c-60c, Fox Movietone and Paramount News, Orchestra, Organ, Johnny Marvin (MGM), Gus Edwards' Revue (MGM). Clear, cool to hot, light rain one day. Rating, 70%.

AD TIPS—Played up Sills. Audience appeal: mature.—Troy Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Talk about stars speaking; play up island angles; don't go too heavy on trial stuff. Audience appeal: general.—Fox Fifth Avenue Theatre, James Q. Clemmer, Mgr., Seattle, Wash.

First National's jazz-mad talking triumph, with Mackaill, lovely screen enchantress as captive woman, who loved promiscuously. Sills, tropical ruler of her destinies, in his best screen role. Dazzling stage success, now talking masterpiece. Audience appeal: a sophisticated story that grips and holds attention. Great appeal for sophisticated audiences.—Loew's Stanley Theatre, Charles Raymond, Gen. Mgr., Baltimore, Md.

Hole In The Wall, The (Par.)

COLUMBUS, O.—R-K-O Palace Theatre, (3,200) 7 days 25c-50c, 5 acts vaudeville talking comedy, News. Rating, 100%.

AD TIPS—Mystery thriller of type now popular, stressed popularity of stage show. Audience appeal: all ages, all classes.—Palace Theatre, Burns O'Sullivan, Mgr., Columbus, O.

Honky Tonk (W. B.)

NEW YORK CITY, N. Y.—Warner's Theatre (1,360), 7 days, $1-$2, Two shows daily, three Sat. and Sun. Vitaphone Shorts. Weather, warm. Rating based on business of first four days of run. Rating, 92½%.

Hot Stuff (F. N.)

CLEVELAND, OHIO.—Keith's Palace Theatre (3,600), 7 days, 35c-75c, "What a Pill" (Educ.), "Framing of the Shrew" (Par.), "The Azure Coast" (Fox), Pathe Sound News, Pathe Sound Review, Pathe Sound Topics of the Day, Pathe Silent News, Paramount News, Fox News, 5 Acts Vaudeville headed by Al White and His Broadway Night Club Entertainers. Weather, clear and cold. Rating, 90%.

Hot Stuff—Cont.

AD TIPS—Advance advertising used extensively for "Whoopee Week" indicating this as unusual program. Got extra newspaper notices because of this, and had orchestra on stage for first time in history of theatre. Audience appeal: for young folks principally.—Palace Theatre, Frank A. Hines, Mgr., Cleveland, O.

House Of Horrors, The (F. N.)

TROY, N. Y.—Lincoln Theatre (1,000), 3 days, 25c-35c, Vitaphone, Newsreel. Weather, fair. Rating, 85%.

AD TIPS—Exploited fact that this was mystery talking and sound production, and did not lose sight of Fazenda as star. Audience appeal, mature.—Lincoln Theatre, Louis Saperstein, Mgr., Troy, N. Y.

Innocents Of Paris, The (Par.)

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, $1-$2, Paramount Shorts and Song Cartoon. Weather, warm. Rating, 60 3/10%. (7th Week.)

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 25c-40c-60c, 2 Movietone acts, Selected News. Weather, fair. Rating, 120%.

DES MOINES, IA.—Capital Theatre (1,700), 25c-50c, 7 days, Publix screen unit, Paramount News. Weather, changeable. Rating, 110%.

PROVIDENCE, R. I.—Majestic Theatre Theatre (2,400), 7 days, 15c-50c. Weather, warm. Rating, 100%.

SAN FRANCISCO, CAL.—St. Francis Theatre (1,435), 7 days, 35c-65c, Cohen's colored comedy, "Framing of the Shrew," Fox Movietone News. Weather, pleasant. Rating, 90% (3d week).

BUFFALO, N. Y.—Buffalo Theatre (3,100), 65c, Vitaphone Acts, Movietone News, Fashion News and Vaudeville, Comedy Education News. Weather, warm with showers. Rating, 160%.

CLEVELAND, OHIO—Hippodrome Theatre (4,500), 7 days, 25c-50c, "Zip, Boom, Bang" (Educ.), Fox Movietone News. Weather, clear, cold. Rating, 85%.

AD TIPS—Play up personality of Chevalier and lay stress on fact that picture introduces him to American public. Compare him to best of American comedians, and use plenty of pictures in exploitation. Carries appeal to adults of all ages and classes.—Majestic Theatre, Sol Braunig, Mgr., Providence, R. I.

Has many things to play it up with theme song, personality of star and entertaining theme. Capitol Theatre, Jack Roth, Mgr., Des Moines, Iowa.

Chevalier played up for tenth anniversary program of theatre, and picture was advertised along with this line in large type, "A joy you've never before known—singing, dancing, dazzling, spectacular." Audience appeal: all classes.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

Chevalier should be played up as "Idol of France, Now Idol of San Francisco," or whatever city he is in. Advertised as "talking, laughing, dancing, singing sensation."—St Francis Theatre, E. Sinclair, Mgr., San Francisco, Cal.

Advertised Chevalier's name extensively on bill boards, window cards, etc., and the idol of Paris. Audience appeal: for everyone.—Hippodrome, William Watson, Mgr., Cleveland, O.

Great singing and talking picture with plenty of comedy and romance. Exploit Chevalier, great French idol. Audience appeal: for all ages.—Buffalo Theatre, Vincent P. McFaul, Mgr., Buffalo, N. Y.

Kid Gloves (W. B.)

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, 25c-50c, Fox Movietone News, Sam Hardy-Raymond Hatton in "When Caesar Ran a Newspaper" (Par.), Vitaphone Presentations, Palm Beach Four, George Broadhurst in "Three O'Clock in the Morning," Jack White and his Montrealers. Weather, cool to hot, light rain one day, cold rain Saturday. Rating, 75%.

Kid Gloves—Cont.

AD TIPS—Advertise as Vitaphone talking production with Nagel, Wilson, Murphy and Dugan. Use line cut of Wilson and one of Nagel on each side of ad with quoted lines "Must I Marry This Man?" "Must I Marry This Girl?" Then use: One of the most thrilling dramas ever produced. Nagel, as hero, is forced to marry a girl he does not know, by her jealous fiance who mistakes him for her lover. Audience appeal: all classes, young and old.—Rivoli Theatre, Frank Price, Jr., Mgr., Baltimore, Md.

Lady of the Pavements (U. A.)

BALTIMORE, MD.—Loew's Century Theatre (3,221), 6 days, 25c-60c, Fox Movietone and M-G-M News, Loew-Publix Unit "Seashore Follies" with Teddy Joyce, Orchestra, Organ, Columbia Snapshot, Pathe Review, "Little Mother (Our Gang Comedy). Weather, clear, cool to hot, light rain one day, cold rain Saturday. Rating, 95%.

AD TIPS—Hear Velez singing and talking. Lingering sighs, languid eyes, lurid lips and love! United Artists' spectacle with Boyd, Goudal. Warmth of passion in cool theatre. Griffith, maker of "The Birth of a Nation," has turned out another masterpiece. Hear Lupe sing famous theme song "Where Is the Song of Songs for Me?" Audience appeal: wide general appeal; entertainment for everyone.—Loew's Century Theatre, Charles Raymond, Gen'l Mgr., Baltimore, Md.

Letter, The (Par.)

TACOMA, WASH.—Fox Rialto Theatre (1,350), 7 days, 10c-35c-50c-75c, Talking Shorts "Now and Then" and Robert Benchley in "Stewed, Fried and Boiled," Fox Movietone News. Weather, mixed. Rating, 125%.

AD TIPS—Played star and story. Audience appeal: adults.—Fox Rialto Theatre, Doug Kimberley, Mgr., Tacoma, Wash.

Love And The Devil (F. N.)

PROVIDENCE, R. I.—Strand Theatre (2,200), 7 days, 15c-50c, "Hot Stuff." Double feature. Rating, 80%.

Making the Grade (Fox)

SEATTLE, WASH.—Coliseum Theatre (1,650), 25c, 7 days, Our Gang Comedy, Fox Movietone News. Weather, fine. Rating, 70%.

AD TIPS—Talk about cast, and feature as combination of two popular players. Audience appeal: general.—Coliseum Theatre, West Coast Theatres, Inc., Seattle, Wash.

Man I Love, The (Par.)

BOSTON, MASS.—Metropolitan Theatre (4,350), 7 days, 35c-75c, Publix Presentation, Ted Claire and "The Surprise Party," Paramount News. Weather, clear, cool. Rating, 90%.

Standard
VAUDEVILLE
for
Motion Picture Presentation
THE FALLY MARKUS AGENCY
Astor Theatre Building
N. W. Cor. 45th St. & Broadway
Lackawanna 7876

Man's Man, A (M-G-M)

NEW YORK CITY, N. Y.—Capitol Theatre (4,620), 7 days, 35c-50c-75c-$1-$1.50, M-G-M and Fox Movietone News, "Movie Night" Hal Roach silent comedy. "The Capitol Frolic" stage show; Dave Schooler and band. Feature and show held over for second week. Weather, warm. Rating 110½%.

Melody Of Love, The (U.)

TACOMA, WASH.—Pantages Theatre (1,500), 4 days, 25c-75c, 5 Acts Vaudeville, Pathe Sound and Talking News. Weather, mixed. Rating, 90%.

AD TIPS—More newspaper and 24 sheet space than usual. Name has good box office effects.—Pantages Theatre, C. D. Miller, Mgr., Tacoma, Wash.

Molly and Me (T.-S.)

CLEVELAND, OHIO.—Keith's East 105th St. Theatre (2,500), 4 days, 25c-50c, "Caught In a Taxi" (Pathe), Pathe Sound News, Pathe Silent News, "Queen of the Northwoods" (Serial), 5 Acts Vaudeville, featuring Mosconi Bros. Weather, clear, cold. Rating, 80%.

Movietone Follies Of 1929 (Fox)

NEW YORK CITY, N. Y.—Roxy Theatre (6,205), 7 days, 50c-75c-$1-$1.50, Fox Movietone News. Rothafel Stage Show of Four Units. Business fell down on second week. Weather, warm. Rating 87 4/5%.

PROVIDENCE, R. I.—Victory Theatre (1,600), 7 days, 15c-50c. Rating, 100%.

SEATTLE, WASH.—Fox Theatre (2,150), 7 days, 25c-35c-50c-60c-75c, Clark and McCullough comedy, Fox Movietone News. Weather, fine. Rating, 100%.

BOSTON, Mass.—Keith-Albee Theatre (1,800), 7 days, 25c-75c, 5 acts vaudeville, Pathe News. Weather, fair, cool. Rating, 110%.

BALTIMORE, MD.—New Theatre (1,600), 6 days, 25c-50c, Fox Movietone News, George Le Maire and Louis Simon in "Go Easy, Doctor" (Pathe. Advertising increased for this. Clear, cool to hot, light rain one day. Rating, 250%.

LOS ANGELES, CAL.—Criterion Theatre (1,652), 35c-50c-65c, Our Gang Talker, Movietone News. Rating, 150%. (3rd week.)

AD TIPS—Jazzy nature of picture should

10,000
satisfied users
are proof that
GOLD SEAL
REGISTERS & TICKETS
are the best!

AUTOMATIC TICKET REGISTER CORPORATION
Subsidiary of Consolidated Automatic Merchandising Corporation
Used Wherever Tickets Are Sold
723 Seventh Ave. NEW YORK CITY



Cecil B. De Mille explains how he wants a certain scene done in his new M-G-M talkie, "Dynamite." Charles Bickford and Peggy Wood are the leads shown above with De Mille

Movietone Follies Of 1929—Cont.

be exploited and fact that it is regular revue in celluloid with tuneful numbers and snappy dances. Appeal, to all classes of adults and children.—Matt Reilly, Mgr., Victory Theatre, Providence, R. I.

Feature as big musical spectacle like Eastern stage revue, with glorious girls, comedy, dancing, etc. Use plenty of art on girl angle. Audience appeal: all classes.—Fox Theatre, Lew Golden, Mgr., Seattle, Wash.

Biggest triumph of talking screen. First annual Fox Follies of 1929. One hundred per cent talking, singing, dancing! Has everything! Surpassing anything ever seen or heard on stage or screen! Mammoth $6.60 revue at popular prices! Year in making, at cost of $2,000,000. Glittering galaxy of Broadway and Hollywood stars. Host of world's most beautiful show girls. Fifty gorgeous scenes. Audience appeal: to everyone.—Morris A. Mechanic, Mgr., New Theatre, Baltimore, Md.

Mother's Boy (Pathe)

OKLAHOMA CITY, OKLA.—Criterion Theatre (1,750), 7 days, 10c-50c, Jas Barton in "It Happened to Him," Laurel and Hardy in all talking comedy, Paramount News. Weather, fair. Rating, 150%.

AD TIPS—Played up big as all-singing, all-talking production. Hear beautiful voice of Downey. How you will enjoy this sentimental story of Irish lad and his sweet faced mother—how you'll marvel at his ability to thrill you with his songs. Here's show of the week, the month and the best one of the season.—Criterion Theatre, Oklahoma City, Okla.

Noah's Ark (W. B.)

BALTIMORE, MD.—Warner's Metropolitan Theatre (1,500), 6 days, 15c-50c, Kinograms, Rudy Valice and his orchestra (Vitaphone Short), Big Special National Advertising Campaign on this. Weather, clear, cool, to hot, light rain one day, cold rain Saturday. Rating, 180%.

AD TIPS—You gasp, you thrill, you cheer, as you see and hear spectacle imperishable! Warner's present "Noah's Ark" with Costello, O'Brien and 5,000 others. It's colossal! Sweetest love story ever! Told by two glorious lovers, who love for all eternity. With Vitaphone Symphony Orchestra. First time at these prices. Audience appeal: everyone, everywhere, of every age. They jammed the theatre to see this mighty picture.—Warners' Metropolitan Theatre, C. S. Langue, Mgr., Baltimore, Maryland.

No Defense (W. B.)

DES MOINES, IOWA.—Strand Theatre (1,096), 4 days, 20c-30c, Paramount Comedy, "Hot Lemonade," Pathe Sound News. Weather, changeable. Rating, 100%.

No Defense—Cont.

AD TIPS—Had general appeal and was played up for star, Monte Blue.—Strand Theatre, George Watson, Mgr., Des Moines, Iowa.

Nothing But The Truth (Par.)

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 25c-50c, 2 Vitaphone Presentations, Tiffany Color Sound Symphony, Fox Movietone News. Weather, fair. Rating, 90%.

AD TIPS—In this picture I believed it of advantage to feature Kane and to call attention to the fact that she is Victor recording artist and that this picture offered opportunity of seeing and hearing her in combination featuring Dix. Audience appeal: all classes.—Mark Strand Theatre, Byron Farley, Mgr., Albany, N. Y.

On With the Show (W. B.)

NEW YORK CITY, N. Y.—Winter Garden (1,492), 7 days, $1-$2, two shows daily, three Sat. and Sun. First all color full length feature with sound. Weather, warm. Rating, 69 3/10%. (2nd Week.)

LOS ANGELES, CAL.—Warners Hollywood Theatre (3,000), 35c-50c-65c, Rudy Vallee and Band (Short). Rating, 200%.

Pagan, The (M-G-M)

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7 days, 25c-35c-50c, 2 Vitaphone Acts, Selected News. Weather, fair. Rating, 100%.

BOSTON, MASS.—Loew's State Theatre (3,700), 7 days, 40c-75c, Stage Feature Show, Fox News. Weather, fair, cool. Rating, 100%.

COLUMBUS, OHIO.—Loew's Ohio Theatre (4,000), 7 days, 25c-50c, Loew's-Publix Stage Unit, Orchestra, and Organ Presentation, Fox Movietone News. Weather, fair. Rating, 90%.

AD TIPS—Fact that Novarro sings "Pagan Love Song" was played up along with large-sized cut of him in all newspaper advertising. Fact that picture presented two-fold attraction, first whispering palms and love untamed, then conquest of white men also featured. Audience appeal: all classes.—Loew's Midland Theatre, H. H. Maloney, Mgr., Kansas City, Mo.

Exploited romantic setting, and voice of Novarro. Audience appeal: all ages, all classes.—Loew's Ohio Theatre, Columbus, Ohio.

Pawns of Passion (World Wide)

BALTIMORE, MD.—Little Theatre (267), 6 days, 35c-50c, Paramount News, "Treacherous Waters" (Ufa Novelty), "Fish Day" (Aesop Fable). Weather, clear, cool to hot, light rain one day, cold rain Saturday. Rating, 70%.

AD TIPS—Exploit as mighty romantic spectacle. Tale of post-war Europe that moves from Polish border to artists' colony of Paris. Actually filmed in Russia and France. With Chekova of Moscow Art Theatre. Audience appeal: to thousands who like realistic melodrama with plenty of thrilling situations.—Little Theatre, Clyde V. McKay, Mgr., Baltimore, Md.

Plastered in Paris (Fox)

OTTAWA, ONT.—Rex Theatre (750), 3 days, 15c-25c, "Fire Detective," Paramount News, Comedy. Weather, fine. Rating, 80%.

Rainbow Man, The (Par.)

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-75c-85c-$1, Paramount News, Rudy Vallee and stage band. "Rah, Rah, Rah" Publix Unit. Jesse Crawford at organ. Weather, warm. Rating 102 3/10%.

COLUMBUS, OHIO.—Loew's Broad Theatre (3,000), 7 days, 25c-50c, Fox Movietone News, Vitaphone Shorts. Rating, 95%.

HOUSTON, TEXAS.—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix Unit, Paramount News. Weather, varied. Rating, 95%.

Rainbow Man, The—Cont.

ALBANY, N. Y.—Leland Theatre (1,400), 6 days, 25c35c, Fox Movietone News. Weather, fair. Rating, 120%.

SEATTLE, WASH.—Seattle Theatre (3,150), 7 days, 25c-35c-50c-60c, Paramount Sound Shorts, Paramount News, Musical Acts. Weather, fine. Rating, 85%.

PORTLAND, ORE.—Portland Theatre (3,068), 7 days, 25c-60c, Paramount News, Paramount Talking Acts including "Schubert's Songs," "Framing of the Shrew;" Stanleigh Malotte, new organist at Wurlitzer. Weather, fair and cooler. Rating, 100%.

LOS ANGELES, CAL.—Paramount Theatre (3,595), 35c-50c-65c, "If Men Played Cards as Women Do," Paramount News, Musical Memories, Milton Charles, organ concert. Rating, 90%.

AD TIPS—Did not lose sight of fact that N. Y. paid $2.00 for this picture and flashed this in newspapers. Also featured that this is picture that Rev. S. Parks Cadman advised everyone to see. Also stressed fact that Dowling was one of great "Happiness" singers of age, whose tunes were everywhere hummed and whose songs would bring tears as well as laughter, and also guaranteed fact that every person would leave theatre satisfied. Audience appeal: all classes.—Leland Theatre, Alec Sayles, Mgr., Albany, N. Y.

Advertise as human drama of minstrel stage, with fine stage cast, good song hits, etc. Play up as picture of season. Audience appeal: everyone.—Seattle Theatre, Bob Blair, Mgr., Seattle, Wash.

Dowling's name and legitimate stage popularity should be capitalized—also fact this is first movie for him. Audience appeal: all ages, all classes.—Loew's Broad Theatre, Columbus, Ohio.

Dowling has little following here as he is not known, so we plugged sweet love story, heart interest, and the songs, especially "Sleepy Valley." Love interest is best bet in advance advertising.—Metropolitan Theatre, Emil Bernstecker, Mgr., Houston, Tex.

Played up Dowling strong as New York stage favorite, cite former successes as he is little known on Coast. Piece has color, romance, hearty laughs. Darro comes near to stealing picture. Fair appeal.—Portland Theatre, Charles Pincus, Mgr., Portland, Ore.

Red Dance, The (Fox)

COLUMBUS, O.—Grand Theatre (1,200), 7 days, 25c-50c, Chic Sale in talking comedy, Fox Movietone News. Rating, 115%.

AD TIPS—Hired dancer who in costume could double for Del Rio, and dressed her in costume identical with those worn in picture. Gave her free to night clubs, restaurants, etc., for single numbers few days before picture opened. Their orchestras in return plugged film's theme song. Dancer's name never announced, she appeared always in red mask, and was known as "Red Dancer." Several of these restaurants who broadcast programs also plugged picture and theme songs over radio.—Jean La Roe, Director Publicity Neth Theatres, Columbus O.

Rescue, The (U. A.)

OTTAWA, ONT.—Imperial Theatre (1,220), 6 days, 15c-50c, "Jed's Vacation," Paramount News. Weather, fine. Rating, 75%.

Sal of Singapore (Pathe)

PORTLAND, ORE.—Blue Mouse Theatre (657), 25c-35c, 7 days, Fox Movietone News, Vitaphone Acts. Weather, fair and cooler. Rating, 85%.

Sal Of Singapore—Cont.

AD TIPS—Played up work of Hale and Haver. Filmed on tramp freighter miles at sea. Slight appeal.—Blue Mouse Theatre, Francis Johnson, Mgr., Potrland, Ore.

Scandal (U.)

DALLAS, TEX.—Capitol Theatre (1,044), 7 days, 15c-25c-35c, Vitaphone Acts, Val and Ernie Stanton, The Ingenues, Int'l News. Weather, fair. Rating 95%.

OKLAHOMA CITY, OKLA.—Liberty Theatre (1,100), 7 days, 10c-50c, Int'l. News, Fox Movietone News, Hugh Herbert-Ben Bard in a talking comedy. Weather, fair. Rating, 90%.

BOSTON, MASS.—Modern and Beacon Theatres (1,800), 7 days, 25c-75c, "Collegians" (a talkie), Pathe News. Weather, clear, cool. Rating, 100%.

VANCOUVER, B. C.—Pantages Theatre (1,700), 6 days, 30c-50c, Presentation, 5 vaudeville acts, Int'l. News, local newsreel. Weather, fine and warm. Rating, 150%.

AD TIPS—Played up Bole's singing role and theme of society girl sacrificing her own secure position to save third party from disgrace. Audience appeal: all classes.—Liberty Theatre, Oklahoma City, Okla.

Exploit La Plante. Intense love drama with woman loving her husband and also another. Also play up mystery angle. Copy used: Haunted by past that would never die. She loved her husband with sincerity and instinct of wife, but she loved another with burning passion of youth. Was it fair to choose between them? Mystery, thrills, suspense. Feature Boles and Gordon. Audience appeal: adults.—Capitol Theatre, Ray J. Stinnette, Mgr., Dallas, Tex.

Played up La Plante in absorbing drama of high society, woman with past that would not die. From Cosmopolitan Magazine story, "The Haunted Lady." Woman battling for right to happiness with woman's oldest weapon. Audience appeal: general, for all classes.—Pantages Theatre, Lloyd Pantages, Mgr., Vancouver, B. C.

Show Boat (U.)

SAN FRANCISCO, CALIF.—California Theatre (2,358), 7 days, 35c to 65c, Fox Movietone News. No shorts. Weather, clear, pleasing. Rating, 160%.

COLUMBUS, O.—Grand Theatre (1,200), 7 days, 25c-50c, (Special midnight show Saturday with reserved seats at 75c-$1.00); Fox Movietone News. Weather, fair, cool. Rating, 125%.

BUFFALO, N. Y.—Century Theatre (2,700), 65c, Fox Movietone and Silent News, Sound comedy, Vitaphone. Weather, warm, with showers. Rating, 150% (3rd week).

AD TIPS—Although extra newspaper space was used this picture is so well known that it sells itself and after the first day it advertises itself by word of mouth. Audience appeal: all classes. Proctor's Theatre, Jacob Golden, Mgr., Troy, N. Y.

Advertised as "supreme singing picture of Edna Ferber." Also that Ziegfield Folies stars are hits of the show and that it has high character, wonderful acting cast and pleasing song hits. Audience appeal: all ages and classes.—California Theatre, Nat Nolt, Mgr., San Francisco, Calif.

Played up stage stars, and exploited popularity of novel, and stage production, and music, which is still popular from stage presentation. Audience appeal: all ages and all classes.—Grand Theatre, Columbus, O.

Squall, The (F. N.)

NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, $1 $2-$2.50, two shows daily, three Sat. and Sun. Vitaphone Shorts. Weather, warm. Rating 58 4/5%. (5th Week.)

Squall, The—Cont.

PORTLAND, ORE.—Tebbetts' Oriental Theatre (1,600), 7 days, 5 shows, 25c-35c, Frazier Players, Pathe Sound News, Glen Shelley Wurlitzer "A Night in May." Weather, fair and cooler. Rating, 115%.

Stranded (Sterling)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20c-55c, Pathe News, Bert Smith Players in "Making Whoopee" with chorus and vaudeville acts. Weather, clear cool to clear hot, light rain one day. Rating, 70%.

AD TIPS—Feature Mason and Collier, Jr., in forceful drama of Hollywood high lights. Stranded in Hollywood! All her dreams of stardom scattered to four winds. Blistful fame turned into bitter fight for existence. Audience appeal: to all who like a story of a girl's struggle to reach fame in Hollywood. Romantic drama that carries a big appeal for all members of the family.—Hippodrome Theatre, Nat Keene, Mgr., Baltimore, Md.

Strange Cargo (Pathe)

DALLAS, TEX.—Old Mill Theatre (1,400), 7 days, 20c-25c-35c, Charley Chase sound comedy, 2 Vitaphone acts. Weather, fair. Rating, 100%.

AD TIPS—Exploit title, as it is one of best business-getting angles. Billed as masterpiece of mystery, with 14 talking stars. Strange yacht stalked by fate running gauntlet of romantic mysteries and one thrills and one thrills.—Old Mill Theatre, Al R. Lever, Mgr., Dallas, Tex.

Studio Murder Mystery, The (Par.)

HOUSTON, TEX.—Kirby Theatre (1,654), 7 days, 15c-50c, Vitaphone shorts, Fox Movietone News. Weather, varied. Rating, 95%.

KANSAS CITY, MO.—Royal Theatre (900), 7 days, 25c-50c, 2 Movietone acts, Selected News. Weather, fair. Rating, 85%.

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, Fanchon and Marco presentation "Grotesque Ideas," Fox News. Weather, fair. Rating, 115%.

SAN FRANCISCO, CAL.—Granada Theatre (2,900), 7 days, 35c-65c, Paramount News, Severi Orchestra, Publix Specials. Weather, pleasant. Rating, 85%.

AD TIPS—Despite prevalence of murder mysteries, this angle widely exploited and public responded. Week previous to showing, WGN radio station squad call was imitated in theatre through the amplifiers, telling of murder committed in film colony, an effective means of advertising picture instead of trailer. Audience appeal: usual theatre patrons.—Wisconsin Theatre, W. O. James, Mgr., Milwaukee, Wis.

You should advertise it as all-talking murder mystery, as it only appealed to those who crave for mysterious and sensational pictures. Mysterious cuts shown. Audience appeal: to those desiring murder and mystery.—Granada Theatre, Smith, Mgr., San Francisco, Cal.

(*Continued on page* 2090)



Check Up Summary

HEREWITH is printed a summary of MOTION PICTURE NEWS' Weekly Box Office Check Up covering a period of three and a half months, Feb. 16-May 31, 1929. The average percentage rating is obtained by totaling all box office percentages on each picture, the total percentage then being divided by the number of reports to obtain the average.

In figuring the percentage rating on pictures, the normal or average business of a theatre is taken as 100 per cent. Thus, if a picture rates 92 per cent in this summary, its average for the three and a half months for all theatres reporting is eight per cent below normal. If it is given as 110 per cent, its average is ten per cent above normal. No picture is included in this summary unless it has received at least ten reports.

COLUMBIA

	Rating
Donovan Affair, The	96
Lone Wolf's Daughter, The	89
Trial Marriage	91
Younger Generation	88

FIRST NATIONAL

Barker, The	105
Children of the Ritz	97
Divine Lady, The	100
His Captive Woman	98
Hot Stuff	109
Love and the Devil	85
Naughty Baby	93
Saturday's Children	98
Scarlet Seas	99
Seven Footprints to Satan	93
Synthetic Sin	94
Weary River	112

FOX

Captain Lash	88
Fugitives	97
Ghost Talks, The	91
Girls Gone Wild	89
Hearts in Dixie	111
In Old Arizona	127
Mother Machree	90
Napoleon's Barber	103
Red Wine	94
Sin Sister	90
Speakasy	120
Strong Boy	86
Through Different Eyes	101
True Heaven	91
Why Be Good	94

METRO-GOLDWYN-MAYER

Alias Jimmy Valentine	106
All at Sea	101
Bellamy Trial, The	102
Bridge of San Luis Rey	95
Broadway Melody, The	145
Desert Nights	93
Dream of Love	83
Duke Steps Out, The	121
Flying Fleet, The	105
Lady of Chance, A	87

METRO-GOLDWYN-MAYER—Cont.

Pagan, The	106
Spite Marriage	89
Tide of Empire	89
Trail of '98, The	99
Trial of Mary Dugan	122
Voice of the City	106
Wild Orchids	104
Woman of Affairs, A	91

PARAMOUNT

Abie's Irish Rose	113
Behind the German Lines	90
Betrayal	97
Canary Murder Case, The	111
Carnation Kid	88
Case of Lena Smith, The	83
Chinatown Nights	98
Close Harmony	112
Doctor's Secret, The	102
Dummy, The	97
Gentlemen of the Press	100
Hole in the Wall, The	103
Interference	103
Letter, The	100
Marquis Preferred	90
Night Club, The	93
Nothing But the Truth	108
Redskin	99
Shopworn Angel	100
Sins of the Fathers	88
Wild Party, The	119
Wolf of Wall Street, The	111
Wolf Song, The	95

PATHE

Geraldine	87
Godless Girl, The	96
Leatherneck, The	101
Ned McCobb's Daughter	85
Office Scandal	96
Shady Lady, The	89
Spieler, The	84
Strange Cargo	88

RKO

Air Legion, The	100
Jazz Age, The	85

R-K-O—Cont.

Love in the Desert	87
Syncopation	106

STATE RIGHTS

Simba	122

TIFFANY-STAHL

Lucky Boy	93
Marriage by Contract	88

UNITED ARTISTS

Alibi	107
Awakening, The	97
Coquette	123
Iron Mask, The	113
Lady of the Pavements	99
Rescue, The	87

UNIVERSAL

Clear the Decks	87
Cohens and Kellys in Atlantic City	100
Girl on the Barge, The	85
Give and Take	85
Last Warning, The	94
Red Hot Speed	86
Shakedown	85
Show Boat	142

WARNER BROS.

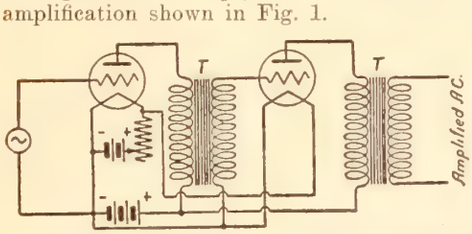
Conquest	84
Desert Song, The	120
Fancy Baggage	89
Glad Rag Doll, The	105
Greyhound Limited, The	100
Kid Gloves	100
Little Wildcat, The	84
Million Dollar Collar, The	75
My Man	99
Noah's Ark	83
On Trial	107
Queen of the Night Clubs	92
Redeeming Sin, The	95
Singing Fool, The	101
Sonny Boy	104
Stark Mad	96
Stolen Kisses	91
Terror, The	97

Sound And Projection

Conducted By James R. Cameron

Audio Frequency Amplification

IN the preceding discussion of amplification it was pointed out that after a radio-frequency current is amplified it is passed through a rectifying device, often a detector tube, and the term "audio-frequency amplifier" was defined. If an audio-frequency current is to be amplified, it is not necessary to pass the amplified current through a detector, since the amplified current is audible if received with a telephone receiver placed in the plate circuit of the amplifier. It is sometimes desired to amplify the audio-frequency current produced in radio rectifying device, in which case the amplifier is an audio-frequency amplifier. In this case the radio current, consisting of groups of radio-frequency oscillations, is first impressed upon the detector, and the pulses of current having the group frequency are passed on into the amplifiers.. The amplifying process may be carried on through several steps, as in the cascade amplification shown in Fig. 1.



—Cascade Amplification Transformer Coupling Connections

Fig. 1

In some amplifiers as many as six tubes may be used. In such cases it is general practice to use perhaps three tubes as radio-frequency amplifiers, then the detector tube, and then perhaps two tubes as audio-frequency amplifiers. One reason for using the radio-frequency amplification is because under proper operating conditions with signals of moderate intensity the output of a detector tube is approximately proportioned to the square of the input voltage, and hence the output of the detector tube increases rapidly as the input voltage is increased. If more than three stages of troublesome regenerative effects are very likely to occur in the output circuit of the amplifier. Regenerative effects are also likely to occur if more than two stages of audio-frequency amplification are used, causing "howling" noises in the output circuit.

If, therefore, we wish to use as many as six tubes in an amplifier, it is necessary to use both radio-frequency and audio-frequency amplification. These troublesome effects can be reduced by properly shielding the various circuits of the amplifier, as by inclosing in metal. If very feeble incoming oscillations are impressed on the input of such a six-tube amplifier of a type now in extensive use, the over-all voltage amplification of the amplifier may be several million. It is only by the use of amplifiers of this type that it has been possible to use the coil antennas, which may be 4 feet square or even smaller, on receiving devices and on radio compasses.

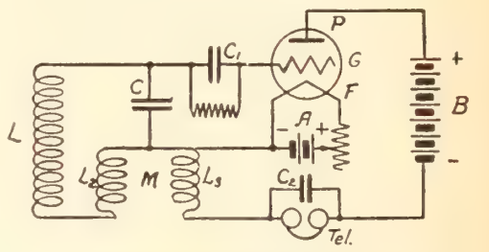
Amplifiers with a large number of tubes have been used, especially for very short waves, such as 50 meters. The use of even six tubes requires very careful design to prevent difficulties due to regenerative effects. With a greater number of tubes and greater amplification every disturbance is magnified, and even greater care in design is essential and shielding is particularly important. The use of more than six tubes in a compact, portable, unit, is especially difficult. A six-tube amplifier, properly designed, will usually give all the amplification necessary for ordinary purposes. The use of radio-frequency amplification for short wave lengths, particularly for less than 300 meters, is attended with many difficulties caused by the low impendence paths which the capacities between the leads and between the elements of the tubes offer at high frequencies. For short waves the high frequency may be changed before amplification by the best method.

Resistance-Coupled Amplifier

If an amplifier with transformer coupling or capacitive coupling is to be used on one particular wave length a much more effective amplifier can be designed than if it is required that the amplifier operates over a considerable range of wave lengths. The performance of a resistance-coupled amplifier, however, when used on long wave lengths depends very little on the wave length, Resistance-coupled amplifiers seldom give full amplification at wave lengths below 1000 meters.

The grid of a tube may be maintained at a definite voltage above the negative terminal of the filament, so that the tube operates at a particular point on the characteristic curve showing the relation between grid voltage and plate current. For a detector it is desirable to have the operating point at the sharpest bend in the characteristic curve, as has been explained, above. For an audio-frequency amplifier it is usually desirable to have the operating point at about the center of the steepest part of the characteristic curve. The DC voltage so used is often called a "biasing potential." A method of obtaining this biasing potential which is extensively employed, is by the use of a voltage divider arrangement which consists of a resistance of perhaps 200 or 300 ohms connected across the filament battery terminals and an adjustable contact, which is connected to the grid.

In receiving damped waves or interrupted continuous waves with an amplifier it is necessary to prevent the various tubes in the amplifier from oscillating. This may be done by applying a positive voltage of the proper magnitude of the grid. The voltage divider arrangement just mentioned may be used for this purpose, and when so applied to amplifier tubes is called a "stabilizer." The stabilizer is usually so adjusted that the circuit of the tube for which it is used is just below the oscillating condition. In an amplifier of several stages, such as the six-tube amplifier mentioned above, having both radio-frequency stages and audio-frequency stages, it is desirable to have one separate stabilizer for the radio-frequency stages and one stabilizer for the audio-frequency stages. A separate voltage divider should also be used for adjusting the grid potential of the detector tube. The use of the stabilizer makes the grid sufficiently positive so that the grid circuit will absorb an appreciable amount of power. Stabilizers may be used with amplifiers having either inductive, capacitive or resistance-coupling. Stabilizers may greatly increase the sensitivity and usefulness of an amplifier and are now found on



-Regenerative Circuit for Simultaneous Amplifying and Rectifying

Fig. 2

many radio frequency amplifiers of recent design.

The sensitiveness of an electron as a detector may be enormously increased by a method which multiplies the amplifying action. The connections are shown in Fig. 2. The explanation of the amplifying action is as follows: Oscillations in the circuit LL2C applied to the grid through the condenser C-1 produce corresponding variations in the continuous plate current, the energy of which is supplied by the plate battery B, (Fig. 2). This plate current flows through L-3, and by means of the mutual inductance M, some of the energy of the plate oscillations is transferred back to the grid circuit, and the current in the circuit LL2C is thus increased. This produces amplified grid oscillations which by means of the grid, produce larger variations in the plate current, thus still further reinforcing the oscillations of the system. Simultaneously with this amplification the regular detecting action goes on; the condenser

(*Continued on following page*)

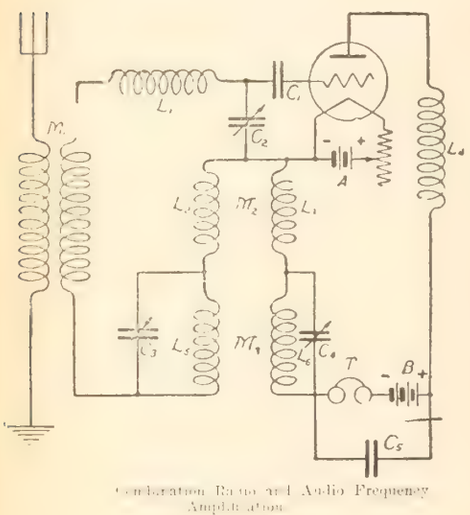
Sound And Projection

By JAMES R. CAMERON

(Continued from preceding page)

C-1 is charged in the usual way, but accumulates a charge which is proportional not to the original signal strength but to the final amplitude of the oscillations in the grid circuit. The result is a current in the telephone much greater than would have been obtained from the original oscillation in the circuit.

To obtain maximum voltage on the grid, the circuit LL2C should have large inductance and small capacity. The connections between L-2 and L-3 must be so made that their mutual inductance is of proper size to produce an E.M.F., which will aid the oscillations instead of opposing them. Various modifications of this method are used. The condenser C may be across L-3, so that the tuned oscillatory circuit is in series with the plate instead of the grid; or C may be connected across all of the inductances in series, the oscillation circuit then includes L-1, L-2, and L-3.



Combination Radio and Audio Frequency Amplification

Fig. 3

Combination Radio and Audio Regenerative Amplification

A single electron tube can be used to amplify and detect radio-frequency current and simultaneously to amplify the telephone pulses of audio-frequency. The circuits are shown in Fig. 3. Here M represents the coupling for the radio-frequency and the coils are of relatively small inductance. M is the coupling for the audio-frequency, and the transformer is made up of coils having an inductance of a henry or more. The variable condensers C and C, have the double purpose of tuning M to the audio-frequency and of by-passing the radio frequencies. The radio-frequency variations in the plate current flow through the circuit PFL3 C4 C5 L4, and at the same the audio frequency variations flow through the circuit. The audibility of weak signals received by this method is about 100 times the audibility obtained with a single tube connected in a simple detector circuit. On stronger signals the amplification is smaller.

Box Office Check-Up

(Continued from page 2088)

Studio Murder Mystery—Cont.

Stars of pictures, without their names, used in halftone cuts with these lines under respective cuts: Former Sweetheart," "Eccentric Directors," "Jealous Wife," and "Rival Author." "Who Killed Hollywood's Most Popular Movie Star?" in large type above the cuts.—Royal Theatre, C. S. P. Coppock, Mgr., Kansas City, Mo.

Mystery story, moving picture studio locale, and good cast played up in advertising. Mystery particularly stressed. Appeal is to all ages and classes.—Kirby Theatre, Houston, Tex.

This Is Heaven (U. A.)

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-50c-65c-75c-85c-$1, Paramount News and Sound Shorts. Weather, warm. Rating, 69 4/5%. (2nd Week.)

CLEVELAND, O.—Allen Theatre (3,300), 7 days, 30c-60c, "Hold 'em Ozzy" (Universal Oswald cartoon), Fox Movietone News, MGM Movietone Acts. Weather, clear and cold. Rating, 100%.

AD TIPS—For week before opening, ran contest to find five Banky doubles. In department stores, offices, schools, etc. Each received merchandise prize. Then grand prize of $50 was given to one of five most resembling star. Press co-operated in stunt, and gave it wide publicity. Audience appeal: for all.—Allen Theatre, W. E. Burton, Mgr., Cleveland, Ohio.

Three Passions, The (U. A.)

HOUSTON, TEX.—Majestic Theatre (2,250), 7 days, 25c-60c, 5 vaudeville acts, Fox Movietone News. Weather, varied. Rating, 85%.

AD TIPS—Title, fact that film was made in England, and Hamilton story, are best selling points. Terry's and Ingram's names carry weight in advertising also. Appeals to adult lovers of meaty stories.—Majestic Theatre, Houston, Tex.

Trial Marriage (Col.)

DALLAS, TEX.—Majestic Theatre (2,680), 7 days, 25c-60c, Interstate Vaudeville, Movietone News, Vitaphone Short. Weather, fair. Rating, 110%.

AD TIPS—Exploit Kerry and play up Eilers and Robards. Exploit as racy romance and story of modern times with plenty of action. Audience appeal: all classes.—Majestic Theatre, Sid Henry, Mgr., Dallas, Tex.

Trial Of Mary Dugan (M-G-M)

DALLAS, TEX.—Greater Palace Theatre (2,350), 25c-35c-60c, 7 days, Publix Presentation "Cheerio," Vitaphone act and Paramount News. Weather, fair. Rating, 110%.

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-25c, Fox Movietone News, William O'Neill (M-G-M). Clear, cool to hot, light rain on one day, cold rain Saturday. Rating, 103%.

True Heaven (Fox)

ALBANY, N. Y.—Clinton Square Theatre (800), 6 days, 25c-35c, Paramount News. Weather, fair. Rating, 90%.

TACOMA, WASH.—Fox Colonial Theatre (965), 7 days, 25c-35c, comedy with Frances Lee and Billy Engle, News. Weather, mixed. Rating, 75%.

AD TIPS—Used only names of stars, Moran and O'Brien. Audience appeal: mature.

True Heaven—Cont.

—Clinton Square Theatre, Howard Rooney, Mgr., Albany, N. Y.

Valiant, The (Fox)

MILWAUKEE, WIS.—Strand Theatre (1,297), 7 days, 25c-60c, "Hot Lemonade," "Dear Teacher," Fox News. Weather, fair. Rating, 65%.

AD TIPS—Exploited as unusual drama, with stress on name of Muni, new star. Audience appeal: all classes.—Strand Theatre, William E. Mick, Mgr., Milwaukee, Wis.

Where East Is East (M-G-M)

COLUMBUS, O.—Loew's Ohio Theatre (4,000), 7 days, 25c-50c, M-G-M), Loew's Publix stage unit, organ, orchestra presentation, Fox Movietone News. Rating, 110%.

ALBANY, N. Y.—Mark Ritz Theatre (1,146), 6 days, 25c-35c, one Vitaphone, Pathe Sound News. Weather, fair. Rating, 100%.

TROY, N. Y.—Lincoln Theatre (1,000), 4 days, 25c-35c, one Vitaphone act, comedy, Kinograms. Weather, fair. Rating, 90%.

PROVIDENCE, R. I.—Loew's State Theatre (3,800), 7 days, 15c-50c. Rating, 90%.

BUFFALO, N. Y.—Hippodrome Theatre (2,900), 7 days, 65c, Vaudeville Acts, Comedy and Fox Movietone News. Weather, warm with showers. Rating, 170%.

LOS ANGELES, CAL.—Loew's State Theatre, (2,418), 35c-50c-65c-75c-$1.00 "Hurdy-Gurdy," Movietone News, Fanchon-Marco "Thru the Gates" Idea, Rube Wolf. Rating, 125%.

PORTLAND, ORE.—Fox Broadway Theatre (1,912), 7 days, 25c-60c, Fox News, Fanchon & Marco's "Bows & Beaus" Idea, Singing and Dancing Stellar Offering. Stan and Hardy short "Unaccustomed As We Are," New pianist and M. C. Sam Jack Kauffman. Weather, fair and cooler. Rating, 110%.

AD TIPS—Played up Chaney in newspaper ads, declared him to be biggest name on screen today. Audience appeal: all classes.—Mark Ritz Theatre, Charles Smakwitz, Mgr., Albany, N. Y.

Exploit "man of thousand faces" in typical Chaney picture. Find here that it is well also to use names of Velez, Taylor and Hughes, as each has following. Appeal: to all grown-ups.—Loew's State Theatre, E. J. McCarthy, Mgr., Providence, R. I.

Featured Chaney throughout advertising. Audience appeal: all classes.—Lincoln Theatre, Louis Saperstein, Mgr., Troy, N. Y.

Chaney in another masterpiece with exotic settings. Audience appeal: all ages, all classes. —Loew's Ohio Theatre, Columbus. Ohio.

Staged welcome for Chaney's return with special eastern decorations and chinese lan- under marquee, Oriental story, noted acting.—Broadway Theatre, Floyd Maxwell, Mgr., Portland, Ore.

Wild Heart of Africa, The (S.R.)

NEW YORK CITY, N. Y.—Cameo Theatre (549), 7 days, 50c-75c, Pathe Sound News, Pathe Talking Comedy "Go Easy Doctor," Fox Movietone "The Knife." Weather, warm. Rating, 101 4/5%. (2nd Week)

Wind, The (M-G-M)

ALBANY, N. Y.—Clinton Square Theatre (800), 6 days, 25c-35c, Paramount News. Weather, fair. Rating, 100%.

Broadway Show Reviews

By Fred Schader

"She Goes To War" Heads Programme At The N. Y. Rivoli

"She Goes To War," Henry King's Inspiration production heads the all sound programme at the Rivoli. The feature runs 1 hour and thirty-eight minutes which length together with twenty-five minutes of short subjects and news shots makes the show run just over two hours.

The programme opens with news shorts clipped from the Paramount and M-G-M reels running about eleven minutes. This is followed by an orchestra and singing Paramount short of Alice Boulden entitled "High Hat," after which another Paramount short "If Men Played Cards As Women Do" got a number of laughs.

A Max Fleischer song cartoon of "Mother, Mother Pin A Rose On Me" which was the "Yes We Have No Bananas" of a decade or more ago proved decidedly funny.

In all the bill sums up a fair entertainment.

In And Out Of Town

STANLEY JACQUES, Pathe central division manager of sales, has been in New York spending several days conferring with company executives.

JOHN CECIL GRAHAM, of London, general foreign representative of Paramount, and Mrs. Graham, were among the passengers landed by the Leviathan last Saturday. He is attending the Paramount sales convention at St. Louis and Atlantic City.

M. J. MESSERI, of Barcelona, Spain, managing director of the Paramount Spanish organization, and David Souhami, of Rome, managing director of the company's Italian organization, arrived in New York last Tuesday on the S. S. Paris to attend the annual Paramount sales convention.

WILLIAM J. SEITER, First National director, is in New York for a few days vacation. He has just finished "Smiling Irish Eyes."

ALEXANDER GRAY, Broadway star, is to go to the Coast, to play the romantic lead opposite Marilyn Miller in "Sally," about to enter production at the Burbank studio.

NAT LIEBESKING, manager of First National's exchange at Havana, Cuba, is in New York on a short business trip to consult with H. A. Bandy, manager of the Foreign Department.

"The One Woman Idea" Weak Feature With Balance Of Roxy Show Draggy

THE final programme presented at Roxy prior to the inauguration of a new summer policy at the house proved weak entertainment. A check on the business that the house was doing made on two evenings during the early part of the week showed that the box office was reflecting the quality of the show.

Cutting down the orchestra seems to have had the effect of deadening the musical quality of the entire organization. Of course the pit has been dressed with the remaining men so that it is not generally noticeable that there are about a score less musicians present than there were at the house up to about three weeks ago.

This week's show is running two minutes over two hours. Into that period is poured the overture from "Rienzi." It was played for twelve minutes, which is as much as can be said about it.

The first unit on the stage is entitled "To Our Flag," showing the choral ensemble of the Roxy in Colonial costumes massed in front of a shield of the Stars and Stripes singing "Columbia The Gem Of The Ocean" and a Betsy Ross group fading in on the shield. Three minutes.

The second stage unit was the most effective of the program. Entitled "La Serenade" it was opened by Harold Van Duzee in a vocal number sung to Patricia Bowman in one of the boxes, she coming onto the stage to lead the ballet, with Leonide Massine assisting her. The Roxyettes in a number following the ballet easily ran away with the honors. Thirteen minutes was devoted to this feature.

Fox Movietone News was next offered for twelve minutes of several interesting shots. The most effective being that of Lloyd George and his huge St. Bernard dog. It was a magazine shot made some time ago, but it fitted into the news at this time because of the interest on this side in the recent British elections.

Impressions of "Aida" with the chorus, ballet, Roxyettes and Viola Phila and Harold Van Duzee as soloist filled the next twenty minutes, which were draggy indeed.

The feature picture was "The One Woman Idea" a Fox silent production that looked like it was a fair state right program production, the story being one that had been shot time and again in pictures, and not particularly well cast or directed.

Paul Ash Returns To The Paramount With "The Studio Murder Mystery"

THE delight of the flappers in Chicago and Brooklyn is back on Broadway again. The delight is none other than Paul Ash, who managed to get himself a hair cut before he ventured back from the City of Churches to the Main Stem. Paul and the sexiest of saxophone players, Rudy Vallee, who had been at the Paramount for six weeks, during which he proved a box office asset to the house, replaced Paul across the bridge.

The return of Paul to the Paramount was minus any great fanfare such as marked his advent in the big city when he came from Chicago. The Publix people slipped him in quietly with the exception that he did get some daily newspaper advertising on the day of his opening.

With the return of Ash the Paramount is showing "The Studio Murder Mystery," a very fair program talker with a number of thrills. The fact that the story is laid in a motion picture studio, and Paramount used their own coast plant as the scene of the mystery, will interest the fans who will want to see the inside wheels go 'round.

Frank Cambria's Publix Unit entitled "Surprise Party" was the stage offering for the week. From a sight standpoint it is very pretty indeed, but it is somewhat lacking in kick as far as entertainment is concerned. The bright spots were Peggy Bernier, who sang three songs in a crooning voice and in whom Paul seems to have a successor to Helen Kane, and Zelaya the

(*Continued on page* 2093)

"I have been reading the Round Table Club pages in the Motion Picture News and have found the suggestions of other members very helpful to me."

J. MARKLE,
Manager, Fox—Poli Bijou Theatre,
New Haven, Conn.

The Newspapers Tell Hollywood—

"I am finding the 1929 Blue Book invaluable. In fact, seldom does a day go by that I do not refer to it for information at least once. Usually, I have it out several times a day. The Blue Book is frequently used to check information that I feel may not be correct; also to obtain names of those starred in pictures for use in The Journal's daily Amusement Guide, thus insuring the stars publicity that often might not be given had I not the means to find the information desired quickly."—Harold Hunt, Dramatic Editor, The Journal, Portland, Oregon.

Watch For Other Newspaper Comments

Hollywood Can't Afford To Stay Out

of

Motion Picture News

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Using Alternates To Speed Academy Conciliation Work

Hollywood, June 13.—In order to speed the work of its conciliation committee, the Academy of Motion Picture Arts and Sciences has selected alternates for each member on the committee.

It has been found that the work of the group has been delayed on several occasions through the absence of various members from the city on production matters for their respective conmpanies. The alternates were appointed to fill in at these times so that the committee could function properly in disposing of complaints filed by various workers or producers.

The conciliation committee is now constituted as follows: actors, Rod La Rocque, committeeman with Conrad Nagel alternate; directors, Reginald Barker, with Sam Taylor alternate; producers, William Sistrom, committeeman, with Louis B. Mayer alternate; technicians, J. T. Reed, with H. H. Barter alternate; writers, Tom Miranda, with John F. Goodrich alternate.

Reviews Of Shows At Leading Broadway Houses

(*Continued from page 2091*)

pianist. Two other turns in the unit were seen at the Capitol within the last couple of months, and although they are a repeat for Broadway they managed to click with the audiences. They are the Lime Trio, with their comedy acrobatics and Andrew and Louise Carr. Richard Bold and Nell Jewell furnish the vocal background for the unit, the former as the son who arranges a surprise party for his mother on the lawn of their home. The Gluck-Sorrell Girls, with a combination of toe and straight dancing, proved pleasing.

Jesse Crawford, together with Mrs. Crawford, offer a quintet of numbers on the twin organs.

Charles Butterworth, in "Vital Subjects," a short talking comedy, got a few laughs, while the Paramount News was the other feature of the program.

Fairbanks, Jr., Signs New F. N. Contract For Talkies

A contract to star in four First National-Vitaphone features was signed last week by Douglas Fairbanks, Jr. The first of the series will be "Spring Is Here," taken from the musical comedy of that name now current. The young star has recently finished two pictures at the First National West Coast plant, "The Careless Agent" and "Fast Life."



When press agents dope out their expense accounts. Here are Harry D. Wilson, of the Joseph M. Schenck forces, and Arthur Zellner, publicity man for the Fairbanks, poring over theirs

Paramount Not Renewing Contract Of Esther Ralston

Hollywood, June 13.—Paramount does not intend to renew option on contract of Esther Ralston when it comes up for consideration in November—at least this seems to be the expectation of George Webb, husband and business manager of the player.

It is understood that Webb has discussed term contracts with other companies, but could not get together on salary and other considerations. Meanwhile, Miss Ralston has been assigned to feature roles in Paramount talkers, and will be continued on that basis till her contract expires.

4 Musicals Now Going Into Work At F. N. Coast Studio

"Footlights and Fools," "Sally," "Paris" and "Little Johnny Jones" are four elaborate musical comedies that are about to be screened at the West Coast studios of First National at Burbank.

In "Footlights and Fools," Colleen Moore will star under the direction of William Seiter, Raymond Hackett being the male lead. Marilyn Miller will bring to the screen the role of "Sally," which she played so long on the stage, John Francis Dillon directing. Irene Bordoni is starring in "Paris," Reginald Barker doing the megaphoning. With Eddie Buzzell in the leading role, "Little Johnny Jones" is entering production.

Alleged Attack On Actor By Director Brings Damage Suit

Hollywood, May 6.—Michael Curtiz, Warner director, is alleged to have struck a film player with a cane without warning while the actor was working in a scene. The director precipitated a damage suit of $30,000 brought against himself and Warner Brothers.

Arseny Gershonovitch, brother of Morris Gest, filed action for that amount in Superior Court against the director and producer. The actor charged that Curtiz struck him from behind with a club while he was working in a scene for "Hearts In Exile," which Curtiz was directing.

According to Gershonovitch, he was employed to portray a meat market customer in scenes being made at First National for the Warner Brothers picture. He states that the assistant director explained the routine, and while he was working with a number of others, Curtiz became excited and rushed into the scene, striking him a heavy blow with the club on the right shoulder. At the time of the attack, the actor contends his back was to the camera, and the director hit him a vicious blow from behind.

This is the first instance in several years where a director is alleged to have struck an actor while working on a set.

Chaplin Plant Losing 15 Feet To Allow For Street

Hollywood, June 13.—Fifteen feet will be sliced off the Chaplin studio lot to provide for the widening of La Brea Avenue. As a result, the comedian will set back and remodel his executive offices now fronting on the street; and at the same time install a sound projection room and sound recording apparatus.

It is estimated that the reconstruction plans will necessitate an expenditure of $100,000. Chaplin will continue shooting on his current picture, "City Lights," during the remodelling process.

Stage Players Join Guild

Jimmy Gleason, Eddie Dowling and Nick Lucas have been added to the list of active members of the Catholic M. P. Guild in Hollywood. They have offered their aid in a campaign for more members.

"Adam was so dumb he thought the Volstead Act was a troupe of acrobats. But Shorty was dumber. He thought it was a law"—(Joseph Franklin Poland in Pathe's "Sailor's Holiday").

Hollywood

Victor and Edward Halperin are planning production of a series of at least four all-talkers based on Shakesperian plays and to be filmed in all-color.

"The River of Romance" has been set as release title for Paramount's talker version of Booth Tarkington's "Magnolia."

Paramount will feature Hal Skelly in "Behind the Make-Up," musical talker adapted from Mildred Cram's "The Feeder." George Manker Watters and Howard Estabrook are dialoguing and adapting, with Robert Milton assigned to direct.

Gary Cooper and Richard Arlen have had options renewed on their term contracts with Paramount.

Wesley Ruggles will direct "The Very Idea" for RKO following completion of "Street Girl."

Warner Brothers have assigned Grant Withers to play lead opposite Lupe Velez in "Tiger Rose," George Fitzmaurice directing.

Richard Wallace will direct Clara Bow in "Playing Around," her next starring talker for Paramount. George Zukor will direct diologue. Story and script is being prepared by Doris Anderson.

Harry Langdon will be seen in a talker two-reeler adaptation of his recent vaudeville sketch "The Messenger" as his first under Hal Roach contract.

Paramount renewed option on contract of Neil Hamilton for another six month period.

Stanley Bergerman, recently acquired son-in-law of Carl Laemmle, has been added to Universal payroll. Bergerman's official position will be assistant to Carl Laemmle, Jr.

Robert Frazer has signed with Fox to play opposite Lenore Ulric in "Frozen Justice," Allan Dwan to direct.

Antonio Moreno will be featured by Columbia in "Light Fingers," which Joseph Henabery will direct. Cast includes Dorothy Revier, Thomas Ricketts, Carol Nye and Charles Gerrard.

"The Mighty," original by Robert N. Lee, has been purchased by Paramount and will be produced as George Bancroft starring talker. John Cromwell will direct.

Cruze Tries Something New In Recording

HOLLYWOOD, June 13.—In shooting musical synchronization for dance numbers in "The Great Gabbo," James Cruze is making radical departures from the generally accepted method of recording.

Cruze, who is using more than 300 dancers for his stage ensembles in the production, shoots his musical sound track via Western Electric system first. After the film is developed with the sound track, Cruze plays it back for the dance synchronization of the ensemble on the stage while the scenes are photographed. After taking the scenes in this manner, Cruze has found it easy to match the sound track with his scenes.

Hal Roach will produce series of two-reel all-Technicolor tabloid musical comedies for M-G-M release. The musical end will be under the direction of Victor Phonograph Company, giving Roach access to various musical numbers and several Victor recording artists.

Ralph Straub, formerly associated in production of Screen Snapshots, is now producing all-talking single reel of similar nature under title of Hollywood Screen Star News.

Harry H. Buxbaum, Fox sales manager for New York and New Jersey, is on the coast for a few weeks conferring with Winfield Sheehan on Fox production plans.

Alfred E. Green has been signed to term contract by Warners after completion of "The Green Goddess" which he directed.

M-G-M's first team of film and stage directors combining to produce talkers has been formed with Nick Grinde and Burton Harrison being assigned to direct "The Bishop Murder Case." Grinde will take care of the picture angle, while Harrison will be responsible for dialogue.

Moran and Mack will not start production of their second talker-musical for Paramount until the first of October. They are now finishing their first, "Why Bring That Up."

George Marion, Jr., Paramount's ace titler, has turned scenarist since the introduction of talkies. He recently finished his first writing assignment, an original story being produced as "Sis Boom Barbara."

Paramount has lined up an all feature cast for the all talker production of "The Virginian." Gary Cooper, Walter Huston, Richard Arlen and Mary Brian will have the leading roles. Howard Estabrook, Grover Jones and Keene Thompson did the adaptation and Victor Fleming is directing.

M-G-M has signed Houston Branch and Zelda Sears to write dialogue for forthcoming pictures.

Wallace Smith, upon completing adaptation and script for "A Woman Decides" for RKO, signed a six-months' contract with that company as scenarist.

United Artists announce the title of Fannie Brice's first talker-musical for that company will be "Sex Appeal." John McDermott and Billy Rose are collaborating on preparation of the story, with production slated to start next month.

"The Dance of Life" will be release title for Paramount's production of "Burlesque," slated for road showing next fall.

RKO is latest company to announce title changes. "The Viennese Charmer" will be released as "The Street Girl." "Ringside" will go out as "Night Parade," while "Forty Ninth Street" will carry the title of "City Streets."

Mal St. Clair will direct "Night Parade" for RKO.

William Austin, comedian under contract to Paramount, married Dora Mae Howe, former stage actress, last week in Ventura.

Billy Leyser, well known publicity director, resigned his post with Inspiration to launch a newspaper syndicate enterprise.

B'way Grind Houses Hold Even Pace; Specials Slump

(*Continued from page* 2076)

picture showed in the earlier weeks of its run. "The Squall," at the Central, was away off with $8,829, while "Alibi," at the 44th Street Theatre, dropped to $12,819. "Broadway," in its second week at the Globe, played to $15,338, while at the Winter Garden "On With The Show" got $25,831.50. "Madame X," at the Harris, fell off to $10,177.

There were two newcomers last week on the Main Stem. They were "Honky Tonk," which opened on Wednesday night at Warner's, and in four days the Sophie Tucker film drew $8,445.75, while Columbia's production "Father and Son," which was forced out of the Roxy, came in for an extended run at the Embassy at $1.50 top and played to $5,230 in six days.

"Four Feathers" arrived at the Criterion on Wednesday night after the house had been dark for a week, and bids fair to have a good run for about eight weeks there. The run may possibly be stretched until Sept. 1, at which time "Glorifying the American Girl" is due at the house.



Charley Chase, Hal Roach comedy star, does a banjo solo for Mrs. Chase and their two daughter, Polly and June. "The Big Squawk" is a new Chase talkie being released by M-G-M

Opinions on Pictures

The One Woman Idea

A Silent Film Without An Idea

(Reviewed by Freddie Schader)

THERE must have been a lot of juggling to get this title, for the title is box office although the picture isn't. In the first place the film is a silent one and in this day of sound it looks just like a fairly average program production.

The story is one that has been done time and again, with one twist or another on the screen.

The cast has a couple of names. They are Rod La Rocque and Marceline Day, with the latter playing a dual role, an English-woman and a Persian dancing girl. We liked her best as the dancing girl, although the other character is made the heroine of the story. La Rocque in the role of a Persian Prince and diplomat, a graduate of Oxford, manages very well indeed with what he has assigned him.

Berthold Viertel is named as the director and he has gone ahead with the story in a matter of fact manner which does not lend anything to the tale or particularly detract from it.

The greater part of the action takes place on an ocean liner bound to the Orient and in the palace of the Prince in Persia. On the liner the Prince is attracted to the English wife of Lord Douglas, because she wears a ring that is an exact duplicate of one he has. She tells him that it was presented to her father by a Prince of Persia. It happens that the donor was the father of the Prince. He also learns that she is married and her husband who is aboard is a cad. On their final night aboard the steamer the Prince proclaims his love.

On his return to his palace the Prince is confronted by a dancing girl who is a double for his love, but he cannot love the duplicate copy. At this time Lord Douglas and his wife visit Persia and his Lordship manages to enter the women's quarters of the palace and is discovered in a struggle with his wife's double, fleeing in time to save his life, while the girl kills herself. His Lordship is later captured and while his wife pleads for his life he is slain by the mother of the girl who committed suicide when discovered in his Lordship's arms.

Drawing Power: Only the name of Rod La Rocque and the title of the picture.

Produced and **distributed** by Fox Films Corp. **Length:** Synchronized score, 6,111 feet; silent, 6,106 feet. **Running time:** an hour and two minutes. **Released:** June 2, 1929. From the **story** by Alan Williams. **Directed** by Berthold Viertal.

THE CAST

Prince Ahmed ..... Rod La Rocque
Lady Alicia Douglas } ..... Marceline Day
Alizar, Half Caste Dancing Girl }
Lady Passengers on the Boat ..... Shirley Dorman, Sharon Lynn, Sally Phipps
Hosain, Secretary to Prince Ahmed ..... Ivan Lebedeff
Lord Douglas ..... Douglas Gilmore
Bordinas, Agent of Douglas ..... Gino Corrado
Captain of Steamship ..... Joseph W. Girard
Ali ..... Arnold Lucy
Zuleide, Mother of Half-Caste Dancing Girl ..... Francis Rosay

Mysterious Dr. Fu Manchu

Interesting Mystery Talker

(Reviewed by Walter R. Greene)

AS the main title implies, there is a wealth of mystery and suspense in this Paramount talker. The story is rather unusual, and develops a quality of audience interest that is different from the recent cycle of mystery and trial talkers.

Unlike the general run of current mystery pictures, the villain is made known to the audience early in the story; then the interest is kept up by following his various attempts to kill off his intended victims.

Warner Oland is outstanding as Dr. Fu, the Chinese medico who devises various methods of killing. His dialogue is excellent, and this also goes for practically every member of the cast. Of the other players, O. P. Heggie is best with a sterling performance as the Scotland Yard Inspector.

A prologue shows a brief sequence during the Boxer rebellion, when Dr. Fu befriends the whites. During the siege, one official has his small daughter smuggled through the lines for Dr. Fu to take care of. Then the relief armies arrive and chase the Chinese rebels through the town. Fu's home is bombarded during the battle, with both his infant son and wife are killed. Then the doctor vows vengeance on the whites.

The story is then picked up 18 years later, with Dr. Fu making retribution in a startling manner. He has already killed the leaders of the Russian and French rebellion relief armies. Now he is ready to get General Petrie, leader of the British forces. That is accomplished immediately, when Inspector Smith arrives and warns Petrie's son and grandson that their lives are also in danger.

From that point to the finish, the story carries through a series of tensely interesting episodes in which Dr. Fu is pitted against the detective.

Drawing Power: Will do satisfactory business, especially outside of the weekly key city runs. Latter theatres will have to impress patrons with excellence of the picture through advance advertising, as the cast names do not rate unusual drawing power.

Produced and **released** by Paramount. **Story** by Sax Rohmer. **Screen play** and **dialogue** by Florence Ryerson and Lloyd Corrigan. **Directed** by Rowland V. Lee. **Photography** by Harry Fishbeck. **Length** approx. 7 reels. **Release date**, indefinite.

THE CAST

Dr. Fu Manchu ..... Warner Oland
Lia Eltham ..... Jean Arthur
Dr. Jack Petrie ..... Neil Hamilton
Inspector Nayland Smith ..... O. P. Heggie
Sylvester Wadsworth ..... William Austin
Sir John Petrie ..... Claude King
General Petrie ..... Charles Stevenson
Li Po ..... Noble Johnson
Trent ..... Lawford Davidson
Fai Lu ..... Evelyn Selbie
Fu Mela ..... Laska Winter
Rev. Eltham ..... Chappell Dossett
Singh ..... Charles Stevens
Clarkson ..... Donald Mackensie
Weymouth ..... Charles Giblyn

Thunderbolt

Powerful Box Office Hit

(Reviewed by Walter R. Greene)

GEORGE BANCROFT will rate as one of the ace "draws" in the talker field when "Thunderbolt" is generally released. The picture is certain to collect profits for the theatres early and often.

The story has an underworld setting. It also has a humanness in its most dramatic spots that makes it decidedly interesting. And how Bancroft can talk his way through the entire picture; even though he's a thug and gang leader who is finally sent to the electric chair, the audience sympathy is with him.

Through a highly dramatic story, there has been developed a fine vein of humor and comedy. There are no melodramatic speeches of great length; neither are there any forced situations to jar a person's intelligence. From beginning to end, the picture unfolds a human story that producers so often try to attain.

In the death house sequences, there is not the somberness that is generally depicted in film stories. In fact, there is plenty of comedy developed in those sequences, mainly provided by Tully Marshall as the warden; but Bancroft donates his share of laughs also.

Joe von Sternberg did an excellent piece of work in his direction. The original story is credited to the Furthman Brothers; with Herman Mankiewicz writing the exceptionally fine dialogue treatment.

Naturally, George Bancroft dominates the entire cast; but Richard Arlen easily ranks in second spot as the boy. Tully Marshall is a hit as the prison warden who anxiously protects his prisoners' health until they can keep their appointments in the electric chair. The balance of the cast is of high excellence, with King Tut, the dog, rating honors for his work.

"Thunderbolt" should be good for extended runs as a special in the key cities. It's too good a picture from every angle to go into the deluxe weekly change houses.

Drawing Power: The star of "Wolf Of Wall Street" in a greater picture from every angle. Bancroft, plus a great talker, plus a fine cast, should give you everything necessary for fine profits.

Produced and **released** by Paramount. **Story** by Jules and Charles Furthman. **Dialogue** by Herman Mankiewicz. **Directed** by Joseph von Sternberg. **Photography** by Henry Gerrard. **Associate Producer**, B. P. Fineman. **Sound footage**, 8,571 feet. **Silent footage**, 7,311 feet. **Release date** June 22, 1929.

THE CAST

Thunderbolt Jim Lang ..... George Bancroft
Ritzy ..... Fay Wray
Bob Moran ..... Richard Arlen
Warden ..... Tully Marshall
Mrs. Moran ..... Eugenie Besserer
Snapper O'Shea ..... James Spottswood
Bad Al Frieberg ..... Fred Kohler
Prison Chaplain ..... Robert Elliott
District Atty. ..... E. H. Calvert
Mr. Corwin ..... George Irving
Kentucky Sampson ..... Mike Donlin
Negro convict ..... S. S. R. S. Steward
Police Inspector ..... William L. Thorne

Opinions on Pictures

Kitty

A Pleasing English Sound Film

(Reviewed by Freddie Schader)

(Sound Version)

THIS is the first English produced dialogue film and is distributed in this also authored "Sorrell and Son." It has pears to be a picture that was originally made in silent form with the sound added, at least some sequences reshot for dialogue recording. The result is a production that is about on a par with the American made features that had talk and sound added after they had been made. A picture that is fairly entertaining and one that will do for the average small house that has been wired for sound films. It won't be a box office knockout, but as a picture is a lesson of what the English may be able to do with sound stuff.

The story is Warwick Deeping's, who also authored "Sorrell and Son." It has Estelle Brody and John Stuart as the featured players. Miss Brody will never make the grade on beauty as far as American audiences are concerned, but Stuart has a chance to get over in America.

Miss Brody has the title role of "Kitty," the daughter of the keeper of a tobacconist in London who during the wartime weds the son of a wealthy widow with social leanings. Of course the mother of the boy does not approve of the match and sets out to watch the bride, and writes her son, who is at the front as a flyer, that she believes that his wife has a lover. Result is that the boy crashes and when he is invalided home the mother takes him in charge and virtually holds him a prisoner at home. But the wife manages to kidnap her husband and install him in a cottage on the river bank where she opens a teashop. In time the health of the boy is restored through the ministrations of his wife, and the mother finally overjoyed at her son's recovery forgives the couple for having wed.

It is one of those Laura Jean Libbyish sort of romances that the English dote on where the shop girl wins the wealthy young man with a title or on the verge of one and while it is not particularly hot for this country it will get by.

There is an introductory talking prologue to the story itself which runs about three minutes and then toward the end of the picture there is about twenty-five minutes of dialogue and sound in the story.

Produced and **distributed** by World Wide Pictures. **Length:** in sound, 9,010 feet. **Running time:** an hour and thirty-eight minutes.. **Released:** June 29, 1929. From the novel by Warwick Deeping, **adapted** and **directed** by Victor Saville.

THE CAST

Kitty Greenwood	Estelle Brody
Alex St. George	John Stuart
Mrs. St. George	Dorothy Cumming
Sarah Greenwood	Marie Ault
Furnival	Winter Hall
Leaper	Olaf Hytten
Reuben	Charles O'Shaughnessy
Dr. Bazely	E. F. Bostwick
Dr. Drake	Rex Maurice
The Artist	Jerrold Robertshaw
The Electrician	Gibb McLaughlin

M-G-M has finally obtained a suitable story for the Duncan Sisters initial muiscal feature, "Cotton and Silk."

Evangeline

A Perfect Super-Scenic

(Reviewed by Don Ashbaugh)

(Sound Version)

"THE whispering pines and hemlocks" live again in Edwin Carewe's United Artists' production "Evangeline." The poem, known to every person that ever droned through its lengthy passages has been transferred bodily to the screen.

As an historical, geographical scenic epic it is unbeatable. As interesting entertainment it is not so good. The sweet love tale straggles on and on until the audience begins to wiggle and wish Dolores Del Rio would either find her lover, marry the other fellow or give up the ghost. The plot of the film follows the poem quite closely.

The plot will not set well with the ordinary cinema fan. However, there is no doubt that it will be acclaimed by educational organizations throughout the country.

Not even the hardest hearted critic can find anything detrimental to a maintenance of a high standard of morals in the film.

Carewe has directed ably throughout. The selection of "locations" shows great care and the expenditure of much money.

Alec B. Francis steals the acting honors in the picture. His sympathetic kindliness as Father Felician radiates throughout the production. The film will not be recorded as one of the great epics of the industry, but it should have considerable draw on account of its educational and school tie-ups.

Drawing Power: Go after the schools for wholesale cooperation, for the regular film patrons will find it rather boresome. Dolores Del Rio does some Movietone singing for the first time, which might gain a certain amount of attention.

Produced by Edwin Carewe. **Released** by United Artists. From poem by Henry Wadsworth Longfellow. **Scenario** by Finis Fox. **Directed** by Edwin Carewe. **Photographed** by Robert Kurrle. **Release date** and **footage** undetermined as yet.

THE CAST

Evangeline	Dolores del Rio
Gabriel	Roland Drew
Baptiste	Donald Reed
Father Felician	Alec B. Francis
Basil	James Marcus
Governor General	Lou Payne
Benedict	Paul McAllister
Michael	Bobby Mack

"What A Pill"

(Educational—One Reel)

THERE are laughs in satisfying profusion in this Cameo built around the failure of an anti-smoking reformer to impress his intended father-in-law. Billy Dale is the dumb hero with the vacant expression and senseless antics. Muriel Evans and Robert Graves are the supporting players. Francis J. Martin directed the proceedings which are humorous enough to obtain the interest of neighborhood audiences.—RAYMOND GANLY.

"April Showers"

(Pathe Cartoon—One Reel)

CARTOONS involving Old Al Falfa and all the other Aesop bipeds and quadrupeds emerge with gag decoration of strength sufficient to encourage laughter. Old Al gets in trouble as usual. This time it is the thunder and lightning as well as a steady downpour that gives him grief.—RAYMOND GANLY.

She Goes To War

No Great B. O. Wallop In This

(Reviewed by Freddie Schader)

(Sound Version)

A GREAT opportunity has been lost in this picture. It could have been made a tremendous epic and had the backing of all the Federated Women's Clubs of the country, but as it is it is just another picture. The production was originally reviewed in the Motion Picture News in the issue of Feb. 23rd. At that time it was intimated that the adding of sound to the production might help it. Sound has been added. There is one song, entitled "There Is a Happy Land," and in addition to that there is just the synchronized musical accompaniment. It has not helped much.

As is suggested by the title "She Goes to War" starts out to show the work of the women in the World War, but it soon loses sight of this theme and develops into a tale that has a triangle. A society girl and her sweetie both get up to the front. She as a canteen worker and he as an S. O. S. sergeant, and when he gets soused just as his unit is "moving up" she dons his uniform and replaces him in the ranks. She proves to be the heroine when she manages to knock-off the German machine gunner who is holding up the advance. Of course the hero is a boy from a lower walk of life to whom the society girl turns when she finds her boy friend a coward.

The story doesn't ring true on the screen, although Henry King in directing has tried hard to make it something worthwhile.

In the cast Eleanor Boardman does some fairly convincing work in the role of the society girl, while Alma Rubens and Glen Walters work ably in her support. The hero, played by John Holland, is nicely handled and Holland shows possibilities. Al St. John in a comedy role supplies what laughs there are.

Two spots in the picture are in bad taste. One is where the men start scratching for cooties which has an unpleasant reaction on the audience and the other is the rather ghastly spectacle of the blood oozing down the faces of two dead men.

Drawing Power: It depends just how much interest you can work up in a war story at this time. The women angle is the best for the box office.

Produced by Inspiration Pictures, Inc., in association with Victor and Edward Halperin. **Distributed** by United Artists. **Story** by Rupert Hughes. **Directed** by Henry King. **Length:** sound version, 8,864 feet. **Running time:** an hour and thirty-eight minutes. **Released:** July 13, 1929.

THE CAST

Joan	Eleanor Boardman
Tom Pike	John Holland
Reggie	Edmund Burns
Rosie	Alma Rubens
Bill	Al St. John
Katie	Glen Walters
Tom's Mother	Margaret Seddon
Yvette	Yola D'Avril

C. Gardener Sullivan was appointed scenario editor for Universal recently, taking over the post vacated by Edward Montague several weeks ago. Sullivan has been in the United Artists scenario department for the past year.

Opinions on Pictures

Sound Shorts

"The Crazy Nut"
(Educational Talkie—Two Reels)
(Reviewed by Raymond Ganly)

JACK WHITE'S new comedy starring Franklyn Pangborn with John Murray supporting has its share of laugh-provoking incidents, although they do not abound to the extent necessary for consistently good two reels of fun. Pangborn is good as the sap hypochondriac and Murray hops, skips and jumps through his scenes with pleasing humor. The support is also good.

Pangborn falls into the hands of Murray, a nut impersonating a doctor. His wife has a plan to cure him of his imaginary ills. So between the false medico and his mate's scheming, Pangborn is shaken back to ruddy health. The laughter vein is continually in evidence throughout and the nutty antics of Pangborn and Murray coupled with their lines, make this an entertainment that is sure to get by with Mr. and Mrs. John Public.

"My Wife"
(Columbia-Victor—One Reel)

JACK WILSON the vaudeville blackface comedian in a comedy sketch with three people. It is a laugh getter of the usual type that Jack has been presenting in vaudeville for years. The story is that of a married cut-up who stays out and cheats, believing that his wife is sitting at home while he is painting the town. On this particular occasion when a girl friend is asked to get another to complete a foursome she picks up the phone, after telling the married cut-up what a good fellow she is going to call, and repeats the man's own number into the receiver. Good hoke laugh stuff. Running time eleven minutes.—FRED SCHADER.

"The Big Palooka"
(Educational—Two Reels)
(Reviewed by Raymond Ganly)

MACK SENNETT'S new talkie comedy carries many laughs. A good bunch of troupers—Harry Gribbon, Vernon Dent, Andy Clyde, Thelma Hill and others—are in its cast and they all perform with some skillful articulating. The story does not entertain in the same fashion as did "The Bride's Relations" and other Sennett talkies as it is not as goofy. The story is that of an heiress who thinks she loves her chauffeur, but the latter's girl thinks otherwise and busts up the engagement. There is some funny business at a dinner scene where the humor is unrestrained and carefree. The release is geared to net a goodly number of chuckles.

"Concentration"
(Pathe Sound Cartoon—One Reel)

AN amusing sound cartoon. The Aesop crowd figures in it and the principal performer is Mrs. Hen, who is called upon to concentrate and thus increase Tom Cat's supply of eggs. It gags pretty well. Old Al tries some of the concentrating stuff he's learned from a book with the usual inglorious results for him.—RAYMOND GANLY.

"A Traffic Muddle"
(Vitaphone—One Reel)

"RED" DONOHUE and "U-No," his talented mule, perform the comedy skit they have put over innumerable times on the vaudeville stage. The fun clicks well and the antics of the mule and "Red" can be counted on for consistent chuckles.—RAYMOND GANLY.

The Wild Heart Of Africa

Fine Entertainment
(Reviewed by Raymond Ganly)

THIS film record of a hunting expedition on the African veldt captures the interest right at the start and holds it successfully until the end. The strongest angle of the film is its novelty. Such unusual sights as giraffes, ostriches and other African denizens running like mad down a clean stretch of ground to escape a modern motor truck in pursuit are contained in this clean cut entertainment. Action abounds in the scenes. The hunters bring down many elephants, they capture a lion cub after slaying its parent, they shoot wild oxen, bull buffaloes and other animals not always seen before the camera.

The journey begins at the River Nile, the hunting party coursing along the Egyptian stream until they are well into the interior of Africa. Then they take to a motor truck and travel further into the Dark Continent until it is necessary for them to abandon all such modern conveniences as motors and travel afoot with native guides and helpers. When the jungle country is reached, the hunt begins in earnest and many are the trophies bagged by the sportsmen.

Members of the hunting expedition, calling themselves The Hunters, include Cub and Ken Walker, graduates of Stanford U. and Dr. Thomas S. Arbuthnot, former dean of the U. of Pittsburgh Medical College.

There are a surprising number of fans who like the jungle film, as the box office success of several of these recent films will show. "The Wild Heart of Africa" being interesting, novel and well photographed and presented film fare, should prove materially beneficial to the b. o. tills of theatres booking it. It's a very good feature of its kind.

Drawing Power: Should make out well at the b. o.

Produced by The Walker-Arbuthnot Hunting Expedition. **Distributed** by Partheon Pictures. **Edited** and **titled** by Chas. M. Glouner. **Released:** May 25, 1929. **Length:** 6 reels.

"The Runaway Train"
(Educational—One Reel)

LYMAN HOWE'S famous bit of speed film is all dressed up with sound and rhythmic effects and the result is that it carries a tremendous punch and should sweep any audience along to a highly satisfactory state of exhilaration and pleasure. A train runs wild and it goes tearing down the track, thundering up grades and down inclines, ripping and snorting throughout its spectacular flight. There's real action in this short reel. Everyone should get a kick out of the effect of rushing speed with which the reel just overflows.—RAYMOND GANLY.

"The Gossip"
(Vitaphone—One Reel)

JOHN MILJAN plays the title role in this talkie skit. As a masculine gossip he outdoes his sisters by far and laughs develop freely along with the constant loosening of his tongue. The comedy is of a light, clever nature, and it is certain of immediate success with patrons, average, sophisticated and all types.—RAYMOND GANLY.

Sound Shorts

"What A Day"
(Pathe Talkie—Two Reels)
(Reviewed by Raymond Ganly)

GEORGE LEMAIRE is turning out a good series of comedy dialogue shorts. In this one Louis Simon, the runt comedian, plays the role of the hen-pecked hubby preparing his family for the Sunday picnic. At times the comedy lets loose some uproarious laughs, and these come to the fore in the kitchen scene, where Simon is endeavoring to assist his wife in preparing the lunch. Hubby has the faculty of doing everything wrong, and he bawls up the plans for the picnic, giving his wife hysterics and the spectator a good time. A great laugh is put over when hubby, frantically trying to stop a leak in the faucet, wrecks the kitchen, breaking all the chinaware and successfully destroying all vestiges of orderliness. All good fun.

"The Knife"
(Fox Talkie—Two Reels)
(Reviewed by Raymond Ganly)

HENRY ARTHUR JONES' play, Movietoned and acted by an accomplished trio of performers, is sure to please all adult audiences. Lionel Atwill is the surgeon husband of Violet Hemming and he is about to operate on his wife's lover which condition of affairs he has just discovered on the morning of the operation. The wife is in dread that her husband will deliberately kill her lover but the man's strength of character protects him from the act of murder. There is plenty of drama packed away in the scenes of "The Knife," and the team of Atwill and Hemming make it a real and stirring bit.

"All Girl Revue"
Girl Band And Specialties
(Vitaphone—One Reel)

THIS Vitaphone subject is decidedly small time. It is a flash act of the type that is usually found on the three-a-day circuits. There is a girl jazz band of ten pieces, a comedienne who does an imitation of Fannie Brice rather badly, a male impersonator who also does a poor imitation of George Lashwood or one of the other well known English singing comedians. Altogether it runs some eight minutes without getting a ripple from the audience at the finish. —FRED SCHADER.

"In A Chinese Temple Garden"
(Tiffany Color Symphony—One Reel)

THIS is an exquisite bit of color work, greatly enhanced by a synchronized vocal solo and a musical accompaniment. It is the tale of two youthful Chinese lovers, the father of the girl first condemning her boy friend to be beheaded, but later relenting and bringing the two together. The scene is laid in a Chinese temple garden and the coloring of the scene and the costumes are very effective. The story is a pretty little love tale of the Orient and should be liked. Running time 11 minutes.—FRED SCHADER.

"Rudy Vallee And Band"
(Vitaphone—One Reel)

THE warbling saxophonist and his boys play "Deep Night," Rudy's own composition,with good effect. Then they render a comedy song about "outside" and "inside" with fairly good results. To introduce the much heralded Vallee and his band to your patrons this reel is first-rate. A strong supporting featurette for any bill.—RAYMOND GANLY.

Opinions on Pictures

"The Pirates Of Panama"
(Universal Serial—10 Episodes)
(Reviewed by Raymond Ganly)

ADVENTURE stalks in this chapter play of a modern couple on the Coast of Panama seeking pirate gold hidden centuries ago. Sometimes the plot does not progress sensibly, and the villains and heroism of the starring pair at times smack of the exaggerated Western. It is entertainment for the juvenile, and theatres catering to young serial fans should find it a good bet.

The story is by Henry McLeod Raine, Jay Wilsey (formerly Buffalo Bill, Jr.) and Natalie Kingston are co-starred. The action first shows the two foiling the efforts of the villain, a cousin of the heroine, to steal the map of the whereabouts of the hidden treasure, which map the girl has inherited from a far-off ancestor. Aboard the hero's ship the villain starts a mutiny, but the couple escape his clutches and discover the location of the treasure chest. However, when they open it they find it full of stones and quite valueless. So at the end of the third chapter the hero and heroine have to start all over again to find the treasure, and nearby is the villain to constantly annoy them and hinder their plans.

"Perilous Paths"
(Universal—Two Reels)
(Reviewed by Raymond Ganly)

THIS is one of the Universal Western featurettes. About the best thing in it are the fast riding shots and the few rough and tumble shots. Edmund Cobb's performance and Director Taylor's work is pretty inept and doesn't click. The old story of fur thieves who capture Ranger Edmund, and endeavor to run off with the damsel, only to receive a fearful drubbing from the liberated Eddie, who brings their villainy to nought is the story structure.

"Pathe Review No. 26"
(Pathe—One Reel)

SCENES of the famous Riviera make beautiful the introductory number of this Pathe Review. Somerset Maugham, the playwright, is seen in his attractive villa there. The second subject is "Toyland," showing the various playthings of the kiddies, all bearing appropriate names and presented in color. A marriage ceremony in the Black Forest of Germany is the concluding offering. Fairly good entertainment is to be had in this issue of the Review.—RAYMOND GANLY.



Belle Baker, vaudeville and recording favorite, bids New York adieu. She is now en route to Hollywood to make "Cradle of Jazz" for Columbia



Evelyn Brent, one of the leading talkie stars, as a prim young miss of old New York in the year 1815

"Cross Country Run"
(Universal—Two Reels)
(Reviewed by Raymond Ganly)

AN entirely entertaining and satisfactory Collegians in sound. Sure to please all the theatre patrons who like light and snappy entertainment gaited for youth and adult years. This one has a snap to it, both in scene and music, that'll grab their approval. It tells how Benson's friend, Doc, invented a gas hopping chemical and enabled Benson to defeat Trent in a motor race. The talented three—George Lewis, Dorothy Gulliver and Eddie Phillips—are featured in it. Miss Gulliver sings a song exceptionally well.

"Studio Pests"
(Educational—Two Reels)
(Reviewed by Raymond Ganly)

JERRY DREW is the slick, flirty husband in this Ideal comedy that's capable of securing laughter from movie goers. He runs away from his wife into a movie studio where he bungles up the various scenes being shot and incurs the anger of the film workers. The fun is sprightly and fast. Lillian Worth, Glen Cavender and Al Alt are also featured. Stephen Roberts directed.

"Fly Cops"
(Universal-SternsTwo Reels)
(Reviewed by Raymond Ganly)

GEORGE does it in this new slapstick short directed by Francis Corby. His sappy antics are sure to procure laughs with the average fan. As two dumb cops, George and his buddy capture a gang of crooks with the assistance of Lady Luck. They inject a lot of hilarity with their booby ways. Sid Saylor is effective as George.

(Universal Cartoon—One Reel)

OSWALD clips along with some good gags in this one. The fun is entwined around his adventures with a second-hand car which he finally wrecks after almost killing a traffic cop. Ozzie incurs the wrath of the bear who sold him the car and he winds up the reel with a rough brawl with Mr. Bear inside a cave. It'll please 'em.—RAYMOND GANLY.

"Mary knew from experience that behind every steering wheel sits a wolf in sheik's clothing"—(Paul Perez in First National's "Hard to Get").

"Ridin' Leather"
(Universal—Two Reels)
(Reviewed by Raymond Ganly)

A CATTLE thief blamed Bob Curwood for the disappearance of the stock of Regina Doyle's dad in this Westernette and thus precipitated Bob into a few moments of fast thinking and stepping until he has subdued the villain and proven to dad's satisfaction that he is not guilty and is entitled to his daughter's hand. Kiddie fare.

"Double Trouble"
(Universal—One Reel)

YOUNG Arthur Lake gets a break, the first time in a long while, in these "Horace" comedies. For once he has a good role, one that enables him to put over some good work. As a temperamental Hollywood star and a studio worker whom he strongly resembles, he does a dual characterization that's worthwhile. A good one reel of comedy.—RAYMOND GANLY.

"Kidnapped"
(Pathe Cartoon—One Reel)

GOOD enough cartoon entertainment for the regular run of film goers. Old Al minds the baby this time and his woes are caused when a villainous organ grinder kidnaps the child. They are united at the end but only after a series of complications into which some fun has been cleverly interwoven.—RAYMOND GANLY.

"Foundations Of Gold"
(M-G-M Oddities—One Reel)

THIS is one of Metro's attractive Ufa Oddities, edited and titled by John Michael Flick and setting forth an educational few minutes on the social position of the negro in the Kimberly section of his native Africa. It is interspersed with some good material and is a genuinely good short feature.—RAYMOND GANLY.

"Pathe Review No. 25"
(Pathe—One Reel)

A NOVELTY offering from the land of the Eastern Sun with harmonious Jap titles, a few gleaming glimpses of jewels of all sorts, a microscopic examination of a vampire in the bacteria world and lovely shots of the beautiful Cathedral of St. John The Divine in New York are combined in this Review and will give an audience something good to look at.—RAYMOND GANLY.



A new face for the movies, Marilyn Miller, who will soon launch work on "Sally," new First National musical

MANAGERS' ROUND TABLE CLUB

CHARLES E. LEWIS
Chairman and Editor



A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress

CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"Sportsmen"

YOU showmen who know what it means to be busy as a one-armed paper hanger with the itch, and then have the boss come along and ask for something more to be done, can appreciate how your Chairman feels when he is up to his neck in answering all the Club mail, following up the engraver for good looking cuts from the photos sent in describing the various exploitation stunts, and besides pounding out and editing the copy for the next weeks issue, when along comes the boss (with a pat on the back) and asks for a couple of more pages of Round Table Club news for the next issue.

BUT—when we pick up letters from our morning's mail in which this member and that member tells how they used ideas which appeared on the Club pages, and how these ideas went over with a bang, and show us copies of the stunt to bear out what they say—that's when we get the thrill of a lifetime. That's when pounding the typewriter becomes as pleasant as the so-called experience of walking on the clouds. That is when we brace up like an animated being so chock-full of pep that work rolls off our desk like water off a duck's back.

Then we can hardly wait to do two important things, first: to put it into print, and second: to write to the member who originally sent us the idea and tell him how such and such a member used his suggestion to good returns. You see we must share our joy with others so that all who had a hand in it may get the same thrill that we do.

And the sportsmanship of the whole thing. The unselfish motives in the minds of those men who succeeded in capitalizing on someone else's suggestion. They unhesitatingly shout the fact from every line in their letters. They do not try to lay claim to the idea as being their own. Sufficient that they profited by other showmen's ideas. Why try and take the credit.

Truly, this is an era of unusual happenings in the showworld. From every city, town and hamlet we are finding out that we have plenty to learn from others and day by day we must be realizing that when we stop learning we are very apt to stop earning.

So we band together into this great clearing house to exchange ideas, suggestions and tips on how to make our positions and business better. So long as the spirit of "All For One and One For All" exists ourselves.

At the rate that we are traveling we can easily see the time, close at hand, when this Club will be one of the most powerful influences in the show business.

C. E. L.

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MANAGERS' ROUND TABLE CLUB

Round Table Ideas Make Money for Members

E. E. Bair Turns Club Suggestions Into B. O. Profits

It is a genuine pleasure to sit down and write about the activities of some particular member, especially when we have before us every evidence that that manager has really had his nose to the grindstone and succeeded in putting over some unusual publicity and stunts.

Such, in our opinion, is the achievement of E. E. Bair, aggressive manager of the State and American Theatres in East Liverpool, Ohio. And it will be well worth the time of every reader of these pages to pay attention to the way Mr. Bair is handling himself and his theatres. Surprising as it may seem, we can all learn a few more tricks from someone else. Right? But let's get started on what we want to say about Bair.

First: let us call your attention to the issue of May 18th in which Johnny Scanlon of Torrington showed us how he used an original Club idea about Congratulation cards (to High School students) with a piece of film in the corner. Just refresh your memory by turning to that issue. And now we show you how Bair grabbed at the idea and used it in his theatres to great "good-will" returns. Any showman who is ever on the alert to use the other fellow's ideas, is a live-wire in any country, and that it what we would call Bair, without the slightest hesitation. But aside from his being ready to follow the suggestion of others, he is always on the job making up something different himself and then shooting those ideas into the Club so that his brother members may possibly use them to good advantage.



Note the card with the caption, "For Your Personal Information." These cards were printed on neat stock and were handed out by the ushers in the theatre. Certainly it added just the little something different which always appeals to the patron of most theatres. WHY can't YOU try something like this once in a while and get away from the usual routine circulars, announcements and whatnots? Surely the cost of this little idea can't stop you. And what's more it will tickle your ushers to be able to pass them out.



Another angle which Mr. Blair has found practical from reading the Club columns in the News, is that of tieing up with stores whenever he has a picture lending itself to such exploitation. Here we show you how he worked with a large local drug store on a co-operative tie-up for Colleen Moore's "Why Be Good" and you will note how neat and effective a display he has wrked out in the store window. He has used this idea every time it could be worked and added a main thoroughfare window to his theatre's advertising stands.



His newspaper advertising also shows a real punch, as you will see by the ad we are reproducing here on "The Leatherneck." The dialogue and sound angles play a most important part in the make up and the wording lends itself to create the desire to read the ad through. We have seen quite a few of his newspaper ads and they are all good, eye-catching copy, laid out with a view of attracting attention the moment the newspaper is opened to the theatre page.



We have taken quite a lot of space to tell you about Mr. Bair's work out in Ohio, but we felt justified in doing so because of his fine spirit in telling us how he used ideas from the Club pages as well as contributing some of his own. We would gladly give as much space to any other member who willingly takes the time to keep us posted on his activities. We are certain that there are hundreds of other members in the same situation as Bair and if they would but keep us posted we could then tell the other members about their work. It's a good idea to keep yourself and your activities before the industry in this way, thereby gaining a nation-wide reputation for your ability to accomplish great things for your theatres. Try it and see how it works.

(Continued on next page)

MANAGERS' ROUND TABLE CLUB

(*Continued from preceding page*)

MOTION PICTURE PRODUCTIONS — and — LOCAL THINGS THEATRICAL

Don't listen to talk —UNLESS IT'S ON THE SCREEN

a symphony of the Singing South —that's "Hearts in Dixie"—a singing, talking, laughing musical comedy drama. A Fox movietone feature.

the last word in talking pictures—just a few of those on tap "Close Harmony" a Paramount ALL TALKER with Biddy Rogers and lovable Nancy Carroll.
"Nothing but the Truth" Richard Dix's first ALL TALKER Maurice Chevalier (the Al Jolson of France) in Innocents of Paris—another Paramount ALL TALKER drama.

pick up most any newspaper from most any town — most any magazine that publishes anything pertaining to motion pictures—and you'll find —that practically ALL of the MAJOR Producing companies are scheduled for local showing at either the State or American Theatres.

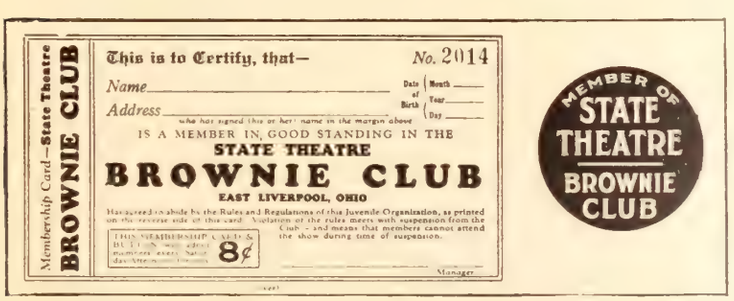
nothing is superior except by comparison.

"Syncopation" featuring Waring's Pennsylvanian's is on the way.

One of a series of advertisements published by the State and American theatres.

Now, if you are looking for some idea on how to get away from regulation newspaper advertising copy, or possibly you want to run an ad off the theatre page without making it look too much like a theatrical ad. Here is Bair's suggestion and one which he has used to good returns on numerous occasions. It has all the appearance of a regulation newspaper department rather than a theatre's advt. It could be used as shown here to catch the eye and sell some particular attraction or attractions. It could also be used as a "Good-Will" plug to sell the service of your theatre. In fact, it offers unlimited possibilities which any showman can make use of if he is really on the lookout for new thoughts.

Now let us jump back to another idea which originally appeared in the News as a special story. Do you recall Manager Chellew's famous "Brownie Club" stunt and one which brought terrific returns to every manager who followed the suggestion? It was told in detail in the issue of March 23rd, and if you don't recall it, just turn back to that issue and read it through carefully. Mr. Bair has, likewise, built up a tremendous Brownie Club in East Liverpool and we picture here the Club button and membership card which he uses. Every Saturday afternoon he posts a Free List in the lobby of his theatre announcing which Brownie members will be admitted free for that afternoon. He also publishes a list each week of members whose birthdays occurred that week and who are invited to be the guests of the theatre. All these angles he has carefully worked out until practically every youngster is a member



of the Club and watching the announcements all the time. The cost of the button, and extra advertising is almost nil compared to the increased business which his theatre derived from this army of kiddies.

So much for E. E. Bair. You will read many more items about him and his theatre in future issues of the News.

Come on Canada!

Jack Allen, Regional Chairman for Ontario, Canada intends to line up every live-wire north of the U. S. boundary line and has pledged himself to make the membership strong enough to warrant a special Canadian page in the Club section.

Here is a paragraph from Jack's letter to his brother exhibitors:—"Let's get together and show our American cousins across the line that exploitation and publicity in Canada is on a par with anything they can do over there."

COME ON YOU CANADIAN SHOWMEN! GET BEHIND THIS DRIVE AND SEE THAT YOUR APLICATION IS SENT IN RIGHT AWAY.

FIRST BATCH OF CANADIAN MEMBERS WILL BE PRINTED IN NEXT WEEK'S ISSUE. WATCH FOR THIS GROUP OF MASTER SHOWMEN!

Dan O'Keefe Now At Metropolitan In Leominster

If we never made mistakes what would become of the rubbers that are made for pencils? And being but human even your Chairman makes a mistake once in a while, but it's not as bad as all this introduction might lead you to suspect. It just happens that when we visited Clinton, Mass., last fall and met Dan O'Keefe, the manager of the Strand Theatre in that city, we, somehow or other, thought his name was Keith.

But—that's that, and now we hurry to correct the error. It is Dan O'Keefe and no matter what else you might call him, he still remains Irish just the same. Right, Dan? Then it's all Oak with the rest of us.

But, to get around to the business at hand (and we've been a durned long time getting there) Dan is now managing the new and beautiful Metropolitan Theatre, in Leominster, Mass., built and owned by Frank Tragia, and you can chalk it right up here that Frank is also a corking good chap and one who should make a pretty nice boss to work for. How about it, Danny? You know we met Tragia while we were building the Plymouth Theatre, in Worcester, and went through the Met while it was still in the rough stages of construction, but it gave promise of finishing up as a mighty pretty little house. We won't be satisfied until we have seen it again, which may not be long because we expect to run up to Boston within the next few weeks, and then we will certainly stop off at Leominster to see both the new theatre and Dan.

Now, confidentially speaking, Dan, you ought to make up for some lost time by writing us a letter and tell us all how you like your new berth and also what you are doing up there to make it hot for the other houses. Suppose you start off with a nice, brief letter enclosing your own picture at the same time? Let's get rollin' along and let the other boys both see and hear you.

MANAGERS' ROUND TABLE CLUB

Reviving Interest in Kiddie Shows

A canvas of the large membership of the MANAGERS' ROUND TABLE CLUB reveals the unfortunate truth that the increasing popularity of "Sound" pictures among the adult patronage of the Movie Theatres has played havoc with the big play from the youngsters that so many theatres previously enjoyed.

While the trend of the times may have brought about such a situation, it is not hopeless by any means and the files of the Club show that many real showmen have not let the kiddie-show business fall away.

While it is true that the majority of the short subjects released for sound have little or no appeal for the children, there is still available plenty of silent comedies and other subjects which make good entertainment for that element. Why, then, should you let this extra business go by?

Many methods have been devised by wide-awake members to offset this situation and for the benefit of those exhibitors who now bewail this fact, we are passing on in a condensed form some of the ideas now in vogue to keep the kiddie business.

The chief fault, it would seem from observation, lies with the distributors who have placed all their energies on selling the new sound product despite the fact that they had many unplayed silent subjects on their shelves, all deadwood, and dying from want of attention. Those silent subjects cost many thousands of dollars to produce, yet they were neglected.

We find, from our survey, that two methods of retaining kiddie trade rank highest in the opinion of our large membership of managers.

First: Special morning or noon shows, consisting of an entirely different program than that offered at the regular performances. For this purpose they have fallen back on the Western or Action type of pictures. Serials (silent) have never lost their appeal for the youngsters, and many an adult sneakes in each week to see how the hero and heroine are faring. Cartoon subjects are always entertaining for the youngsters. Comedy pictures of the slap-stick type will always bring forth a hearty roar of laughter and applause from the kids.



Manager Bill Levey of the Bacon Theatre in Port Washington uses this method of attracting attention of the youngsters to his Saturday matinees

Second: An arrangement at the theatre, widely advertised, announcing special added attractions for the kiddies and in most cases consisting of serials, comedies of the silent class, short western features, etc. Such programs were added to the regular show and were run before the programmed subjects. Kiddies, from habit, knew that they had to get to the theatre early to see this special portion of the show. The management, in all cases, then permitted them to remain for the regular show. While this brought the scheduled performance of the advertised show later than usual, theatres had very little or no difficulty in educating them to this type of Saturday shows.

Still augmenting the two suggestions above, it would be well to keep in mind that where no special show was run before noon, you could open your doors earlier than usual and charge a reduced children's price until some set time later in the afternoon. In the case of special morning shows, the appeal was primarily for the youngster and therefore an attractive scale of admission was arranged.

Other correspondence on this subject reveals the peculiar impression among many exhibitors that good silent comedies were not available. Whether this impression was based upon investigation and inquiry among the exchanges we cannot say, but that was what they reported. From Club headquarters this angle was investigated and we learned that there was plenty of good pictures (silent) available in many of the exchanges. Therefore there is no reason to withhold acting on the opportunity of increased business with kiddies trade because of some foolish unfound rumor that there are no pictures to be had to surround the program properly.

Weintraub Opens Victory Theatre's Sound Policy

Paul Weintraub, managing the Victoria Theatre in Ossining, N. Y., showed that he was right on the job recently when the Victoria opened up their sound plant. In addition to engineering a corking two page spread in his local newspaper, he also put the story over right on the front page and in this special story he weaved a most interesting yarn about the talkies and the way they are exhibited, nicely told, but not telling them more than they ought to know, which is good showmanship anywhere these hectic days.

The local paper gave Paul one hundred per cent co-operation in the make up of the double truck, as you will note and the use of the two trumpeteers made the spread even more attractive than any tie-up of its kind that has reached



Club headquarters in quite some time. We only just passed through Ossining and while the stay consisted of grabbing a bite of lunch, we heard everyone, it seemed to us, in the restaurant, talking about talking pictures and the Victoria Theatre. That's the best compliment we can pay Weintraub. Get 'em talking about the theatre and you will surely get 'em coming to the box office with their money.

With sound pictures now entrenched in Ossining we have hopes of printing many interesting items from that town, but it depends on brother-member Weintraub to supply the information first. How about it Paul?

MANAGERS' ROUND TABLE CLUB

Introducing Harry J. Helmer

As part of this introduction we are going to quote a portion of Mr. Helmer's letter when he applied for membership in the Round Table Club: "I have been reading with much interest each week the Managers' Round Table Club section of the Motion Picture News. From it I have been able to get many ideas." C. E. L.

It is only natural that with an organization covering so much territory we should find ourselves rich in membership in certain spots while here and there the membership representation is light. We certainly are not egotistical enough to claim that we are a hundred per cent strong in every part of the country. But, most important to this introduction, is the fact that we were anxious to line up some new members in the state of Colorado and it would seem that our mental prayer was answered with the arrival of Harry Helmer's application. Besides fullfilling the desire for more members in that state it apparently brought to light one of those showmen who bids fair to make his membership in the Round Table Club a thing of great importance. Time, however, will answer this one.



Mr. Helmer has been with the K. & F. Theatres for over nine years and before assuming charge of the three houses in Fort Collins, Colo., he handled that company's theatres in La Junta in the same state. He makes his headquarters at the America Theatre, the largest of the three in Fort Collins and with the arrival of their Sound Equipment they have been playing to mighty fine business. The most recent campaign put over by Harry was on "Weary River" and if the half page ad, which we are showing with this story, carried the punch in his city that it seems to hold, then we do not wonder that it went over big. But aside from his newspaper ads., he also tied up with several music stores, four restaurants, had boys on the streets with banners, used banners on street cars, called up all the fraternity and sorority houses (as Fort Collins is a college town and the home of the Colorado Aggies). In surrounding towns he also carried extensive advertising, both through newspapers and via house to house distribution. Altogether, his campaign covered practically every possible angle and he did not let a single chance to bring business get by him.

To give you a better idea of the section that Helmer is working in, we can just tell you that it is a town of some 15,000 people, situated about 65 miles from Denver. No Sunday shows in his town so the customers all leave town on that day. Tough break for him, but maybe he will get Sunday shows soon. At the America Theatre he runs sound pictures exclusively. At the Lyric he runs second runs and westerns, while the State is opened only on Fridays and Saturdays with first run pictures.



In closing his letter to the Club Mr. Helmer asks us to convey his best regards to "the bunch." And I'm sure the "bunch" will be glad to welcome him into our happy circle and look for his little contributions from time to time through the Club columns.

Round Table Notes

City Manager Charles G. Branham for the Publix houses in Birmingham, Ala., used a rather unique stunt for advance exploitation on "Gentlemen Of The Press" when he passed out copies of his local paper to which was attached a sticker proclaiming the engagement of that production. Having been a newspaper-man before he entered the show-business, Mr. Branham never lost his sense of news values and he is always keen for the right kind of publicity.

Al Wiss, Jr., manager of the Florida Theatre in Jacksonville, put over a novel stunt when he offered a prize for the best difinition of the word "Whoopee" during a "Whoopee Week" which he promoted. Passes to the theatre were also given out for the runner ups. It brought plenty of business plus a whale of good laughs. Use your own imagination as to some of the "wise-crack" answers to that question.

Two thousand children of the Harrisburg, Pa., schools who won places on the dental honor roll for taking good care of their teeth were entertained as the guests of C. Floyd Hopkins, Harrisburg representative of the Wilmer & Vincent Circuit, at a free matinee performance in the State Theatre. Prizes were also awarded to the children who wrote the best essays on the care of the teeth.

Real Club Spirit!

We wish to take this means of thanking the large and enthusiastic membership of the Round Table Club for their prompt and wonderful co-operation displayed by the attention they have given the recent Club communications addressed to them.

It is this spirit which is making the Club the great factor which it represents in the industry today, and is but another way of demonstrating the slogan "All For One and One For All."

C. E. L.

MANAGERS' ROUND TABLE CLUB

Kimmel Gives The Victory Front A Summer Appearanc

Here is how Henry T. Kimmel, manager of the Victory and Strand Theatres in Salisbury, N. C., dressed up the frames, box office and front of the Victory Theatre when he played "Weary River." The stuff he used was river cane and reeds and they immediately lent a cool and refreshing appearance to the entire front of the theatre. Besides, the material used tied in, to a certain extent, with the title of the picure. A glance at the photograph shows how effectively the whole finished job looked to the passerby.

Mr. Kimmel has always been an active and dependable member of the Club ever since he joined our ranks, and it is typical of H. T. to express himself in one of his latest letters as follows: "I will surely say that the Club pages are worth plenty to any manager that will read and study them, and I will say that I look forward to the NEWS every week and the Club pages are the first ones I look for."



Thank you, Mr. Kimmel, for your well-wishes, with such men as you in the Club we are bound to keep stepping and leading the way for all others to try and follow. We are looking forward to meeting you at the first opportunity, and know that the meeting will be the cementing of a lasting friendship between us, started through the Club and continued that way indefinitely.

Pickus Also Believes In Gaining Patrons Good-Will

Albert M. Pickus of the Stratford Theatre in Stratford, Conn., contributes an idea, though not entirely new, adds another slant to the ever-present question of Good-Will. He has compiled a mailing list which includes not only the name and address of his patrons, but also the month and day they were born. He does not ask for the year (out of consideration for the lady patrons). He then keeps close tabs on his records and when a birthday is due he mails out one of the cards which we reproduce herewith. The wording, you will agree, is nicely made up and is bound to create a warm feeling in the hearts of those receiving such attention regardless of whether they can take advantage of the invitation or not. Al tells us that even when they cannot attend they always write him a letter expressing their appreciation for his thoughtfulness.

PERMIT us to share the joys of this, your Birthday, by extending to you an invitation to attend The Stratford this evening. ❦ The Ticket enclosed will admit you and a companion, with our compliments. May each recurring Birthday find you rich in Health, Wealth and Happiness.

THE STRATFORD THEATRE

This is a great Good-Will builder and just another angle to work together with everything else you are doing to build it up. There is but one point that we do not agree with Pickus on. He claims that it is a great idea for theatres in small towns. Here we take issue and say that in our humble opinion we consider this stunt just as good in the larger towns and cities as in the small places.

Mr. Pickus shows the true Club spirit in the closing paragraph of his letter when he says: "If I can be of service to the Managers' Round Table Club, feel free to call upon me." And we know that he means every word that he says. Thanks a lot, Al, we certainly will look to you if the occasion arises, but in the meantime keep us posted on your future activities. Don't forget, will you?

Prager Builds A Broadway Front On The Missouri Sign

This one is deserving of more than just passing notice from every reader of the Club pages, and as a matter of fact from every showman in the business. It is one of those incidents in the life of the theatre manager which makes him stand out as someone above the ordinary and you will agree that Norman Prager, manager of the Missouri Theatre, in St. Joseph, Mo., turned out a mighty fine looking front for his theatre.

At first glance you would imagine this picture was taken on Times Square, in New York, because the sign is typical of the kind being used on that well known portion of New York City. But a close inspection of the details concerning this sign merely bears out what we had to say about Norman in the opening paragraph of this little testimonial. But let us get on to the subject in hand and give you the facts. Prager, first of all believes—"To impress people you have a big attraction you need a big electric sign." So he built his own, and here is how he managed it:



The marquee of the Missouri Theatre has two rows of attraction letters. All of these letters were removed to allow the lights to show through the cut-out letters of the beaverboard panel. The openings in the panel were covered with cloth to mask off the lamps themselves and the strong lights from the regulation channels filters through, to marvelous results, to inform St. Joseph that Simon Legree and his bloodhounds were in town.

Here, brother members, is an idea which you can convert for your own use any time at all. The expense and trouble are but slight when compared to the finished article, and if you are on the job you won't let this one get very far away from you. Here's hoping for more from Norman.

MANAGERS' ROUND TABLE CLUB

"Show Boat" Offers Many Novel Types Of Exploitation

From among the mass of stuff received at Club headquarters on "Show Boat" exploitation we selected these few, for the present, to pass along some of the ideas being used by progressive managers to sell that attraction in their various houses. Because of the nation-wide reputation of this picture it immediately lends itself to many types of selling campaigns so there is no reason why you need worry about putting this picture over.

The float pictured below was built under the direction of Joe Burton, manager of the Keith Theatre, in N. Platte, Nebr., and he had it floating all over that city and its suburbs before and during the run of the picture. In addition he built an effective cutout over his marquee which, when illuminated at night attracted considerable attention in that part of the city.



Lee E. Newsom, manager of the Victory Theatre in Tampa, Fla., tied up with a large and popular ball room in that city and ran a "Show Boat" Waltz Night during which only music from the picture was played. A dance contest was also staged with prizes to the winning couples of passes to the theatre for three months, two months and one month. The crowd on the dance floor is sufficient evidence of how successful the stunt went over.



Max Tschauder, a live-wire member of the Round Table Club, and manager of the Rivoli Theatre in Beatrice, Neb., arranged two unusual stunts on "Show Boat" when he advertised free dinners to patrons coming from the furthest points in the rural districts to see the picture. When buying their tickets they were requested to sign a card showing who they were and where they came from. These cards were first mailed to all the outlying sections and created a wide assortment of talk among those people. Naturally, he succeeded in first calling their attention to the picture and then making them enter into the spirit of the free dinner offer. The whole idea was instrumental in causing word of mouth publicity over a radius of more than 25 miles.

Still another up-to-the-minute idea used by Mr. Tschauder was that of offering inducements to youngsters who could bring the longest list of names of residents who intended to see the picture. These youngsters grabbed at the idea and started out to ring every door bell in the city to see who could get the longest list. Even if everyone signing the sheet did not attend the theatre, it nevertheless called their attention to the theatre and attraction. That it built up interest in the picture goes without argument. These stunts invariably do accomplish great results.

Such methods of publicity are both new and effective and easily lend themselves to good returns. That is the reason we are passing them on to our many members and readers. If any of you have put something over that merits unusual attention we invite you to send it in with all the details and we will gladly pass it on for all the others to read.

Schade Is Plugging "Talking Shorts" In Sandusky, O.

Since he is thoroughly sold on the value of "talking shorts," Manager Schade of the Schade Theatre in Sandusky, Ohio, used this method of ballyhooing this great business getter all over the city. As a matter of fact, if you will inspect the picture closely, you will find that the short subject is getting all the breaks on the auto display. The feature attraction seems to be played up on but one board.



Many other theatres are taking advantage of the present popularity of the sound shorts and cashing in by playing them up for all they are worth. But another angle, that is both timely and interesting, is the use of silent shorts in many of the leading theatres as well. Here is a peculiar condition which many are just beginning to appreciate. There are many exceptionally fine silent short comedies available but not being used because of the excitement about the sound subjects. Why let this so-called excitement stand in your way of playing some corking good pictures to surround your program? It would be excusable if these silent subjects were no good, but such is not the case, and considering the saving that you could probably realize on the silent subject's cost, it should be well worth your while to investigate this angle. Don't wait for the opposition to beat you to it. Someone is going to "wise up" to this idea before long and they will cash in on it, too.

Membership Certificates Are Now on the Way. —YOU'LL BE SURPRISED!

MANAGERS' ROUND TABLE CLUB

Introducing More New Members!

MEREDITH R. CRAMER was formerly at the Bever-Lee Theatre in Beverly, N. J., and then left the show business for a crack at the commercial world. Now he is getting back into theatre harness again and we expect to hear from him often.

* * *

CLAUDE L. NULL is affiliated with the Harris Theatre in Findlay, Ohio, and we have already seen what he is capable of doing to sell a picture to the public. Now we would like to learn more about him, so we suggest you send us some "dope" about yourself and your past experiences in the show business. Will you Claude?

* * *

C. H. CHESTER manages the Plaza Theatre in Oakland, Calif., and you but recently read about one of his lobby displays, a story which created quite a lot of inquiries to Club headquarters. Now Chester should follow this up with some more information about the Plaza and himself and include his own picture at the same time. Oak?

* * *

LOUIS PILOSI manages the Lincoln Theater in Dupont, Pa., a live and peppy town where he has every opportunity of demonstrating how he can put over the pictures to good returns. Just how he accomplishes this feat will be good reading for the Club, but we must get the "dope" from Lou before we can pass it on. Start it moving Pilosi.

* * *

L. H. RAYMOND is the man who is running the Pontiac Theatre up at Saranac Lake, N. Y., a modern movie palace with close to 1,300 seats. Without a doubt, L. H. could tell us many interesting stories about how he is selling sound pictures up there. Suppose you start your "active" membership off with a brief letter and your own photograph?

* * *

N. G. FARMER in charge of the Coliseum Theater in Manor Park, London, England, chalks up a second member from Great Britain in the past week. But we are so anxious to line up members from that country that we can hardly wait for their next letters which should contain some interesting remarks about theatre activities in England.

* * *

R. D. HUTCHINS manager of the Portage and Home Theatres in Portage, Wisco., one of them plays silent, and the sound pictures; which gives R. D. quite a variety to choose from when writing to his brother members via the Club pages. Now then, Mr. Hutchins, let's see what you are going to tell us about how YOU are putting over those two live houses up there. A photo of yourself would also go a long ways towards making you better known to the rest of the "gang." What say? Oak?

LEW LEVEY manages the Dyckman Theater in New York City, and being a real oldtimer in the show business he can certainly pass on some valuable tips to the rest of the Round Table members. What do you say Lew? Shoot us some of your experiences.

* * *

R. V. ERK is the manager of the Mays & Bijou Theatres in Piqua, Ohio. R. V. must be enjoying a most prosperous business at this time, judging from remarks on his application blank. But since that is always good news we will now await, with interest, his next letter which should tell us more about himself and Piqua, Ohio.

Photos of Members

THE Club is anxious to publish photographs of every member and would, therefore, appreciate receiving as many as possible for use in future issues of the Club columns. If you have not already done so, PLEASE send us your own photo at once. Thank you.

C. E. L.

COME ON!!

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Theatre .....

Address .....

City .....

Policy .....

Capacity .....

State .....

Wm. A. Johnston
Honorary Chairman

C. E. Lewis
Chairman

WILL YOU BE NEXT??

SHOOT IT IN—NOW!!

JACK MARKLE is the managing director of the Fox-Poli-Bijou Theatre in New Haven, Conn., and with all that theatrical activity going on in New Haven we certainly shall expect some interesting letters from him. And how about your photo Jack? Shoot it in.

* * *

LARRY M. GRABURN adds still another live-wire Canadian member to our lists. As Jack Allen from that country says: "We should have a Canadian page in the News soon." But Larry is in charge of the Strand Theatre in Calgary, Alberta, a fast moving little house that is doing a mighty nice business. Let's hear again from you Larry—and soon.

* * *

KENNETH A. REID is the directing head of Loew's Liberty Theater in Cleveland, Ohio, and still another aggressive showman from that city to join the Club. His recent ballyhoo stunt was the subject of an article in a recent issue of the News, so now we await his next contribution to the Club pages. Shoot it right along Ken, will you?

* * *

OSCAR M. LINN is the manager of Comerford's Capitol Theatre in Bloomsburg, Pa. This is the town where we met Oscar's brother Byron last summer. If Oscar is possessed of as much pep as his brother then we can all look forward to hearing some mighty interesting news from Bloomsburg very soon. How about it Oscar? You answer this one.

* * *

M. W. KORACH is now handling the Brighton Theatre in Syracuse, N. Y., and you certainly recall his recent story of how he dressed up the front of the Brighton and sold "The Barker" up there to good returns. Now we will want to hear more from him. How about another letter M. W. and your own photo with it? Thanks in advance.

* * *

W. B. SHUGARS is the managing director of the thousand seat Hollywood Theatre in Pottsville, Pa., running first run in that town. We will look forward with much interest to what W. B. has to tell us about exploitation up in that city. Also your own photo Shugars, it helps us feel more acquainted with new members. What do you say?

* * *

WALLY BAKER, another newscomer in the Club, is located at the Palladium Theatre, in London, England, and what could be sweeter for all our members than to learn from Wally how he sells the pictures to his patrons in that country. Besides, the Club has been long waiting for a member from England who could sort of act as our correspondent, and keep us posted on what is doing over there theatrically. See that we get a letter from England regularly, will you, Wally? We will have more to say about him in an early issue of the Club columns.

The Book Of The Talkie Age

Comes To Acquaint The Industry With Things New And Strange

SOUND MOTION PICTURES

by HAROLD B. FRANKLIN

President and General Manager, Fox West Coast Theatres

Partial Contents

STANDARD SOUND DEVICES

OPERATION OF VARIOUS DEVICES

ACOUSTICS

OPERATING MANUAL

MAINTENANCE OF EQUIPMENT

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MUSIC

THE SHORT SUBJECT

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The most important contribution to the business library of the Showman since the advent of talking pictures.

A Work that covers the subject of the sound motion picture from the laboratory to its presentation in the theatre—and beyond that, a complete working manual for the man who manages the theatre and the specialist who plans and executes the advertising and exploitation for the sound policy house.

A text book for the theatre owner, the manager, the projectionist, the exploiteer, written from a background of actual experience in the operation of a large theatre chain.

Now on the presses. Limited number of copies ready for distribution about July 1. Orders now being taken will be filled in the order of their receipt.

THREE DOLLARS

Order your copy now

Motion Picture News
729 Seventh Avenue
New York City

Enclosed herewith is — check — money order—for $3.00 in full payment for one copy of Harold B. Franklin's great book "Sound Motion Pictures," to be sent to me when published. (Add 20 cents to cover costs of mailing.)

Name .....

Street No. .....

City ..... State .....

Regional News from Correspondents

2 Central Penn Houses Bought By Blatt Bros.

THE Rex and the Grand, Corry, Pa., on June 1, passed from the ownership of the Corry Amusement Co., into the hands of the Blatt Brothers. The new owners announced that arrangements have been made for the installation at an early date of complete sound and talking equipment at the Rex.

George Brotherton, representative of Warner Brothers' Philadelphia office, spent the week of June 3 in York. He was formerly manager of the Schubert in Philadelphia.

Control of the Lyric, Boyertown, Berks County, has been acquired from J. H. Schneider, by C. F. Cattell, who runs the Idle Hour Theatre, West Chester.

The Strand, Altoona, control of which has just passed from Silverman Brothers to the Stanley interests, celebrated its thirteenth anniversary the last week in May.

The theatres of Allentown will encounter competition on the Fourth of July holiday in the form of two performances in that city of Sells-Floto circus.

A homemade sound device, produced by Walter Yost, owner of the Paramount, Mechanicsburg, was recently tried out in that house.

The Rajah, Reading, one of the Wilmer & Vincent houses, closed in May for the summer.

The Pine Brook, Scranton, has been sold by the Comerford chain to Fred Winters.

Among Central Pennsylvania theatres soon to be equipped with sound is the Strand, Nesquehoning, Benjamin Fried, owner.

J. R. Applegate has been transferred by the Comerford chain from post of manager of the Victoria, Danville, to the managership of the Stanley, Selinsgrove.

George Nevin, whose home is in Sunbury but who has recently been managing a Comerford circuit theatre in Illion, N. Y., has been transferred to succeed J. R. Applegate as manager the Victoria, Danville.

Musicians May Strike In Idaho Fracas

MUSICIANS of Boise's two leading theatres in Idaho will be called out by the union this coming week unless differences between the motion picture operators and stage hands and the theatres have been settled. The operators broke with the Pinney and the Egyptian Theatres some time ago.

Qualitone announces the installation of Qualitone devices at the Lyceum, Ogden, Utah; the Star, Eureka, Utah; the Star, Payson Utah, and the Strand, Utah. Headquarters for the Qualitone Salt Lake district are now announced to be at 142 East First South Street, Salt Lake City.

Nell Schreiber of the Rialto at St. Anthony, Idaho, is reported to be anticipating the installation of sound at her house.

A. F. Johnson of the Gem at Rigby, Idaho, reports business at his theatre to be now on the increase.

Al Hager, exhibitor of Idaho Falls, Idaho, has now reopened his Rex there with sound installed.

The Ricks at Sugar City, Idaho, will reopen June 10 it is announced.

Paul De Mordaunt and Hugh Drennen, operating a string of houses in Idaho, were visitors at the Salt Lake City United Artists offices.

Ott Schmidt, exhibitor of Idaho Falls, also dropped in at the United Artists office last week.

The Peery Brothers of Ogden, Utah, and John Ruger of Park City, Utah, were among exhibitors who conferred with Salt Lake City branch managers during the past week.

Mell Stringham, S. B. Steck and A. Glasmann, well known exhibitors of Ogden, Utah, were also in town for a few days.

The Paramount "Pep Club" is preparing to give an entertainment at the Hermitage Hotel in Ogden Canyon latter part of the week.

Announcement was made this week at the Salt Lake City office of the L. Marcus Enterprises that the Paramount will remain open until further notice, although this is the reverse of an announcement given out a few days ago.

Manager L. C. Wingham of the Metro-Goldwyn-Mayer exchange, will leave Salt Lake City about June 10th to attend the national convention held by this organization at Chicago.

Toronto Mayor After Carnival Scalps

MAYOR SAM McBRIDE of Toronto has put his foot down on outdoor carnivals, after paying a visit at midnight to one which had been operating at Willowvale Park, much to the annoyance of the district. He found 50 concessions operating full blast, practically each with games of chance. Mayor McBride announces that a fee of $500 per day would be collected from carnivals visiting Toronto. Exhibitors of northwest Toronto were delighted because the "circus" had drawn considerable patronage from theatres.

Ten theatres of United Amusements, Limited, in Montreal, Quebec, are to be wired during the next two months, seven of them with the DeForest Phonofilm equipment and three with R.C.A. Photophones.

The Ottawa at Hawkesbury, Ontario, was destroyed in an early morning fire, the loss being estimated by Lucien Senecal, proprietor, at $15,000. The house seated 500 persons.

The Hippodrome, Toronto, Ontario, sole remaining large silent theatre in downtown district, is being wired under direction of Manager C. J. Appel.

Screen music presented through the medium of non-synchronous equipment has reached the small Canadian towns. The Strand at Uxbridge, Ontario, a town of 2,000, has been equipped with a Phono-Radio instrument with screen speakers. I. Shulman is manager.

Two theatres of Hamilton, Ontario, have been added to the growing list of wired houses in the Dominion. The big Capitol has been fitted with Western Electric equipment. The Delta has been wired for R-C-A Photophone.

The Isis at Calgary boasts the only home-made sound equipment in Canada, the installation being the result of the ingenuity of James Creighton of the Isis staff.

John Nelson, formerly manager of the Grand, Sudbury, has been appointed manager of the new Capitol, North Bay, Ontario.

Radio Industries of Canada, Limited, Winnipeg, has opened an office in Toronto and is preparing to open branches in other Canadian cities. The company handles the Columbia Theatrephone. It is proposed to open a factory in Winnipeg where the device would be assembled for the Canadian market.

Edgar Wolf New Mgr. Of Fox In Philly

EDGAR WOLF, recently with the Fox St. Louis, has succeeded David M. Idzal, for several years manager of the Fox in Philadelphia. Mr. Wolf is a Philadelphian by birth. Prior to his association with Fox several months ago Mr. Worlf was assistant to Frank W. Buhler, general manager of the Stanley Co. Mr. Idzal has been transferred to the new Fox in Detroit.

Friends and associates of Samuel H. Stiefel, of the Stanley Co., of America, tendered him a banquet at the Elks club in Philadelphia on Sunday evening, May 26th. Among the 150 guests were prominent film men from various parts of the country.

The Aldine, Stanley house, closed for the summer season on June 1st. The policy of the Stanley, which has always featured presentation acts, has been changed to straight pictures. Charlie Melson, master of ceremonies at the Stanley, has moved on to Pittsburgh. The Fox-Locust has already closed for the summer and it is reported that the Stanton will be dark in the near future. The Carman dispensed with its orchestra for the summer, effective June 1st and its stage shows have also been discontinued.

A testimonial and farewell dinner was tendered on June 3 at the Ritz-Carlton Hotel by the motion picture industry of Philadelphia and New York under the auspices of the Film Board of Trade, to Jerome Safron, manager of the local Radio Exchange, upon the occasion of his leaving to take up his new duties as general sales manager of the short subject department in the New York office of RKO. Mr. Safron will be succeeded a tthe RKO exchange by Samuel Rosen, formerly with FBO.

Paramount Moves Its Atlanta Ad. Dept.

IN order to secure more space for its record room and sound department, Paramount's Atlanta branch next week will move its ad sales department to the second floor of the building at 161 Walton St.

David R. Hochreich, official of the General Talking Pictures Corp., of New York, and who also represents the Schlisinger theatre interests, visited Atlanta last week while making a survey of the sound equipment situation in this section.

Among the Atlanta branch managers out of the city during the week covering Southern territory were the following:

Jack Groves, Tiffany-Stahl; R. B. Williams, Universal; C. R. Beacham, World Wide; Fred M. Jack, First National; John W. Mangham, Jr., Columbia.

Vacation time has come to Atlanta and the list of local film workers leaving town for vacation spots has now begun to grow. Leaving Atlanta during the week were: R. H. Williams, of Vitaphone, who is vacationing in Florida and Cuba; Sara Garrett, of Vitaphone, accompanied by Mrs. H. P. Rhodes, who has taken a boat for New York to spend her vacation; R. F. Pinson, Pathe booker; Mary Burg Woodruff, of RKO, who is vacationing in Jacksonville.

William D. VanDerburgh, formerly with Pathe, joined the sales force of Columbia's Atlanta branch this week, and made a trip through Tennessee territory.

Among the many out-of-town exhibitors visiting the Atlanta Film Row during the past week were the following:

Joe Steed, of Southern States Theatres, Ensley, Ala.; Hugh Manning and J. C. H. Wink, who operate chain of theatres in North Georgia and East Tennessee; Mr. and Mrs. Willingham Wood, the Strand, Washington, Ga.; Mr. and Mrs. M. G. Oliver, the Oliwood, Shellman, Ga.; W. T. Watson, the Princess, Piedmont, Ala.

O. C. Lam, of Rome, Ga., head of Rome Enterprises; L. Belafas, the City at Swainesboro, Ga., and the Gordon at Gordon; F. Haygood, the Grand at Waynesboro, Ga.; C. H. Simpson, the Princess at Millen, Ga.; O. F. Kelley the Grand at Tallassee, Ala.; Walter J. Brackin, the Callahan at Bainbridge, Ga.; Paul P. Stancil, the Lyric at Jackson, Ga.; W. M. Atkinson, the Panama at Panama City, Fla.; George E. Ricker, the Grand at Fitzgerald, Ga.

Also visiting along Film Row were:

E. A. Booth, of Knoxville, Tenn., head of Booth Enterprises; T. E. Watson, the Strand at Montevallo, Ala.; G. L. Wynne, the Ritz at Newman, Ga.; W. H. Odom, who formerly operated the Pastime at Sandersville, Ga.; F. B. Craig, the Ideal at Ashburn, Ga.; J. L. Hackworth, the Ritz at Bridgeport, Ala.; Mack Jackson, the Strand at Alexander City, Ala.

3 Wisconsin Houses Close Temporarily

SEVERAL Wisconsin theatres have closed during summer. Harold Clay has closed his Opera House at Marathon City. The Opera house at Painesdale, Mich., managed by E. Bahti, is being closed. The Opera House at Albany, Wisconsin, will also close.

E. C. Krofta resigned his position as booker and office manager of the Milwaukee Tiffany-Stahl branch on June 15th and is now affilliated with newly opened Exhibitors Service Exchange as office manager.

The Rex at Oshkosh of which Joe Winninger is manager is being equipped with Mastertone sound installation. The Majestic at Plymouth is being similarly outfitted.

George Panka of the Metropolitan at Prairie du Chien was a recent visitor at Milwaukee exchanges.

Eaton M. Sizer has been named manager of the Palace at Antigo, succeeding Reginald Stahl.

The Fischer at Oshkosh, recently acquired by Midwesco, will be known as the Strand hereafter.

When Joe Leo left Midwesco to assume his duties as president of Fox Theatres, he took with him Henry J. Brown as chief inspector and Harold Sliter as the latter's assistant. Fred Stylow succeeds Mr. Brown as chief inspector of Midwesco houses.

The Strand at Madison re-opened after having been closed for two weeks to permit installation of Western Electric sound equipment.

2 New Ohio Theatres; Cleveland Notes

A. J. PAUL, lessee and manager of the Royal, Galion, O., announces that the Royal will be torn down to make way for a new picture theatre of 800 seats. Plans for the new structure have been approved, and a contract will be let shortly. It is expected that the new house will be completed early in the fall.

A new theatre in Hamilton, O., is being planned for the Hamilton Theatre Company, by architects Hooper and Jannusch, 879 N. State St., Chicago, and architect F. J. Mueller of Hamilton. The structure of which the theatre will be a part will be five stories high and will cost approximately $1,250,000.

Henry H. Lustig, attorney and theatre owner, and one of the directors of the Cleveland Motion Picture Exhibitors Association, is reported to have suffered a relapse from the poison gas inhaled at the Cleveland Clinic at the time of the X-Ray plate explosion. Little hope is given for his recovery.

Messrs. Abeloff and Abrams of Pennsylvania, former owners of the Columbia, Cleveland, last week sold the house to Earl M. Treinish.

Richard Deutsch, of Import Film Co., is receiving congratulations upon arrival of a son and heir.

George T. Sharp, five years ago one of the leading exhibitors of Cleveland, has returned to Cleveland after spending the past several years in Florida. He plans to remain in Cleveland permanently.

Mrs. Georgia Moffett, secretary of the Cleveland Film Board of Trade was in Detroit last week duly installing Mrs. Marion McCollough Hull as secretary of the Detroit board. Mrs. Hull, formerly secretary of the Kansas City Board succeeds Dave Palfreymanin.

F. F. France has installed a France Duofone in the Gordon Square, Cleveland. Messrs. Scoville and Essick went to Detroit last week to hear a demonstration of the instrument.

Dave Stern, former film salesman, has joined the Synchrophone sales force as Detroit representative. And C. Ernest Gilham is Cleveland sales representative assisting Martin Blum, sales manager. Synchrophone has been installed in the Sun, Buckeye Road and East 89th St., where a demonstration was held last week for exhibitors.

J. E. Loeffler, booker and office manager at the Fischer Film Exchange was married last Thursday to Marie McDonnell of Cleveland.

Al Mertz, manager of the RKO exchange, has recovered from an operation in which his tonsils were removed.

General News Of The New England Trade

THE Metropolitan at Leominster has reopened.

Cyril McGerrigle, manager of RCA in Boston, is on few days vacation.

Harry F. Campbell, district manager for Fox in New England, left on Friday for Hollywood where he will visit Fox studios and will return to New York City latter part of month in time for Fox convention.

Dan O'Keefe of Leominster paid his first visit to the Boston exchanges in several years the past week.

The Strand at Fitchburg is temporarily closed.

Max Mogal has been appointed assistant shipper at the Fox Boston exchange.

Ben Simon, formerly of New Haven sales force for Fox, has been advanced to branch manager of the New Haven exchange, succeeding Jack Dillon, who has been promoted to the Fox Washington, D. C. exchange.

Charles Heath, Pathe projectionist, was seriously injured when the auto which he was driving was in collision with a tree. He was taken to St. Elizabeth's hospital where latest reports are that he is rapidly recovering. His new Oakland coach was completely demolished.

The Casino and Olympia at Hampton Beach, N. H., reopened Sunday for the season. They will be operated this season by James Flynn.

Fred Hardwick, owner of the Strand, at Taunton, is sporting a new Cadillac sport sedan.

The new Paramount Uptown in Boston, which before it was purchased from Keith-Albee by Publix was known as the St. James Theatre, reopens this week as a motion picture theatre. First run pictures are to be the rule. Webster Pike, formerly of Vitagraph, and John Spence, formerly of First National, are projectionists.

Frank Ross, salesman for Pathe, has been spending a week's vacation fishing in and near Greenville, Me.

Publix has installed a refrigerating plant in the Uphams Corner Strand.

The Casino at Old Orchard, Me., has reopened for season.

The Strand at Kenburma, on the Massachusetts South Shore, reopens next Monday for season.

The Auditorium, Malden, which has for 19 years operated stock and which became a motion picture theatre playing talkies on May 30th, announces reduction in prices with a 40 cent top.

The Riverside at Medford closed Saturday for summer season. This is one of Phil Smith's theatres.

Yeggs Get $2,300 From Uptown, Kansas City

SOMETHING new in banditry occurred at the Uptown, Kansas City, last Monday night when four bandits entered the theatre wearing false faces and forced six persons connected with the theatre into a small closet and held guard over B. L. Fagin, manager, while they made him hand over $2,300 from the theatre's safe.

With the purchase this week of the Shubert theatre building in Kansas City, the only home of legitimate plays in the city, by the General Office Building Co., there was much speculation as to what the next season would bring forth in the way of legitimate productions for Kansas City. It is rumored that the city may be without a Shubert theatre, due to the onslaught of many new movie houses.

The Concordia Amusement Co. of Concordia, Kas., purchased by the Midland Circuit of Theatres of Kansas City, in future will be known as the Sunflower Theatre Co.

A lease on a building in Concordia, Kas., has been obtained by the Delmar Harris Theatre Company of that city, which will convert the building into a theatre.

The Orpheum of Wichita, Kas., which heretofore has played vaudeville and musical comedy, has switched to a sound picture policy.

The Roanoke, Kansas City, has been re-opened by L. J. Lenhart.

The Uptown, Wichita, Kas., which recently was forced to close because of bankruptcy, has been re-opened by Hartman & Stockman.

The Warwick, Tivoli and Neptune, Kansas City, have installed sound equipment. The Globe, Kansas City, closed several weeks for remodeling, is scheduled to reopen next Sunday.

2 Sound Installations Planned For Joliet

TWO Joliet, Ill., theatres, the Crystal and the Princess, will be wired this summer for sound offerings.

The Crystal will be moved, lock, stock and barrel, into the long-abandoned Orpheum in Joliet.

The Princess will be closed July 1 until the task of remodeling is completed.

At the Rialto, the present policy of offering stage and screen attractions will be continued. The stage show was eliminated recently.

The Orpheum and the Princess will not offer stage units.

Albany And Vicinity Exhibitor Notes

C. H. BUCKLEY, who recently purchased Harmanus-Bleecker Hall in Albany, is contemplating turning this into a first run theatre next fall.

Howard Looney, former manager of the Clinton Square in Albany, who resigned some little time ago, is now again handling the house.

While the Regent, one of the Stanley houses, is closed for the summer, it is to be equipped for sound pictures. Sam Aaron has been transferred to the Albany.

Robert Rosenthal, who really hails from Buffalo, but who has been connected with one of the theatres in Utica, was named during the past week as manager of the Madison, Albany.

Morris Chase, of New York, president of the Chase Pictures Corp., and R. C. Parks, of Buffalo, were among those from the film industry who recently paid a visit to Albany.

Walter Roberts, who recently resigned as manager of the Troy, is now on the road traveling for a mercantile house.

Harry Seed, who has been handling the Albany exchange for Warner Brothers for several years, was last week transferred to the Buffalo office and has been succeeded by Russell Sully, Sterling Wilson, manager for Tiffany in Albany for past year, has been transferred to the home office. Mr. Marks, of Indianapolis, is looking after the exchange for the time being.

Proctor's in Albany, now an RKO house, announced a change in policy effective this week, under which each week's entertainment will start on Saturday rather than Monday.

Harry Thompson, recently made manager of the First National exchange in Albany, covered a wide stretch of territory last week.

Another meeting was held this week of all motion picture theatre owners in Albany, as a further step towards possibly securing Sunday shows.

The Albany Film Board of Trade announced two transfers during the past week. The American in Canton has been sold to Peter Chickory, by Alexander Papayanakos, while J. Carrigan is the new owner of the Delphian in Chittenango.

Joe Schleiger, booker at the First National exchange in Albany, is to be married on June 15, and will claim Florence Wark as his bride.

Mrs. Belle Taylor, well known owner of the Richmond at North Adams, Mass., died a few days ago after a short illness.

Chris Marx, of Utica, who recently took over the Olympic there, has changed the policy of the house to the end that he will now run second run sound features and first run silent features.

Louis Buettner, of Cohoes, was along Albany's Film Row during the past week. Aside from his theatre activities, Mr. Buettner is still indulging in his hobby of woodchuck hunting.

The motion picture theatre at Loon Lake, is scheduled to open the fore part of July.

The Strand in Schroon Lake, operated by Arthur Richardson, is being equipped for sound pictures.

Doings Of Frisco Film Personalities

MRS. L. NEWCOMB, manager of the National, Modesto, visited her home office and Frisco's Film Row last week.

Mr. and Mrs. Smith of Yuba City came to San Francisco to attend the recent I.O.O.F. Convention.

Lew Marks of the Rialto, Stockton, last week called upon his San Francisco friends.

Paul Weiss of Rio Vista was seen along Frisco Film Row buying pictures and posters for his Rio Vista.

Louis Cohen, manager of RKO's Ad Sales Department, was married June 9th to Yvonne Cohn.

Al Laurice of Fox Exchange has just returned from a vacation in Yosemite.

Frank Atkins, Jr., visited his Frisco Film Row friends recently.

Harry Hollingsworth is back at his desk again after a long fight with "flu."

Sheriff Hickey is visiting the Frisco M-G-M exchange, having just returned from northern territory. Mrs. Hickey is accompanying him.

Mr. and Mrs. Moore of Lincoln visited Film Row recently.

Jimmie Woods was in San Francisco recently in interest of the Redding and Red Bluff. Sound equipment is being installed in both theatres.

Jack Valpey has been connected with the sound department of M-G-M and has gone to Seattle in their interest. He also expects to visit Portland, Denver and Salt Lake.

New Theatre Opens In Madrid, Iowa

A NUMBER of Des Moines people drove to Madrid, Iowa, for the opening there of a new theatre on June 1. The theatre, owned by Mark Biondi, is named the Lion and is an example of the modern up to date theatre.

The M-G-M Club set aside June 10 for a picnic at one of the park cabins. In charge of the party are Edna Crawford, Carl West and Laveena Boggs.

RKO entertained a group of exhibitors in on business. Among these was C. R. Smith, who about a month ago took the management of the Family at Earlham. Others were W. P. Grossman of the Palace at Nevada, J. E. Michaels of the Strand at Jefferson and C. E. Ridgeway of the Lyric at Coon Rapids.

Macey and Stanley, owners of the Foxy and the Grand at Perry, are remodelling the Grand with the plan of making it the bigger house at Perry. The Grand will be closed this week to make ready for remodelling the house and for complete new decorations. The theatre will be equipped for sound, it is thought. Macey and Stanley plan to spend $10,000 on the Grand.

New carpet for the Rivoli at Oskaloosa was installed by the Des Moines Theatre Supply Co., last week. The theatre is owned by Stack and Pierce.

Helen Ash is now located at the Minneapolis office of Paramount. Her successor at the Des Moines office is Helen Carberry.

The Strand, Des Moines will be closed for six days while changes are being made in the interior.

Visitors at the office of Paramount were J. E. Ridgway of the theatre at Coon Rapids, W. H. Eddy of Indianola, W. H. Robertson of Dexter, W. T. Biggs of the theatre at Adair.

W. E. Banford, branch manager for M-G-M, was out in the territory this week.

Stephens and Puffer of the Granada at Webster City were visitors at the office of M-G-M.

T. Gamble U Theatre Mgr. In Seattle

TED GAMBLE, theatre manager for Universal Chain Theatres, Inc., in Seattle, last week was appointed general manager of all Universal houses there. He replaces Karl L. Burke, who resigns to re-enter distribution field. To celebrate his appointment, Gamble announced his marriage to Miss Myrtle Wilson of Seattle, and the couple are now on a brief honeymoon in Canada.

John Danz, president of Sterling Chain Theatres, last week announced a new policy for his recently-acquired Winter Garden. Hereafter house will play four changes weekly, at reduced admission price of fifteen cents.

Mat Aparton, manager of Universal exchange, returned last week from several days sales trip to Spokane and Eastern Washington territory.

Art Adamson, formerly associated with Fox West Coast Theatres, Inc., in theatre executive capacity in Everett last week was appointed to sales staff of Warner Brothers Seattle exchange by Manager Bob Hill.

Benjamin Fey, popular exhibitor of Renton, is reported to be installing sound aapparatus in his Renton.

The new exclusive Vitaphone office on Film Row is rapidly nearing completion under direction of George A. Baldsen of California. It will cost about $200,000 and will employ at least ten persons.

Two Portland exhibitors were visitors on Seattle's Film Row last week, in the persons of Steven Parker of the Granada and "Banjo" Miller of the Chaldean.

Sol Strauss, formerly of San Francisco, was recently appointed manager of Universal's Portola in West Seattle, and Lester Holmes has been moved to the Granada, same district.

Sound engineers have been busy during the last week installing equipment in the Metropolitan, Seattle, one of the Klaw & Erlanger chain, managed by Frank Hood.

Ben Fish, manager of the Metro-Goldwyn-Mayer exchange, last week played host to "Sheriff" George Hickey, M-G-M Western division manager.

Captain A. E. Lathrop, theatre magnate of Alaska, was a recent visitor in Seattle.

Frank Farrow's Madrona Garden and Madison last week were both subject to an attack of "stink bombs."

Walter Graham, exhibitor of Shelton, Washington, thrilled Film Row with a shiny new Chrysler.

Extensive Installations In Sparks Fla. Houses

E. J. SPARKS plans to install sound equipment in several houses. On June 15, the Empress, Jacksonville, Fla., will open with Western Electric equipment. The Alcazar, St. Petersburg, Fla., will also have this equipment about June 15. The Howell, Palatka, will install the Phototone on June 15. The Dreka at Deland opened with the Royal Amplitone May 30. The Capitol at Plant City will open with Royal Amplitone about June 8.

Manager William A. Kraus, Jr., entertained a large number of newspaper representatives, theatre employees and friends Tuesday night with a watermelon party at the Empress, Jacksonville.

Manager Scotty Chesnutt, head of Paramount, Jacksonville, exchange, is back at his desk after an illness of several weeks.

Charlie Morrison, formerly manager of the Florida and other Jacksonville theatres, has recovered from a recent illness.

The "rainy season" seems to have started early this year. Big rains almost daily, but it has little effect upon theatre attendance.

The five theatres in Tampa operated by Consolidated Amusements are putting over an elaborate "Blue Ribbon Month" campaign for June.

The Park, Tampa, announce a change of policy starting next week. The usual feature picture will be eliminated entirely and the stage performance will be enlarged. The only pictures they will use will be the short subjects like comedies and weeklies.

G. M. Tobias, manager of the Queen, colored house of Clewiston, visited in Tampa this week. He reports business as "pretty fair."

It is reported Umatilla is to have a theatre for colored people. The house is being built by Mr. D. Evans.

Duquoin, Ill., Enjoys Films For First Time

MOTION picture theatres in Duquoin, Ill., were open on Sunday, June 2, for the first time in the history of the community, and the attendance indicated that the populace is against any blue law restrictions.

Gus Kerasotas, owner of the Strand, Springfield, is confined to a hospital, having suffered a nervous breakdown.

The continued rains of April and May and the subsequent high water coupled with the general business depression now so apparent throughout the country is having a very decided adverse effect theatres in St. Louis and its trade on the box office receipts of all territory.

Cincinnati's Film Row News And Gossip

DORIS STECKER, manager Forest, Cincinnati suburban house, has reopened Forest Airdome, immediately adjacent to theatre. Duplicate programs are presented in outdoor theatre when weather permits, thus giving patrons choice, according to their fancy.

Bill Clark, publicity chief Libson interests, Cincinnati, is a lone bachelor while Mrs. Clark is sojourning in Europe.

Manager Chester Martin, Orpheum, Cincinnati hilltop house, has attired his ushers in regulation naval uniforms for summer.

Griff. Granger, manager Kaypee, Mt. Gilead, is redecorating house from pit to dome. Granger is also trying to put over Sunday shows.

Varley P. Young, press representative RKO interest, Dayton, has resigned to accept position with advertising company in Detroit.

Keith's, Dayton, has discontinued vaudeville for the summer, confining policy to straight pictures, including talkies.

Loew's Dayton, has inaugurated 11 o'clock opening instead of 1 P. M.

Grand and Lyric, Lima, have installed sound devices. This makes Lima a 100 per cent talkie town.

New Red Moon is name assigned new house which will be erected at Bardwell, Ky.

Palace, Hamilton, will feature series of pictures depicting local views and events, in connection with local daily paper.

Hollywood, College Hill, adjacent to Cincinnati, has inaugurated sound programs. New organ has also been installed.

Build $200,000 House In Plainview, Tex

THE Underhill Construction Co. is building a new $200,000 theatre at Plainview, Texas. The structure will be 83 by 140 and of Spanish design.

Week-end Film Row visitors at Dallas, Texas, were Rubin Frels, Thomas Donnell, Stephenville; Morris Schulman, Bryan; Arthur Keyes, Quannah; Texas.

Guy Luther, electrician, of Dallas, has signed a contract with G. A. Doering and will go to New Orleans as technician and installation man on the Royal Amplitone which Doering is distributing in six southeastern states.

F. E. (Jean) Hendon, has been appointed traveler for Columbia in West Texas, succeeding H. C. Montgomery, resigned.

W. H. Williams will install sound equipment in his Ritz at Midland.

The Palace at Marlin and Palace at Lubbock, Texas, have installed Carrier Air Washer equipment.

M. S. White opened his new Peak at East Dallas, Texas, May 23.

J. Talley of Devine, Texas, has leased the Ritz at Pearsall, Texas.

Two new Arctic Nu-Air silent air distributing units will be installed in the R & R Queen at Durant, Okla., in near future.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

CLASSIFIED ADS

Situation Wanted

ORGANIST: Student Lew White Institute, New York, desires position as soloist and intermissions or assistant manager position. Box 535, Motion Picture News, 729 7th Ave., New York City.

THEATRE MANAGER at liberty, experienced in managing combination and picture theatres. Best of references, locate anywhere. Handle publicity and exploitation, a business producer. Address Christian, 30 Covert St., Brooklyn, N. Y.

EXPERIENCED OPERATOR-MANAGER — Desires position in small town. Married. Reliable. Write, Manager, 12881 Woodward, Detroit, Mich.

For Sale

FOR SALE: 2,800 used upholstered opera chairs. Good condition. $1.40 each. Morris Saunders, 2710 Valentine Ave., Bronx, N. Y. C.

W. B. Personnel Much Changed In Pittsburgh

SEVERAL changes in the personnel of Warner Theatre executives in the Pittsburgh territory, have been made recently. Some of these are: Samuel DeFazio, three years manager of the Schenley, resigned to manage the Harris Amusement Co. new Hilltop; Herman Lorence, former manager of the Perry, Erie, and Ralph Walsh, of the Skouras organization from St. Louis, have been brought to Pittsburgh as theatre supervisors; Tom Fordham, manager of the State, Erie, now has charge of Warners' Strand, Perry, State and Aris in Erie; Les Bowser, formerly of the Rowland and Colonial, Wilkinsburg is now at the Schenley; Lyle Harding is at the Colonial and a Mr. Beckley at the Rowland; Larry Jacobs is new publicity man.

"Bill" Kirsch, for twenty years booker for the Rowland and Clark (now operated by Warner), has resigned.

H. E. and Ralph Cumberland have sold their Strand, Zelienople, to Paul Besnecker.

Charles R. Blatt has purchased the Rex and Grand, Corry. Former owner C. R. Rogers.

The Vesta Coal Co., has transferred the lease of the American at Vestaburg to Peter Profili. Former lessee C. F. Lofstead.

Mike Rosenbloom, who conducted the Majestic at Charleroi for ten years, and who disposed of that house a year ago, is back in the business once more, having just taken over the Liberty at Carnegie.

Sound Installations In Smaller Indiana Cities

THE yen for talking pictures seems to be spreading rapidly to the smaller cities of Indiana. Within the past week announcement has been made that sound equipment is to be installed in two of the small cities. The Arc in Delphi, operated by J. M. Gardner for 18 years, has been leased to A. E. Kendall, organist of Kokomo, Ind., for five years. Mr. Kendall, will install Vitaphone.

A contract has been signed for the installation of a DeForest talking picture reproducing machine in the Princess at Rushville, operated by the Rushville Amusement Co. Installation is promised so the new policy may begin by August 1.

Officials of the Indiana-Ohio Theatre Corp., a Delaware corporation, has filed papers with the secretary of state in Indianapolis, Ind., permitting the company to do business in Indiana. Jacob S. White, attorney in the Merchants Bank Bldg. in Indianapolis, has been named agent for service of process.

Officials of the Newburgh Amusement Co. of Newburgh, Ind., have filed papers with the secretary of state in Indianapolis, Ind., evidencing preliminary dissolution of the corporation.

H. J. Strickler of Sheldon, Ill., will operate the motion picture theatre in Berne, Ind., closed for several months.

Two More Baltimore Houses Are Wired

TWO more neighborhood theatres in Baltimore have had equipment installed to show sound and talking pictures. They are the Fulton, operated by A. W. Henderson and managed by Robert Garber and the Petterson, operated by Harry Reddisch, also proprietor of Schanze. New policy started at both houses June 3.

Lloyd Mock has resigned as manager of the State, Havre de Grace, Md., operated by Frank H. Durkee Theatrical Enterprises. He has been succeeded by Charles Koerner. Mock is now salesman for another industry.

A theatre to cost $12,000 is to be built at Lynchburg, Va., by the Little Theatre. Mrs. R. M. Woodson is president.

An office and theatre building to cost about $2,000,000 is to be built at Nashville, Tenn., by Tony and Harry Sudekum of the Crescent Amusement Co., according to reports. The theatre will seat 2,500 persons.

A theatre to be called the Rosemary is to be built at Memphis, Tenn., by M. Cianciola. It will seat 1,000 persons. James C. Perryman has been given the contract.

Johnny Bachman, formerly manager of the Educational Exchange, Washington, D. C., has gone to the Philadelphia office to succeed C. S. Goodman. The Washington exchange is being managed now by Howard Beaver.

Allen Curry, operator at the Reese, Harrington, Del., died at his home there recently at the age of 23.

The Hippodrome, Richmond, Va., a Charles A. Somma house, has had sound equipment installed.

Morris A. Mechanic, proprietor of the New, Baltimore, started double feature program policy at that house May 20.

The Embassy, Baltimore, used recently for burlesque, is reported sold by Cohan and Kartz, to unrevealed buyers.

Publix-Saenger Posts Switched In N. C.

SEVERAL organizational changes in the personnel of Publix-Saenger in North Carolina are announced by Montgomery S. Hill, assistant to General Manager H. F. Kincey.

Terry McDaniel, formerly city manager for the circuit at Wilson, becomes city manager for the company's Durham theatres; Noble Arnold leaves the post of assistant manager of the Carolina, Greensboro, N. C., to become city manager at Wilson; Dave Phoenix goes from the National at Greensboro to the Imperial there; Loy Kennedy, formerly with Sparks circuit in Florida, is manager of the National, Greensboro.

In the post of city manager for Durham, Mr. McDaniel succeeds Don Nichols who resigned last week to take over the operation of the city auditorium at that point.

The Auditorium will be operated as a theatre for the next five years with Mr. Nochols managing the enterprise on straight percentage basis. Approximately $18,000 will be expended in remodeling the Auditorium and installing sound picture equipment. The house is expected to open early July. Policy will include talkies and vaudeville.

Work on the DeSota in Rome, Ga., is progressing so satisfactorily that it is expected the house will be ready for formal opening between July 1 and 15. The new motion picture theatre, which will be operated by Rome Enterprises, of which O. C. and J. H. Lam are the prime executives, will have a seating capacity of about 1200. The house will be equipped for talking pictures, Western Electric system now being installed.

Roland G. Hill, general manager for the Amusement Enterprises, Inc., has appointed Miller Meriwether as manager of the Lexington in Lexington, N. C. Mr. Meriwether for the past four years has been located at Winston-Salem for Piedmont Amusement Co.

Mr. Hill also appointed Ed. C. Pearce of Winston-Salem as manager of the Playhouse at Statesville. Mr. Pearce is one of the old timers in theatre affairs in North Carolina.

Since last Summer, Louisville, Ky., motion picture theatres have been opening on Saturday instead of Sunday. Now the Radio-Keith circuit announces that a uniform policy of Saturday and Wednesday openings will be adopted and that, beginning June 15, the Rialto will have its new shows on those days.

J. H. Boswell, manager of the Rialto, states that installation of Photophone equipment for sound pictures seems likely.

Karl Rohs, of Rohs at Cynthiana, Ky., who several weeks ago underwent an operation for appendicitis at the Harrison Memorial hospital, has sufficiently recovered to be taken to his home.

Mr. and Mrs. A. N. Miles, of the Eminence at Eminence, were visitors to the Louisville, Ky., exchange this week.

C. E. Peppiatt, manager of the Charlotte, N. C., United Artists branch, and his salesman, Stanley Carscallen, were severely burned Monday when their car was completely demolished in a wreck.

Omaha Church Using Theatre For Services

THE past two Sunday services of the Kountze Memorial Lutheran Church of Omaha have been held in the Paramount Theatre, while the church is being entirely renovated and redecorated.

W. M. Troxell of Omaha has purchased the Lyric in Havelock, Ia.

Fred Horn, late of the Fox exchange in Omaha, is now with the Omaha RKO office.

H. A. Taylor, division manager for Universal at Kansas City, was in Omaha on business last week.

H. J. Chapman, formerly of the Universal sales force at Kansas City, has been appointed branch manager for the company at Sioux Falls, S. D.

Johnnie McBride, booker at the Tiffany-Stahl exchange in Omaha, turned in the lowest gross score at the annual golf tournament on June 3, sponsored by the Omaha Film Board of Trade. He won a loving cup. Twenty-two prizes, donated by local firms, were given the golfing picture men.

Madison, Wis., House Named Eastwood

A. P. DESORMEAUX'S theatre being constructed on Madison's East Side will be named "Eastwood." The new house is the only one in this vicinity built especially for sound, and will be opened in September.

R. W. Johnson, for some time connected with Fox-Midwesco at Milwaukee and Janesville, has arrived in Madison, Wisc., to take over the managership of the Strand there. The Strand will be reopened by Fox-Midwesco on June 10. While Western Electric sound equipment is being installed, the stage is being deepened and a new Rayonite screen is being placed.

EMPIRE LABORATORIES INC.
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DEVELOPING AND PRINTING MOTION PICTURE FILM

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Moscow Today	Pictorial Film	May 11	5600 feet	
Prisoners of the Sea	Russian Cast	April 13		
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The	Russian Cast	May 18	6500 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
Arsenal				
General Line				
Her Way				
Katorga	Russian Cast			
Krassin	Special Cast	Feb. 19	7000 feet	
Man With a Camera				
New Babylon	Russian Cast			

COLUMBIA

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (F. & D.) (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Father and Son	Holt-Revier-McBan	June 5	6439 feet	June 8
	(Silent Version)	June 5	6903 feet	
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Quitter The	Lyon-Revier	April 1	5671 feet	May 25
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
†§Flight	Holt-Graves			
*†§Flying Marine, The	Lyon-Mason-Robards			
*†§Road to Broadway, The				

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewep
*†§Columbia-Victor Gems	26 Subjects released twice a month		1 reel	
*†§Gay Caballero The (A. T.) (D.)	Frank Crumit		1 reel	June 8
*†§Memories (D.)	Murphy-Morrison		1 reel	June 8
*†§Old Man Trouble (D)	Jules Beldsoe		1 reel	June 8
*†§Talking Screen Snapshots	Released twice a month		1 reel	
*†§Talking Screen Snapshot	Novelty		1 reel	June 8

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
Auntie's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Battling Sisters	Lupino Lane	June 2	2 reels	May 25
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Best Dressed Woman In World	Our World Today	Feb. 17	1 reel	Mar. 30
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Contented Wives	Al Alt	July 28	1 reel	
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	April 28	2 reels	Mar. 16
Helter Skelter	"Big Boy"	June 16	2 reels	May 25
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	April 20
Honeymooniacs	Monty Collins	July 28	2 reels	
Hot Times	Al St. John	May 26	2 reels	May 11
Household Blues	Collins-Dent	June 2	1 reel	June 1
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar. 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
Joy Land	Lupino Lane	July 21	2 reels	
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Lucky Breaks	Al Alt	July 14	1 reel	
Only Her Husband	Jerry Drew	May 19	2 reels	May 18
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	May 25
Passing Show of Perak, The	Our World Today	May 19	1 reel	May 25
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Richest Street In the World	Our World Today	April 21	1 reel	April 20
Rubbing It In	Al Alt	June 30	1 reel	
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Studio Pests	Jerry Drew	June 30	2 reels	
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Top Speed	Al Alt	July 7	2 reels	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Day	Monty Collins	June 16	2 reels	May 25
What a Pill	Billy Dale	June 16	1 reel	
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad (F)	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The (F)	Gribbon-Clyde	April 7	2 reels	May 18
*†§Big Palooka, The (F)		May 12	2 reels	
*†§Bride's Relations (F)	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues (F)	Johnny Burke	Mar. 10	2 reels	April 27
*†§Cold Shivers (F)	McKee-Hutton	May 19	2 reels	May 11
*†§Crazy Nut The (F)	Pangborn-Oakland-Murray	June 2	2 reels	
*†§Don't Be Nervous (F)	Lloyd Hamilton	July 7	2 reels	
*†§Eligible Mr. Bangs (F)	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute (F)	Lloyd Hamilton	May 5	2 reels	June 1
*†§Jazzy Mammas (F)	Virginia Lee Corbin	June 16	2 reels	
*†§Lion's Roar (F)	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Lover's Delight (F)	Arthur-Garon	June 30	2 reels	
*†§Moving Movie Show, A (D)	Hodge-Podge	June 9	1 reel	
*†§Old Barn (F)	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Ride on a Runaway Train (D)	Hodge-Podge	May 26	1 reel	
*†§Right Bed, The (F)	E. E. Horton	April 14	2 reels	May 18
*†§Ship Mates (F)	Lupino Lane	April 21	2 reels	May 11
*†§Trusting Wives (F)	E. E. Horton	June 23	2 reels	
*†§Whirls and Girls (F)	Gribbon-Clyde	Feb. 24	2 reels	Feb. 18
*†§Zip! Boom! Bang, (F)	McKee-Conlin-Glass	Mar. 17	2 reels	June 1

FIRST NATIONAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies (D)	Alice White	June 30		
California Mail	Ken Maynard	April 7		
*†§Careers (A. T.) (D)	Dove-Moreno-Myers	June 2	8435 feet	June 1
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz (D)	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Dancing Vienna	Lyon-Mara	Jan. 13	5683 feet	
*†§Divine Lady, The (D)	Griffith-Warner	Mar. 31	9914 feet	Feb. 9
	(Silent Version)	April 14	8993 feet	
*†§Girl in the Glass Cage (D)	Young-Nye	June 22		
*†§His Captive Woman (D)	Sills-Mackaill	April 7	7992 feet	April 6
	(Silent Version)	Feb. 3	7692 feet	Jan. 19
*†§Hot Stuff (D)	Alice White	May 5	6774 feet	May 18
	(Silent Version)	April 21	7466 feet	Mar. 9
*†§House of Horrors (D)	Todd-Hale-Fazenda	April 28		
	(Silent Version)	April 7	6700 feet	Sept. 22
Lawless Legion	Ken Maynard	Mar. 3	6109 feet	
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	(Silent Version)	Mar 17		
*†§Prisoners (D)	Corinne Griffith	May 19	7800 feet	June 1
	(Silent Version)	May 5		
Royal Rider, The	Ken Maynard	May 5		
*†Saturday's Children (D)	Corinne Griffith	April 14	7950 feet	May 4
	(Silent Version)	Mar. 10	6727 feet	
*†Seven Footprints to Satan (D)	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†§Squall, The (A. T.) (D)	Joyce-Loy	May 26	9629 feet	May 18
	(Silent Version)	May 12		
*†Synthetic Sin (D)	Colleen Moore	Jan. 6	6852 feet	Jan. 12
*†§Two Weeks Off (D)	Mackaill-Mulhall	May 12		
	(Silent Version)	April 28		
*†§Weary River (D)	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good (D)	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Careless Age, The (A. T.) (D)	Fairbanks Jr.-Myers-Young			
*†§Dark Streets (D)	Mulhall-Lee			
*†§Drag (D)	Barthelmess-A. Day	July		
*†§Fast Life (D)	Fairbanks Jr.-Young-Morris			
*†§Great Divide, The (D)	Mackaill-Keith-Loy			
*†§Hard to Get (A. T.) (D)	Mackaill-Burns			
*†§Lady Who Dared, The	Dove-Pidgeon-Todd			
*†§Lilies of the Field (D)	Corinne Griffith			
*†§Little Johnny Jones	Eddie Buzzell			
*†§Man and the Moment	Billie Dove	July 7		
*†§Most Immoral Lady, A	Leatrice Joy			
*†§Smiling Irish Eyes (A. T.) (D)	Moore-Hall	July 22		
*†§Twin Beds (A. T.) (D)	Mulhall-Miller	July 14		
Wells Fargo Express	Ken Maynard			

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Watch, The	McLaglen-Loy	May 26	8487 feet	May 25
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel.	Date	Length	Reviewed
*†Captain Lash	Victor McLaglen	Jan.	6	5453 feet	Feb. 9
	(Silent Version)	Jan.	6	5376 feet	
Christina	Gaynor-Morton	Mar.	30	6955 feet	April 6
*†Exalted Flapper	Carol-Norton	May	26		
*†Far Call, The	Morton-Hyams	April	28	5313 feet	
	(Silent Version)	April	28	5282 feet	May 25
*†Four Devils	Gaynor-Duncan			10 reels	Oct. 13
*†Fugitives	Bellamy-Terry	Jan.	27	5331 feet	
	(Silent Version)	Jan.	27	5356 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb.	24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar.	24	5232 feet	April 27
	(Silent Version)	Mar.	10	6000 feet	Mar. 9
*†§Hearts in Dixie (A. T.)	Fetchit-Muse	Mar.	10	6650 feet	Mar. 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan.	20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	April	7	7554 feet	June 8
*†§Making the Grade	Lowe-Moran	Feb.	17	5024 feet	
*†§Masked Emotions	George O'Brien	May	19		
*†§Not Quite Decent	Collyer-Dresser	April	7	6 reels	May 4
*†New Year's Eve	Astor-Morton	Feb.	24	5958 feet	May 4
*†Plastered in Paris	Cohen-Pennick	Jan.	23	5641 feet	Sept. 29
Protection	Burgess-Elliott-Page	May	12	5511 feet	June 1
*†Sin Sister	Carroll-Gray	Feb.	10	6072 feet	
	(Silent Version)	Feb.	10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar.	3	5150 feet	April 6
	(Silent Version)			5526 feet	
*†§Speakeasy (A. T.)	Page-Lane	Mar.	24	5775 feet	Mar. 23
*†Trent's Last Case	Griffith-Day	Mar.	31	5809 feet	June 8
*†§Thru Different Eyes (A. T.)	Baxter-Lowe	April	14	4991 feet	April 20
*†True Heaven	O'Brien-Moran	Jan.	20	5531 feet	Feb. 16
	(Silent Version)	Jan.	20	5563 feet	
*†§Valiant, The (A. T.)	Paul Muni	May	19	5537 feet	May 18
*†Veiled Woman, The	Tora-Vincenti	April	14		
*†Woman from Hell, The	Astor-Armstrong	April	21	5442 feet	
	(Silent Version)	April	21	5489 feet	May 25

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
*†Black Magic	Dunn-Holland	June	2	
*†Chasing Through Europe	Stuart-Carol	June	9	
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
*†§Fox Follies, The (A. T.)	Special Cast	May	25	8291 feet	June 1
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost In the Arctic	Special Cast			
*†One Woman Idea, The	LaRocque-M. Day	June	16	
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
River, The	Farrell-Duncan			7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Azure Coast, The	Variety	May 26	1 reel	
Bonnie Scotland	Variety	July 21	1 reel	
Call of the Deep	Variety	July 7	1 reel	
Cup of Coffee, A	Variety	June 23	1 reel	
Changing Seasons	Variety	June 9	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Down The Mississippi	Variety	Aug 4	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 17	1 reel	
Magic Sands	Variety	May 12	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Snowbound	Variety	Aug. 19	1 reel	
Squadrons of the Sky	Variety	April 13	1 reel	
Vest Pocket Republics	Variety	April 28	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb.	17	1870 feet	
*†§Belle of Samoa, The (A. T.) (F)	Moran-Clark & McCullough		2 reels	June 1
*†§Beneath the Law (A. T. (F)	Clark & McCullough		2 reels	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb.	17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
*†§Forget-Me-Note (F)			3 reels	
*†§Friendship (A. T.) (F)	Gallagher-Edeson		2 reels	
*†§Furnace Trouble (A. T.) (F)	Robert Benchley		2 reels	
*†§George Bernard Shaw	Interview			June 30
*†§Ghosts	Mutt & Jeff Cartoon		1 reel	
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Happy Birthday (A. T.) (F)				
*†§In Holland (A. T.) (F)	Clark & McCullough		2 reels	
*†§Interview, The	Clark-McCullough			
*†§Knife, The (A. T.) (F)	Lionel Atwill			
*†§Knights Out (A. T.) (F)	Clark & McCullough		2 reels	
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The (A. T.) (F)	Clark & McCullough		2 reels	
†§Miller & Farrell (F)	3 Songs			
†§Mind Your Business (F)	Herbert & Bard		2 reels	
*†§Music Fiends, The (A. T.) (F)	Clark & McCullough		2 reels	
*†§Napoleon's Barber (A. T.) (F)	Otto Matieson		3 reels	
*†§Nightie Knights	Clark-McCullough		2 reels	
†§Old Tunes for New (F)	Dr. Sigmund Spaeth			
*†§On the Beach at Atlantic City (F)	Friedland & Revue			
*†§Pagliacci—Prologue (F)	Richard Bonelli		1 reel	
†§Royal Hawaiian Singers (F)	Song Program			
*†§Schubert's Serenade (F)				
*†§Serenade (Schubert)	Harold Murray			Sept. 8
†§Sound Your A (F)			3 reels	
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§Stewed, Fried and Boiled (A. T.) (F)	Robert Benchley		2 reels	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Waltzing Around (A. T. (F)	Clark & McCullough		2 reels	
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8
†§Why Be Serious? (F)	Will Mahoney			

GOTHAM
FEATURES

Title	Star	Rel. Date	Length	Reviewed
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER
FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7980 feet	May 25
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 16
China Bound	Dane-Arthur	May 18	6 reels	April 20
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
Desert Rider	Tim McCoy	May 11		
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	April 20
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
*†Man's Man, A	Haines-Dunn	May 25	6683 feet	June 8
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Sioux Blood	McCoy-Frazer	April 20	4811 feet	
*†§Spite Marriage	Buster Keaton	April 6	7047 feet	
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†§Where East Is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
Brown Gold	Ufa Oddities	July 6	1 reel	
Deals In Babies	Ufa Oddities	Aug. 3	1 reel	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Foundations of Gold	Ufa Oddities	May 11	1 reel	
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Lacquer and Pearls	All Star Cast	May 25	2 reels	
Leader, The	Ufa Oddities	April 27	1 reel	
Liberty (Silent Version)	Laurel-Hardy	Jan. 26	2 reels	
Light of India, The	Boyd-Godwin	April 6	2 reels	
Little Mother	"Our Gang"	June 1	2 reels	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
Movie Night	Charley Chase	May 11	2 reels	June 8
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
Noisy Noises (Silent Version)	"Our Gang"	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
Oriental Motoring	Ufa Oddities	July 20	1 reel	
Outlandish Manners	Ufa Oddities	June 8	1 reel	
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding, A	Ufa Oddities	April 13	1 reel	June 1
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
That's My Wife (Silent Version)	Laurel-Hardy	Mar. 23	2 reels	
Thin Twins	Charley Chase	April 13	2 reels	
Thundering Toupees	All Star Cast	May 25	2 reels	
Tiny Housekeepers	Ufa Oddities	June 22	1 reel	
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
Wiggle Your Ears (Silent)Version	"Our Gang"	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
*†§College Days (A. T.)	Starr-Nugent-Montgomery			
Deadline, The	Flash-Lorraine-Gray			
*†§Dynamite (A. T.)	Conrad Nagel			
*†§Eva the Fifth (A. T.)	Love-Hackett-Doran			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Gob, The (A. T.)	Haines-Page			
*†§Green Ghost, The	Young-Torrence-Sebastian			
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (A. T.) (D)	Nagel-Love-Hyams			
Jungle	Joan Crawford			
*†§Last of Mrs. Cheney (A. T.)	Norma Shearer			
	(Silent Version)			June 1
*†§Madame X (A. T.)	Ruth Chatterton		8806 feet	April 20
*†§Marianne (A. T.)	Davies-Shaw			
	(Silent Version)			May 25
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			May 4
*†§Redemption	Gilbert-Nagel-Adoree			
*†§Revue of Revues (A. T.)	King-Love-Haines-Crawford			
Single Standard, The	Flash-Gray-Lorraine			
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Thunder	Chaney-Haver			
†§Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
*§†Big Squawk, The (A. T.)	Charley Chase		2 reels	
Bob Nelson (F)	3 Songs	Mar. 16	1 reel	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (A. T.) (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Duci de Kerekjarto (D)	2 Violin Solos	Feb. 23	1 reel	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi and Nat Ayers (F)	2 Songs	Mar. 23	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Dewey Washington (D)	3 Songs	Mar. 23	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gordon and Squires (D)	3 Songs	Mar. 2	1 reel	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Irving Aaronson's Commanders (D)	3 Band Nos.	June 1	793 feet	
Jan Garber's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Keller Sisters and Lynch (D)	3 Songs	Mar. 30	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
*†§Madame Q (A. T.)	Jocelyn Lee		2 reels	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Metro Movietone Revue No. 4	All Star Cast	April 27	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
*†Noisy Noises	"Our Gang"	Feb. 9	2 reels	
*†§Old Man Trouble (A. T.)	Davidson-Nichols		2 reels	
On the March (F)	William O'Neal	April 27	1696 feet	
*†§Popular People (A. T.)	Charley Chase		2 reels	
Revellers, The (D)	3 Songs	Mar. 2	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels (F)	8 Victor Artists	Mar. 9	1 reel	April 13
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Spitalny Band Revue	April 20	2042 feet	
*†§Small Talk (A. T.)	"Our Gang"		2 reels	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Spitalny and His Orchestra (D)	Band Nos. and Revue	Mar. 16	2 reels	
Stepping Along (D)	Sunshine Sammy	Mar. 30	1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Tita Ruffo (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
*†§Unaccustomed As We Are (A. T.)	Laurel-Hardy	May 4	2 reels	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (F)	2 Songs	Mar. 9	1 reels	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 6
Vincen tLopez (D)	Piano and Orchestra	Feb. 16	1 reel	
*†§Vodeville (A. T.)	Laurel-Hardy		2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
William O'Neal (D)	3 Songs	Feb. 23	1 reel	
*†Wrong Again	Laurel-Hardy	Feb. 23	2 reels	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Abie's Irish Rose (D)	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Betrayal, The	Jannings-Ralston-Cooper	May 11	6492 feet	May 11
	(Silent Version)	May 11	6614 feet	
*†Behind the German Lines (D)	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Chinatown Nights (A. T.) (F)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Cocoanuts (A. T.)	4 Marx Brothers-Eaton-Shaw	May 23	8613 feet	June 1
*†§Dangerous Woman, A (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23
*†§Doctor's Secret, The (A. T.) (F)	Edeson-Chatterton	Jan. 26	5832 feet	Feb. 9
	(No Silent Version)			
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton	Mar. 9	5354 feet	Mar. 9
	(No Silent Version)			
*†§Gentlemen of the Press (A. T. (F)	Walter Huston	May 4	7167 feet	May 18
	(Silent Version)			
*†§Hole in the Wall (A. T.) (D)	Colbert-Robinson	Mar. 23	5850 feet	April 20
	(Silent Version)			
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
*†§Innocents of Paris, The (A.T.) (F)	Maurice Chevalier	May 25		April 20
*†§Interference (A. T.) (F)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6643 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels	April 13	5886 feet	Mar. 16
	(Silent Version)			
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Dix-Kane-Hall	April 20	7256 feet	April 27
*†§Rainbow Man, The (A. T.)	Eddie Dowling	Sono-Art Prod.		
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
*†§Shopworn Angel, The (D)	Cooper-Carroll	Jan. 12	7373 feet	Jan. 6
	(Silent Version)	Jan. 12	7112 feet	
Sunset Pass	Holt-Conklin	Feb. 9	5862 feet	
*†§Tong War (A. T.) (See Chinatown Nights)				
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
	(Silent Version)		6036 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Flying Yeast	Krazy Kat Cartoon	Feb. 6	1 reel	
Footlight Fannie (Christie)	Frances Lee	Feb. 19	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hat Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Joint Affair, A	Krazy Kat Cartoon	Mar. 16	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
KoKo Beats Time	Inkwell Cartoon	Feb. 9	1 reel	
KoKo's Crib	Inkwell Cartoon	Mar. 23	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
KoKo's Hot Ink	Inkwell Cartoon	Mar. 9	1 reel	
KoKo's Knock-down	Inkwell Cartoon	April 20	1 reel	
KoKo's Reward	Inkwell Cartoon	Feb. 23	1 reel	
KoKo's Saxophonies	Inkwell Cartoon	April 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lone Shark, The	Krazy Kat Cartoon	April 13	1 reel	
Love Spats	Jack Duffy	April 27	2 reels	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Reduced Weights	Krazy Kat Cartoon	Feb. 2	1 reel	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
Sheepskinned	Krazy Kat Cartoon	Mar. 30	1 reel	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Torrid Toreadors	Krazy Kat Cartoon	April 7	1 reel	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Vanishing Screams	Krazy Kat Cartoons	Mar. 2	1 reel	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§After Seben (A. T.) (F)	James Barton	May 18	2 reels	
*†§Apartment Hunting (A. T.) (F)	Special Cast	Mar. 9	2 reels	
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb.2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston (No Silent Version)	eb. 23	1911 feet	
*†§Booklovers (tentative) (A. T.)	Special Cast	June 15	2 reels	
*†§Boyhood Days (F)	Borrah Minnevitch (No Silent Version)	Jan. 26	1510 feet	
*†§Blue Songs (D)	Ruth Etting (No Silent Version)	Jan. 5	1 reel	Mar. 2
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
†§Crooning Melodies (A. T.) (F)	Giersdorf Sisters	Mar. 16	1 reel	
*†Daisy Bell (D)	Song Cartoon	June 1	1 reel	
*†§Dear Teacher (A. T.) (F)	Special Cast	May 4	2 reels	June 1
*†§Dear Vivian (Christie A. T.) (F)	Special Cast	June 22	2 reels	
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
†§Favorite Melosies (A. T.) (F)	Ruth Etting	Mar. 16	1 reel	
*†§Florida Nightmare, A (A. T. (F)	Special Cast	June 15	1 reel	
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
*†§Her Husband's Woman (A. T.)	Wilson-Ford			
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§His College Chums (A. T. (F)	Eddie Peabody	April 13	1 reel	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorous Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	June 1
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 ree s	
*†§Just One Word (A. T.) (D)	Special Cast (No Silent Version)	Jan. 26	615 feet	
*†§Kisses (A. T.) (F)	Special Cast	Feb. 9	2 reels	
*†§Knights in Venice (A. T.) (F)	Special Cast	Mar. 23	1 reel	
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 teals	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†Mother Pin a Rose on Me	Song Cartoon	July 6	1 reel	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
*†§Oft in the Silly Night (Christie A.T.) (F)	Special Cast	June 8	2 reels	May 11
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor (No Silent Version)	Feb. 23	2 reels	
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†§Schubert's Friends (D)	Famous Composer Series	April 27	1 reel	
*†§Schubert's Inspiration (D)	Famous Composer Series	Mar. 30	1 reel	
*†§Schubert's Masterpiece (D)	Famous Composer Series	May 18	1 reel	
*†§Schubert's Songs (D)	Famous Composer Series	Feb. 23	1 reel	
*†§Schubert's Unfinished Symphony (D)	Famous Composer Series	June 29	1 reel	
*†Sidewalks of New York (D)	Novelty	Feb. 2	1 reel	
*†§Sleeping Porch, The (A. T.)	Raymond Griffith			
*†§That Party in Person (D)	Eddie Cantor (No Silent Version)	Jan. 5	805 feet	
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Americans (A. T.) (F)	Walter Huston	June 1	2 reels	
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§Vital Subjetcs (A. T.) (F)	Butterworth	June 8	1 reel	
*†§What Is It? (A. T. (D)	Elinor Glyn	Feb. 16	1 reel	
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	
*†Yankee Doodle Boy, A (D)	Song Cartoon	Mar. 2	1 reel	
*†Ye Olde Melodies (D)	Song Cartoon	May 4	1 reel	
*†§Ziegfeld Midnite Frolic (A. T.) (F)	Eddie Cantor	May 4	2 reels	Mar. 0

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Backstage Blues (A. T.)	Moran & Mack			
*†§Burlesque	Carroll-Skelly			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Dangerous Curves (A. T.)	Bow-Arlen			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†§Fashions In Love (A. T.)	Menjou-Compton		6829 feet	June 1
*†Four Feathers	Wray-Arlen-Beery			April 20
*†§Gay Lady, The	Gertrude Lawrence			
*†§Glorifying the American Girl	Mary Eaton			
*†§Greene Murder Case The (A. T.)	Powell-Eldridge-Arthur			
*†§Illusion (A. T.)	Rogers-Carroll-Collyer			
*†§Insidious Dr. Fu Manchu (A. T.)	Warner Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Man Love, The (A. T. (F)	Arlen-Brian (No Silent Version)	May 25	7 reels	April 27
*†§Man Must Fight, A	Rogers-Brian-Arthur (No Silent Version)	June 29		
*†§Marriage Holiday, The (A. T.)	Chatterton-Brook-Powell			
*†§Mysterious Dr. Fu Manchu	O'land-Arthur			
*†§Pointed Heels (A. T.)	Powell-Ralston-Kane			
*†§Rainbow Man, The (A. T.)	Dowling-Nixon-Darro			
*†Soul of France, The	Special Cast			
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder Mystery (A. T.) (F) The	Eldridge-Oland-Conklin (No Silent Version)	June 1	6500 feet	May 4
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 15		
*†§Welcome Danger	Harold Lloyd			May 25
*†§Wheel of Life, The (A. T.) (F)	Dix-Ralston-Heggie	June 22		
*†§Woman Trap, The	Morris-Brent-Huston			
*†§Youth (A. T.)	Hersholt-Wray			

PARTHENON PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelors' Club, The	Talmadge-Worth		6 reels	
Back From Shanghai	St. Leo-Reynolds-So Jin-Girard		6 reels	
Heroic Lover, The	St. Leo-Bedford		6 reels	
Wild Heart of Africa, The	Special Cast	May 25	6 reels	

PATHE

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine (F)	Quillan-Nixon	Jan. 20	5959 feet	Mar. 9
	(Silent Version)	Jan. 20	5587 feet	
*†§Godless Girl, The (F)	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)	Mar. 31	9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§Leatherneck, The (F & D)	William Boyd	Mar. 24	6965 feet	April 13
	(Silent Version)	Mar. 24	6898 feet	
*†§Mother's Boy (D & F)	Morton Downey (No Silent Version)	May 12	7423 feet	May 1
*†Ned McCobb's Daughter (F)	Irene Rich	Jan. 12	6015 feet	Feb. 9
*†§Noisy Neighbors	Quillan-Vaughan	Jan. 27	5998 feet	
	(Silent Version)	Jan. 27	5735 feet	
*†§Office Scandal (F)	Phyllis Haver	Mar. 3	6511 feet	
	(Silent Version)	Mar. 3	6511 feet	
*†§Sal of Singapore (F)	Haver-Hale	Jan. 4	6349 feet	
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Shady Lady, The (F)	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)	Jan. 20	6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Square Shoulders (F)	Junior Coghlan	Mar. 31	5438 feet	
	(Silent Version)	Mar. 31	5477 feet	April 6
*†§Strange Cargo (A. T.) (F)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
	(Silent Version)	Mar. 31	6134 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 10	2 reels	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Ball Park, The	"Aesop Fable"	May 19	1 reel	May 11
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30
Break of Day, The	"Aesop Fables"	Jan. 27	1 reel	
Button My Back	Billy Bevan	Feb. 24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb. 3	2 reels	
Caught in a Taxi	Cooper-Vance	June 9	2 reels	
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar. 3	1 reel	
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cycle of Erosion .The	Educational Film	Jan. 20	1 reel	
Dogging It	Sportlight	Mar. 17	1 reel	
Don't Get Jealous	Bevan-Dent	June 2	2 reels	May 11
Fire Detective, The (Serial)		Mar. 3	10 episodes	
Fish Day	"Aesop Fables"	May 26	1 reel	May 18
Fish and Feathers	Sportlight	May 26	1 reel	May 18
Fight Game, The	"Aesop Fables"	April 28	1 reel	May 4
Foolish Husbands	Bevan-Dent	Mar. 17	2 reels	Mar. 16
Forest People of Central Africa	Educational Film	Jan. 20	1 reel	
Girls Will Be Boys	Sportlight	Feb. 17	1 reel	Feb. 9
Glaciers	Educational Film	Feb. 10	1 reel	
Grandma's House	"Aesop Fables"	Feb. 24	1 reel	Feb. 16
Great Ice Age of North America	Educational Film	Mar. 24	1 reel	
Head Hunters of Solomon Islands	Educational Film	Feb. 3	1 reel	
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12
Lad and His Lamp, A	"Aesop Fables"	Mar. 10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar. 3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Little Game Hunter, The	"Aesop Fables"	May 5	1 reel	May 4
Matchmaking Mamas	Burke-Eilers-Kemp	Mar. 31	2 reels	Mar. 30
Masai, The	Educational Film	Jan. 6	1 reel	
Mild or Mighty	Sportlight	Feb. 3	1 reel	
Night Watchman's Mistake, The	Johnny Burke	April 23	2 reels	April 27
No Children	Haines-Coombs	Mar. 10	2 reels	
No Vacation	Haines-Coombs	Jan. 13	2 reels	
Pink Pajamas	Bevan-Dent		2 reels	April 13
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polo Match, The	"Aesop Fables"	June 2	1 reel	June 1
Puckered Success	Haines-Coombs	June 2	2 reels	June 1
Queen Bee, The	"Aesop Fables"	Feb. 17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Rodeo, The	Star Cast	Mar. 24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar. 3	1 reel	
Snow Birds	"Aesop Fables"	June 9	1 reel	June 1
Snapping the Whip	"Aesop Fables"	Jan. 20	1 reel	Jan. 19
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Taxi Spooks	Jack Cooper	Feb. 17	2 reels	
Tomato Omelette	Haines-Combs	May 5	2 reels	May 11
Under Dog, The	"Aesop Fables"	Mar. 31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan. 27	2 reels	
Water Wonders	Sportlight	April 21	1 reel	April 20
Watch My Smoke	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2
Young Hopefuls	Sportlight	April 28	1 reel	May 11

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's (A. T.) (D & F)	LeMaire-Simon	Mar. 24	2 reels	Mar. 23
*†§Black Narcissus	"Buck & Bubbles"			
†Clowning the Game (D & F)	Sportlight	June 2	1 reel	June 1
*†Conditioning	Sportlight	June 9	1 reel	June 1
*†§Crystal Champion	Sportlight	May 5	1 reel	April 27
*†§Custard Pie	"Aesop Fables"	May 26	1 reel	May 25
*†§Dancing Around (A. T.) (D & F)	LeMaire-Phillips		2 reels	April 13
*†Dinner Time (D & F)	"Aesop Fable"		1 reel	
*†Faithful Pup (D & F)	"Aesop Fables"		1 reel	
*†§Fowl Play	"Buck & Bubbles"			
*†§Garden of Eatin' (A. T.) (D & F)	The Gleasons			
*†§Go Easy, Doctor (A. T.) (D & F)	LeMaire-Simon		2 reels	May 11
*†§Hard Boiled Hampton (A. T.)	Harry Holman		2 reels	June 8
*†§Her New Chauffeur (A.T.) (D&F)	Simon-Teasdale	May 19	2 reels	
*†§Lincoln (Special reel) (A. T.) (D & F)	George Billings	Feb. 10	1 reel	Feb. 2
*†§Pathe Audio Review	Released Every Week		1 reel	
*†§Pathe Sound News	Released Twice Every Week		1 reel	
*†§Plumbers Are Coming (A. T.) (D & F)	LeMaire-Simon		2 reels	June 1
*†§Pressing His Suit (D & F)	Topical Trips	June 2	1 reel	May 11
*†Presto Changes (D & F)	"Aesop Fables"		1 reel	
*†Skating Hounds (D & F)	"Aesop Fables"	April 28	1 reel	April 27
*†Stage Struck (D & F)	"Aesop Fables"		1 reel	
*†Topical Nips (A. T.) (D & F)	Topics of the Day	June 2	1 reel	June 1
Three Acts	Sportlight		1 reel	
*†§What a Day (A. T.) (D & F)	Simon-Mallory		2 reels	
*†§Wood Choppers (D & F)	"Aesop Fables"	June 9	1 reel	June 1

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Joe College	Quillan Loff O'Neill			
*†§Flying Fool, The (A. T.) (D & F)	Boyd-Prevost-Gleason		5715 feet	
*†§For Two Cents (A. T.)	Robert Armstrong			
*†§High Voltage (A. T.) (D & F)	Boyd-Prevost-Hale			
	(Silent Version)			May 25
*†§Lucky In Love (A. T.) (D & F)	Downey-Lawford			
*†§Paris Bound	Harding-Fenton			
*†§Sailor's Holiday (A. T.)	Alan Hale			

RKO

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steee	April 7	5081 feet	
Big Diamond Robbery	Tom Mix	May 13	6114 feet	
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter, The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Hardboiled	O'Neil-Tashman	Feb. 3	5940 feet	
Idaho Red	Tom Tyler	April 21	4783 feet	
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
Little Savage	Buzz Barton	May 19	4781 feet	
Love In the Desert	Borden-Trevor	Mar 17		
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Red Sword	Nixon-Collier Jr.	Feb. 17		
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Woman I Love	Morris-Kerry	May 26		
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan. 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Actualities	Curiosities	Jan. 30	1 reel	
Almost a Gentleman	Al Cooke	June 25	2 reels	
Big Hearted Toots	Duncan-Hill	Feb. 3	2 reels	
Birds and Beasts	Curiosities	Feb. 13	1 reel	
Casper's Night Out	Duncan-Hill	Mar. 3	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Don't Say Ain't	Hill-Duncan	July 21	2 reels	
Faces	Curiosities	April 24	1 reel	
Follies of Fashion	Curiosities	May 21	2 reels	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Here and There	Curiosities	May 7	1 reel	
His Wife's Secret	Hill-Duncan	May 26	2 reels	
Horse on Barney, A	Hellum-Davis	April 21	2 reels	
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Just a Stall	Hellum-Davis	May 19	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Brown Derby	Mickey Yule	May 12	2 reels	
Mickey's Explorers	Mickey Yule	Feb. 17	2 reels	
Mickey's Great Idea	Mickey Yule	Jan. 30	2 reels	
Mickey's Initiation	Mickey Yule	July 7	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Last Chance	Mickey Yule	Apr. 14	2 reel	
Mickey's Menagerie	Mickey Yule	Mar. 17	2 reels	
Mickey's Northwest Mounted	Mickey Yule	June 9	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Neigh, Neigh, Spark Plug	Barney Hellum	Mar. 24	2 reels	
Novelties	Curiosities	Feb. 27	1 reel	
Odds and Ends	Curiosities	June 4	1 reel	
*†§Odd Facts	Curiosities	April 10	1 reel	
Orienta	Curiosities	Mar. 13	1 reel	
Pace That Thrills, The	Hellum-Davis	June 16	2 reels	
Pot Pourri	Curiosities	Jan. 17	1 reel	
Kummin' Thru the Rye	Barney Hellum	Jan. 27	2 reels	
Seeing's Believing	Curiosities	Jan. 2	1 reel	
Slide, Sparky, Slide	Hellum-Davis	July 14	2 reels	
Smile, Buttercup, Smile	Duncan-Hill	Jan. 6	2 reels	
Spareribs Reforms	Hill-Duncan	April 28	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
Sunshine's Dark Moment	Barney Helium	Feb. 24	2 reels	
Toots' Big Idea	Duncan-Hill	Mar. 31	2 reels	
Who's the Boss?	Hill-Duncan	June 23	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Headwork (A. T.)				
*†§Your Own Home Town (A. T.)	Russ Brown			

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Companionate	Olive Borden			
*†§Forty-Ninth Street	3 Moore Bros.			
Laughing at Death	Bob Steele	June 2		
Pals of the Prairie	Buzz Barton	July 7		
Pride of Pawnee	Tom Tyler	June 9		
*†§Rio Rita	Daniels-Boles			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30
*†§Viennese Charmer, The	Betty Compson			

RAYART (S. R.)

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anne Against the World	Mason-Mower	April 15		
Black Pearl, The	Lee-Hallor	Jan. 1	5261 feet	
Brothers	Keefe-Bedford	Feb. 1	6092 feet	
Devil's Chaplain, The	Keefe-Faire	Mar. 15	5451 feet	
Shanghai Rose	Irene Rich	Mar. 15	6539 feet	June 8
Some Mother's Boy	Carr-Ralston-Robards	Feb. 15	5901 feet	
Two Sisters	Dana-Lease	April 1		
When Dreams Come True	Costello-Lease	Jan. 15	6242 feet	

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FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Appassionata	Leon Mathot	Franco Film	April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp.		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod.		5700 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5608 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Muriat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict.			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Linda	Baxter-Foster-Beery	First Division		6775 feet	
Livingston in Africa	English Cast	Amer.-Anglo		5799 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry'	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.		5573 feet	Sept. 15
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Shiraz	Hindu Cast	Amer.-Anglo		8065 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Amerangio		7300 feet	
Untamed Justice	Faire-Glass	Biltmore		5770 feet	May 25
U-Boat 9	Foreign Cast	Jofa Prod.		6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European	7 reels	
Bye Bye Buddy	Agnes Ayres	Hercules		June 1
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield	5200 feet	
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone		
Dancer of His Majesty, The	Special Cast	Amkino	7000 feet	
Duty to be Silent	Maria Albana	Aff. European	6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer		
Full Dressed Thieves	Nils Asther	Aff. European	7 reels	
German Underworld	Special Cast	Aff. European	7 reels	
§Great Power, The	Special Cast	Bell Tone		
Great Unknown, The	John Loder	Aff. European	6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern		
Her Viennese Lover	Asther-Nolan	Aff. European	6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield		
Just Off Broadway	Keith-Christy	Chesterfield		
Milak of the Snowlands	Special Cast	Ufa-Eastern		
Our Daily Bread	Mary Nolan	Aff. European	7 reels	
Poet and Czar	Special Cast	Amkino	8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial		
	(Silent Version)	Imperial		
Two Days	Special Cast	Amkino	6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European		
Verdun	Special Cast	Richmount		
Vera Miezewa (tentative)	Derussa	Aff. European	7 reels	
Water The	M. Chekhov	Amkino	7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern	6714 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Asleep at the Switch (A.T.) (D)	Roseland	Mar. 15	1 reel	
*†§At the Photographers (A. T.) (F)	Harry Delf	Elbee	2 reels	
*†§Boney's Boner	Kolortone Cartoon	Kolortone Prod.	1 reel	
*†§Club Alabam (A. T.) (F)	Abbie Mitchell	Intl. Dist. Corp.	1 reel	
*†Clyde Doerr & His Saxophone Sextet (F)	Jazz Nos	Intl. Dist. Corp.	1 reel	
*†§Egyptian Gyp, An	Kolortone Cartoon	Kolortone Prod.	1 reel	
*†§Friend Husband (A. T.)		Burr	2 reels	
*†Galloping Gaucho	Mickey Mouse Cartoon	Disney Cartoon	Feb. 1	1 reel
*†§Hectic Hector	Kolortone Cartoon	Kolortone Prod.		1 reel
*†§Hoak (A. T.) (F)	Frawley & Smith	Intl. Dist. Corp.		1 reel
*†§Kriss Krosses	Kolortone Cartoon	Kolortone Prod.		1 reel
*†§Marionettes, The No. 1 (F)	Novelty	Intl. Dist. Corp.		1 reel
*†§Marionettes, The No. 2 (F)	Novelty	Intl. Dist. Corp.		1 reel
*†§Meal Hound, The (A. T.) (F)	The Nugents	Intl. Dist. Corp.		1 reel
*†§Meet the Family (A. T.) (F)	Harry Delf	Elbee		2 reels
*†§Miser, The (A. T.) (F)	Bransy Williams	Intl. Dist. Corp.		1 reel
*†§Monkey Squawks (A. T.)		Burr	2 reels	
*†Opry House	Mickey Mouse Cartoon	Disney Cartoon	May	1 reel
*†§Party, The (D)		Safrus		1 reel
*†§Pikin' Pirate A	Kolortone Cartoon	Kolortone Prod.		1 reel
*†Plane Crazy	Mickey Mouse Cartoon	Disney Cartoon	Mar.	1 reel
*†§Radio Franks & Four Bachelors (F)	Song Program	Intl. Dist. Corp.		1 reel
*†§Signed, Sealed and Delivered (A. T.)		Burr	2 reels	
*†Steamboat Willie	Mickey Mouse Cartoon	Disney Cartoon	Jan.	1 reel
*†§This and That (D)		Safrus		1 reel
*†§Ticket Please (D)		Safrus		1 reel
*†Trip to the Zoo, A (F)	Animal Cast	Intl. Dist. Corp.		1 reel
*†§Varieties (D)		Safrus		1 reel
*†§Vaudeville (D)		Safrus		1 reel
*†§Wonderin's	Kolortone Cartoon	Kolortone Prod.		1 reel
*†§When the Cat's Away	Mickey Mouse Sound Cartoon			1 reel	June 8
*†§When the Clock Struck 12 (A. T.) (F)	Welch-Malcomb	Intl. Dist. Corp.		1 reel

SILENT SHORTS

Title	Star	Rel. Date	Length	Reviewed
Aladdin Bonzo	Bonzo Cartoon	Roseland	Jan. 15	1 reel
Bonzolina	Bonzo Cartoon	Roseland	Jan. 1	1 reel
Booster Bonzo	Bonzo Cartoon	Roseland	Mar. 15	1 reel
Detective Bonzo	Bonzo Cartoon	Roseland	Mar. 1	1 reel
Down Hawaii Way	Color Novelty	Castle	Jan. 1	1 reel
Fatal Warning, The (Serial)	H. Costello-Graves	Mascot		10 episodes
Flaming Canyons	Color Novelty	Castle	Feb. 1	1 reel
Kids and Pets	Color Novelty	Castle	Mar. 15	1 reel
Love's Witchcraft	Ufa Short	Ufa-Eastern	Feb. 1	1 reel
Nature's Tiny Tragedies	Ufa Short	Ufa-Eastern	Jan. 15	1 reel
Peculiar Households	Ufa Short	Ufa Eastern	Jan. 1	1 reel
Polo Bonzo	Bonzo Cartoon	Roseland	Feb. 1	1 reel
Salt Water Millinery	Ufa Short	Ufa-Eastern	Mar. 15	1 reel
Sixty Minutes from B'way	Color Novelty	Castle	Jan. 15	1 reel
Spook Bonzo	Bonzo Cartoon	Roseland	Feb. 15	1 reel
Sunshine	Color Novelty	Castle	Mar. 1	1 reel
Tally-Ho	Ufa Short	Ufa-Eastern	Mar. 1	1 reel
Trailing the Western Sun	Color Novelty	Castle	Feb. 15	1 reel
We Parents	Ufa Short	Ufa-Eastern	Feb. 15	1 reel

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
*†§Lucky Boy (F & D)	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
	(Silent Version)			
*†§Molly and Me (F & D)	Brown-Bennett-Vaughn	April	8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past (F & D)	Bennett-Brown	April 1		
	(Silent Version)			
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation (F & D)	Keane-Standing			
	(Silent Version)			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Whispering Winds (F & D)	Southern-McGregor	May 1		
	(Silent Version)			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
*†§Festival of Bagdad, A	Color Symphony		1 reel	
Gold	Color Classic		1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	
Little Vagabond	Color Classic	Feb. 1	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Lover's Paradise	Color Classic	Jan. 15	1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
Twinkle Toes	Color Classic	Mar. 1	1 reel	
†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream (F & D)	Cortez-Windsor	June 1		
	(Silent Version)			
Miracle, The	Southern-Pidgeon			
*†§Mr. Carillo	Leo Carillo			
*†§New Orleans (F & D)	Cortez-Bennett	June 20		
	(Silent Version)			
*†§Two Men and a Maid (F & D)	Collier Jr.-Bennett	June 15		
	(Silent Version)			
*†§Zeppelin (F & D)	Claire Windsor			

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April 12		Mar. 23
	(No Silent Version)			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†§Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8859 feet	

* Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.

Titel	Star	Rel. Date	Length	Reviewed
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†§Lummox (A. T.) (D)	Westover-Collier Jr.			
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§City Lights (D)	Charlie Chaplin			
*†Evangeline (D)	Del Rio-Drew			
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Locked Door, The (A. T.)	Boyd-Stanwyck-La Rocque			
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§She Goes to War (F)	Boardman-Rubens-Holland	June 22		
	(Silent Version)	June 22		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This Is Heaven (D)	Banky-Hall	June 22	7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway (A. T.)	Tryon-Brent-Kennedy		9350 feet	June 1
	(Silent Version)	Mar. 3	5729 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The (F)	Special Cast	April 17		
	(Silent Version)	April 7		
*†§Clear the Decks (F)	Reginald Denny	Mar. 3	5740 feet	
	(Silent Version)		5792 feet	
*†§Cohens and Kelleys in Atlantic City, The (F)	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across (D & F)	Basquette-Howes	June 16		
	(Silent Version)	June 16		
Eyes of the Underworld	William Cody	April 28	4208 feet	
*†§Girl on the Barge, The (F)	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
*†§It Can't Be Done (F)	Tryon-Carol	Mar. 24	6090 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
Lariat Kid, The	Hoot Gibson	May 19		
*†§Last Warning, The (F)	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome (F)	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
Man Disturber, The	Reginald Denny	May 19		
*†Man, Woman and Wife (F)	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
*†§Modern Love (D & F) (A. T.)	Hersholt-Crawford-Chase	June 23		
	(Silent Version)			
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
*†§Red Hot Speed (F)	Denny-Day	Jan. 27	6621 feet	Feb. 23
	(Silent Version)	Jan. 27	6621 feet	
*†§Scandal (D & F)	Laura LaPlante	April 21	6475 feet	April 27
	(Silent Version)	April 21		
*†§Shakedown, The (F)	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
Smilin' Terror ,The	Ted Wells	June 30	4525 feet	
*†§That Blonde	Laura La Plante	May 5		
Tip-Off, The	Cody-Thompson	June 2	4109 feet	
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
At the Front	Arthur Lake	Feb. 25	1 reel	Feb. 18
Beyond the Smoke	Edmund Cobb	Mar. 23	2 reels	Feb. 23
Bottles	Laemmle Novelty	July 1	1 reel	June 1
Buster's Spooks	Trimble and Dog	June 26	2 reels	June 1
Chaperones	LaSalle-Young	June 5	2 reels	May 11
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Cleaning Up	Arthur Lake	May 20	1 reel	April 27
Close Call, A	George Chandler	July 4	2 reels	June 1
Close Shaves	Sid Saylor	May 22	2 reels	April 27
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Cut-ups	Sid Saylor	Aug. 14	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Delivering the Goods	Trimble-Hardwick and Dog	May 29	2 reels	April 27
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Early to Wed	Young-LaSalle	July 3	2 reels	June 1
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
Fishing Fools	Oswald Cartoon	April 29	1 reel	
Fly Cops	Sid Saylor	July 17	2 reels	
Getting Buster's Goat	Trimble and Dog	July 24	2 reels	
Good Skates	Young-La Salle	Aug. 28	2 reels	
Half Holiday, A	Laemmle Novelty	June 3	1 reel	May 18
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	2 reels	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Hot Puppies	Sid Saylor	June 19	2 reels	May 25
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
Just Monkeys	Laemmle Novelty	Mar. 11	2 reels	Feb. 9
Just the Type	Young-LaSalle	July 31	2 reels	
Kidnapped	Bob Curwood	Mar. 16	2 reels	Feb. 9
King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
Lumberjack	Oswald Cartoon	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Newlyweds' Angel Child, The	Snookums-Perdus-Egan	July 10	2 reels	
Newlyweds Camp Out, The	Snookums-Perdue-Egan	June 12	2 reels	May 11
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	May 11
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds' Pests, The	Snookums-Perdue-Egan	Aug. 7	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Night Watch, The	Arthur Lake		1 reel	Mar. 30
Nuts and Jolts	Oswald Cartoon	June 24	1 reel	
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Perilous Paths	Edmund Cobb	June 29	2 reels	
Phantom Riders		Feb. 16	2 reels	
Playing False	Bob Curwood	June 15	2 reels	May 11
Private Business	Sid Saylor	April 24	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
Rivals ,The	Lewis-Gulliver-Phillips	April 15	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
Society Circus	Arthur Lake	June 17	1 reel	May 25
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
Sporting Courage	Lewis-Gulliver-Phillips	June 24	2 reels	
Stage Stunts	Oswald Cartoon	May 13	1 reel	
Stop Barking	Trimble and Dog	Aug. 21	2 reels	
Stripes and Stars	Oswald Cartoon	May 27	1 reel	
Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Television George	Sid Saylor	Feb. 27	2 reels	May 11
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Thrill Hunter, The	George Chandler	June 8	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Two-Gun Morgan		Feb. 28	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Wicked West, The	Oswald Cartoon	June 10	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 5

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain In the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Born to the Saddle	Ted Wells		4126 feet	
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§College Love (D & F) (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veldt-Philbin			
*†§Evidence (D & F)	La Plante-Hamilton			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
*†§Harmony Lane (D & F)	Leonard-Dunn			
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day (D & F)	Reginald Denny	June 2		
	(Silent Version)	June 2		
Hoofbeats of Vegence	Rex-Perrin	June 16	4525 feet	
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
*†§Love Trap, The (D & F)	Laura LaPlante			
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night (D & F)	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 21
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§Shannons of Broadway, The (A.T.)	James Gleason			
*†§Show Boat (D & F)	La Plante-J. Schildkraut		13 reels	April 20
*†§Under the Southern Cross	Special Cast		6500 feet	April 27
	(Silent Version)			Jan. 26
Wagon Master, The	Ken Maynard			May 18
Watch My Speed	Reginald Denny			
Winged Horseman ,The	Gibson-Elder	June 23	5767 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club (A. T.) (F)	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
*†Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
*†§House Cleaning (A. T.)	Charley Grapewin	June 3	1929 feet	May 25
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	June 1
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
*†§Love Birds	Pat Rooney and Family		2 reels	
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
*†§Nuts and Jolts	Oswald Cartoon	June 24	1 reel	
*†§On Guard (A. T.) (F)	Lewis-Gulliver-Phillips	April 29	2 reels	May 11
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	May 11
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
*†§Sporting Courage	Lewis-Gulliver-Phillips	June 24	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	May 4
*†Steamboat Willie	Oswald Cartoon		1 reel	
*†Stripes and Stars	Oswald Cartoon	May 27	1 reel	May 11
*†Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
*†§Three Brox Sisters	Songs	Jan. 14	1 reel	Mar. 9
*†§Wicked West, The	Oswald Cartoon	June 10	1 reel	May 11
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Conquest	Blue-Warner-Wilson	Jan. 19	4706 feet	
*†§Desert Song, The (D)	Boles-King	May 11	11034 feet	April 20
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§From Headquarters (D)	Monte Blue	April 27	6323 feet	
	(Silent Version)	June 8		
*†§Frozen River (D)	Rin-Tin-Tin	April 20	5483 feet	
	(Silent Version)	May 26		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Glad Rag Doll, The (D)	Dolores Costello	May 4	6685 feet	June 8
	(Silent Version)	June 8		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30	5610 feet	
	(Silent Version)	May 4	4875 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27	4885 feet	
Little Wild Cat, The	Ferris-Hall-Dawson	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
My Man	Fanny Brice	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	April 6	5558 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20	4797 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14	5236 feet	
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool	Jolson-Bronson-Dunn	April 13	7444 feet	
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6011 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	April 13	5658 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T. (D)	Thomas Meighan			May 18
*†§Gamblers, The	Wilson-Warner-Robards	June 9		
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 5
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.) (D)	Sophie Tucker		6412 feet	June 8
*†§Hottentot, The (A. T.)	Horton-Miller		7 reels	April 2
†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien	June 15	9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda	July 13		May 25
*†§Sap, The (D)	E. E. Horton			June 1
*†§Say It With Songs	Jolson-Nixon-Lee			
*†§Skin Deep (A. T.) (D)	Blue-Compson			June 1
*†§Time, the Place and the Girl The (D)	Olmsted-Withers-Kirkwood		6 reels	May 4
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS (D)

Title	Star	Rel. Date	Length	Reviewed
After the Round Up	Cowboy Songs		1 reel	
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Beau Brummel Comedians The	Shaw & Lee		1 reel	June 1
Beau Night	El Brendel			
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Mario			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Painter	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Fair Days	Harris & Howe		1 reel	June 1
Familiar Face, The			1 reel	June 8
Family Affair, A	Arthur Byron			
Family Ford, The	Jim and Marion Harkins			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Here Comes the Showboat	Dave Bernie & Band			June 1
High Water	Song Number		1 reel	June 8
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulis & Clark			
In Spain	Phil Baker		1 reel	May 11
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Revue The	Songs and Dances			June 1
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview		Mar. 16	
Meet the Wife	Frank Orth & Co			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Mexican Tipica Orchestra	Instrumental & Vocal Numbers		1 reel	June 8
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
One Man Glee Club, The	Frank Crumit		1 reel	
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Tiny Town Revue	Midget Unit		1 reel	June 8
Typical Types	Bobby Folsom			
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†§Kitty (D & F)	Brody-Stuart			
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	8 reels	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Whirl of Life, The	Lerch-George		7000 feet	
Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman in White, The	Blanche Sweet		7 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Apaches of Paris	Dina Gralla		8 reels	
Berlin After Dark	Special Cast		7 reels	
Doctor's Women, The	Miles Mander		7 reels	
Prince and the Dancer, The	Dina Gralla		8 reels	
Whirl of Life, The	Louis Lerch		8 reels	

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HOLLYWOOD—Continued

Paramount has elevated Richard Arlen from the featured player ranks to the individual star group. Arlen was given new contract, in addition to increase in salary for his new rating.

Paramount will feature Gary Cooper in "Medals," all talker slated for production in July.

M-G-M is looking for story to be used as starring sound picture for Duncan Sisters. Company has decided on "Cotton and Silk" as tentative title for the production.

Carl Krusada has completed adaptation and dialogue for Universal's first sound serial, "Ace of Scotland Yards," and has been assigned to similar duties on another sound serial for the same company, "Tarzan, the Tiger."

Lon Chaney will star in "The Bugle Sounds," as his next for M-G-M. George Hill will direct.

Universal will star Glenn Tryon in "Barnum Was Right," all talker from stage comedy by Phillip Bartholomae and Hutchinson Boyd.

James A. Creelman, Jr., will adapt "Hit the Deck," R-K-O musical.

First National signed Lois Wilson for featured parts in four Vitaphone talkers to be produced during the coming year.

Winnie Lightner, former stage comedienne, has been signed to starring contract by Warners. Miss Lightner recently completed featured part in Warners "Golddiggers of Broadway;" with decision made to star her in "She Couldn't Say No," film musical, Joe Jackson writing adaptation and dialogue.

Warners have borrowed George Fitzmaurice from United Artists to direct a Vitaphone talker version of "Tiger Rose," Willard Mack's northwest melodrama. Lupe Velez has also been loaned by U. A. to play the lead.

Mary Nolan, Universal contract player, is recovering from a major operation as a result of a recent traffic accident.

Warners will star Monte Blue in "Those Who Dance."

"Noah's Ark" has been booked to follow "On With The Show" at Warner's Hollywood. The picture will be in the re-cut version of about 9,500 feet.

Warners have finally selected Frankie Fay to play the lead in "Under the Texas Moon." Fay had started work in "So Long Letty" opposite Charlotte Greenwood when company officials decided to put him in the "Texas Moon."

Mary Astor has left ranks of Fox contract players upon expiration of her agreement with that organization last week. Miss Astor has not appeared in a Fox production for two months.

United Artists start immediate production on "Tin Pan Alley," starring Norma Talmadge under direction of Lewis Milestone. Cast includes Gilbert Roland, John Wray, Lilyan Tashman, Roscoe Karns, Mary Doran.

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IF variety is the spice of life, HODGE-PODGE is the screen's spiciest concoction. A bright new idea—and a smile—with every foot of film. But now you hear as well as see the antics of all the world and his wife, for all HODGE-PODGE subjects starting with the current release, "A MOVING MOVIE SHOW", will be completely synchronized with sound.

Another fine addition to EDUCATIONAL'S leading line of Sound Short Features.

Recorded by E. W. JONES RESEARCH LABORATORIES

NOW with SOUND!



"A Moving Movie Show"

Educational Pictures
"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc.
E. W. HAMMONS, President

Member, Motion Picture Producers and Distributors of America, Inc.
Will H. Hays, President

N TWO SECTIONS June 22, 1929 SECTION ONE

Motion Picture News

Reg. U. S. Patent Office



WATCH FOR HIM NEXT WEEK!

He'll bring you the Metro-Goldwyn-Mayer Annual Announcement, the most important statement ever made to the industry. In next week's issue of this magazine!

Vol. XXXIX No. 25

Entered as second-class matter ... under act of March 3, 1879

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Published Weekly—$3.00 a Year

Los Angeles New York Chicago

3 Big Pictures- Now When You Need Them Most

FIRST 100%
'NATURAL COLOR'
SINGING PICTURE

ON WITH THE SHOW

THE GAMBLERS

H. B. WARNER
LOIS WILSON
JASON ROBARDS
Based on the play by
CHARLES KLEIN

WARNER BROS.

DOLORES COSTELLO

NOAH'S ARK

GEORGE O'BRIEN
DIRECTED BY
MICHAEL CURTIZ



What Warner Bros. Promise – Warner Bros. Deliver

THE NEW SHOW WORLD





¶ Read PARAMOUNT'S 1929-30 announcement over again. You'll confirm your first impression that it's the most important step forward since picture business started. ¶ The one and only line-up that guarantees on the screen the full possibilities of the New Show World. Week after week of record-breaking New World talking pictures. Most of them singing and dancing also. Many of them in Technicolor. All of them of PARAMOUNT'S unexcelled quality. ¶ It's amazing that one company should have all of the great talking screen stars on its program. Box office giants like Harold Lloyd, Clara Bow, George Bancroft, Charles "Buddy" Rogers, Richard Dix, William Powell, Gary Cooper, Nancy Carroll, Evelyn Brent, Clive Brook, Richard Dix, Richard Arlen and

others. ¶ And the biggest stars of the stage. Moran and Mack, the Marx Brothers, Maurice Chevalier, Dennis King, Jeanne Eagels, Gertrude Lawrence, Ruth Chatterton, Hal Skelly, Jeannette MacDonald, Oscar Shaw, Mary Eaton, Dan Healy, Helen Morgan, Walter Huston, Claudette Colbert, to name a few. ¶ Mighty productions like "Welcome Danger" (Harold Lloyd talking), "Why Bring That Up?" "The Cocoanuts," "The Dance of Life," "The Vagabond King," "The Four Feathers," "The Love Parade," "Dr. Fu Manchu," "Glorifying the American Girl" and 60 more! ¶ It takes PARAMOUNT, with its mighty resources, to set the hot pace of 1929-30. It takes the exhibitor with New World PARAMOUNT PICTURES to cash in 100% on 1929-30's golden opportunity!





TRADE MARK

1929 Paramount Pictures 1930

PARAMOUNT

THE GREATEST NAME IN THE NEW SHOW WORLD

Member Motion Picture Producers and Distributors of America, Inc., Will H. Hays, Pres.


FORWARD MARCH!
with
UNIVERSAL'S
1929-1930
PRODUCT

THE MASTER SHOW



YOU can't stand still in this world of progress! You've got to GO AHEAD or slip back. That's FACT. ESTABLISHED. SETTLED. SURE.

Experience proves it. ESPECIALLY in the motion picture business. You've got to give 'em the NEWEST and BEST—WHILE it's NEWEST and BEST.

When epics are the rage, you've got to GIVE 'EM EPICS. When spectacles are the rage, you've got to GIVE 'EM SPECTACLES. UNIVERSAL KNOWS IT. CARL LAEMMLE KNOWS IT.

FORWARD MARCH

Printed in U. S. A.

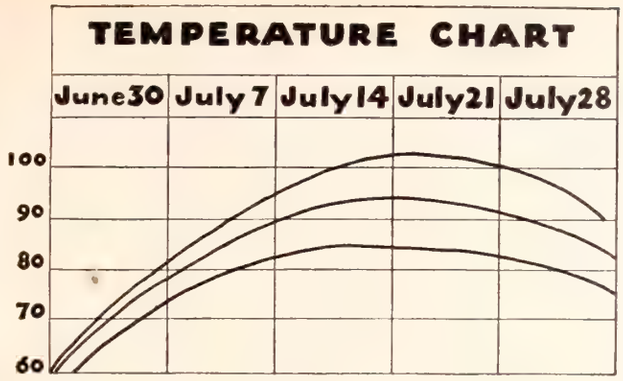




Illustration of Clara Bow in a scene from her latest all-talking hit, "Dangerous Curves."

DANGEROUS CURVES

Paramount exhibitors are enjoying a big edge on their competition this summer. With the charts showing rising summer temperatures, Paramount showmen are seeing their box-office receipts continuing upward, too! This company knows it's urgent to have big talking pictures in June and July — and is supplying them. Remember that in buying for 1929-30, too.

YOUR RECEIPTS GO UP WITH THE TEMPERATURE!

●

CLARA BOW in "Dangerous Curves"
GEORGE BANCROFT in "Thunderbolt"
"STUDIO MURDER MYSTERY"
CHARLES "BUDDY" ROGERS in "River of Romance"
RICHARD DIX in "The Wheel of Life"
ADOLPHE MENJOU in "Fashions in Love"
Christie-MacLean's "Divorce Made Easy"

All all-talking!

PARAMOUNT

THE TALKING HITS OF ANY SEASON!

Member Motion Picture Producers & Distributors of America, Inc., Will H. Hays, President

READY!

ANOTHER DIALOGUE AND SOUND PRODUCTION

NEW



Ricardo Cortez
Wm. Collier, Jr.
Alma Bennett

A Reginald Barker Special Production

Dialogue, Sound and Music Score Synchronized by RCA Photophone.

OTHER DIALOGUE PRODUCTIONS

Also Ready for Release

"TWO MEN AND A MAID"—With William Collier, Jr., Alma Bennett, Eddie Gribbon and George E. Stone.

"MY LADY'S PAST" — Starring BELLE BENNETT with Joe E. Brown.

Coming

"MIDSTREAM"—A Great Talking and Singing Production. With Ricardo Cortez, Claire Windsor and Montagu Love.

Have You Played?

BELLE BENNETT in "MOLLY AND ME" with Joe E. Brown. Wearing the Seal of Public Approval.

GEORGE JESSEL in "LUCKY BOY." A Teasing Star in a Pleasing Picture.

Watch for

"THE LOST ZEPPELIN"

ALL SYNCHRONIZED BY RCA PHOTOPHONE

TIFFANY ONE PRODUCTION
JACK SAVAGE



TIFFANY — STAHL

729 SEVENTH AVE.


ORLEANS
Race Track Thrills–Mardi Gras Glamor
Romantic Fervor
Drama—Powerful and Pulsating—of the Friendship of Two Men and What Happened to It When Both Fell in Love with a Siren.
Vibrant—Alive—with the Excitement of the Race Track—the Crowds, the Betting, the Snap of the Barrier—the Thundering Hoofs—the Final Dash!
Joyous—Infectious—with the Spirit of Play on Mardi Gras Night—with Cares and Conventions Tossed to the Four Winds—When Life Is for Fun—and for Love!
Story by Jack Natteford. Dialogue and Titles by Frederic and Fanny Hatton.
Music Score by Irvin Talbot. Theme song, "Pals Forever," by Hugo Riesenfeld, Ted Shapiro and Ben Adam.
Available on Sound Film, Or on Disc, Or Silent.
PRODUCTIONS INC.
NEW YORK CITY



NEW LOW PRICES *for* RCA PHOTOPHONE *insure* BANNER FALL PROFITS!

"TO wire or not to wire?"—That is no longer the question. The house without sound this Fall may as well close up shop.

The only point at issue is WHAT sound equipment to buy. Future business will go to those theatres that offer the *best* sound reproduction.

The *"best"* sound reproduction today means RCA Photophone.

RCA Photophone stands for thorough dependability—*a lasting investment.* Behind it are the companies which have specialized longest in acoustical research and the manufacture of precision electrical apparatus—the Radio Corporation of America, the General Electric Company and the Westinghouse Electric & Manufacturing Company.

You can now buy RCA Photophone at new low prices. Increased demand has made possible increased manufacturing facilities and a price scale that will insure you your rightful share of the profits from sound pictures. Installation within thirty days after signing of contract.

Prepare for Fall business and give Summer trade an extra pull. Place your contract now for RCA Photophone. It will increase your prestige and your profits.

EXCEPTIONAL PRICES FOR EXCEPTIONAL EQUIPMENT

TYPE B Equipment
NOW $12,000

TYPE C Equipment
NOW $9,500

TYPE D Equipment
NOW $7,500

Synchronous disc attachment for above equipment, $1,500 extra

TYPE "F" Equipment
Combination Sound-on-Film and Sound-on-Disc
NOW $5,950

Address All Inquiries to Commercial Department

RCA PHOTOPHONE, Inc.

SUBSIDIARY OF RADIO CORPORATION OF AMERICA
411 FIFTH AVENUE, NEW YORK CITY

Chicago: 100 W. Monroe St. *Kansas City, Mo.:* Davidson Bldg. *Denver:* 817—17th St. *San Francisco:* 235 Montgomery St.

MAN MARCHES ON!

Ask any exhibitor who played the BIG PICTURES which have piled up RECORD GROSSES and which UNIVERSAL gave you and CARL LAEMMLE gave you.

Last year it was one thing! The year before it was something else. Now it's SOUND and TALK and SINGING and DANCING and YOUNG LOVE and LIFE. And Universal STEPS OUT AHEAD of the crowd as usual.

This year of grace when TALKING PICTURES TALK DOLLARS INTO THE BOX-OFFICE, Universal is ready with SHOW BOAT and Broadway and PAUL WHITEMAN in KING OF JAZZ and COLLEGE LOVE and THIRTY MORE BIG ONES described in the pages which follow. All BIG. All the LAST WORD in picture entertainment. Each with a silent version magnificent in itself. All MONEY IN THE BAG the day you announce them.

Yes sir. Progress is PROGRESS. Pictures are PICTURES. Profits are PROFITS. And Universal is UNIVERSAL. The greatest producers of TOP NOTCH ENTERTAINMENT in the world.

There's only ONE GUARANTEE for picture PROSPERITY and that's GOOD PICTURES crammed full of LIFE—and Universal will be THE LIFE OF THE PARTY with its 1929-30 products.

WITH UNIVERSAL

YOU'LL HEAR SONGS YOU CAN NEVER FORGET! . . .

Carl Laemmle's Million Candle Power Picture!

—with ORIGINAL PLAY DIALOG 100% TALKING and SINGING

The most astonishing stage success in history—now the most amazing melodrama ever produced in talking pictures. With the largest set ever constructed—with production that is utterly staggering in its immensity. Nothing but the biggest could be big enough for the most intense dramatic moments the stage has ever known . . . nothing but the best could be good enough for the talking and singing marvel of the screen! The picture that is knocking them dead at sight—the picture that is smashing through to unheard of grosses—the picture that will thrill millions for years to come!

with

Glenn Tryon, Evelyn Brent,
Merna Kennedy, *T. E. Jackson, Otis Harlan, Robert Ellis, *Paul Porcasi, Leslie Fenton, George Ovey.

from

JED HARRIS' Stage Production of the play by
PHILIP DUNNING and GEO. ABBOTT

A PAUL FEJOS Production

Associate Producer
CARL LAEMMLE, Jr.

Two Negatives: one SILENT, one with DIALOG

Color Scenes Photographed by Technicolor Process

*of the original play cast

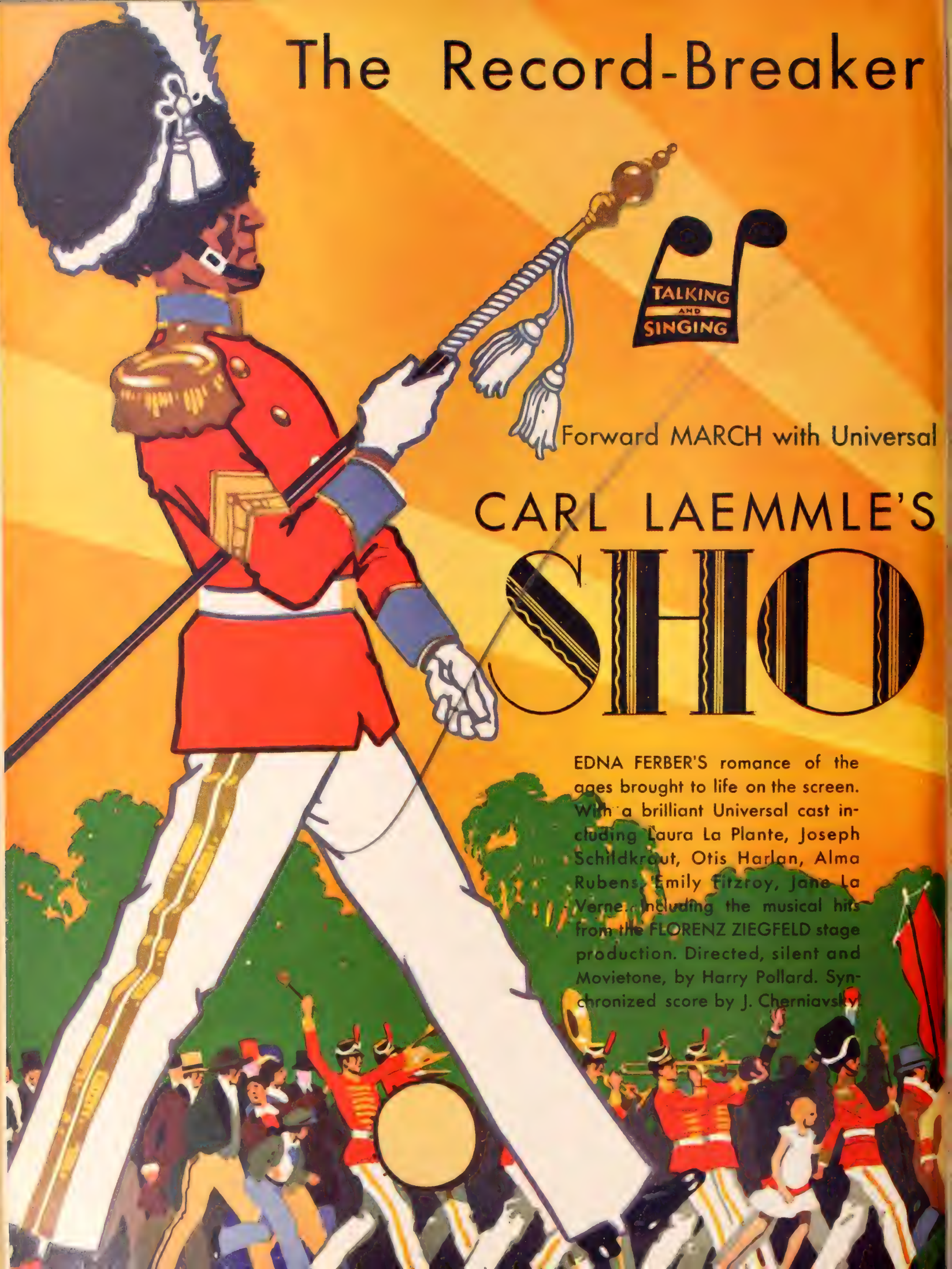
NOTE: The use of the name "Broadway" in association with other film productions is unauthorized and has no connection with this, the original play by that name.

There's only ONE

BROADWAY


YOU'LL SEE THINGS YOU NEVER SAW BEFORE!
TALKING AND SINGING
GLENN TRYON
EVELYN BRENT
MERNA KENNEDY
T. E. JACKSON
ROBERT ELLIS
OTIS HARLAN
PAUL PORCASI
BETTY FRANCISCO
MARIAN LORD
BROADWAY
WAY
and Universal has it!

The Record-Breaker



Forward MARCH with Universal

CARL LAEMMLE'S

SHO

EDNA FERBER'S romance of the ages brought to life on the screen. With a brilliant Universal cast including Laura La Plante, Joseph Schildkraut, Otis Harlan, Alma Rubens, Emily Fitzroy, Jane La Verne. Including the musical hits from the FLORENZ ZIEGFELD stage production. Directed, silent and Movietone, by Harry Pollard. Synchronized score by J. Cherniavsky.

of All Record Breakers!

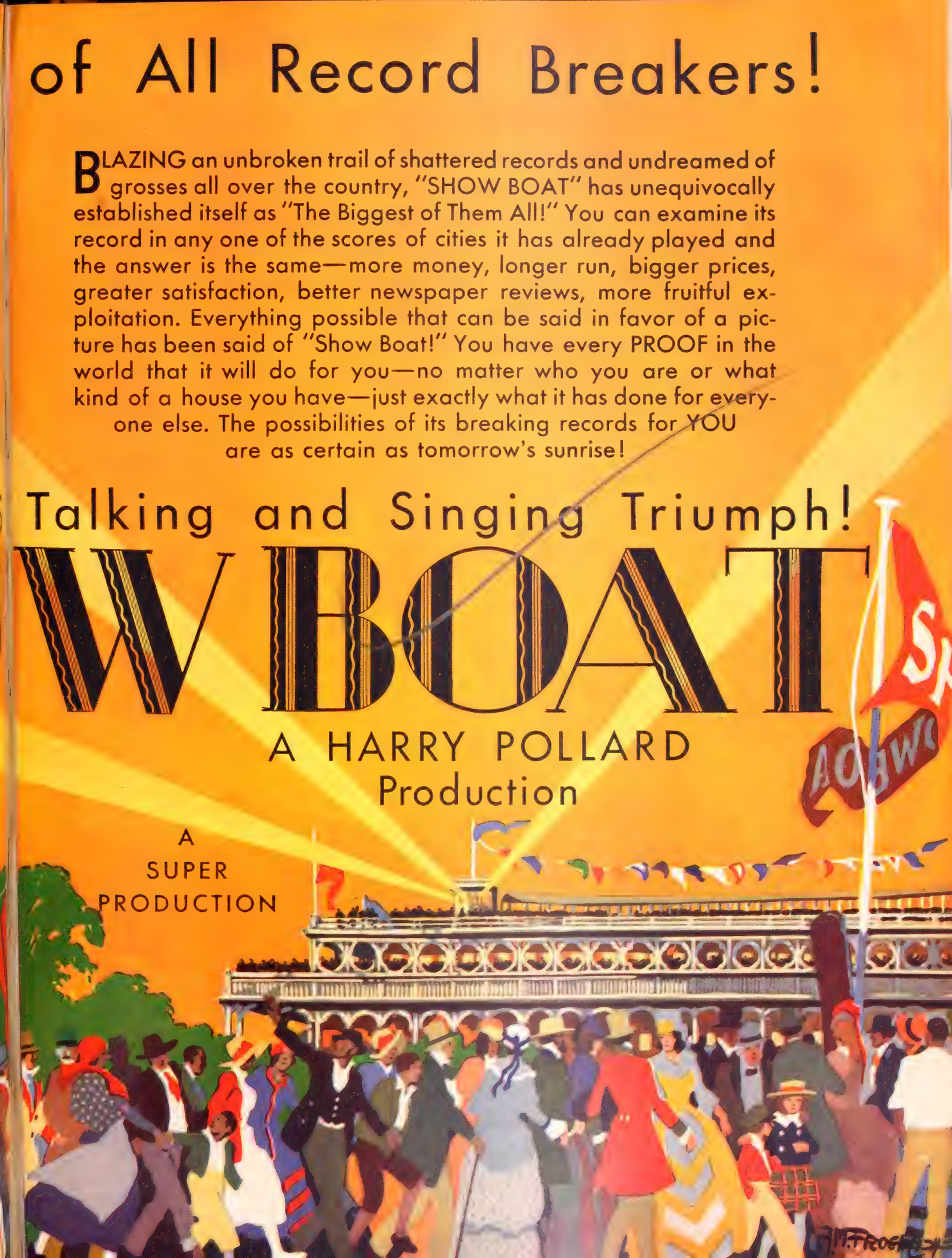
BLAZING an unbroken trail of shattered records and undreamed of grosses all over the country, "SHOW BOAT" has unequivocally established itself as "The Biggest of Them All!" You can examine its record in any one of the scores of cities it has already played and the answer is the same—more money, longer run, bigger prices, greater satisfaction, better newspaper reviews, more fruitful exploitation. Everything possible that can be said in favor of a picture has been said of "Show Boat!" You have every PROOF in the world that it will do for you—no matter who you are or what kind of a house you have—just exactly what it has done for everyone else. The possibilities of its breaking records for YOU are as certain as tomorrow's sunrise!

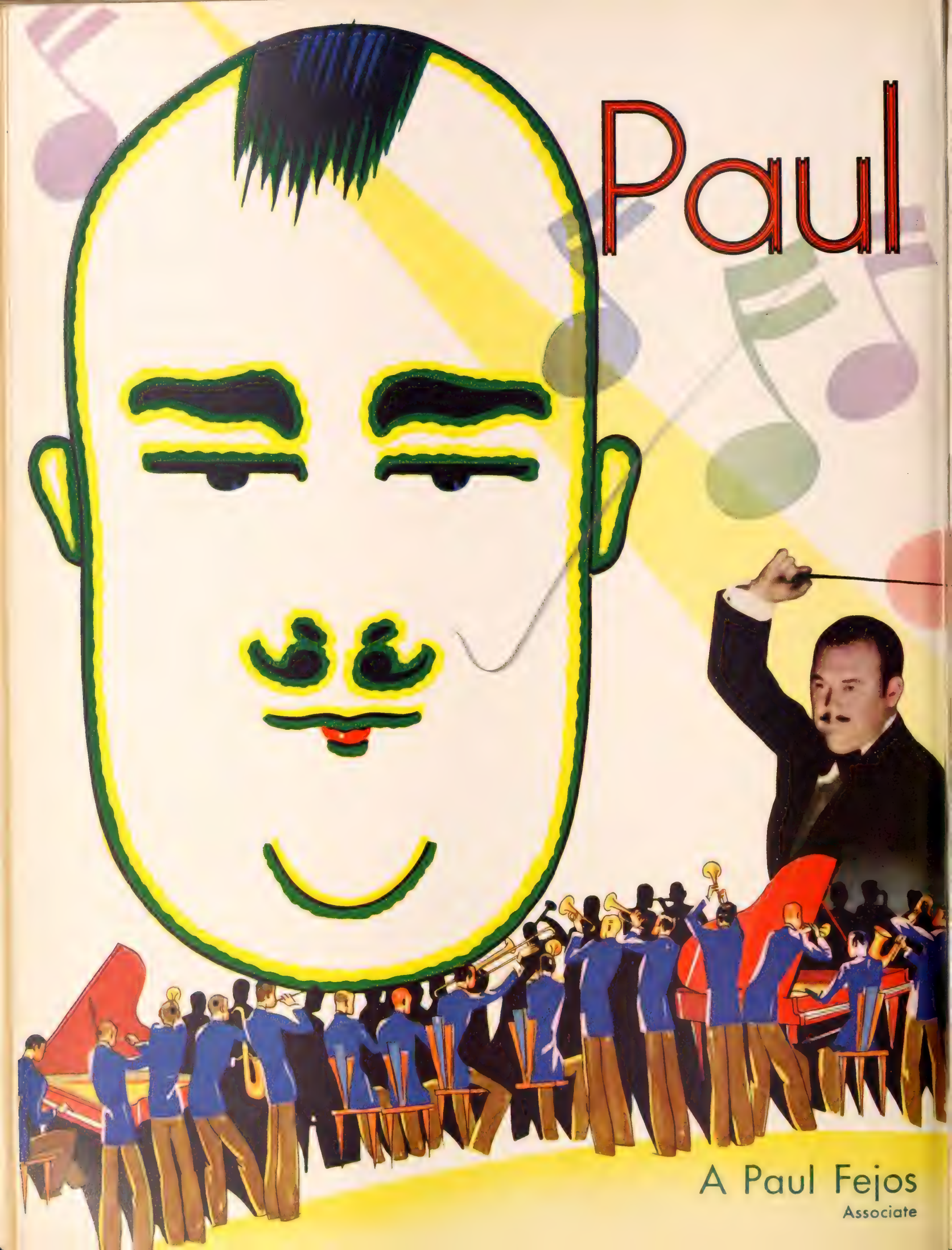
Talking and Singing Triumph!

WBOAT

A HARRY POLLARD Production

A SUPER PRODUCTION




Paul
A Paul Fejos
Associate

America's greatest contribution to the world of music and entertainment!

Whiteman

The World's Most Popular Personality— Now on the Screen in—

KING of JAZZ

A SUPER PRODUCTION

A MAGNIFICENT Movietone romance of jazz, syncopation, dancing, song — AND DRAMA! Not only Paul Whiteman, the biggest headline name in show world today, but Paul Whiteman in a delightful, whimsical, wonderfully mounted screen story in which young love under the guiding hand of the master of jazz blossoms to a glorious triumph.







Production

Producer, CARL LAEMMLE, Jr.

WATCH FOR ON THE TWO YOU'VE EVER

Forward MARCH with Universal

A STRONG TITLE for a stronger story! EDITH SMITH DORRANCE'S tremendous novel brought to throbbing life on the screen. A human soul stripped bare in the searing drama of a woman who was the innocent victim of her own exquisite beauty.



DAMNED

THE BIG NEWS GREATEST SUPERS BEEN OFFERED!

JOHN GALSWORTHY'S

JUSTICE



A WORLD-FAMOUS writer's best novel and one of the most inspiring plays that ever came from the pen of a master, made into one of Universal's best pictures. The story of hungry hearts struggling for the right to happiness—battling life's obstacles in the ceaseless search to find a true balance in scales weighted against them.


Your Box-Office
Remembers—
The
STORM
Box-office history will repeat itself when you play the BRAND NEW picture—"The Storm"—with a greater cast—greater effects, and dialog. Imagine this mighty melodrama played by an all-star cast! Imagine that terrifically dramatic sequence of the two men in the cabin with the girl! Imagine a monster forest fire staged in 1930 style! When it broke all records before you said: "Give us more like it!"
HERE IT IS!—GRAB IT!
From the famous stage play by Langdon McCormick
Two Versions—
ALL TALKING
A
LAEMMLE
SPECIAL
PRODUCTION

MEN IN HER LIFE

WARNER FABIAN

author of "Flaming Youth," writes
a box-office natural for Universal.

Two Versions—TALKING and SILENT

A LAEMMLE SPECIAL PRODUCTION



Title: "MEN IN HER LIFE."

Story: A beautiful young woman and a great many men... in the pleasure-mad atmosphere of today.

Box-office angle: Youth and love and sex appeal in an ultra modern setting of daring, brilliant rapid-fire living, and loving that makes the youth of America the idol of the world.

Forward MARCH with Universal

The Funniest Scotch Story of Them All!

Forward MARCH with Universal

THE Cohens AND Kellys IN Scotland

Can you imagine what'll happen when George Sidney plays the bagpipes for the edification of [redacted] while a gang of Scotch lads and lassies look on? Hoot mon! Even Harry Lauder himself will unloosen the old bankroll and buy a couple of seats.



GEORGE SIDNEY

[redacted]



Two Versions — ALL TALKING and SILENT

A Laemmle Special Production



MYSTERY AND MAGIC

PAUL FEJOS, director of "Broadway," poured genius and fire into this human story — surmounted by a mystery that veils one of the strangest crimes of passion ever depicted in drama . . . THAT'S box-office! — The light is turned on the private life of a great magician, baring a secret love that smoulders into burning hate. Every dramatic moment throbs with drawing power — in an ultra modern setting of startling brilliancy.

THE LAST PERFORMANCE



Starring

CONRAD VEIDT and MARY PHILBIN

with Leslie Fenton, Fred MacKaye, Gustave Partos, William H. Turner, Anders Randolph, Sam DeGrasse, George Irving.

A LAEMMLE SPECIAL PRODUCTION

Directed by PAUL FEJOS

Two Versions

TALKING — SILENT

Forward MARCH with Universal



The GLEASONS Of BROADWAY

in

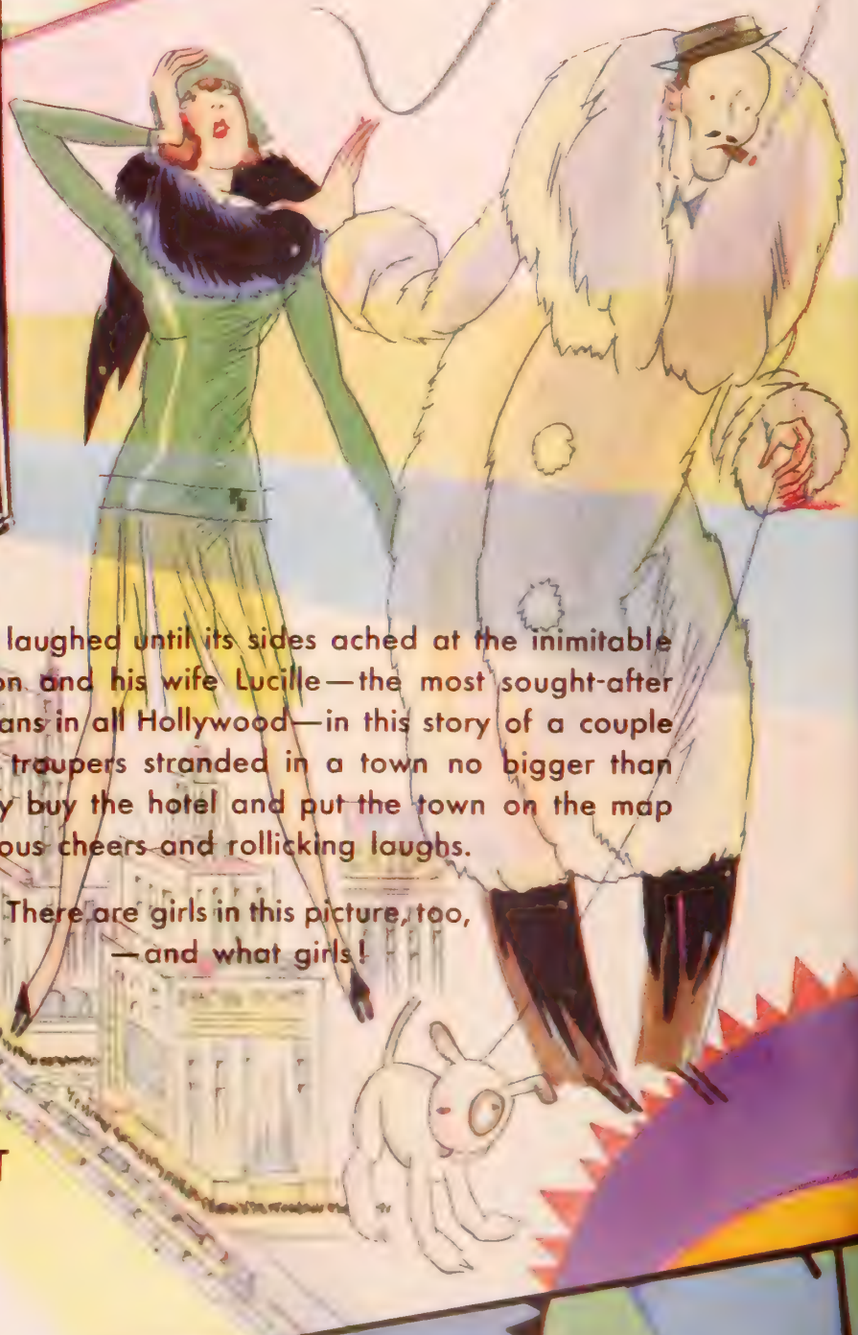
The Shannons OF Broadway

Story by
James
Gleason

A LAEMMLE SPECIAL PRODUCTION







All New York laughed until its sides ached at the inimitable Jimmy Gleason and his wife Lucille—the most sought-after stage comedians in all Hollywood—in this story of a couple of small time troupers stranded in a town no bigger than your hat. They buy the hotel and put the town on the map amid thunderous cheers and rollicking laughs.

There are girls in this picture, too,
—and what girls!

Two Versions—ALL TALKING and SILENT

A LAEMMLE SPECIAL
PRODUCTION

Forward MARCH with Universal



Forward MARCH with Universal

"Guilty or not guilty, I'll go with him --- even to Hell!"

To save his father from humiliation and disgrace, he made the confession that might wreck his life and lose for him the girl he loved, in this story of modern society, based on

OWEN DAVIS'

master melodrama and sensational Broadway success . . .

TO-NIGHT AT TWELVE

A LAEMMLE-SPECIAL PRODUCTION With an All-Star Cast

2 VERSIONS—ALL TALKING and SILENT

Laura LA PLA

—The Magnolia of "Show Boat"

STRAIGHT to you from the most widely circulated picture in years—and this on top of a starring record that shows a trail of profits in every country on the globe! Straight to you at the height of her popularity, in four pictures that lift her to limitless box-office power. THAT'S the Laura La Plante you get for 1930! The same Laura La Plante that always has made money for you—multiplied a thousand-fold! The nation's multitude knows how she talks—sings—laughs in the talking pictures; and in the silent version she's the same magnificent star as always. This year you get interest, compounded a million percent, on that always dependable star, LAURA LA PLANTE!

in

3 Pictures Only

"HOLD YOUR MAN"
"SOFT SHOULDERS"
"KISS PROOF"



The Whole World Is At Her Feet!

UNIVERSAL–LA PLANTE PRODUCTIONS

Two Versions

TALKING——SILENT


NTE
Forward MARCH with Universal

Forward MARCH with Universal



He

JOHN BO

's Got Everything

INCLUDING THE BEST MALE VOICE ON THE SCREEN

He's got sex appeal for the women — strength and virility for the men—sparkling personality and growing popularity for the box-office. He's the one male star who's wanted by every producing company in the field—they borrowed him for the lead in "DESERT SONG"—they borrowed him for the lead in "RIO RITA" —but you'll get him only in UNIVERSAL pictures in 1929-30 in

"MOONLIGHT MADNESS"

"THE SONG OF PASSION"

TALKING AND SINGING

Watch him hit the top in every popularity contest in the land

Watch him pull the crowds in all kinds of weather—in any size town

2 VERSIONS—TALKING and SILENT



LES

The

on



Forward MARCH with Universal

SCHILDK

2 VERSIONS

Most Romantic Figure the Screen Today

IDOL of the ladies—despair of the men—a rambling, roving, alluring, devil-may-care man's man with a ready smile and a dashing, free-handed manner in any set of circumstances—the RAVENAL of SHOW BOAT—he has the confident air of the man who knows his women and is able to take care of his men.

JOSEPH SCHILDKRAUT—no better actor ever strutted his stuff on the legitimate stage of Broadway—no more graceful charmer ever flashed across the screen . . . his name and face will stand for romance every time you place it on your marquee and ROMANCE GETS THE WOMEN and WOMEN GET THE DOLLARS to every box-office in the land . . . He's got the stories too, in

"MISSISSIPPI GAMBLER" "THE BACHELOR HUSBAND" "THE MAN ABOUT TOWN"

You can't do without him if you want the women's vote—You can't do without him if you want to fill your house.



Joseph RAUT

TALKING and SILENT

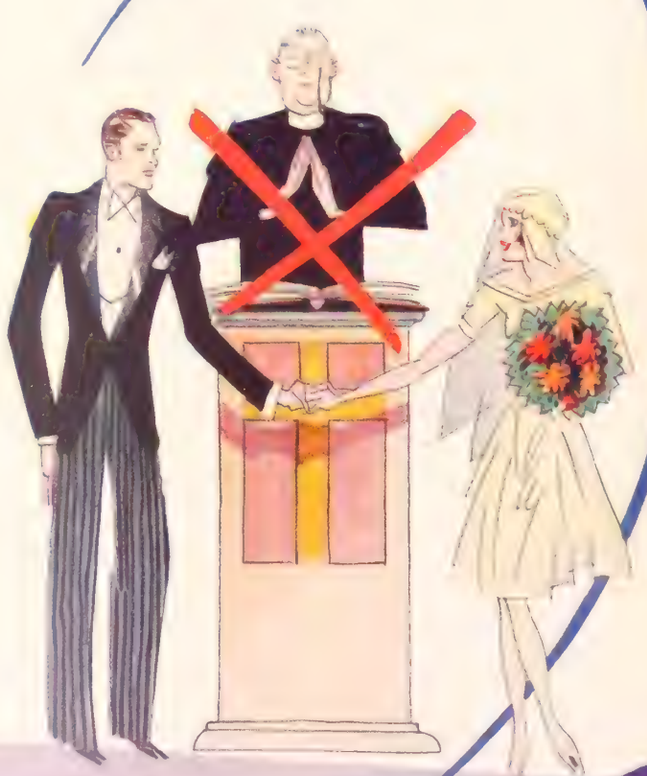


The Denny Dollars

The Star They Want in Roles You've Asked for

REGINALD DENNY

NOW you can get Big-Money Denny in the two biggest pictures of his seat-filling career!—Two tremendously powerful pictures built from the ground up on the foundation of YOUR OWN REQUESTS!—Two pictures with Denny in roles that demand of him—and get—all the smashing, he-man vigor of which he is capable!—Two marvelous productions in which the comedy element vies with the speed, the punch, the drama for supremacy—and all win!—Two pictures that will prove irresistible to the men and raise your Denny grosses to figures you've never even hoped for—"EMBARRASSING MOMENTS" and "NO, NO, NAPOLEON."



Two Versions

TALKING — SILENT

UNIVERSAL-DENNY PRODUCTIONS

Forward MARCH with Universal

Are Waiting For You!



She's got what you have to have!

Mary NOLAN

BEWITCHINGLY beautiful, gloriously alluring, delightfully daring—the BOX-OFFICE girl of the year in four pepper-seasoned productions—**"MADAMOISELLE CAYENNE" "THE COME-ON GIRL," "LIPSTICK"** and **"LADIES IN LOVE"**—Look at those BOX-OFFICE titles!—For those BOX-OFFICE stories!—With that BOX-OFFICE personality!—What a proposition for profits! You know what you have to have in your pictures to drag 'em into your theatre these days, Mr. Exhibitor . . . AND HERE IT IS—handed to you in such generous measure as never before!



The Gorgeous Girl of Your Dreams

Forward MARCH with Universal



Two Versions

TALKING—SILENT



GLENN

MERNA

2 VERSIONS
TALKING - - SILENT

Forward MARCH with Universal

Straight from Broadway!

The Hoofer and the Pleasure Girl of the biggest smash melodrama of this or any year, teamed up in three pictures that will make this kid team the envy of the industry.

They've got music in their feet and the old appeal in every line and movement.

They dance — they sing — they make merry in "BARNUM WAS RIGHT" — "ANYTHING GOES," and "THE TIMES SQUARE KID" — pictures which fit their youthful personalities like money fits the box-office. All modern titles to fit this modern age.

When you get TRYON - KENNEDY you've got something that every mother's son and daughter will want to see — and HEAR!



Tryon AND Kennedy



BARBARA GEORGE



YOUTH . . . Beauty . . . Pep . . . Jazz . . . Speedy Romance! — Trust Universal to stay just one step ahead of the procession when it comes to giving you TIMELY pictures — pictures with the snap and go and kick demanded by the younger crowd of today — and by their "ma's" and "pa's." — Pictures like **"FLAMING DAUGHTERS"** and **"KEEP ON DANCING."** — Pictures presenting George Lewis and Barbara Kent, the two stars who above all others can put across that wonderful spirit of reckless youth — the spirit which you know means big money in your till!

Youth. Beauty. The Spirit

Two

TALKING—

KENT LEWIS

orward MARCH with Universal





TALKING AND SINGING



Pep... Jazz of Today!

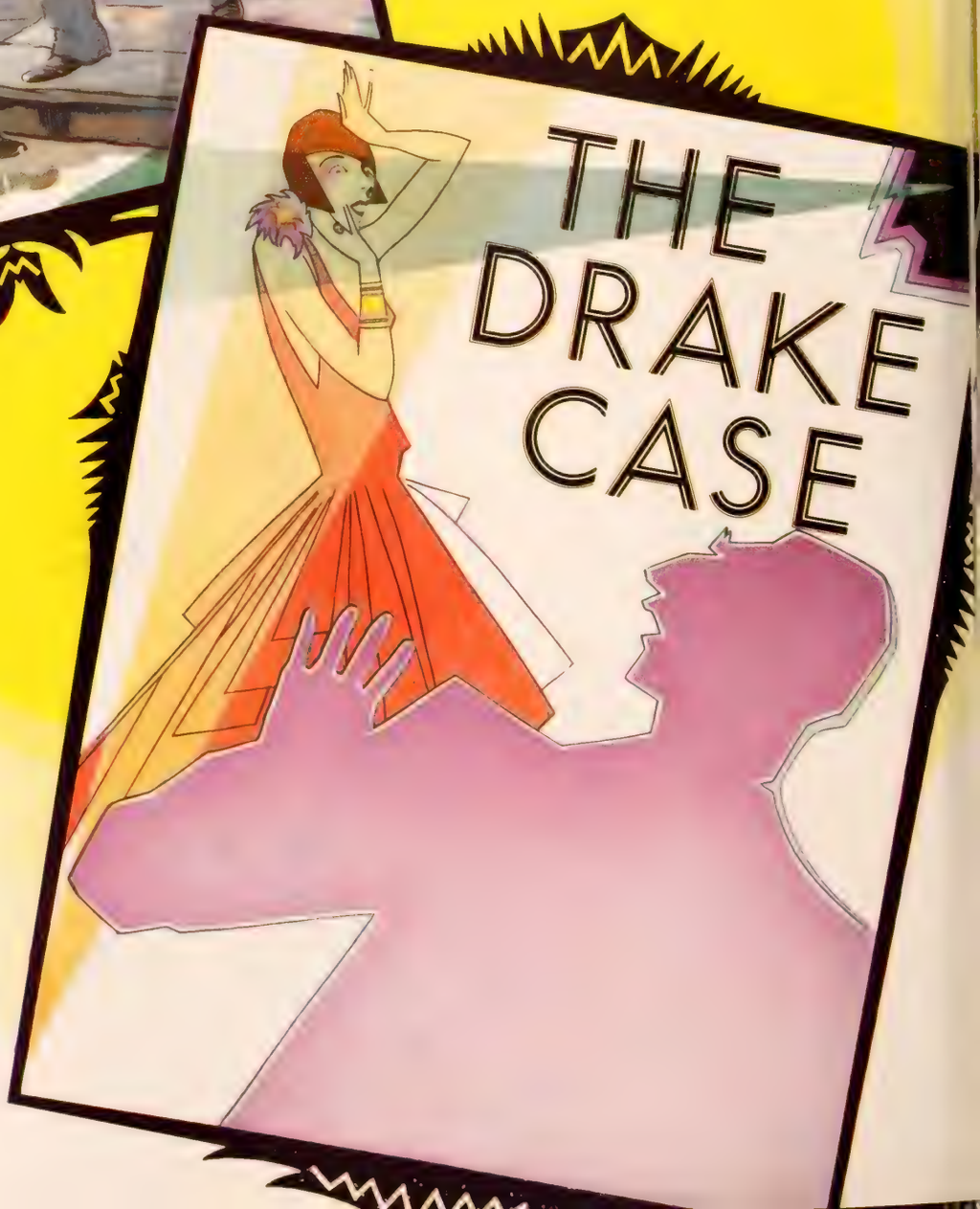
Versions
SILENT

GIRL OVERBOARD



A SMASHINGLY dramatic, swiftly-moving and colorful waterfront picture—the tremendous story of a beautiful girl adrift among the dock rats and of a youth who loved her and a man who hated her. Revealing a new Mary Philbin—a Mary Philbin with a golden voice and a new box-office manner. With Fred MacKaye, Otis Harlan, Francis McDonald, Edmund Breese, Mary Alden. Story by John B. Clymer. A Wesley Ruggles Production.

THE DRAKE CASE



TO MEET the howling demand for mystery stories on the screen, Universal selected this one from hundreds of others. It has more chills, thrills, and legitimately dramatic surprises squeezed into it than you would believe possible—including a courtroom sequence that will hold you spellbound. Every inch of it fairly shouts "BOX-OFFICE"—and echo answers "PROFITS!" Story by Charles A. Logue.

Two Versions
ALL TALKING
and SILENT



The CLIMAX

A Miracle of Love and Emotion

Yet not without its delicious light moments.

One of the great romantic stage dramas of al time now brought to the screen in all its glory

The classic story of a glorious girl—with a marvelous singing voice. She meets a young pianist—their association ripens into an equally wonderful love. Tenderness, pathos sacrifice and love all mixed together to make a picture as unforgettable as life itself.

Starring JEAN HERSHOLT and
KATHRYN CRAWFORD

by the world famous author Edward Locke
Directed by Renaud Hoffman

A Laemmle Universal Special

SHE BELONGS TO ME



BRAWN OF THE SEA



The old man loved her with the frenzy of lost youth; the youth loved her with the passion of a soul on fire. Father against son—in a silent, tremendous conflict for the love of an orphan girl! Young love—jealous love—stirring emotional moments and sweeping drama in this poignant story told in straight-forward language that all will understand.

Two Versions—Talking and Silent

Two Versions
TALKING
and
SILENT

Here's the most thrilling sea story yet put on the screen—with a brand new twist to it! Imagine an embittered old sea captain, the son he hated and a beautiful girl thrown together on shipboard; sailing tempestuous seas . . . a blazing ship . . . thrilling rescues . . . fights . . . DRAMA EVERY MINUTE! That's what you get in this picture, starring the new, golden

KEN MAYNARD

...as BIG as all outdoors!

WHETHER he's rarin' to go at the wheel of a giant racing car; sweating blood in the heat of a madly fought polo game; smashing through a pine forest with axe and fists; overcoming the perils of the jungle, or doing anything else that is required of a superman, the outdoors hero is always a welcome figure in fiction —and in pictures. And no one man in the world so thoroughly represents that spirit of adventure that we all admire as does Ken Maynard. If you think he was a big box-office bet before—just wait until you hear him SING as well as talk, and see him fight.

Two Versions

TALKING—SILENT

UNIVERSAL-MAYNARD PRODUCTIONS



Forward MARCH with Universal

8

Big Ones, Including,

"Tall Timber"
"The Lost Canyon"
"Crimson Courage"
"The Trail of the Pack"




TALKING
2 Versions
SILENT
UNIVERSAL-GIBSON PRODUCTIONS
Forward MARCH with Universal

GET-THE-MONEY-GIBSON
throws EIGHT STRAIGHT b. o. thrillers!

You can lay this on the line—the name Gibson crashes the cash box every time! Sure money Gibson! He's been laying your bricks and lifting your mortgages for years ... now he's coming hell bent for happyland with EIGHT STRAIGHT audience specials! The western star who put a new brand of joy into thrillers offers you a new brand of thrills... greater stories—greater production value—greater money getters than ever!

HOOT GIBSON



8 BIG ONES:

"Rodeo Days"
"Hand 'Em Over"
"The Ace Rider"
"The Montana Kid"
"Howdy, Cowboy"
"The Mounted Stranger"
"The Long, Long Trail"
"Galloping Winds"

the SURE MONEY STAR!

CARL LAEMMLE
Presents

COLLEGE LOVE

THE FIRST
ALL-TALKING
COLLEGE
FEATURE



IT'S HOT,—boy—HOT! The hottest film that ever sizzled on a screen. Carl Laemmle, Jr.'s, surprise special! This leaping, girl-crammed, jazz-pepped comedy-drama of the campus — bubbling with bliss — beaming with beauty — ringing with songs . . . is a box-office rah! Youth and Beauty in a riot of exciting gaiety . . . Campus kisses and sorority parties . . . Fraternity hops and roadhouse riots . . . Football games and charming romance . . . EVERYTHING — and then some more!

IT'S A LAEMMLE SPECIAL

Moaning melodies of the dear old college by the University of California Glee Club. Story by Len Fields. Acting, wisecracks and good looks by all the "Collegians" favorites, starring George Lewis — featuring Dorothy Gulliver, Eddie Phillips, Churchill Ross, Hayden Stevenson, Sumner Getchel. Directed by NAT ROSS.

100% TALKING AND SINGING
A MILLION PER CENT BOX OFFICE



Universal—for years foremost in the newsreel field—still leads the field with a vast world-wide news service the like of which has never been known!

Universal gives you the finest newsreel you ever saw—with the most astonishing newspaper tie-up you ever heard of! The paper with the widest coverage and greatest prestige in your territory will head your show with striking photographs of great world events—always with a credit line to Universal Newsreel...your newsreel...to tie-up with your screen.

Millions of newspaper readers will see this line under hundreds of published pictures every day—"UNIVERSAL NEWSREEL." Your patrons will look for it on your screen. Thousands of dollars in advertising space devoted to your theatre!

If you are in the Boston territory, THE BOSTON TRAVELER will help you to sell your program. If you are in the Pittsburgh district, it will be THE PITTSBURGH POST, in Atlanta, THE JOURNAL, in Philadelphia, THE INQUIRER, in Washington, THE STAR . . . wherever you are, there is a great newspaper behind you building prestige for your house every day in the year!

Universal has been in the newsreel business ever since March 13, 1912, when the first issue of The Animated Weekly was launched. Universal has given fast efficient newsreel service all these years . . . and now Universal is going to give better service than ever with this great Universal newsreel—backed by a world-circling organization which reaches to the remotest corners of the earth...strengthened by the most imposing group of newspapers in the United States. Two issues each week 104 a year

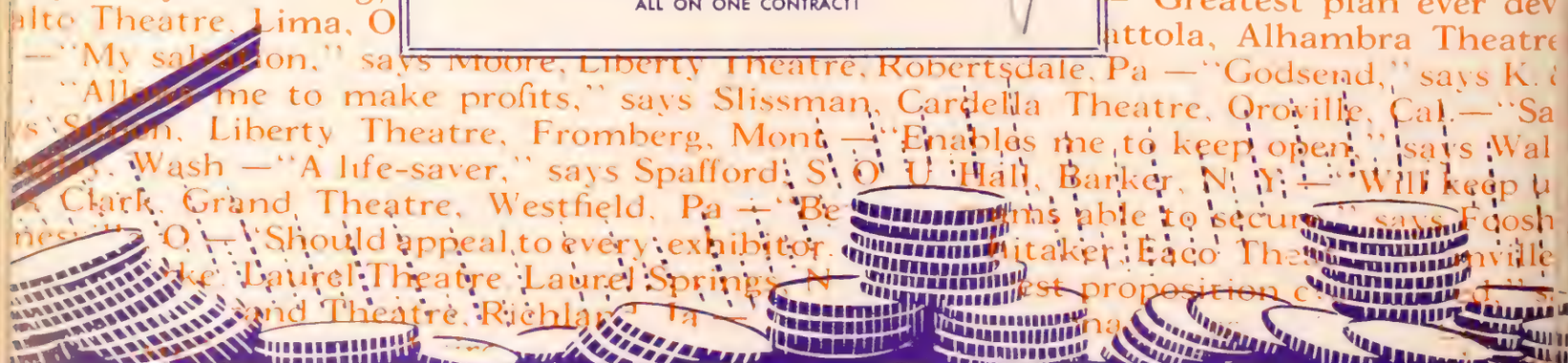
When headlines blare forth a great event, it will reach your screen by the fastest means at the disposal of man. Forward march with Universal!

UNIVERSAL COMPLETE SERVICE

A BOON TO THE BIG CITY THEATRE!
A LIFE SAVER FOR THE SMALL TOWN!

SIXTEEN thousand contracts have been signed for Universal's Complete Service! — In the biggest cities — in the smallest towns . . . it is acclaimed the fairest contract ever made . . . a boon to the big city theatre . . . a life saver for the small town! — When you can get everything you want from one company — your complete show . . . when the product of that company has a 23-year reputation for sure money at the box-office . . . when you can get that product at a price that has proven the salvation of hundreds of small exhibitors . . . a gold mine for hundreds of big ones . . . it's nothing but good sense to grab it . . . if you can still get it!

2-Reel Comedies — 1-Reel Comedies — Cartoons
2-Reel Westerns — Serials — Features
ALL ON ONE CONTRACT!



The Pictures you want at a price you

R S A L ' S

SERVICE

Godsend," says Pringston, White Theatre, White, S. D.— "A wonderful proposition, sa
o.—"My salvation," says Margot, Furby Theatre, Winnipeg, Can —"A great saving," sa
heatre, La Grange, N C.—"A gold mine," says Nowatske, Park Theatre, Mukwonago, W
itor," says Hutnick, Fairview Theatre, Fairview, N. J.—"Best service possible," says Prio
Theatre, Rushville, Neb —"Most wonderful service," says McDaniel & Anderson, Liber
heatre, Braddyville, Ia —"Stands alone," says Beatty, Graden Theatre,
ept my house o[illegible] Manbar Theatre, Manbar, W Va —"A good buy," sa
Index, Wash.—"A business-builder," says Carter, Doyle's Hipp
"A life-saver," says [illegible] "Biggest boon
Glenbor[illegible] Kan —"Best [illegible] Brock, Hagerman Theatre, Hagerma
re profits possible," says [illegible] Osgood, Ind.—"Greatest thing in t
gton, N [illegible] thing ever sold," says Lodge, Green Lantern Theatre, Wilmingto
ays Theros, Parkesburg, Manheim, Quarryville Theatres, Lancaster, Pa —"Solv
per, Caspar Theatre, Caspar, Cal.—"A Godsend to all exhibitors," says Shenk, Ope
—"Greatest in years," says Miller, Princess Theatre, Elmgrove, W. Va —"Can't be beate
Theatre, Follonsbee, W Va —"Saves the exhibitor," says Ewald, Family Theatre, Kenor
rchase in business," says Fry, Palace Theatre, Omaha, Tex.—"A life saver," Felps, Con
'airest on the market," says Schlossman, Regent, Majestic, Rialto, Strand Theatres, Mu
Greatest plan," says Strayline, Grand Theatre, Geneseo, N Y.—"A veritable knockou
Cal.—"Gives us a chance to exist," says Bates, Lyric Theatre, Norwich, Ont —"Bene
nical," says Feyerabend, Estacada, Ore.—"Owe you debt of gratitude," says Krat, Royal
—"Most equitable ever written," says Raful, Rialto Theatre, Kenmore, O —"Great
ne to show profit," says King, Grand Opera House, El Paso, Ill.—"In line with your fairn
d," says Wagner, Arlington Theatre, So Chicago, Ill.—"Fairest contract," says Mall
New Kensington, Pa.—"Liberal and far-sighted," says Morris, DeLuxe Theatre, Forre
R Theatre, Ashton, Ia —"Best I ever saw," says Ramsay, Ramsay Theatre, Stewartstow
tion of many exhibitors," says Bills, Opera House, Lenora, Kan —"Never more pleased
n, Mission Theatre, Fort Benton, Mont —"A money-maker," says Howard, Art Theat
n business," says Peterson, Gem Theatre, Armstrong, Ia —"Enables u
Fungo Thea[illegible]den Pond, Ky —"An insurance policy," says U
a —"Best pro[illegible] Thackler, Galax Theatre, Galax, Va —"Gr
Bet[illegible] Lyceu[illegible]rville, N Y —"A God[illegible] let-and-l
heatr[illegible] exhibitor can buy," S[illegible]

the little fellow as well as the big fellow



when you want them an afford to pay!

Wis —"A boon to exhibitors," says Head, Royal Theatre, Lawn, Tex —"All O K

Upholding The Traditions

THE greatest series of two-reel subjects ever produced were Carl Laemmle, Jr's., "The Collegians." To them, in their mighty box-office power, was given the brand name of "Junior Jewels." Jealous of this name, Universal has guarded "Junior Jewel" quality with every ounce of its vast resources, so that any short subject so labelled is known to the world as of superior quality. And now comes a new series of two-reelers to uphold— and to enhance—the traditions of the "Junior Jewel" brand. In the 1929-30 line-up you get twelve two-reel releases of Universal's "Sporting Youth Series"—a series so superlative that it will get, hold and build business for any theatre in the land!

SPORTING



UNIVERSAL

JUNIOR

of a Great Brand Name

2
VERSIONS
TALKING
—
SILENT



YOUTH!

JEWELS

UNIVERSAL 2

BIG money is in sight for exhibitors who tie-up to Universal this season for a constant supply of the best comedies it is possible to make. Look over the line-up! Did you ever in your life see such an array as this?

Think of being able to bill the Rooney family—Pat, Marion and Patsy—a big time headliner attraction for your house! On the De Luxe strength of their names alone you'll draw bigger houses than you've seen in many a moon. They come to you—with all the songs, dialog, dancing and patter that have made them famous all over the country—in six two-reelers boasting production values any feature would be proud of.

Look at that picture of Sunny Jim! You know *him!* The BOX-OFFICE BABY grown to even greater BOX-OFFICE strength than ever before. Imagine him *talking!* He'll wow 'em to death! He was funny before—he's a SCREAM now. And you get him in a series of six of the greatest big-time two-reel laugh riots you ever saw!

Then you get ten starring Arthur Lake—ten numbers so chock-full of pep and spirit of youth on a rampage that they fairly bubble on the screen! LAUGHS? You bet they're full of laughs—and pep, and jazz, and gags, and everything else that makes them real great.

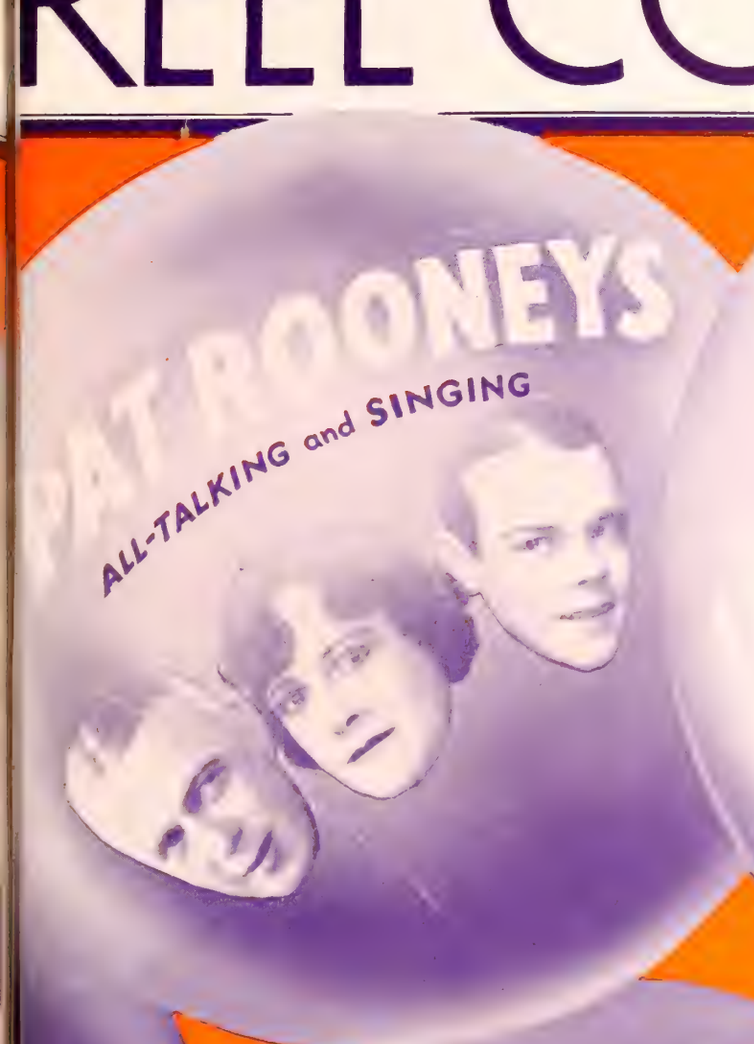
Companion to Arthur Lake in the two-reel line-up is Sid Saylor—a comedian who brings you new, fresh, speedy, and thoroughly unique comedy entertainment. This series of ten is destined to build up a reputation that will mean REAL MONEY at your box-office.

The all-star group. Ten of the funniest comedies that brains can devise or that money, time, effort and unlimited resources can obtain. Some of the best known names in the field of film fun will be with this series. Grab 'em for comedy certainties!



—BLOW UP YOUR PROFITS!

REEL COMEDIES









FIVE GREAT MONEY SERIALS

"THE ACE OF SCOTLAND YARD"

UNIVERSAL'S SENSATIONAL TALKING SERIAL

(TEN EPISODES)

The FIRST TALK

"The Ace of Scotland Yard" is a new **kind** of serial . . . built to smash records in the finest theatres . . . because it is crammed full of production value — story value — audience drawing power unprecedented in a chapter picture!

Remember what "Blake of Scotland Yard" did at the box-office? Well, "The Ace of Scotland Yard," — directed by Ray Taylor, with Craufurd Kent, Florence Allen, Grace Cunard, Monte Montague and Herbert Prior — is so much bigger . . . so much more exciting . . . that it will hang up unheard of grosses!

SOUND — 2 NEGATIVES — SILENT

Another Extra Money Serial from Universal

"TARZAN THE TIGER"

. . SOUND or SILENT . . .

(15 EPISODES)

Even bigger and more sensational than "Tarzan the Mighty," the serial that set a new standard for chapter play drawing power. You'll see thrills that outthrill anything ever produced in adventure pictures. Featuring Frank Merrill and Natalie Kingston. Directed by Henry MacRae.

Another Extra Money Serial from Universal!

"THE JADE BOX"

. . . 10 EPISODES . . . . . SOUND or SILENT . . .

A powerful mystery thriller that will pack them in and bring them back week after week. Raw meat for the red-blooded box-office!

Another Extra Money Serial from Universal!

NG SERIALS!

NOW! — the finest houses in the land will play the best serials ever made! Serials that will blaze in electric lights! Serials that will pack them in and keep them coming week after week! — Universal serials in DIALOG! — Universal serials with SOUND!

Yes sir! — the boom days for chapter plays have arrived. Universal — always miles in the lead with chapter thrillers — gives you the first serials with talking and sound effects. Truly you can say, "Forward march with Universal," when you get serials like these!

Universal has always given you chapter pictures with a kick that only Universal knows how to put into serials. And here we are again with a new KIND of serial with a new kind of kick . . . with audience pulling power that will get them again and again . . . adults and children – everybody!

You know what great money-makers you have had in Universal's silent serials. Wait until you see "The Ace of Scotland Yard" — with dialog! Gilded movie palace or a store front theatre — you will witness a box-office event that you'll never forget!

You are still shouting about the sensational grosses made by "Tarzan the Mighty," — in your own words "the box-office miracle." You'll continue to shout when you play "Tarzan the Tiger" with stirring music and sound effects to heighten the biggest thrills ever recorded on the chapter play screen!

The best brains in the serial business have gone into Universal's five big money serials . . . the best of everything that you have ever seen — PLUS the added punch of sound and dialog!

This year the best theatres will use these high class, high velocity serials — because they are among the greatest business builders ever produced! Universal's talking serials make money talk!

"THE LIGHTNING EXPRESS"

. . . 10 EPISODES . . . . . SOUND or SILENT . . .

Without exception the most gripping railroad chapter play ever produced! Lean against it hard and forget your money troubles!

"TERRY OF THE TIMES"

. . . 10 EPISODES . . . . . SOUND or SILENT . . .

An exciting newspaper story with a brand new angle . . . with melodramatic peaks that will make them stand up and cheer. Box-office? YES!

Boom!

and these



6

BENNY RUBINS

(All-talking and singing)

As a Broadway headliner at the Colony Theatre he took New York by storm. Now he comes to mow down your audiences in six riotous one-reelers. He wise-cracks—he sings—he dances. He slays them with laughter!

UNIVERSAL SUPER SHORTS

and these

26

ONE REEL RE-ISSUES

The best one reel comedies Universal ever made, selected for laughs and profits!

HE HITS THE BIG ONES

THE largest and finest theatres in the country are looping their audiences for golden giggles with these tremendously popular one-reelers. There is no surer way to build steady patronage—in any house—in any town—than to keep them happy. Oswald never fails to make them **laugh in advance** the moment his name is flashed on the screen.

SOUND
or
SILENT
(2 Negatives)

26 Oswalds (Sound or silent) will make your theatre a more hysterical place in which to live. Grab them if you like, steady profits!

Oswald
the Lucky Rabbit

ACTION

in 2 Reel Westerns

52 dashing — smashing — exciting 2-reel Westerns . . . with the stars they want...with the famous Universal Ranch Riders . . . with the good old box-office punch that Universal knows how to put into Westerns. 26 new ones starring Ted Carson and Bobby Nelson. 26 re-issues of the best work of Jack Hoxie, Edmund Cobb, Pete Morrison, Billy Sullivan, Jack Daugherty, Josie Sedgewick.

SPEED! — PEP! — PUNCH! — PROFIT!



SENSATIONAL!!! MISTIFYING!!!

"LOBBYTONE"

Trade Mark Reg. U. S. Pat. Office

TENTH WONDER of the MOVIE WORLD

TALKS SINGS DANCES PLAYS



Front View

Simply by the push of a button THIS WONDERFUL MUSICAL and MECHANICAL ADVERTISING DEVICE is set in motion, lights go on, music plays, the star sings, and dances

It requires only 3 feet of space.



Back View

"LOBBYTONE" is the greatest BALLYHOO ever put into a lobby or in front of Theatre "LOBBYTONE" will do for you as it does for others. It will pack your houses

GET IN ON THE GROUND FLOOR

Cut out the attached coupon and mail it to

LIBMAN-SPANJER CORPORATION

1600 Broadway, New York City

Distributors Wanted

MAIL THIS COUPON

LIBMAN-SPANJER CORP.
1600 Broadway, N. Y.
Kindly send me full information on Lobbytone.
Name .....
Theatre .....
Address .....



One of 92 Coston Circuit Houses

Chicago
The Stratford

THE country's leading circuits have spent practically $1,000,000 on Pacent Reproducer Systems in less than five months time. We regard this as probably the strongest of many endorsements given Pacent Equipment. It is one thing to buy Sound Equipment for a single house, but quite another to buy it for a score or for a hundred houses, as some chains have done with Pacent Equipment.

In the Middle West, for example, the Coston Circuit uses Pacent Reproducer Systems. Naturally the head of a leading chain is bound to be highly critical of Sound Equipment. James E. Coston, President of the Coston Circuit, Inc. in a letter dated May 18th says:

"The Pacent Reproducer that we have installed in fourteen of our larger theatres is equally as good as any of the higher priced machines that we have heard and we have heard practically all of them.

"We want to congratulate you upon having brought forth such a capable machine so reasonably priced."

Pacent Reproducer Systems have given such consistently high performance in Chain Houses that repeat orders for our equipment have been the rule. Pacent numbers the country's leading Circuits among its many satisfied customers today. The largest and best known of the Chains have placed orders for the Pacent Film Attachment for use with their Pacent Disc Equipment.

The Pacent Film Attachment...

A New and different Sound on Film device. Better quality—greater simplicity—many other features. The price is only $500.00 per attachment.





One of 104 Stanley Houses

Atlantic City

The Globe on the Boardwalk

THE Globe, on the Boardwalk, Atlantic City, New Jersey, is one of the best-known houses in the Stanley Company of America Chain. Pacent Equipment was selected for this first run house when it opened with sound on March 23rd, 1929. The Globe is one of 104 Stanley houses which are today using Pacent Equipment.

Guy T. Wonders, General Manager of Warner Bros.—Stanley Theatres in Atlantic City, said in a wire sent after the opening of the house:

> "Opened Globe last night with Noah's Ark at Two Dollars. Your machine performed wonderfully and show in sound went over big to full house. Pacent Reproduction is the finest I have ever heard."

Besides the Stanley Company and Coston Circuit, Inc., 20 other prominent circuits have invested many thousands of dollars in Pacent Reproducer Systems. Ask any of them what they think of Pacent. Then hear a Pacent System in actual service. Judge for yourself whether Pacent is the greatest dollar for dollar value in Sound Equipment today.

PACENT REPRODUCER CORPORATION

32 Sales and Service Representatives in principal Film Centers in the United States and Canada.

FILM CENTER BUILDING

NEW YORK, N. Y.

LOUIS GERARD PACENT, President

$2,500 and **$3,500** for Synchronous Disc Equipment, depending upon the size of house.

Los Angeles Papers Tell Hollywood—

"Thanks very much for the copy of the current Blue Book. It is a valuable reference book, one that I keep on my desk constantly. The City Editor of the Herald saw it and since then has made numerous calls for information about players and writers." Harrison Carroll, Drama Editor, Los Angeles Evening Herald, Los Angeles.

"It is the only reliable thing of the kind that we know of, and we find it a very useful medium of quick information at times when trustworthy data on the film activities and personnel are required." Monroe Lathrop, Drama Editor, Evening Express, Los Angeles.

Watch For Other Newspaper Comments

Hollywood Can't Afford To Stay Out

of

Motion Picture News

BLUE BOOK

New Edition Now in Preparation—
Publication Next Fall

Motion Picture News

Vol. XXXIX NEW YORK CITY, JUNE 22, 1929 No. 25

A New Revolution

And A Greater Field For Sales, Advertising And Theatre Forces

By William A. Johnston

STANDING, as the business is, upon the scratchline of the new selling season, the highlight of the horizon, it seems to me, is percentage playing.

Percentage playing is bound to have a revolutionary effect upon the personnel and machinery of the industry.

Sales managers, branch managers, salesmen, advertising men, theatre managers, have a new and greater field before them.

More men may not be needed, but certainly a high type of ability will be called into play. The opportunities for men of merchandizing calibre all along the selling line were never greater.

Yesterday the distributor was selling product to the exhibitor. Today he is selling pictures at the box office. That, virtually, is just what the change means.

And just as there is a vast difference between the two sales objectives, so there is a greatly broadened field of work for the forces back of the picture, the brains and energy that can put the picture over at the box office.

However strenuous the former effort to sell to the exhibitor on a flat rental basis—it could only in effect be half-way selling. It ended with the exhibitor.

With percentage playing the sales effort carries on through the exhibitor to the public. It only ends when the box office receipts are finally in and divided between the distributor and exhibitor.

Just what does that mean?

It means, first of all, that effort will be concentrated on the individual picture.

Right up to the time that the picture is billed by the exhibitor, the distributor will talk to the exhibitor and the two will plan together to put that particular picture over for all its particular merit is worth.

And what does this call for?

Information, first of all. Every picture has an individuality. Its individual drawing cards must be given the limelight they deserve. And this calls, then, for ingenious and successful exploitation.

Not merely the theatre manager and advertising man, but also the distributing forces—district manager, branch manager, salesmen and importantly back of them the distributor's sales manager and advertising director—and between them all, we are glad to say the trade press—all will now join their best efforts, where they should be joined, *at the box office.*

And since the income of the industry is determined at the box office these men, we repeat, have a value and a responsibility they never had before. The trade, we feel, is alive to its new opportunity.

A questionnaire to theatres is now going out of the office. The replies to date are as follows:

63% are for straight percentage.

6% for guarantee and percentage.

28% against any form of percentage.

By the end of the year, it is evident, there will be little but percentage playing. And it will be the best thing that ever happened to this business.

The genius of the show business is individuality. It will not tolerate bulk methods and standardized efforts.

No Action Against Studios But Theatres Bear Brunt In Equity-Producer Battle

Actors' Union Won't Embarrass Production But Affiliated Crafts May Cripple Box Offices

EQUITY seems steadfast in a resolve not to embarrass production as far as the studios are concerned for the present. They seemingly are going to direct their activity toward further organizing in the picture field rather than demand a strike in the plants where the pictures are turned out. Then when they are set, and the producers continue to refuse to treat with them on the question of the contract and Equity Shop they will undoubtedly depend on their affiliations in the American Federation of Labor to support them in a move to make their strength felt at the box offices of the theatres of the country.

Just what the nature of the move against the box office will be is a question at present. The studio situation in Hollywood has been such that a move in that direction is seemingly inadvisable at present. There has always been a question of jurisdiction between the Building Trades Council and the I. A. T. S. E. as to which should have control of the electrical and carpenter forces in the studios.

The I. A. T. S. E., however, has complete jurisdiction over the motion picture machine operators and a sympathy strike on their part would seriously cripple the theatres of the country at this time. Of course, no action is contemplated during the summer months, but the chances are that should any move be made it will come shortly after the start of the new season.

Production Postponed

Last week the Pathe Studios in New York were forced to postpone the production of "On The Stairs" for the time being through Pedro de Cordoba, a member of the Equity Council refusing to sign a contract to play with a non-Equity cast. There was some talk of shifting the production of this picture to the Coast studios in the event that it continued to be impossible to obtain a cast in New York. Pathe denied that the defection of Mr. de Cordoba had caused them to change their plans. At the Paramount-Famous-Lasky Studios in Long Island shooting was started on "The Gay Lady" with Gertrude Lawrence, the cast for that picture having been signed prior to the issuance of the Equity order to its members. Both "The Gay Lady" and "Applause" casts working at the Long Island studios are practically 100 per cent Equity, although not working under the new standard form of contract.

An associated producer of one of the bigger companies in New York stated this week that while he felt that the Equity Shop in pictures would work out to the advantage of the producers in the long run as far as the players are concerned it was the fear of demand for unionization of all the other studio branches that is causing the producers to refrain from accepting the Equity Shop at this time.

At a meeting of the Equity actors held in Hollywood early this week, President Frank Gillmore, of the Actors' Union, told his hearers that the American Federation of Labor and the Los Angeles Central Labor Council had voted their moral support in the Equity action and that this had materially strengthened the status of Equity at the studios.

In the June issue of "Equity," the official organ of the Association, the leading editorial treats with the Equity Shop situation in sound and talking pictures. Excerpts from the editorial reprinted herewith indicates very definitely the stand that the Equity is taking regarding its own membership in the present situation.

(*Continued on page 2192*)

Hearst Signs New Contracts With M-G-M

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD. June 20.—W. R. Hearst has definitely signed new contracts for Cosmopolitan Productions, the Marion Davies series and both sound and silent newsreels for M-G-M distribution. The deal was consummated solely through the efforts of Louis B. Mayer after Hearst had arrangements practically set with Warners.

Marion Davies will make two talkies yearly. There will be about eight Cosmopolitan specials. International Newsreel will discontinue as a separate unit after the Universal contract is up. It will be combined August 1 with M-G-M Newsreel and will then be known as M-G-M-International News released silent.

The sound newsreel produced by Hearst starts Sept. 15 and will be known as "Hearst Metro-Tone News."

Ritz Theatre, Tulsa, Okla., Loses $116 To Young Yegg

Tulsa, Okla., June 20.—An armed bandit last week held up the cashier of the Ritz Theatre, Tulsa, Okla., and robbed the box office of one hundred and sixteen dollars. A large throng of ticket purchasers were in line when the bandit, a well dressed youth, made his appearance, robbed the frightened cashier and made his get away in an automobile. In his escape he almost ran over a patrolman who was standing outside of the theatre.

Whiteman Got His Piano, But U Did All The Worrying

Though It Cost Them Five Grand And Raised A Fuss Jazz King Now Satisfied

Hollywood, June 20.—Paul Whiteman wired Universal officials to have a Steinway Imperial Grand piano ready for him at the studio. Investigation disclosed that particular brand of piano cost $5,000; and a number of customers were waiting for delivery.

A wire was sent to Whiteman explaining it was impossible to secure an Imperial Grand, and they would get another kind. Whiteman briefly wired in reply, "Get a Steinway Imperial Grand."

Adolp Kline Nordlinger, studio purchasing agent, was handed the request. First he tried to rent an instrument from the local agents, but found that impossible. Then he endeavored to get a discount for cash, but the salesman informed him the $5,000 price meant cash with order. After three hours of arguing in trying to get a better price, Kline-Nordlinger informed the salesman he would have to let him know later. When the salesman told the purchasing agent he would not come back, a hurried call was made to the cashier's office to get a check for the five grand.

Whiteman's Imperial Grand will be waiting for him at the studio when he arrives on the coast.

Stanley Said To Be After Garrick, Wilmington, Del.

Wilmington, Del., June 20.—It is understood that Stanley Company of America is negotiating for purchase of the Garrick, Wilmington, Del., owned by Wilmington Amusement Co. The Stanley Company has been operating the Garrick for several years, having leased it from the Wilmington Amusement Co., controlled by the Topkis-Ginns interests.

The Stanley Company contemplates the immediate sale of the property upon its acquisition to another buyer whose name has not been revealed. It is rumored that the management of a Philadelphia restaurant chain is seeking the site.

The Stanley Company officials admit that they are negotiating for the sale of the theatre, which is one of the landmarks of Wilmington.

E. L. McEvoy Pathe Agent

E. L. McEvoy has been made special representative for Pathe Exchange, Inc. He has already assumed his new sales duties and is making his headquarters in N. Y. Mr. McEvoy served for eight years as assistant general sales manager for FBO, having joined that organization after handling the Universal-Metro franchise in New England.

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Zukor Says He Won't Sell Famous, But Is Taking Steps To Protect It

PUBLIX EXPANSION PLAN

Paramounts From Coast To Coast And Abroad Too; Take Half Interest In Marcus Chain

(Special Dispatch to Motion Picture News)

ST. LOUIS, June 19.—Sam Katz, President of Publix Theatres, Inc., informed the delegates to the Paramount Sales Convention that Publix intends immediately to embark on a policy of rapid expansion and that a Coast-to-Coast and International chain of de luxe first run motion picture theatres, each named Paramount, will soon be an actuality.

Atop of the Katz statement came the announcement that Publix had obtained a half interest in the Louis Marcus theatres in Utah and Idaho. The negotiations between Publix and Rubin and Finkelstein for their northwest houses are also being continued.

Complete operation of the Marcus theatres will be vested in the hands of the Publix Theatres Corp. July 1, with Marcus remaining in an advisory capacity. There will be no changes in the present operating personnel of the circuit.

Expanding Interests

The theatres involved include four in Salt Lake City, with a capacity of 7,000 seats; two in Ogden with 3,500 seats; one in Provo seating 1,300; one in Boise with 1,200 seats and one in Twin Falls with 500 seats. All of the houses are equipped for sound reproduction.

Publix was represented at the convention by Sam Katz, President; Sam Dembow, Vice-President and Eugene Zukor, assistant to Katz. The three remaining here after Zukor, Lasky and other chief executives departed for the East.

It is certain that before Katz departs for the East again he and Charley Skouras, who is now the St. Louis head of the Warner Brothers-Skouras Enterprises organization, will determine the future policy of both the Missouri and Ambassador theatres in which Skouras Brothers and Publix share the profits. Katz has been termed the world's greatest ticket seller, it being estimated that the theatres which he heads disposed of 10,000,000 tickets weekly.

Anita Selig Marrying J. H. Fields Sunday, June 23

Marjorie Anita Selig, daughter of Mr. and Mrs. A. L. Selig, will be married to Jules Henry Fields, son of Mrs. Pauline Fields, at the Hotel Astor on Sunday, June 23. Miss Selig, whose father is director of publicity for Tiffany-Stahl, will have as maids of honor Joy Mathews and Mrs. Irene Gordon. Henry Gold of Philadelphia will be best man. The Reverend Dr. B. A. Tintner will perform the ceremony. Mr. Fields is a graduate of the University of Pennsylvania and is now engaged as a theatrical executive.

Zukor's Idea About A "Chairman Of Board"

ADOLPH ZUKOR, who definitely stated that he would not sell Paramount Famous Lasky and that he would remain at the head of the corporation as President, has his own idea of the status of a Chairman of the Board of Directors and his functions and the weight that he carries with his associates.

On the train returning from the Paramount St. Louis Convention in discussing the merger situation in the motion picture industry, he is reported to have said:

"I know what 'Chairman of the Board of Directors' means.

"The first month that he is on the job the rest of the directors sit around and listen to him a little bit. The second month they pay less attention to him and when the third month comes along they look at him when he suggests something and say:

" 'Why pay any attention to him anyway, he's too old to know anything about the business.' "

$15,000,000 Deal For Saenger Chain Almost Completed

Circuit's Strategic Import Makes Certain That Publix Will Close

The deal for the Saenger Circuit of theatres in the south by Publix is almost completed. The price, according to report, for the holdings of the Saenger Brothers and E. V. Richards will be in the neighborhood of $15,000,000, although it is stated that no actual figure of valuation for the Saenger stock has been arrived at as yet. One of the phases of the deal that is causing a slight hitch is the insistence on the part of Publix that Richards remain as general manager of the chain for the next five years.

Richards, together with the Saengers, is known to be interested in the development of aerial transportation between New Orleans and the principal points in Latin America and he would like to break away from the picture business to actively engage in the aerial navigation field.

This week there was a denial from the Saenger faction that the deal was near closing, but on the outside it was stated that things were certain to develop which would bring about the signing of the contracts by Publix. The strategic importance of the Saenger Circuit in the south in regard to the proposed nation-wide expansion policy that Publix has in mind, makes it a certainty that they could not afford to lose this chain.

DENIES RCA MERGER

"It's A Good Business And We Will Take Best Steps To Protect It Regardless Of Who Is In Industry"

ON the eve of leaving New York for the second session of the national sales convention of Paramount Famous Lasky in Atlantic City, Adolph Zukor officially denied rumors of a deal whereby RCA would take over Paramount.

His statements are in absolute and startling contradiction to the rumors. Mr. Zukor declares:

He will not sell his interests.

None of his associates will sell.

He won't step down as President and be the Chairman of the Board of any combined organization.

He has his own definite ideas of the status of a Chairman of the Board.

Paramount will continue as Paramount with Zukor at the head.

A representative of "Motion Picture News" interviewed Mr. Zukor Thursday morning, June 20.

"Why should I sell my business?" asked Mr. Zukor, and at the same time he answered the question: "It's a good business and it is getting better, so why should I step out or dispose of it? Paramount will never be sold by me or by any of my associates. In making a deal with the Columbia Broadcasting Chain we are taking what we consider the best steps necessary to protect Paramount, regardless of who is in the industry."

This statement by Mr. Zukor, while brief, is to the point. It clears up the situation and rumors brought about by the return of David Sarnoff of RCA from Europe to the effect that negotiations between RCA and Paramount would be resumed.

The Deal With Columbia

The announcement last week by Paramount and the Columbia Broadcasting Chain that an affiliation between the two companies had been brought about through Paramount's purchase of a half interest in the latter, and the announcement over the air on Friday night of last week by Columbia to the effect that that organization would have available the talent of Paramount pictures and the Publix stage shows, carried at the same time a prediction as to the future of television. This reference to the subject showed that Paramount executives, with an eye to the development of broadcasting images as well as sound, were protecting themselves and their organization in the event of the application of this phase of aerial activity in the near future.

The RCA is in the motion picture production and theatre operating field through its acquirement of the Film Booking Offices,

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Paramount Prepares For Television

(Continued from page 2185)

now renamed the RKO Pictures and the Keith-Orpheum Circuits of theatres. Its broadcasting affiliation is with the National Broadcasting Company, which it controls.

Paramount's acquisition of a half interest in the Columbia Chain definitely lines up two factions in the field.

On one hand there is the strong picture organization of Paramount-Famous-Lasky and the substantial Publix Theatres Chain linked with the Columbia Broadcasting system, second only to the National Chain in the aerial entertainment and advertising field. On the other, the strong National Broadcasting System and the strength of the RKO Circuits and the RKO Pictures. The Radio-Keith-Orpheum Circuits, as the Keith-Orpheum was renamed after being taken over by Radio about a year ago, are reported operating at a loss at this time. That loss is said to be about $100,000 monthly. That is just about what the two circuits were said to be losing at the time that E. F. Albee relinquished control of the vaudeville situation, which, from what was once the most powerful money making chain in the amusement business, slipped steadily.

Time and again it has been stated that RKO would like to place the operation of their theatres with Publix, and according to rumor offered a 50 per cent stock participation to Publix if they would operate for a period of years. The hitch seemingly is that Publix does not want RKO stock, preferring RCA stock instead.



Paramount executives in St. Louis to Attend the Sales Convention. Left to right, S. R. Kent, general manager; Adolph Zukor, president; Jesse L. Lasky, first vice-president in charge of production; Sam Katz, president of Publix.

Television Is Coming

At the Paramount St. Louis Convention, where the joint statement over the signatures of Adolph Zukor as President of Paramount and William S. Paley, President of Columbia was made, the latter in addressing the convention, brought the subject of television into the forefront with his remarks.

"Television, on a commercial and practical scale, is coming!" declared Mr. Paley.

"We hear a lot about television," he continued, "but not many people know a great deal about it. One thing is certain, however, it is coming; whether it will be in two years or in five, it is sure to come. With our new amalgamation of interests, we are prepared. Columbia can lean on Paramount for the new problems entailing actual stage presentations in full costumes to be broadcast. And Paramount knows it has an outlet in presenting television features to the public.

"It is hard to tell just how television will be handled. Whether it will be confined to the home solely, or whether entertainment houses will also show it on the screen is still problematical. In respect to the latter, it looks as though, because of the size of the theatre screen which would make television more enjoyable and because of the attractiveness of well-rounded programs presented in the theatre, television will somehow fit into the scheme of things there.

"Think for one moment of television in the field of the newsreel. Imagine Paramount flashing on the screen simultaneously in sight and sound a news event of major importance as it is taking place.

"Our imagination can run wild, I know. I only want to point out that whatever comes, be it television or any form of new entertainment which in any way has to do with screen presentations, stage presentations or radio presentations, Paramount and Columbia—as one amalgamated unit—finds itself wholly prepared to take advantage of it."

Control of Pictures Passing to Two Great Electrics, Says "Post" Article

IN a copyrighted article in the June 15 issue of the *Saturday Evening Post*, and reprinted here in part by permission of that publication, Wesley Stout, discussing the cost of sound to producers, wrote:

"This has been a strain on the treasuries of the strongest producers, and in the resultant borrowings, refinancings and mergers there are indications that control of pictures is passing, if it has not already passed, to the two great electrical companies, through their subsidiaries and banking connections. Having wealth, confidence in their product and a direct financial interest, they stepped in, and there is no reason why they should ever step out."

Otterson Says:

J. E. Otterson, President of the Electrical Research Products, Inc., subsidiary of Western Electric, when his attention was called to the Wesley Stout story, stated:

"I don't see why we should have any discussion of this statement. The writer was evidently making a guess at conditions. He does not seem to have any fact on which he based the statement.

"As regards Electrical Research Products, Inc., we are simply manufacturers of equipment. As such we are not interested in the actual making of productions or the operation of theatres and we have no ambitions in that direction.

"As I said before, we are simply manufacturers of recording and reproducing equipment and we intend to remain as such."

RCA Says Nothing:

David Sarnoff's office referred MOTION PICTURE NEWS to E. E. Bucher, executive vice-president of RCA Photophone, Inc., for comment on the Stout statement.

"I prefer to say nothing," was Mr. Bucher's reply.

H. H. Lustig Dies, Victim Of Cleveland X-Ray Film Explosion

Cleveland, O., June 20.—Henry H. Lustig, who died June 12 at Mt. Sinai Hospital from gas poisoning following the explosion of X-Ray plates at the Cleveland Clinic five weeks ago, had been a leading figure in motion picture theatre administration for the past fifteen years. For four years he was president of the Cleveland Motion Picture Exhibitors Association, and being an attorney of prominence, he gave the organization the benefit of his legal experience at a time when there was little co-operation among theatre owners, and the problem of rights was constantly being fought.

For the past three years Lustig had served on the board of directors of the Cleveland Motion Picture Exhibitors Association. His theatre interests included the Waldorf, Ritz and Ambassador Theatres.

Asher And Small Engage Paul Robeson For Talkie

Charles R. Rogers, of Asher and Rogers, have engaged Paul Robeson, negro stage star and baritone, to star in a talkie, production on which is scheduled for the first week in August. The story will be decided on in a few days

"Producers Fair", Say Ohio Heads; Myers Staging New Attack On Costs

STATEMENT BY MYERS

Charges Producers Wage War Of Extermination Against Independent Exhibitors

(Washington Bureau, Motion Picture News)

WASHINGTON, June 20.—In a prepared statement following his return from a meeting of the Allied State Board of Directors in Chicago, June 17, Abram F. Myers, president and general counsel of the association, again issued a broadside attack on the producers.

Independent exhibitors are rapidly being driven out of business by exorbitant rentals charged for films and other unfair and oppressive tactics employed by the producers, Myers charged.

The Chicago meeting went on record as approving the Brookhart Bill, and pledged itself to a campaign to secure support for the measure.

The chief activity of the meeting, however, was the consideration of steps to meet what Myers called the producers' "warfare of extermination" against independent exhibitors. The mergers which have taken place or are contemplated are rapidly narrowing the field of competition, Myers asserted in his statement, and protest is to be made to the Government, he said, with a view of putting a stop to amalgamations which tend to reduce competition.

The Government is also to be asked to act with regard to alleged price discrimination and other tactics which Myers charges are practiced by producers in favor of owned and controlled theatres against independents.

The Myers statement also announced that the Allied board had determined to lay before the "appropriate agencies" of the Government, both executive and legislative, "all facts and circumstances tending to establish a common purpose on the part of the producers of photoplays to drive the independent theatres out of business, with a view to obtaining a broad investigation of industry conditions."

A meeting "in the nature of a public protest against the present intolerable conditions" will be held in Washington July 2 by Allied.

Other Fox Wesco Houses Plug Criterion, Chinese

Hollywood, June 20.—Fox West Coast Theatres are using sound trailers in various suburban houses to plug extended run pictures in the Criterion and the recently-acquired Grauman's Chinese.

A number of the larger outlying houses used the trailers for the current engagement of "Fox Movietone Follies" at the Criterion; and the circuit now has seventeen trailers boosting the engagement of "M-G-M Revue of 1929" at Grauman's Chinese. The sound trailers are those regularly issued by the distributing organization, with end titles announcing the theatre and prices.

Self Imposed Censorship Best, Says Governor

"SELF imposed censorship is unquestionably the best kind of censorship," said Governor S. Caulfield of Missouri in his talk at the convention banquet of Paramount in St. Louis.

In the opinion of Governor Caulfield, "law-enforced censorship is fundamentally wrong."

Other speakers at the banquet, given in honor of Herman Wobber, included Sam Katz, Mr. Wobber, Charles Skouras and John Clark. S. R. Kent presided.

Conn. M. P. T. O. To Make Protest On Sound Costs

Annual Convention Names Committee To Meet Producers

A committee of exhibitors to call upon producers in New York, June 25, with a protest against sound film rentals and score charges was authorized at the annual meeting of the Motion Picture Theatre Owners of Connecticut held in New Haven this week.

The following officers were elected by the organization:

Morris A. Nunes, New Haven, President.

Ollie Hamilton, Norwich, 1st Vice-Pres.

Clarence D. Burbank, Thompsonville, 2nd Vice-Pres.

Jack B. Fishman, New Haven, Treasurer.

Edward G. Levy, New Haven, was re-elected as Executive Secretary and Counsel.

The following is the Board of Directors: Bernhard E. Hoffman, New Haven, Chairman; John Cannon, New Haven; Alfred E. Gottesman, New York; Adolph Johnson, New Haven; Harry La Vietes, New Haven; George LeWitt, Plainville; Arthur H. Lockwood, Bristol; Harry Needles, Hartford; Edwin S. Raffile, New Haven; A. Schuman, Hartford; Maurice Shulman, Hartford; Dr. R. Stawowczyk, Bridgeport; A. J. Vanni, Middletown; William Vuono, Stamford; George Wilkinson, Wallingford; Joseph Wood, Stafford Springs.

Name Herman Kersken To Manage Fox Frisco House

The new mammoth Fox Wesco theatre in San Francisco, which opens in the California city on June 28, will be managed by Herman Kersken, who joined the Wesco staff about five years ago and made a particularly enviable record as a theatre manager. The new manager will have the largest staff of theatre assistants west of New York.

WILLINGNESS TO TREAT

Exhibitor Executives Pleased With Conference Outcome; Hopeful Of Working Arrangement

(Special Dispatch to Motion Picture News)

COLUMBUS, OHIO, June 19.—Producers are willing to meet exhibitors halfway in the solution of present problems, including the sound rental question.

This is the word brought back by the Ohio M. P. T. O. committee, consisting of P. J. Wood, business manager, and William M. James, president of the organization, upon their return from New York, where they conferred for a week with producer executives.

Both were pleased at the "extremely fair" attitude of the producer representatives, and were hopeful of an early working arrangement which will permit the small theatres to survive.

Placing of sound pictures on a percentage basis without minimum guarantees may be the solution to the rental problem, it was revealed. Many producers look kindly on the plan of a strict percentage, Wood and James said. Many producers are willing to adopt that plan immediately with exhibitors of known reliability, they told Wood and James.

Apparently, it is far from the desire of producers and distributors to drive the small theatres out of business by exorbitant charges. Sound, however, is not the only stumbling block, distributors said. Many smaller exhibitors would have been driven to the wall by the competition of the big de luxe houses if sound had never entered the field, they asserted to the exhibitor representatives.

The Ohio exhibitor executives complained most bitterly against the score charges, which, in addition to the film rentals, they contend are placing pictures out of the reach of the independent exhibitor. Many distributors advised them that the solution lay in the use of sound-on-film and the elimination of discs. They also told Wood and James that the general use of sound-on-film would eliminate cheap equipment, which, by poor reproduction, tends to drive patrons away from sound. Distributors, of course, were not unanimous on this point.

Conferences with officials of RCA Photophone and of Western Electric revealed that these manufacturers also are alarmed over the recent high mortality rate in smaller theatres. Darkening of many houses has materially reduced their market for sound equipment, they said.

During their stay in New York, Wood and James conferred with S. R. Kent, general manager of Paramount; Felix Feist, sales manager of M-G-M; Sam Morris, general manager, and Claude Ezell, sales manager, of Warners;; Hiram Brown, president, and Joseph I. Schnitzer, vice-

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10,000 Extras Face Layoff— Types No Longer Wanted Due To Special Requirements Of Talkies

Linguists Are Now In Demand According To C.C.C. Which Is Checking Up On Talent

HOLLYWOOD, June 20.—The regular film extra is definitely passing from the picture business, according to Dave Allen, head of the Central Casting offices. Talking pictures are entirely responsible for making practically all of the ten thousand extras registered with C. C. C. unavailable for the current and future productions made on the Coast.

"In silent films, types were required, but in dialogue pictures the types are changed to linguists," declares Allen. "In dressing sets with extras these days, we cannot supply the producer with types—every person employed must be able to speak the language called for by the setting. A vocabutary of a few words of German, French, Italian or Russian will not get the extra by as capable; he must be able to converse fluently in the language required by the picture background."

Talker pictures has made necessary a complete reorganization of the casting offices for extra talent. The staff is checking on every player registered and obtaining data on languages spoken and whether the extra can either sing or dance. It was admitted that most of the extras who had been able to secure fairly consistent work on account of their ability to portray particular foreign types, would now find themselves limited to working on sets in which they speak the language required. Many players who have made a living in the extra ranks for the past five years admit that they are endeavoring to find other work in view of present conditions.

Allen and his staff do not intend to take the word of any player that he is a capable linguist in a particular language. Arrangements have been made for the employment of expert interpreters to converse in particular languages with the extras, and each player will be classified as to his

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Montreal Showmen Now Ask Abolition Of Censor Board

Ottawa, Ontario, June 20.—The exhibitors of Montreal, Quebec, are working on an entirely new angle, following the decision of the courts that the new statute prohibiting the admission of children under 16 years of age from all moving picture theatres is valid and enforceable. The claim is now being made that, since children are barred from the cinemas, there is no longer any need for moving picture censorship, and there is now the suggestion that the Quebec Board of Moving Picture Censors be abolished.

Church-Theatre Versus Theatre-Church

KANSAS CITY, MO., June 20.—In Lawrence, Kas., there is, by way of drawing a contrast, a theatre which is a church on Sunday, while in Kansas City there is a large church which virtually is a theatre on Sunday. Glen Dickinson has turned his 'Varsity Theatre in Lawrence over to the Presbyterian Church of that city, which is building a new structure for use on Sunday while Dr. Burris A. Jenkins of the Linwood Christian Church, one of the largest churches in Kansas City, has a regular Sunday afternoon service of showing commercial films.

Technicolor Tied Up With Contracts For Next 18 Months

Company Reserving Schedule According To Availability Of Cameras

Hollywood, June 20.—With film producers rushing to tie up for Technicolor in coming productions, the Technicolor Company is reserving schedules according to availability of the special cameras needed to shoot the color films.

Technicolor is building an average of three cameras a month, with each of the machines costing from $10,000 to $15,000. The high cost per machine is necessary as each instrument is entirely made by hand and has to be constructed by highly trained craftsmen.

It is understood that the demand for Technicolor in film productions has tied up the full capacity of both cameras and laboratories for the next eighteen months, and no further orders will be taken from the producers for positive delivery. The producers can, however, make reservations contingent on availability of cameras and laboratory apparatus that is now being built.

"Greenwich Village Follies" Will Be Screened By Pathe

"The Greenwich Village Follies," a regular annual presentation on the New York stage since 1919-20, will appear this season in screen guise, as Pathe has arranged with Morris Green of Jones and Green, known as "Bohemians, Inc.," for the rights to film their production as an all-talking musical colored feature. Broadway talent will be garnered for the screen "Follies," which Morris Green and Al Jones, producers of the stage version, will make.

RKO Convention At Drake, Chicago, Starts On June 23

Reservations At Hotel Already Total 70; Week To Be Given Over To Outlining Policy

The sales convention of RKO productions at the Hotel Drake in Chicago, beginning June 23, promises to cover a lot of ground. One whole week will be required to outline the product, policies and sales and exhibitor service innovations of the organization for the new season. All of the RKO exchanges will be liberally represented at the gathering as will also divisional chiefs of the company.

Seventy reservations have already been made at the Drake. Attending the convention will be Joseph I. Schnitzer, president of Radio Pictures, who will give the initial address. Presiding over the meet will be Lee Marcus, vice-president. Addresses will also be made by Charles Rosenzweig, general manager of sales; Jerry Safron, short subject sales manager; Hiram S. Brown, president of RKO, and J. J. Plunkett.

Definitely listed to attend the convention are:

Joseph I. Schnitzer, president; Lee Marcus, executive vice-president; Charles Rosenzweig, general sales manager; Hy Deab, director of advertising and publicity; Leon Rubenstein, editor of Master Showman; E. A. Horne, film editor; J. P. Skelly, manager of exchange operations.

Branch managers participating in the convention are: Mr. and Mrs. Lefko, of Albany; C. L. Peavey, Atlanta; W. E. Conn, Charlotte; W. H. Gardiner and C. McGerigle, of Boston; B. Pitkin, New Haven; H. T. Dixon, Buffalo; A. J. Mertz, Cleveland; H. J. Michalson, Cincinnati; C. B. Ellis, Jacksonville; L. E. Harrington, Dallas; S. D. Weisbaum, Denver; Sam Benajmin, Oklahoma; H. C. Cohen, West Coast Sales Manager; A. M. Elliott, Detroit; C. E. Penrod, Indianapolis; R. E. Churchill, Kansas City; N. P. Jacobs, Los Angeles; A. Markowitz, San Francisco; P. M. Baker, Memphis; P. Tessier, New Orleans; A. N. Schmitz, Milwaukee; M. J. Frisch, Minneapolis; Cleve Adams and P. Hodes, New York; S. W. Fitch, Omaha; B. . McCarthy, Des Moines; S. Rosen and J. J. MacFadden, Philadelphia; Mr. and Mrs. A. H. Schnitzer, Pittsburgh; T. M. Eckert, Sioux Falls; E. A. Lamb, Portland; Harry Weiss, St. Louis; S. N. Feinstein, Salt Lake City; Fred Lind, Seattle; F. L. McNamee, Washington; Mr. and Mrs. P. C. Taylor and W. J. Mitchell, Toronto; E. H. Wells, Montreal; A. L. Gaudet, St. John; S. H. Decker, Winnipeg; V. Dixon, Calgary; W. S. Jones, Vancouver; and W. Dahler, manager of sales accounting department and F. O'Heron, assistant treasurer.

The salesmen who are going to attend are as follows: H. F. Goldstein, Boston; E. Blumenthal, Dallas; F. J. Lee, Denver; E. C. Murphy, Detroit; Earl W. Penrod, Indianapolis; Wm. Beniamin, Kansas City; J. Ellis, L. I. Kutinsky and J. Holden, of New York; N. M. Shulgold, Pittsburgh; L. A. Laurent, St. Louis; T. J. Walsh, Salt Lake City; J. Burk, Seattle; and R. J. Folliard, Washington.

"Trespasser," Swanson Film, In Third Week Of Work

"The Trespasser," Gloria Swanson's first all-talking picture, under the direction of Edmund Goulding, who wrote the story, has been in production for the past two weeks, it has been revealed. The film, which will be the star's third for United Artists, will present for the first time her singing and speaking voice. RCA Photophone is the recording device. Robert Ames is Miss Swanson's leading man. The cast also is made up of Kay Hammond, William Holden, Purnell Pratt, Mary Forbes, Henry B. Walthall, Blanche Friderici, Marcella Corday and others. The story is being shot at the Pathe studio.

Universal Lists 55 Features And Many Shorts On 1929-30 Program

SHORT SUBJECT LINE-UP

Large Assortment Will Be Marketed In Both Sound And Silent Form

UNIVERSAL's short subject production plans call for an assortment of one and two-reel pictures which will be made in both sound and silent form, some in sound only and some silent only.

The sound shorts available will include twelve two-reel Junior Jewels, six two-reel specials, twenty two-reel comedies, five chapter-plays, six one-reel specialties and twenty-six Oswald cartoons (one reel). Of this list all will be avalaible in silent form except six two-reel specials and six one-reel specials.

The place of "The Collegians," a feature of the Universal program, is to be taken next year by a series of twelve two-reel productions to be called the Sporting Youth Series. They will be released as Junior Jewels and will be in full sound version as well as silent.

Rooney Series

Pat Rooney and the Rooney family have made a series of six two-reel Specials which are being released in sound only and there is a series of six Benny Rubin pictures in one-reel which are also being released in sound only.

Sunny Jim, the juvenile star, will make ten two-reel Universal comedies, both sound and silent, and there will be ten other sound and silent comedies of the all-star variety.

Sid Saylor and Arthur Lake will each make ten Universal two-reel comedies with silent versions only.

There will be twenty-six Oswald Cartoons with both sound and silent negatives and twenty-six single reel comedies which will be silent only and will consist of former two-reel comedies cut down to one.

Universal will release five chapter-plays, all of which will be made in both sound and silent versions. The first is "Ace of Scotland Yard," with Craufurd Kent playing the name role, supported by Florence Allen, Grace Cunard, Monte Montague and Herbert Prior. It is being directed by Ray Taylor and is in ten episodes.

"Tarzan The Tiger" by Edgar Rice Burroughs, brings back the cast of "Tarzan the Mighty," Frank Merrill and Natalie Kingston. It will be in fifteen episodes and will be directed by Henry MacRae.

"The Jade Box," a story of a jewel mystery, "The Lightning Express," a railroad story, and "Terry of the Times," a newspaper serial, will all be in ten chapters.

Universal Newsreel, which will start under the editorship of Sam B. Jacobson, will make its appearance in July with two issues a week. A local angle on all important cities will be a feature of the news reel.

Universal will also release fifty-two fea-

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332 Pictures On New Universal Schedule

THE Universal program for the new season reaches a total of 332 pictures consisting of feature length productions, one and two reel short subjects, serials, cartoons and newsreels.

They will all be produced under the supervision of Carl Laemmle, Jr., associate-producer and newly created assistant-to-the-president.

The 1929-30 season marks Carl Laemmle, Sr.'s twentieth year as a producer of motion pictures.

Universal Holds Annual Meeting In Kansas City

Home Office And Sales Heads Discuss Plans For New Season

UNIVERSAL'S product announcement for the new season was made at the company's annual convention held at the Baltimore Hotel, Kansas City. The meeting began last Saturday and wound up the following Tuesday and embraced all Universal exchanges west of the Mississippi, including the western Canada exchanges. A twenty-minute parade by the various exchangemen through Kansas City streets was a feature of the event. This meeting will be followed, beginning this Saturday, by a convention of Universal's eastern sales divisions at the Ritz Carlton Hotel, Atlantic City.

The Kansas City convention was addressed by the following Home Office officials and executives: Lou B. Metzger, M. Van Pragg, Ted Schlanger, Fred McConnell, Milton Silver, Joe Weil, Charles M. Steele, Sidney Singerman, M. M. Messiter and Lee Balsly. M. B. Shanberg, of the Shanberg circuit. The convention was opened by Mayor Albert Beach of Kansas City and Eric Matchette of the K. C. Chamber of Commerce.

Two Highlights

Two of the high-lights of the convention were the screenings of "Broadway" and "College Love." A novelty trailer, in sound, made at Universal City, was shown, with brief talks by Carl Laemmle, Jr., the various Universal stars, and including a personal "heart to heart" talk by Carl Laemmle. At one time during the convention, Laemmle and Laemmle, Jr., also talked to the assembled salesmen by telephone from Los Angeles.

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TALKIES AND SILENT

Company Plans To Spend Over $12,000,000 On New Product

FIFTY-FIVE feature length pictures are listed in Universal Picture Corporation's announcement of product for the new 1929-30 season. Both sound and silent pictures will be included in the new product. It is claimed that this year's product will be of special quality and that production cost will reach a total of over $12,000,000.

Among the listed features will be three pictures designated as super-productions, six Carl Laemmle Special productions, seven Star Series totalling 19 features, five all-star features, sixteen special western features divided between two Universal western stars and six other western features representing a pick of the company's reissue material.

The three pictures listed as Super-productions to be released during the season are "Show Boat," "Broadway" and "The King of Jazz." "Show Boat" is now playing the key cities, "Broadway" opened its New York run at the Globe Theatre May 27th and steps are now being taken for the production of the Whiteman film, "The King of Jazz." Paul Fejos will direct the latter.

Feature Line-up

The first of the six Carl Laemmle Specials will be "The Storm," from the Langdon McCormack stage drama of the same name. It will contain the full dialogue of the play. This picture was formerly released in silent form by Universal.

The second Laemmle Special is titled "The Men in Her Life," from a story by Warner Fabian, which will first appear in serial form in the September issue of Romance magazine, and later published by Boni & Liveright.

The third Laemmle Special is "The Cohens and Kellys" in Scotland," for which many of the "Cohens and Kellys" actors of former years have been engaged.

"The Last Performance," the fourth Laemmle special, an adaptation of a play by James Creelman, will bring to the screen a cast headed by Conrad Veidt, Mary Philbin, Leslie Fenton and Fred MacKaye, Gustave Partos, William H. Turner, Anders Randolph, Sam DeGrasse and George Irving, and was directed by Paul Fejos.

James Gleason wrote "The Shannons of Broadway" and will also play the leading role in this fifth Laemmle Special Production. Agnes Christine Johnston is making the adaptation and Mrs. Gleason will have her original role in the picture.

Owen Davis' stage play, "Tonight at Twelve," completes the list of the Laemmle Special Productions. It will be directed by Harry Pollard with a special cast.

Universal will produce seven star series during the coming year.

In these series, Laura La Plante will be presented in three productions entitled "Hold Your Man," "Soft Shoulders" and "Kiss Proof."

John Boles in two, entitled "The Song of Passion" and "Moonlight Madness."

Joseph Schildkraut in three, entitled "The Man About Town," "The Bachelor Husband" and "The Mississippi Gambler."

Reginald Denny in two, "Embarrassing Moments" and "No, No, Napoleon."

Mary Nolan in four, entitled "Mademoiselle Cayenne," "The Come-On Girl," "Ladies in Love" and "Lipstick."

Glenn Tryon and Merna Kennedy as a team in three, "Barnum Was Right," "Anything Goes" and "The Times Square Kid."

The last star series also presents a team, George Lewis and Barbara Kent in "Flaming Daughters" and "Keep On Dancing."

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Exhibition Contract Attacked By Lawyer At Carolina Meet; Lower Sound Rentals Sought

Woodhull Replies To Attorney; Resolution Aimed At Warner-First National Adopted

(Special Dispatch to Motion Picture News)

WRIGHTSVILLE BEACH, N. C., June 18. — Sound rentals and excessive score charges must be reduced, or the medium and small town theatres will go out of business.

This was the sentiment of the semi-annual convention of the Motion Picture Theatre Owners of North Carolina, which concluded its sessions here today, and adopted a resolution instructing President Charles W. Picquet to warn producers and distributors that reductions must be made.

Sharing the spotlight with sound film rental discussions was discussion of the standard exhibition contract, after J. W. Bailey, a leading Raleigh attorney, declared that the contract is illegal in North Carolina. In a comprehensive analysis of the contract, with major interest centered on the arbitration clauses, Bailey pointed out that such arbitration is compulsory rather than voluntary inasmuch as exhibitors invite destruction if they refuse to submit to adverse rulings since all distributors use the standard contract and the exhibitor is penalized by all distributors if a controversy with one ties up his service.

Woodhull Makes Reply

Immediately following Bailey on the program was R. F. Woodhull, who defended the contract, declaring that arbitration offers a better means of settling controversies than court proceedings but admitting that there is room for improvement in arbitration.

In a special resolution the attention of Warner Brothers and First National is called to the fact that they are not using the standard exhibition contract and particularly that those contracts do not carry standard clauses on the subject of arbitration and have been changed to a form not in accordance with the clauses agreed upon.

A resolution opposing the Brookhart Bill declares that exhibitors, producers and distributors engaged in the business are more familiar with its mechanics than any committee of laymen sitting in the national capitol and can therefore better solve their own problems.

An outstanding contribution to the convention program was the talk by Montgomery S. Hill, of Publix-Saenger Theatres of North Carolina, covering practical theatre operation. Of similar interest was the talk by M. A. Lightman, of Eldorado, Arkansas, President of the Tri-State Exhibitors' Association.

Exhibitors contributing to the open discussions on the various subjects were R. B. Welby, Vice President of Publix-Saenger of North Carolina; Claude West, of Clinton, N. C., Chairman of the Resolutions Committee; H. E. Muchanan, of Sylvan, N. C.; Percy Wells, of Wilmington; H. F. Kincey, of Greenboro, N. C.; L. L. Drake, Chairman of Arbitration Committee, and others.

Will Whittmore, of Electrical Research Products, came as a special guest of the Association and talked interestingly on sound picture equipment.

Other sound equipment representatives given a spot were E. P. Hawkins, of RCA-Photophone, and David Hochreich, of De-Forest Phonofilm. Dave Palfreyman, from the Theatre Service Department of Hays Organization, made a brief talk offering the facilities of his department to North Carolina exhibitors. Anna Aiken Patterson, speaking on the prime need of exhibition today, declared that in the last analysis the one salvation for the theatres is better theatre operation such as keen competition inspires and the public demands as the price of its support.

In her semi-annual report the Secretary of the Association, Mrs. Walter Griffith, showed the Association has one hundred seventeen active members and is stronger than ever before.

D. W. Griffith Remains With United Artists

D. W. GRIFFITH, despite coast rumors to the contrary, is to remain with United Artists. At present he is in New York on a search for a tremendous theme, either a novel or play, that will lend itself to the production as a motion picture with talk.

Griffith's tremendous contribution of the closeup to the silent pictures, makes possible that he will develop something as radical to the talking motion picture.

He insists that the industry must not lose sight of the fact that despite talk and sound it is still in the business of producing motion pictures and the action of the silent pictures must not be lost in the talkies. A skillful combination of both is what will be the eventual development, according to his viewpoint.

It is possible that he will make one production in the east, he having spent several months here making an exhaustive study of the development of sound recording in the laboratories of both General Electric and RCA studios.

Franklyn Joins Columbia Publicity-Advertising Dept.

Columbia's advertising, publicity and exploitation department has been augmented by the addition of I. R. Franklyn, for five years exploitation chief of Loew's Ohio Theatres, Inc., in Cleveland. He has just finished an exploitation campaign for "Father and Son" at its Baltimore run at Frank Price's Rivoli Theatre and is now handling the exploitation on "The Fall of Eve."

Eastern T. O. Protest Overhead At Philly Meet

Decry High Cost Of Operation And Propose Steps To Remedy Situation

About eighty independent theatre men held a meeting in the Bluebird Theatre, Philadelphia, on June 11th mainly for the purpose of protesting against high film rentals and discussing measures for securing relief from some of the objectionable conditions existing in the industry at present. Lewen Pizor acted as chairman of the meeting and George P. Aarons as secretary.

The exhibitor's overhead has increased anywhere from 25 per cent to 75 per cent and in some case even higher, it was stated at the meeting. Exhibitors were of the opinion that it was little or no use in trying to boost up the admission prices.

It was finally resolved to call the matter to the attention of the sales managers of the different companies, asking their co-operation in reducing prices, or else, it was stated, the matter will be taken up with the Federal Trade Commission.

A resolution was offered endorsing the local M. P. T. O. of Eastern Penn., Southern New Jersey and Delaware, and the officers, Messrs. Pizor, President, and George P. Aarons, Secretary, for their faithful attendance to their duties, pointing out that the next regular meeting of this organization was called for Thursday, June 20th, at the Elks Club.

Cases were cited of exhibitors who were so hard pressed because of this condition, that they did not even have sufficient funds to buy food for themselves and families.

M-G-M Will Use "Phantom Screen" In Hollywood Revue

M-G-M will use the "phantom screen" in connection with the presentation of "The Hollywood Revue of 1929," when it has its premiere at the Chinese Theatre in Hollywood. It is claimed that it is the first time this type of screen has been used in a talking picture.

Harry Rapf, who produced this musical revue, recently completed experiments with sound technicians, and tests have revealed that enlargement of the screen to considerable proportions will not interfere in any way with sound recordings on the film.

The number which is enlarged is called "The Big Brass Band," a military march, executed in march time by several hundred persons.

Vajda's "Negligee" To Be Claire's New Pathe Film

A play by the Hungarian playwright, Ernest Vajda, entitled "Negligee," has been chosen as Ina Claire's second starring vehicle for Pathe. Vajda has also signed to do his own adaptation. The play is a sophisticated comedy of married life. Miss Claire is now making "The Awful Truth."

4,000 Small Houses To Close, Says Hammons; Educational Goes Talkie

NO SILENT VERSIONS

76 All-Talking Comedies 12 "Hodge Podge" And 104 Kinograms

SEVENTY-SIX all-talking two reel comedies, with no silent versions, twelve releases of Lyman H. Howe's Hodge Podge Series with synchronized score and sound effects and 104 issues of Kinograms, will be released by Educational Film Exchanges, Inc. during the 1929-30 season, it is announced by E. W. Hammons, president of the company.

The two-reel talking comedies will be released in seven groups, consisting of from six to thirty to the series. These include the Mack Sennett, Coronet, Jack White, Lupino Lane, Lloyd Hamilton, Mermaid and Tuxedo talking comedies.

Sennett Group Largest

The largest individual group of comedies Educational has in its new line-up is the Mack Sennett lot, of which there are thirty. Sennett has just completed "Jazz Mamas," all singing, all dancing comedy in which Virginia Lee Corbin is co-featured with Vernon Dent.

The Coronet series consists of six comedies, starring Edward Everett Horton.

The subjects are "The Eligible Mr. Bangs" (Horton) with a supporting cast of Mabel Forrest, Florence Elridge and Johnny Arthur.

"Ask Dad" (Horton) with Ruth Renick and Winston Miller in support.

"The Right Bed" (Horton) supported by Betty Boyd, Mabel Forrest and Wilson Benge.

"Trusting Wives" (Horton) supported by Natalie Moorehead, Helen Ferguson and Shep Camp.

"Prince Gabby" (Horton) with Rita Carew and Gordon DeMain in support.

Hugh Faulcon directed the first three Coronets, while Leslie Pearce is responsible for the direction of "Trusting Wives."

Lupino Lane will have eight two-reel talking comedies: "Ship Mate," "Buying a Gun" and six others. The former, in which he is supported by Wallace Lupino, is just recently released.

There will be six Jack White talking comedies which White, will either personally direct or supervise.

"Zip! Boom! Bang!" is introducing the White series and will be followed by "Cold Shivers." Myrtle Glass and Jimmie Conlon are in the cast of the former. In the latter are Raymond McKee, Thelma Todd, Jerry Drew, Robert Graves, Monty Collins, Ray Turner and Alice Buchanan.

Next in the Jack White lot will be "Lovers' Delight" and then "Look Out Below." Raymond McKee is featured in the first two and last named, while Johnny Arthur and Pauline Garon are co-featured in "Lovers' Delight." Jack White directed this picture as well as "Zip! Boom! Bang!" Stephen Roberts directed "Cold Shivers" and "Look Out Below."

Lloyd Hamilton will make, in all, twelve two-reel talking comedies and has so far completed "His Big Minute," in which he will be supported by Gladys McConnell.

In "Don't Be Nervous," Lloyd will have Rita LaRoy as support. This picture claims the distinction for first use of double photography in a film employing a sound track. Hamilton plays a dual role.

There will be eight all-talking two-reel Mermaid comedies with entirely new casts as compared to the old line under this trade mark.

The first of the Mermaids, "The Crazy Nuts," is now available. Franklin Pangborn, John T. Murray, and Vivan Oakland have the principal roles.

Six Tuxedo talking comedies will be released.

Lyman H. Howe's "Hodge Podge" will continue in its screen magazine style, with the addition of full synchronized score and sound effects, recorded by the E. W. Jones Research Laboratories. They will be issued once a month and "A Moving Movie Show" will be the first released on the new schedule.

The one hundred and four issues of Kinograms will be released at the rate of two each week.

Educational Using Both Recording Methods

EDUCATIONAL comedies will be available via both sound-on-film and sound - on - disc methods throughout the coming season.

Originally the company started to make their dialogue comedies with sound-on-film only but, as announced last month, the increasing number of houses equipped only with sound-on-disc prompted it to extend the recording to the two systems. Sound-on-disc prints and records for the earlier releases are now available.

Sound-on-disc prints are made on 1,000 foot reels, with a phonograph disc for each of the reels.

Annual Meet Of Educational In Atlantic City

Representative Gathering Attends; Hammons Delivers Talk

A full representation of home office executives, department heads and branch and division managers are in Atlantic City attending the annual convention of Educational Film Exchanges, Inc., being held at the Ritz-Carlton Hotel. This meeting ushers in the company's tenth year as a national short subject producing and distributing organization.

Addresses were made by E. W. Hammons, president of the company, and via sound film brief talks were heard from Mack Sennett, Jack White and Sidney B. Brennecke, introducing stars which are to appear under their management.

Those attending from the home office in New York are:

E. W. Hammons, President and General Manager; Bruno Weyers, Vice President; A. S. Kirkpatrick, Assistant General Manager; Joe Merrick, General Sales Manager; J. Reginald Wilson, Assistant Sales Manager; F. X. Carroll, Sales Department; L. V. Calvert, in charge of Department of Production and Sound; Gordon S. White, Director of Advertising and Publicity; Robert W. Doidge, Department of Advertising and Publicity; B. J. Kearney, Purchasing Agent, and in charge of prints and accessories, J. F. Burke, Traveling Auditor; Harvey Day, Sales Manager of Kinograms; and W. B. Frank, Personal Representative for Mack Sennett.

Division Managers attending are Arthur Lucas, Southern Manager, and James Travis, Canadian General Manager.

The Branch Managers include: J. H. Morgan, Albany; J. H. Butner, Atlanta; F. G. Sliter, Boston; H. F. Brink, Buffalo; J. A. Reynolds, Charlotte; Dave Dobin Chicago; L. J. Klar, Cincinnati; H. R. Skirball, Cleveland; F. A. Tomes, Dallas; A. P. Archer, Denver; W. O. Galloway Des Moines; M. H. Starr, Detroit; H. C. [illegible] Los Angeles; Russell Dorg, Kansas City, Mo.; Jack Nelson, Los Angeles; Lee Goldberg, Louisville; J. J. Wessman, Minneapolis; Max Seidl, Memphis; H. D. Noble, New Haven; N. P. Fiedler, New Orleans; Carl [illegible], New York; W. J. Cummer, Oklahoma City; Leo Blank, Omaha; Nelson A. Rockefeller, Philadelphia; Joseph Kalush, Pittsburgh; C. H. Messenger, Salt Lake City; J. L. Winn, St. Louis; G. C. Blumenthal, San Francisco; R. W. Rucker, Seattle; H. L. Pfaff, Toronto; J. H. Beaver, Washington.

REASON—WIRING COST

Educational Head Predicts No Silent Film For Them Within 18 Months

E. W. HAMMONS, president of Educational Pictures predicts that 4,000 motion picture theatres now operating in this country will go out of business in the next eighteen months, the reason being that the managers and owners of those theatres will not wire their houses to keep pace with the advance of sound films. They will not wire because they cannot afford to. And, at the end of eighteen months there will be no more silent film available for them.

Educational Pictures has given up the making of silent pictures, and although they will continue to distribute their silent product which has already been made over the period of the next year and a half, there will be no more silents available from that source when the present supply is exhausted.

"The advent of sound pictures came as a life saver to the short subject field," stated Mr. Hammons. "It came at a time when the three major short subject producing and releasing firms were at the height of a cut-throat competition that eventually must have resulted in the passing out of at least two of the companies. Then if the survivor had any strength left, financial and physical, it might have continued to exist, but only with the prospect of a meagre return for its efforts.

Came Sound!

"Then came sound. It was the oxygen tank to a body that was heaving its final labored gasps. The short subject producers rushed madly hither and thither to secure sound recording equipment. They signed all sorts of contracts, some binding them for a period of 15 years to certain companies that were making the necessary machinery for the recording of sound for films. They spent months and the Lord knows how many dollars in experiment, those boys who rushed in with the first wave. We sat back and waited a while. Then we went out and made a contract with RCA for a shorter period of years, a contract that will permit us to swing whichever direction the greatest development in the sound field goes within the period of the next few years, and there is going to be a tremendous step forward in that time. Even though we were late in starting we were the ones who profited by it, for we got the value of the experimental work that was carried on by the others, and outside of one, we have today the best equipped sound studios that there are on the coast.

"Up to the time that sound films were turned out there wasn't a chance for the short subject producer to get into a first run house anywhere in the country in the last four years. The stages of those thea-

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Foreign Language Solution For Talkies In Williams' New British Studio Plan

Jaydee And Maxwell Spike Rumors Former Is Leaving World Wide

REPORTS that J. D. Williams had retired from World Wide, denial of which was published exclusively in MOTION PICTURE NEWS last week, were further spiked this week in cables from Williams and John Maxwell, chairman of British International, to the New York World Wide offices.

It was further announced that Williams has found the solution of producing several foreign language versions of the same talkie at a minimum cost.

Both Williams and Maxwell emphatically deny that the former is to sever his connection with World Wide Pictures. Jaydee's cable reads:

"Have received word there are rumors that I have severed connection with World Wide. These entirely unfounded. Have just about completed formation studio and production plan of greatest magnitude whereby World Wide will have opportunity securing big talking picture output. Came here for that purpose, and cannot understand circulation false rumors during my absence. Did not intend divulge this information until later, but rumors compel me to do so."

To which Mr. Maxwell adds:

"All rumors Williams' severance of relation with World Wide false. He is engaged in promoting big studio and talking production plan, which will, with those supplied by British International, give World Wide fine line-up talking pictures next season."

The practical importance of Mr. Williams' studio proposition, according to World Wide officials, lies in its solving the problem of producing several foreign language versions of the same story at a minimum cost. Germany, France, Italy, Spain and other countries want films in their own languages, and preferably with their own artists. But the market in each country is too small for the Continental producers to afford the full cost of making high-class productions solely for their own countries, or to send their casts a great distance for co-operative effort.

To meet this situation the Williams' plan comprehends the erection of large sound studios in the Elstree district, near London, which will be within a few hours' journey from all countries in Europe. About twenty complete stages will be laid down with modern and complete equipment and all modern recording systems. Here will be maintained a complete technical staff in every department of production. Once a vehicle has been decided upon by the associated producers, the sets will be built and used in turn by companies from the various countries. The technical and construction work need be done but once.

Italian Tenor Signed By Paramount

By L. C. MOEN
(Paris Correspondent, Motion Picture News

PARIS, June 10.—Nino Martini, 26-year-old Italian tenor, has been signed to go to America as a Paramount talkie star. He employs Italian, French and Spanish fluently, and is now learning English. His appearance at the Paramount theatre in Paris led to this contract. He is now appearing in Paramount houses on the Riviera, and will sail for America shortly.

Several American companies have been very active in signing European talent for the making of foreign language versions of sound films in Hollywood.

'Four Devils' And 'Thunderbolt' Top The L. A. Grosses

"The Idle Rich" Just A Bit Above Normal; "On With The Show" Still Strong

Hollywood, June 20.—With good show weather prevailing all around and with a group of good pictures on hand, the eight Los Angeles cinema attractions all went cantering over the 100 per cent mark.

"Four Devils" led the newcomers, sending up the Carthay Circle's intake to $18,700 and loping away with a 150 percentage. Galloping right on the heels of the Carthay was the Paramount where "Thunderbolt" garnered $32,000, which reduces itself down to a 130 per centage. "The Idle Rich," the third and last of the new screen

(Continued on page 2194)

$2,000,000 Majestic San Antonio, Opened By Interstate Chain

San Antonio, Texas, June 20.—The ne $2,000,000 Majestic Theatre of the Interstate Amusement Company was opened here on June 14 with dramatic dedication ceremonies. The theatre is the third largest of the popular price theatres in the country. The building is seventeen stories high and is a combination of playhouse and office suites.

The architectural style is informal and follows no strict style. It has an out-in-the-open auditorium with stars playing overhead. There are many elaborate furnishings, among them several art works.

Tiffany-Stahl Will Convene In Detroit June 27

Three Day Meet Will Bring Many From Home Office And Sales Force

Plans have been arranged for the annual Tiffany-Stahl convention which is to be held at the Book-Cadillac Hotel in Detroit, Mich., starting Thursday, June 27th, for a three day session. 1929-30 plans and policies of the company will be announced.

Those who will attend from the home office in New York are: Grant L. Cook, vice president; Oscar Hanson, general sales manager; Carl J. Goe, assistant to general sales manager; Rudolph Flothow, supervisor of Color Symphonies and Technicolor features and in charge of synchronization; A. L. Selig, director of advertising and publicity; Arthur Lee, United States representative of the Gaumont Company, Ltd. of England; Abe Meyers; William D. Shapiro; Edward Halperin; Howard Brown, co-producer of Tiffany Color Symphonies.

There will also be present: Phil Meyers, of the New York exchange; Messrs. Phil Hazza and Charles Weiner, Canadian representatives; M. A. Brown, western division supervisor; Henri Ellman, midwest supervisor; Ralph Morrow, southern division supervisor; W. E. Gehring, eastern division supervisor; Jerry Marks, special representative; and twenty-five branch managers.

L. A. Young, president of the company, will be host to the convention at a dinner to be given at his home in Detroit.

Theatres Will Bear Brunt Of Equity-Producer Action

(Continued from page 2184)

"For the member who decides now to turn his back on his Association and upon his fellow actors who are striving for the betterment of the whole profession is making a very serious and lasting decision. . . .

" . . . for Equity members to take this step would be a serious, a tragic affair.

"And it would have to be an out and out desertion for during the emergency the Council will accept no resignations from Equity members which appear to have been for the purpose of evading the Equity Shop Policy.

"The declaration that the Equity Shop Policy is in effect, in sound and talking motion pictures, draws a definite line between those actors who will work with their fellows for the betterment of the entire profession and those who will not.

"And the line once drawn cannot be erased."

Producers Fair, Ohio Exhibitors Find In Meet

(Continued from page 2187)

president of RKO, and J. R. Grainger, sales manager of Fox.

A general meeting of Ohio exhibitors will be called within ten days to hear a detailed report of the committee's action and to work out plans for the future.

M-G-M Announces 47 Feature Films; 40 Talkies and 16 for Unwired Houses

76 FROM LEGITIMATE

Array Of Broadway Talent In Culver City; Screen Stars' Status The Same

SEVENTY-SIX persons from different departments of the legitimate stage have been placed under contract by M-G-M during the past few months. They include stage players, musicians, singers and dancers, play writers, producers and directors. There is a total of one hundred and seventy actors, writers and song composers now under contract to M-G-M and the recent recruits from the legitimate field are filling the additional need created by the advent of the sound picture. "This addition of talent has nothing at all to do with the status of the former screen player. Stars and featured players are on the job doing business the same as usual," declared Nicholas M. Schenck.

Legitimate Line-up

Among the new talent from Broadway are the following:

Willard Mack, playright, director and actor; Edgar Selwyn, producer; Gus Edwards, actor and producer of revues; Sammy Lee, dance director; George Cunningham, dance director; Hassard Short, actor and director; Clifford Brooke, director; Edgar MacGregor, director; Bertram Harrison, director and Raymond Veiller, playwright and director.

Among stage actresses under contract are Ruth Chatterton, Peggy Wood, Zita Johann, Carlotta King, Kay Johnson and the Duncan Sisters.

Stage actors who have signed contracts include Crane Wilbur, Roland Young, Charles Bickford, Charles King, Raymond Hackett, George Marion, Oscar Shaw, Robert Montgomery, Basil Rathbone, J. C. Nugent and his son Elliott.

Albertina Rasche, ballet producer, recently removed her school to Hollywood where her pupils made their talkie debut in the M-G-M Revue.

There are approximately thirty music writers and lyricists under contract or who have recently contributed to the making of M-G-M product. Among these are Nacio Herb Brown and Arthur Freed, Irving Berlin, Vincent Youmans, Martin Broones and Arthur Lange and Dr. William Axt.

Other Broadwayites include Beatrice Ban yard, Cliff "Ukulele Ike" Edwards, Joyce Murray and Van and Schenck.

Columbia Signs Watson, Star Of The Musical Stage

Bobby Watson, musical comedy star who recently appeared in the talking picture, "Syncopation," is the latest Broadway stellar figure to align his talents with Columbia. His first vehicle for the Brandt organization will be a talking-singing-dancing production written especially for him.

Thirty-Two All-Talking Comedies from M-G-M

THE short feature program of M-G-M for the 1929-30 season will consist of thirty-two all-talking comedies from the Hal Roach studios; eight each from Charley Chase, Laurel and Hardy, "Our Gang" and Harry Langdon, and two synchronized comedies each from Laurel and Hardy and "Our Gang."

There will also be twenty-six Metro Movietone Acts, twelve M-G-M "Colortone" Revues and one hundred and four issues of the M-G-M News.

Metro Chicago Meeting Draws Large Attendance

Home Office, Coast And Sales Heads Gather At Drake Hotel

The annual sales convention of Metro-Goldwyn-Mayer was held at the Drake Hotel, Chicago, Ill. It was largely attended by Home Office and Coast executives, district supervisors and branch managers from various sections of the country

Among those who attended from New York were:

Arthur Loew, representing the foreign department, and Felix E. Feist, general sales manager and presiding executive at the convention; Howard Dietz, Director of Publicity, Advertising and Exploitation; W. F. Rodgers, Northern sales manager; E. M. Saunders, Western manager; T. J. Connors, Southern sales manager; F. C. Quimby, short subject manager; Jay Gove, sales development manager; E. Aaron, Morris Alin, A. F. Cummings, William F. Ferguson, W. D. Kelly, Si Seadler and Frank McRoy.

Other executives going to Chicago from New York and the Coast were Hal Roach, Pete Smith, E. B. Hatrick and Sam Eckman, general manager for M-G-M in Great Britain, Henry Nathanson and Walter F. Hayner, representing Regal Films, will be in attendance from Canada.

District supervisors at the Chicago convention comprise S. N. Burger, G. F. Dembow, J. E. Flynn, G. A. Hickey, C. E. Kessnich, S. A. Shirley, M. N. Wolf, and H. P. Wolfberg.

The following branch managers attended: R. Pielow, Albany; J. W. Hanlon, Atlanta; E. K. O'Shea, Buffalo; Ira Furman, Charlotte; F. Mendelssohn, Chicago; E. M. Booth, Cincinnati; F. D. Drew, Cleveland; L. Bickel, Dallas; J. S. Hommel, Denver; W. E. Banford, Des Moines; F. J. Downey, Detroit; W. W. Willman, Indianapolis; E. K. Schiller Kansas City; J. J. Milstein, Los Angeles; J. F. Willingham, Memphis; S. Shurman, Milwaukee; W. H. Workman, Minneapolis; J. R. Smith, New Haven; I. Bowen, New York; W. A. Scully, New Jersey; C. J. Briant, New Orleans; W. B. Zoellner, Oklahoma City; F. C. Hensler, Omaha; R. Lynch, Philadelphia; S. J. Amacher, Philadelphia; T. J. Maloney, Pittsburgh; L. Amacher, Portland; C. T. Lynch, St. Louis; L. Wingham, Salt Lake City; G. C. Parsons, San Francisco; Ben Fish, Seattle; R. Berger, Washington.

Herman Goldman Appointed Imperial Sales Manager

Imperial Pictures, Inc.'s new manager of sales is Herman Goldman, appointed this week. He was with Fox theatre enterprises for nearly fifteen years.

SEVEN STRICTLY SILENT

Nine Silent Adaptations Will Be Made From Talkie Line-Up

METRO-GOLDWYN-MAYER will make 47 feature length picture for wired houses for the season starting August first, it is announced by Nicholas M. Schenck, president of the company. Sixteen features will also be produced for those theatres yet unwired. Of these, seven will be strictly silent made pictures while nine will be silent adaptations of talking pictures. Several musical revues, dramatic talking subjects and a number of original musical comedies will be included in the new line-up.

"Madame X," all-talkie with Ruth Chatterton, now running at the Sam Harris Theatre in New York City, will be the initial release of the new product. Among those which will follow are:

The first of two talking films for Greta Garbo will be "Anna Christie" by Eugene O'Neill. Miss Garbo will also be starred in a silent film.

John Gilbert's initial production will be "Redemption," directed by Fred Niblo from the Tolstoi story, in both all-dialogue and silent forms. He also will appear in the Molnar play "Olympia" under the direction of Lionel Barrymore.

The Duncan Sisters also have been signed to appear in a special talking and singing picture entitled "Cotton and Silk."

Ramon Novarro in four pictures, two silent and two all-dialogue, chosen to give play to the star's acting and singing talents.

Lon Chaney in "The Bugle Sound," and in two other films, to be made for both silent and synchronized presentation.

Joan Crawford in "Our Modern Maidens," in a film at present called "Jungle" to be released in both synchronized and silen form, and in two all-talking vehicles to be announced later.

William Haines in three all-talking pictures, "Navy Blue," "Springboard" and one other, and in one synchronized film "Speedway." There also will be silent versions of both "Navy Blue" and "Speedway."

Buster Keaton will be seen in two all-talking pictures.

Three Cosmopolitans

There will be three all-talking Cosmopolitan productions, and King Vidor's all-negro cast "Hallelujah" which will have a silent as well as an all-talking version.

"The Broadway Melody," with Charles King, Anita Page and Bessie Love in the leading roles also will be shown both in its all-talking and singing form and in a silent version.

"The Mysterious Island" from the novel by Jules Verne, with Lionel Barrymore, Lloyd Hughes and Jane Daly, has been photographed in Technicolor as a silent picture as well as with sound and dialogue.

"The Viking" another all-Technicolor picture, with Pauline Starke, Donald Crisp and LeRoy Mason, will be presented in silent and synchronized editions.

Lionel Barrymore has directed Ben Hecht's story "The Green Ghost" with Ernest Torrence, Dorothy Sebastian and Roland Young in the cast, a film which will be shown in both all-talking and silent versions.

Other pictures which will be shown in theatres wired for dialogue include "The Backslapper," based on the Broadway play by Paul Dickey and Mann Page.

"The Big Scoop;" "The Bishop Murder Case," from the detective novel by S. S. Van Dine, to be directed by Nick Grinde, a screen director, and Bertram Harrison, a stage director.

"Eva the Fifth," with Bessie Love, Raymond Hackett, Edward Nugent, Mary Doran, Jed Prouty and Ford Sterling, directed by Edgar Selwyn and based on the play by John Kenyon Nicholson and John Golden;

"Inhuman Ground" planned as a war story

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Heat Wave Jolts Broadway Sending Box Office Grosses Tumbling All Along The Line

"One Woman Idea" Gives Roxy Worst Week Of Year; Honky Tonk" Off After A Week

THE Broadway box offices got a wallop last week from the heat wave which hit the town, and which, according to Weather Bureau statistics, chalked up a record for forty years. All along the line the business tumbled with but three of sixteen attractions in the combined grind houses and legitimate theatres scoring above 100 per cent average. Two of these were "Cocoanuts," in its third week at the Rialto, where it played to $29,521, and "The Broadway Melody" at the Astor, which while it fell off in receipts to $16,921, managed to go fourteen points above average. The third picture was the newcomer, "Four Feathers," at the Criterion, where a little better than $6,000 was taken in three days.

At the Roxy the worst business of the year was registered with "The One Woman Idea," a silent picture which drew but $76,904.

English Talkie Shown

The Cameo held "Kitty," the first English-made talker to be shown here, and the business of $5,642 was fair for the house. "A Man's Man," held over at the Capitol for the second week, got $64,826.50, while at the Paramount "The Studio Murder Mystery" played to $71,217. "She Goes to War," in its first week at the Rivoli, was a disappointment with $25,421, while "Careers" at the Strand did $28,400.

Two of the legitimate runs faded last week. "Madame X" leaving the Harris after seven weeks and doing $8,854.25 on its final one; "Alibi" drifted the previous week from the 44th Street. "Father and Son," after its second week at the Embassy, was replaced by "The Fall of Eve." The Columbia part talkie production got $4,872 in its last week. "Honky Tonk," the Sophie Tucker feature, lasted only 12 days at the Warner's getting $10,251 on the last eight days of its stay.

"The Squall" finished this week and was replaced by "Broadway Babies" at the Central, for the sixth week of its stay the business dropped to $7,177, which was very weak. "On With the Show" and "Bulldog Drummond" are holding on nicely. The former got $20,300 at the Winter Garden while at the Apollo the latter showed $14,200.

"The Black Watch" and "Broadway," the first at the Gaiety and the other at the Globe, are doing only a fair business. The Vic McLaglen picture $8,683, while Universal's special came along with $12,887.

"Drag," the latest Richard Barthelmess, opened at Warner's on Thursday night.

Audience Resents Cuts In Sound Film

A NEAR-RIOT took place in B. F. Keith's Theatre, Ottawa, Ontario, on June 15 when deletion after deletion appeared in "The Bridge of San Luis Rey," sound-on-record production. When the Ontario Board of Moving Picture Censors got through with it, it looked like the Battle of Santiago spelled backwards.

The incident was the culmination of a series of audible protests in Ottawa theatres and it necessitated action on the part of Manager J. M. Franklin who interjected a slide during the presentation of the feature to announce that the black gaps were the cuts made by the Ontario censors and that the disjointed condition of the film was not due to projection faults. This slide was repeated at all subsequent performances. Incidentally, the crowds on Saturday cheered when the explanatory slide was screened.

Many Thousand Extras Face Unemployment On Coast

(*Continued from page* 2188)

knowledge of the language he claims to speak.

In the same manner vocal auditions will be given singers by Ernest Grooney to classify them as to ability for chorus or solo work in pictures. Earl Lindsay has already been engaged to handle and classify those who seek registration as dancers through the casting bureau.

Allen declares that the reorganization will take at least three months, and it is likely that the language interpreters, dancing master and vocal classifier will be continually employed by his office to take care of future registrations.

In meeting the requirements of producers for foreign types who can talk particular languages, Allen has had to engage several hundred people through the local counsels representing various countries.

Troubles have just started for the Central Casting offices. While a *Motion Picture News* representative was in the office, calls were received from two studios. One required two husky sailors with distinct Swedish accent; the other asked for five soldiers with an English accent!

Radio To Sign Daniels For Star Roles In 8 Musicals

Bebe Daniels' previous contract with Radio Pictures having been torn up in favor of one calling for starring appearances in eight film musicals, there remains only the annexing of the signatures of J. I. Schnitzer and William LeBaron to the contract to give the star of "Rio Rita" one of the most auspicious places on the Radio line up of stellar material.

Bill Hart Breaks With Roach When Schenck Demurs

Western Star Retorts Hotly To M-G-M Executive's Charge Of Poor Drawing Power

Hollywood, June 20.—Strongly intimating that he had been banned from the screen by big theatre and producing interests, William S. Hart made a hot retort to statements contained in a wire from Nicholas M. Schenck, president of M-G-M and Loew's, Inc., to Hal Roach concerning Hart's contract with the latter.

Hart signed a contract with Roach to star in one western talker two reelers on May 31. When announcement of the agreement was made Nicholas Schenck immediately wired Roach to the effect that M-G-M could not release the Hart picture, but would waive existing contracts so that Roach could distribute the picture through other channels. When Hart heard of the difficulty, he immediately cancelled his contract with Roach.

In denying that a screen ban had been placed on Hart, Nicholas Schenck declared his stand was justified in view of the poor showing made by the few starring productions made with Hart in late years. He further stated that M-G-M had the exclusive right to distribution of comedies made by Roach, and could inform Roach that a certain type of picture was not saleable.

Replying to Schenck's declaration that his recent productions had not been successful, Hart pointed to the fact that his last picture, "Tumbleweeds," had played in 11,078 theatres in the United States alone.

"4 Devils" and "Thunderbolt" Lead Los Angeles Grosses

(*Continued from page* 2188)

fare to come to the city's houses at the Loew's State, brought in $39,000, which was good for a percentage of 110. This is the first time that the Paramount grossed above Loew's State since discontinuing its Publix stage show five weeks ago.

Among the long runs, "On With the Show," playing the Warners Hollywood for its fifth week, led the field, taking in $24,300 and getting a 170 percentage. Runner-up was "Broadway Melody," at Grauman's Chinese for its nineteenth week, its gross being $22,000 and its percentage 138. "The Fox Movietone Follies," in its fourth week at the Criterion, attracted $12,000, which resolves itself into a 120 percentage. "Alibi," also in its fourth week at the United Artists, realized gate receipts of $14,000, which means a percentage rating of 105. "Show Boat" in its last four days of its five-weeks' run at the little Biltmore, received $6,000, which was satisfactory business and netted $1,500 profit.

Talkie Serial Is Completed

"King of the Kongo," a serial with dialogue, has been completed by Nat Levine and will soon be ready for release by Mascot Pictures. Jacqueline Logan and Walter Miller are the two leads.

Thirty-Five Vitaphone Specials With Silent Versions Coming From Warners

FEATURED PLAYERS

Line - Up Includes Names From Hollywood And Legitimate Field

STARS and featured players from Hollywood ranks and the legitimate field, directors and song writers who will appear during the new season under the Warner banner include the following:

Al Jolson, John Barrymore, Dolores Costello, George Arliss, Thomas Meighan, Walter Woolf, Pauline Frederick, Ted Lewis, Davey Lee, Vivienne Segal, Charlotte Greenwood, Monte Blue, Edward Everett Horton, Marion Nixon, Betty Compson, Myrna Loy, Ann Pennington, Frank Fay, John Boles, Conway Tearle, Grant Withers, Winnie Lightner, Edna Murphy, Lois Wilson, Lila Lee, Jacqualine Logan, James Kirkwood, Conrad Nagel, Paulins Garon, Patsy Ruth Miller, Zasu Pitts, Sam Hardy, Alice Day, Joe E. Brown, H. B. Warner, Olive Tell, Armida, Lowell Sherman, Alice Joyce, Nick Lucas, Joan Bennett, Chester Morris, Ralph Forbes and Noah Beery.

Song Writers

Theme songs and musical numbers will be featured extensively in all Vitaphone productions for the coming season. Among the celebrated song writers who will compose for new Warner pictures are Irving Berlin, Sigmund Romberg, Arthur Hammerstein, 2nd, Ray Perkins, Harry Akst, Joe Burke, Alfred Bryan, Grant Clarke, Al Dubin, George W. Meyer, Herman Ruby and Norman Spencer. In most cases the song numbers will be published by M. Witmark & Sons.

Skouras-Warner Policy Change Seen In St. Louis Move

St. Louis, Mo., June 20.—The Skouras-Warner theatres are about to depart from their policy of elaborate stage shows and presentations, it is believed by many here, who base their belief on the fact that Ed Lowry is leaving his post of master of ceremonies at the Ambassador, and that Harry Rose, who occupies a similar position at the Missouri, is being moved down to the Ambassador.

Should the absence of a master of ceremonies and the accompanying stage show at the Missouri result in a box-office tail spin, it is likely that Frankie Masters, late of Pittsburgh, will be pulled in from the Granada to save the day.

The fact that Sam Katz, president of Publix, was in town for the Paramount convention, may or may not have had nothing to do with the change in the Missouri's policy in which Paramount Publix has a half interest.

312 Vitaphone Shorts On Warner Schedule

THREE hundred and twelve Vitaphone shorts are announced by Warner Brothers for their 1929-30 season, for release at the rate of six acts each week. Talent from the vaudeville, operatic and musical fields will be featured.

The Warner short subject schedule for the new season will be produced at the company's two studios in Hollywood and at the eastern studio in Brooklyn. The entire program will be made under the supervision of J. L. Warner, vice-president in charge of production.

Warners Open New Theatre On A. C. Boardwalk

One Of The Largest In East, Having 5,000 Seats; Inaugural

Atlantic City, June 20.—The new 5,000-seat Warner Brothers theatre was dedicated to the public last night. There was a record attendance which jammed the house. The performance and house were pronounced by those who witnessed the opening as the last word in entertainment and theatre construction. Addresses were made by Hon. Morgan F. Larson, Governor of New Jersey, and Harry M. Warner, with the Hon. Anthony Ruffo, Jr., Mayor of Atlantic City also participating.

A special train from New York brought the executives of the Warner company, together with many notables of the motion picture world, to the shore early on Wednesday, a parade from the train to the theatre being given, followed by a flag raising ceremony.

The theatre, which was designed and built by the Hoffman-Henon Company, of Philadelphia, who embodied in its structure the latest in construction with a view to making possible the best in sound reproduction. The cost of the theatre is placed at $3,000,000 and has a $200,000 cooling plant.

The interior of the house is of the Spanish atmospheric type of patio effect. It is elaborate and rich without being ornate or garish.

The opening performance, after the inaugural addresses had been made, included a stage presentation evolved by Spyros Skouras and S. F. Fabian in which stage tableau and the voice of Vitaphone was combined.

For the opening the latest Vitaphone production with color, "On With The Show" was presented and enthusiastically received.

NO PROGRAM PICTURES

Combination Of Vitaphone With Color Is Also Extensively Planned

WARNER BROTHERS will market thirty-five Vitaphone specials during their 1929-30 season, it is announced by Sam E. Morris, vice-president of the company. Two versions of each picture will be made, one designed for Vitaphone-equipped houses and one for those theatres yet unwired. The use of color is also extensively planned. There will be no pictures of the "program" classification made, states Mr. Morris.

The 35 pictures which Warner Bros. will offer on their new schedule include:

"Honky Tonk" by Leslie S. Barrows, starring Sophie Tucker, directed by Lloyd Bacon and supported by Acdrey Ferris, Lila Lee and Mahlon Hamilton.

"The Hottentot" by Victor Mapes and William Collier, starring Edward Everett Horton, supported by Patsy Ruth Miller, Edmund Breese and Gladys Brockwell. Roy Del Ruth will direct.

"Skin Deep" by Mark Edmund Jones, directed by Ray Enright. Monte Blue is the star supported by Davey Lee, Alice Day and Betty Compson.

"The Sap" by William Grew, directed by Archie L. Mayo. Edward Everett Horton is the star, supported by Patsy Ruth Miller, Edna Murphy and Alan Hale.

"In The Headlines" by James A. Starr, directed by John Adolfi. Cast includes Marion Nixon, Grant Withers, Pauline Garon and Edmund Breese.

"The Argyle Case" by Harriet Ford and Harvey O'Higgins, starring Thomas Meighan, directed by Howard Bretherton. The cast includes Lila Lee, H. B. Warner, Zasu Pitts and Gladys Brockwell.

Jolson Vehicle

"Say It With Songs" starring Al Jolson, directed by Lloyd Bacon. Darryl Francis Zanuck and Harvey Gates wrote the story and the cast includes Marion Nixon and Davey Lee.

"Gold Diggers of Broadway" by Avery Hopwood, directed by Roy Del Ruth. Cast includes Ann Pennington, Nancy Welford, William Bakewell, Nick Lucas, Conway Tearle and Winnie Lightner. It will be filmed in Technicolor throughout.

"Hearts In Exile" starring Dolores Costello, directed by Michael Curtiz. Adapted from the story by John Oxenham and cast includes Grant Withers, Olive Tell, Rudolph Cameron and David Torrence.

"The Green Goddess" starring George Arliss. Alfred E. Green, director. Cast includes Alice Joyce, H. B. Warner and Ralph Forbes.

"Song of the West," by Laurence Stallings and Oscar Hammerstein 2nd. 100 per cent Technicolor. Cast headed by John Boles, Vivienne Segal and Joe E. Brown.

"Is Everybody Happy," starring Ted Lewis in a story by Joseph Jackson and James A. Starr. Archie L. Mayo directed. Cast includes Ann Pennington, Alice Day and Maude Turner Gordon.

"Evidence" by J. Du Rocher MacPherson, starring Pauline Frederick. Conway Tearle, Lowell Sherman and Alec B. Francis are in the supporting line-up directed by John Adolfi.

Barrymore Talkie

"General Crack," John Barrymore's first all-talking Vitaphone production, directed by Alan Crosland, based on George Preedy's novel. Marion Nixon, Lowell Sherman and Armide in cast. Several Technicolor sequences.

"So Long Letty," starring Charlotte Greenwood, directed by Lloyd Bacon. Cast includes Grand Withers, Patsy Ruth Miller and Marion Byron.

"Under A Texas Moon," 100 per cent Technicolor production. Frank Fay, Raquel Torres, Noah Beery, Alberta Vaughn and Armida are its principal players, directed by Michael Curtiz.

"Disraeli," starring George Arliss. From the play by Louis N. Parker. Al Green will direct. Florence Arliss, Joan Bennett and David Torrence in cast.

"She Couldn't Say No," starring Winnie Lightner.

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All-Talking Program Of 48 Features Announced By Fox; No Silent Product

200 ATTEND CONVENTION

Convene At Park Central, N. Y., James Grainger Presiding

Two hundred Fox branch managers, home office representatives, salesmen and district managers attended the company's sales convention at the Park Central Hotel, New York, this week.

The sessions opened Tuesday and continued throughout the week, with James R. Grainger presiding.

Addresses were made by William Fox, Vice-President J. G. Leo, Courtland Smith, general manager of Fox Movietone, and J. E. Otterson, President of ERPI.

Tuesday night the delegates attended the showing of "Four Devils" at the Roxy Theatre. Wednesday there was a screening of "Behind That Curtain" at the Gaiety, and the sales meetings continued in the afternoon. At night, the delegates were guests of the Fox Athletic Club at a ball at the Park Central.

Friday a beach party is being given at Far Rockaway, with Grainger acting as host. The convention closes Saturday with personal conferences between Grainger and the various sales delegates.

$2,000,000 Being Spent By Fox On Westwood Studios

Hollywood, June 20.—Further indications that Fox is planning to abandon their studio at Sunset and Western within a short time, are contained in an official announcement that $2,000,000 will be expended immediately on the construction of 14 new buildings at Movietone Studios, Westwood Hills.

The new structures include double soundproof stages, wardrobe building, dressing-room quarters, engineering buildings, scene docks, music hall, cafe and bungalows for executives.

Tiffany-Stahl Collaborating With Gainsborough On Film

A contract with Gainsborough Pictures of London, affiliated with Gaumont British, has been entered into with Tiffany-Stahl whereby the filming of "Woman To Woman" as an all-talkie will be done by both companies. Victor Saville will come to the Tiffany-Stahl studio to direct the work. The contract with Gainsborough was signed last week by Michael Balcon, Tiffany-Stahl managing director, and Arthur Lee, representative in the U. S. of Gainsborough. Tiffany-Stahl recently arranged with Gaumont in Britain for the joint production and distribution of films.

Why Not Gas Masks for Fans in Bomb Zone?

PROVIDENCE, R. I., June 20.—Gas masks for theatre patrons is the latest suggestion of exhibitors who have the welfare of Pawtucket customers at heart.

Another "bombing" at the Capitol in that city, combination film and variety house, sent 300 patrons scurrying to the streets, hankdrchiefs to eyes and tears streaming regardless. "What a sad picture that must be," murmured a bystander.

In connection with the latest gas outrage Frank P. McMurray and Anna Lavigne are being held for trial June 20. Manager E. M. Loew of Boston says there is a move afoot to hurt business in his chain of theatres.

Ziegfeld And Goldwyn Form New Company

Will Produce Film Musicals Together For U. A. Release; Ziegfeld To Go To Coast

A new company has been formed by Florenz Ziegfeld, theatrical producer, and Samuel Goldwyn, producer and part owner of United Artists, for the making of musical shows for the audible screen. Their first picture, which will be released through United Artists, will be started next January and will be an all-talking, all-color, all-singing and all-dancing film.

This will be the first time that Ziegfeld will be personally associated with production of a motion picture. He will forego his Palm Beach vacation this year to go to Hollywood for several months where he will give his personal surveillance over the studio work. His sojourn in Hollywood will not interfere with his musical comedy productions which will be produced before he departs from New York.

Ziegfeld is enthusiastic over the opportunity the musical film offers of reaching a far larger audience than has ever been possible with his stage units. Goldwyn regards the accession of Ziegfeld to the talking picture field as the most significent development in the new art's young history.

Fay Wray Signed To A New Contract With Paramount

A new Paramount contract has been entered into by Fay Wray, young actress who has starred in several of the company's recent releases, her latest being in "Thunderbolt." Her next role is in "Behind the Makeup."

NEW SEASON LINE-UP

Includes Drama, Musical Shows, Comedies, Sound And Dialogue Sequences

FOX FILM CORPORATION announces a schedule of 48 all-talking pictures for the 1929-30 season. In accordance with a policy recently adopted by the company the entire program will be strictly of a dialogue and musical nature.

There will be 6 dialogue pictures with music and songs used in the development of the stories, 4 musical comedies, 4 revues and 3 operettas. In addition there will be 19 all-talking dramas, 7 talking comedies and 5 synchronized and sound productions with dialogue sequences.

The list of pictures follows:

"The Cock-Eyed World," directed by Raoul Walsh from story by Laurence Stallings and Maxwell Anderson, dialogue by Billy K. Wells. Cast: Victor McLaglen, Edmund Lowe, Lily Damita, El Brendel, Jean Laverty, Leila Karnelly, Delia Magna, Lupita Tovar and Joe Brown.

"Sunny Side Up," directed by David Butler, stage embellishments by Seymour Felix; book, words and music by De Sylva, Brown and Henderson. Cast: Janet Gaynor, Charles Farrell, El Brendel, Marjorie White, Sharon Lynn, Frank Richardson and Dorothy Whitmore, Myrtle Stedman, Peter Gawthorne.

"Morals," directed by William K. Howard. Cast: Charles Farrell, Mary Duncan, Kenneth MacKenna, Sylvia Field, Elizabeth Patterson and J. M. Kerrigan. "Such Men Are Dangerous," directed by Alfred Santell from Elinor Glyn's Cosmopolitan Magazine story. Staged by Guthrie McClintic, dialogue by Brian Marlowe. Cast: Warner Baxter and Mary Duncan. "Lover Come Back," directed by Berthold Viertel, stage embellishments by A. H. Van Buren. Dialogue by Dana Burnet. Story by Richard Connell. Cast: Paul Muni, Owen Davis, Jr., and Marguerite Churchill.

Variety Of Product

"The New Orleans Minstrels," directed by Norman Taurog. Story by William Collier and Walter Weems. Music by De Sylva, Brown and Henderson, Walter Donaldson and Edgar Leslie, L. Wolfe Gilbert and Abel Baer, and others. Cast: William Collier, Walter Weems, Walter Catlett, George MacFarlane, Joseph Wagstaff, David Percy, Richard Keene, Sue Carol and Dixie Lee.

"It Might Have Happened," dialogue by Dana Burnet, directed by Irving Cummings. Cast: Paul Muni, Marguerite Churchill and Charles Morton. "Playmates," directed by Frank Borzage as a musical production. Cast: Janet Gaynor and Charles Farrell. "The Holy Devil," directed by Raoul Walsh, from novel by Rene Fulop-Miller, dialogue Elliott Lester, with Paul Muni as Rasputin.

"Conquistador," directed by Alfred Santell. Staged by Guthrie McClintic; scenario by Marion Orth from novel by Katherine Fullerton Gerould. Cast: Warner Baxter, Mary Duncan, Delia Magana, Lupita Tovar and George MacFarlane. "The Cisco Kid," directed by Raoul Walsh, dialogue by Tom Barry. Cast: Warner Baxter, Edmund Lowe and Helen Twelvetrees. "The Dollar Princess," directed by Edward Royce, Marcel Silver and Harlan Thompson, from Leo Fall's celebrated operetta. "Salute," directed by John Ford. Story by Tristram Tupper, adaptation by John Stone, dialogue by James Kevin McGuinness. Cast: Helen Chandler, George O'Brien, William Janney, Joyce Compton, Frank Albertson Stepin Fetchit and E. H. Calvert.

"Why Leave Home?", directed by Raymond Cannon, music and book by Conrad, Mitchell and Gottler. Cast: Walter Catlett, Richard Keene, Nick Stuart, Sue Carol, David Rollins, Jean Laverty, Dixie Lee, Jed Proudy and Laura Hamilton, Dot Farley, Ilka Chase, Gordon De Main. "The Mad Musician," directed by Berthold Viertel with Paul Muni, Lois Moran and Kenneth MacKenna. "The Girl from Havana," directed by Benjamin Stoloff, from story by John Stone, dialogue by Edwin Burke. Cast: Lola Lane, Paul Page, Kenneth Thomson, Natalie Moorhead, and Warren Hymer, Harry Mestayer.

"The Sky Hawk," directed by John Blystone and Campbell Gullan from Llewellyn "Hughes" Liberty Magazine Story. Cast: Lois Moran, Hugh Sinclair, Lennox Pawle, George MacFarlane, J. M. Kerrigan, Helen Chandler and Lumsden Hare. "Passing of the 3rd Floor Back," directed by Alfred Santell from the stage play by Jerome K. Jerome. Cast: Helen

(Continued on page 2206)

First National Will Produce 35 All-Dialogue Features For 1929-30

EXECUTIVES CONVENE

New Season Policy Outlined At Largely Attended New York Meeting

THE annual convention of First National Pictures, a three day session during which the 1929-30 program of the company was announced, was opened by Herman Starr at the Hotel Commodore, New York City, Wednesday, June 19, with a full attendance of home office executives and managers from the thirty-eight First National branches. Mr. Starr welcomed the managers to New York after which he turned the direction of the meeting over to Ned E. Depinet, general sales manager. Mr. Depinet was assisted throughout the session by A. W. Smith, Jr., Eastern and Canadian sales manager, and Gradwell Sears, western sales manager.

During the course of the meetings which terminated Friday afternoon, the delegates were addressed by Messrs. Smith and Sears, representing the eastern and western divisions, W. C. Boothby, treasurer and financial comptroller. R. W. Perkins, secretary and legal counsellor, H. A. Bandy, manager of the foreign department, Charles Einfeld, director of advertising and publicity and others.

Attend Premiere

The Wednesday session adjourned in time for the delegates to attend a banquet in Atlantic City and the opening of the new Warner Theatre there. They returned that night to New York and resumed the session Thursday morning when production plans were gone into in detail. It was decided upon to market the new product under three classifications: road-shows, specials and regular releases.

Thursday evening, the delegates attended the opening of First National's "Drag" at the Central Theatre.

On Friday afternoon the convention is being brought to a close and Saturday morning the sales managers will join the members of the Warner-First National-Stanley Club on their annual outing at Indian Point, N. Y.

Following are the branch managers in attendance:

H. E. Thompson, Albany; Fred M. Jack, Atlanta; Thomas B. Spry, Boston; Frank J. A. McCarthy, Buffalo; F. P. Bryan, Charlotte; Carl Leserman, Chicago; Paul E. Kreiger, Cincinnati; Walter J. Brandt, Cleveland; Joseph E. Luckett, Dallas; J. H. Ashby, Denver; E. J. Tilton, Des Moines; F. E. North, Detroit; Floyd Brown, Indianapolis; William Warner, Kansas City; N. H. Brower, Los Angeles; George C. Almon, Memphis; L. J. McCarthy, Milwaukee, Thomas A. Burke, Minneapolis; M. H. Keleher, New Haven. J. C. Vergesslich, New York and New Jersey; L. Connor, New Orleans; E. D. Brewer, Oklahoma City; W. C. Brimmer, Omaha; W. J. Heenan, Philadelphia; R. H. Haines, Pittsburgh; L. E. Davis, Portland; D. P. Rathbone, St. Louis; William F. Gordon, Salt Lake City; Charles H. Muehlman, San Francisco; L. O. Lukan, Seattle; Robert Smeltzer, Washington; E. H. Teel, Calgary; A. Gorman, Montreal; G. H. Hoyt, St. John; H. Paynter, Toronto; J. E. Archer, Vancouver; M. Isman, Winnipeg.

First National Will Use Technicolor

TECHNICOLOR will play an important part in First National releases for the new season, according to a recent announcement from the company.

Among the productions on the First National 1929-30 program, as announced by Ned E. Depinet, general sales manager, which will be made in part or entirely in color are:

"Paris," the Irene Bordoni picture.
"Sally," starring Marilyn Miller.
"No, No, Nanette."
"Song of the Flame."

It is also planned to include color sequences in other productions.

Broadway Talent For First National New Picture Group

Musical Show Players And Song Writers Included Among New Names

First National has secured additional talent for its new group of pictures from the ranks of Broadway players. They are well known names from the musical show and vaudeville fields. New York song writers will also be prominently featured in the new productions.

Most of the players' names are known in the musical comedy field. Some of them have also appeared in motion pictures. They are:

Marilyn Miller, Irene Bordoni, Jack Buchanan, Eddie Buzzell, Bernice Claire and Joe E. Brown.

The roster of song writers includes Grante Clarke, Harry Akst, Al Bryan, Norman Spencer, George W. Meyer, Herman Ruby, M. K. Jerome, Al Dubin and Joe Burke.

The theme songs will be published by M. Witmark & Sons.

Klein Sells Rights

The Edward Y. Klein Corp., New York, last week sold to the British International Film Distributors, Ltd., of London, the United Kingdom rights to a musical novelty film featuring Flora Le Breton, British actress now appearing on the American stage and screen. The film is a singing, dancing and talking production, its several songs being the work of Arthur Schwartz. The Klein organization controls the distribution rights of the film in the foreign markets.

WITH SILENT VERSIONS

Road-Shows, Specials And Regulars Define New Line-Up

FIRST NATIONAL announces a total of thirty-five feature pictures for the 1929-30 season, all 100 per cent dialogue. Seven are classified by the company as of road show calibre, eight as special productions and twenty as regular releases. All pictures will have silent prints.

Practically all First National stars, which include Colleen Moore, Richard Barthelmess, Corinne Griffith, Billie Dove, Alice White, Dorothy Mackail, Jack Mulhall, Leatrice Joy, Lois Wilson and Douglas Fairbanks, Jr., are represented in the new line-up. In addition to these, First National will offer productions presenting Irene Bordoni, Marilyn Miller, Eddie Buzzell, Jack Buchanan and Joe E. Brown. Miss Bordoni's picture, "Paris" is described as an "international" picture, containing songs in five languages.

The list of productions as announced by Ned E. Depinet, general sales manager, is as follows:

Road-Shows

"Footlights and Fools" with Colleen Moore, from a stage life story published in College Humor. Raymond Hackett and Frederic Marsh in cast. With color.

Richard Barthelmess in "Son of the Gods" from a novel by Rex Beach. With color.

"Paris," with Irene Bordoni; an adaptation of her musical play. Songs in German, French, Spanish, Italian and English. Jack Buchanan in support. Zasu Pitts and Jason Robards in cast. With color.

"No, No, Nanette," with all-star cast. Musical production with color.

Marilyn Miller in "Sally," a musical production. Joe E. Brown, leading comedian. Also, Pert Kelton, T. Roy Barnes, Ford Sterling and Alexander Gray. With color.

"Song of the Flame," musical show from Arthur Hammerstein stage production. With color.

"The Lady in Ermine," from the musical comedy by that name. With color.

Specials

Corinne Griffith in "Back Pay," and another production as yet untitled.

Richard Barthelmess in a picture not yet titled.

"Her Private Life," a Fannie Hurst story with Billie Dove. Walter Pidgeon, Thelma Todd and Montagu Love in cast.

Leatrice Joy in "A Most Immoral Lady," a comedy-drama from the Broadway stage. "The Great Divide" from the William Vaughn Moody drama of same name. Dorothy Mackaill in stellar role. Ian Keith, Myrna Loy, Creighton Hale and Claude Gillingwater in cast.

Eddie Buzzell, stage comedian, in "Little Johnny Jones," from the George Cohan musical show. Sally O'Neill, Edna Murphy and Robert Edeson in cast.

"Isle of Lost Ships," action drama of Sargosso Sea with Virginia Valli, Jason Robards and Noah Beery.

Regular Releases

Three Billie Dove productions as yet untitled.

Dorothy Mackaill in "Hard To Get," a story of New York with Charles Delaney, Louise Fazenda and Jack Oakie in cast. Miss Mackaill will also be featured in "The Queen of Jazz," singing and dancing picture, and "The Woman on the Jury," heart-interest drama and a fourth subject not yet named.

Alice White, in "The Girl from Woolworths," comedy drama with Charles Delaney and Wheeler Oakman in cast. White will also star in "Playing Around" and two other subjects yet to be selected.

"The Careless Age," with Douglas Fairbanks, Jr., Loretta Young and Carmel Myers. Holmes Herbert, Kenneth Thompson and Doris Lloyd in cast.

"Loose Ankles," musical comedy from stage show of that name.

Douglas Fairbanks, Jr., Loretta Young and Chester Morris in "Fast Life," from the stage play by Samuel Shipman and John Hymer.

"The Forward Pass," a football story for seasonal

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New Season Announcements---Continued

Universal

(*Continued from page 2189*)

There will also be five all-star productions.

The first is "The Drake Case," which is completed under Edward Laemmle's direction, with a cast which includes Gladys Brockwell, Robert Frazer, James Crane, Byron Douglas, Barbara Leonard, Eddie Hearn, Doris Lloyd and Forrest Stanley. "The Drake Case" is by Charles A. Logue.

The second stage play, "The Climax," by Edward Locke. It was directed by Renaud Hoffman with a cast which includes Jean Hersholt, Kathryn Crawford, LeRoy Mason, John Reinhardt and Harry Armetta.

"Girl Overboard" by John B. Clymer, was directed by Wesley Ruggles and includes in its cast Mary Philbin, Fred MacKaye and Otis Harlan. It is a story of the San Francisco waterfront.

Two other all-star productions for which the cast has not been chosen are "Brawn of the Sea" by Garret Ford and "She Belongs to Me" by Paul Sydney.

Hoot Gibson will make for the Universal program eight productions, undoubtedly all, or nearly all, in sound. The titles are "Rodeo Days," "Hand 'Em Over," "The Acre Rider," "The Montana Kid," "Howdy, Cowboy," "The Mounted Stranger," "The Long, Long Trail" and "Galloping Winds."

Ken Maynard, Universal's newest acquisition as a star, will also produce eight pictures. The present intention is that they will all be in sound. The first two have been made.

The titles are "The Wagon Master," "Lucky Larkin," "Songs of the Saddle," "Hidden Valley," "Tall Timber," "The Lost Canyon," The Trail of the Pack" and "Crimson Courage."

Completing its feature program will be six western pictures by Jack Hoxie and William Desmond, which will be re-cuts and re-issues of former Universal pictures.

This makes a total of fifty-five five-reel productions.

In addition to the features announced, it is more than likely that there will be a certain number of special productions which will be made and released during the year. Red Grange has been signed for a college picture called "College Heroes," for which songs and unusual college shots are now being written and made.

"College Love," a Special which has just been received in the New York office, will undoubtedly be sold during the coming year. It presents the cast of "The Collegians" and will be a five-reel climax to "The Collegians" series.

Metro-Goldwyn-Mayer

(*Continued from page 2193*)

in dialogue, with Basil Rathbone, stage star and Zita Johann, to be directed by William deMille.

"Iris," Sir Arthur Wing Pinero's stage play "Judicial Murder," from the Viennese stage play by Arthur Landsberger:

"Kempy," based on the stage play by J. C. and Elliott Nugent, with father and son appearing in the roles they played on the stage;

"Lights and Shadows," a talking picture with New York night life for a background.

"Lombardi, Ltd." based on Frederic and Fanny Hatton's stage hit;

"Lord Byron of Broadway," a story of Tin Pan Alley based on the novel by Nell Martin.

"The Misleading Lady" from the stage hit of the same name by Paul Dickey and Charles W. Goddard.

"Montana" will be an all-talking, singing melodrama of the West with cowboy chants and ballads photographed on natural locations.

"The Ordeal" is from the novel by Dale Collins to be directed by Charles Brabin with a sea-voyage as the background;

"The Song Writer," is from the Broadway stage play by Crane Wilbur;

"The Thirteenth Chair," Bayard Veiller's mystery play, will have Margaret Wycherly in the role she created on the Broadway stage;

"The Road-Show," with Charles King and Bessie Love, is from an original story by Bess Meredyth.

Van and Schenck will be seen and heard in the all-talking and all-singing production "The Pennant Winning Battery," a baseball romance.

"College Life," with Elliott Nugent, Robert Montgomery, Cliff Edwards, Sally Starr, Phyllis Crane, Max Davidson and Dorothy Dehn, will contain songs, dialogues and novelties.

First National

(*Continued from page 2197*)

release, with Douglas Fairbanks, Jr., and Loretta Young.

Leatrice Joy in "Furies," from a Zoe Atkins story.

"Dark Swan," starring Jack Mulhall and marking Lois Wilson's first appearance with First National.

Douglas Fairbanks, Jr., in "Spring Is Here," from the Broadway musical play.

"In The Next Room" (temporary title for melodrama).

"On The Riviera," Continental jazz story.

Hammons Interview

(*Continued from page 2191*)

tres were cluttered up with stage productions, revues, specialty acts, ballets and whatnot. Today it is a different story. The first runs all over the country are abandoning their stage flash acts and the short subject has come into its own again, and today the comedy subjects in sound and talk are twice as effective as they were in silent form when it comes to getting laughs from audiences.

"Now it is going to be up to the short subject producer," continued Mr. Hammons, "to hold the place in those theatres that sound has established for them. I believe that we will do it.

"Educational is going to produce nothing but sound films, talking, musical, singing, etc. The big electrical companies will continue their wiring of theatres as fast as they can and with the coming of the wider distribution of sound and dialog pictures the situation that is now distressing the exhibitors, that of high prices for rentals, will adjust itself. When the producer and distributor gets sufficient accounts on his books to permit him to show a fair profit on his product at reduced prices then the prices will come down. But the exhibitor will have to help in this by making up his mind to equip his house with sound with all the speed possible on his part.

"Those exhibitors who do not and will not go to sound will of necessity go out of business because there will be no silent product for them to show, and they will be unable to show sound product from a silent screen for it will be without audience entertainment value. I figure that there will be at least 4,000 theatres in the smaller towns of this country that will have to close their doors at the end of eighteen months. The remainder, however, will be more than enough to give the producer and distributor of sound pictures an adequate return on their investments."

"In the foreign field," Mr. Hammons said, "I believe that the sound pictures will have as great a vogue as did the silent product. We will overcome the foreign language situation in time in our production department. Just how I am not prepared to say at present, but it is open and shut that we do not believe that we can convert the world overnight into accepting naught but the English tongue. The Frenchman, for instance, will insist on retaining his own tongue for his mode of expression, the German, Italian and Spanish likewise, although in the Latin American countries, I believe, that English in a comparatively short time will be quite acceptable, at least from the screen."

Universal Shorts

(*Continued from page 2189*)

turettes, silent, thirteen Northwest Mounted Police stories, with Ted Carson, thirteen pioneer kid stories with little Bobby Nelson and twenty-six re-issue two-reelers featuring Pete Morrison, Edmund Cobb, Josie Sedgwick, Jack Daugherty, Billy Sullivan and Jack Hoxie.

U's Convention

(*Continued from page 2189*)

At the convention banquet, held last Monday night, and at which "Red" Grange, Universal's newest star, was the guest of honor, Van Praag, general manager for Universal, announced and presented a first prize of $1,500 to Manager George Naylor and the Los Angeles Exchange for their work in the Carl Laemmle 23rd Anniversary Drive. Also a prize of $700 to R. A. Scott and the Vancouver Exchange.

On the final day of the conveniton individual conferences between Van Praag and his various exchange managers and salesmen were held.

Those attending the Kansas City convention were:

HOME OFFICE: L. B. Metzger, M. Van Praag, Ted Schlanger, Fred McConnell, Chas. M. Steele, Lee Balsly, Sidney Singerman, H. M. Messiter, Joe Weil and Milton Silver.

DISTRICT MRGS.: G. E. Rosenwald and Harry Taylor.

EXPLOITATION MEN: Joseph Josack, H. D. McBride, R. Ravenscroft and A. J. Sharick.

LOS ANGELES: Geo. Naylor, T. H. Kitching, A. J. Frey, R. J. Cadman and H. H. Wineberg.

ST. LOUIS: Harry Hynes, J. M. Sarfaty, H. Sanders, E. Block, J. J. O'Neil and L. Wagner.

CHICAGO: H. Herbel, R. W. Funk, L. Astrachan, Ben Eisenberg, Theo. Meyers, W. Baker, J. St. Clair, Geo. Wilson and A. W. Wolf.

DALLAS: R. C. McIllheran, L. B. Brauer, J. H. Lutzer, G. A. McDonnell and L. D. Lutzer.

DENVER: S. H. Cain, A. Hartford, E. E. Harris, H. Cramer, W. Hughart and L. T. Fiddler.

DES MOINES: J. Osserman, J. J. Jacobson, H. H. Cass and R. F. Crawford.

KANSAS CITY: Leo Abrams, L. T. Garlow, J. Rosenberg, C. Reynolds, Ben Taylor and J. Langan.

MEMPHIS: W. E. Sipe, A. E. Sipe and Mr. Parks.

VANCOUVER: R. A. Scott.

MINNEAPOLIS: Geo. Ross, A. L. Zacherl, F. E. Abelson, J. F. Garrison and V. L. Schram.

NEW ORLEANS: W. Richardson, P. L. Spindler and G. C. Nungesser.

OKLAHOMA CITY: W. P. Moran, W. S. Quade, M. B. Tritch and K. Weinberger.

SALT LAKE CITY: J. H. Jacobs, H. Fredericks and E. M. Gibson.

SAN ANTONIO: R. I. Payne, H. H. Cluck and J. C. Petit.

SAN FRANCISCO: W. Heinemen, J. A. Huff, I. Wolf, J. N. Randolph and H. Fields.

SEATTLE: M. Aparton, F. S. Cass, G. C. Craddock, C. F. Farnes and A. Bloom.

MILWAUKEE: Geo. L. Levine, Mat Lavin, R. Rosenblatt and J. Camp.

SIOUX FALLS: H. Chapman, T. L. Taylor and Charles Coren.

WINNIPEG: W. Elman and H. Swartz.

CALGARY: F. L. Vaughan.

OMAHA: C. Davie, A. A. Garner, B. R. Greenblatt and M. C. Brodsky.

PORTLAND: I. Schlank, E. I. Hudson and I. J. McGinley.

BUTTE: J. M. Skorey, W. K. Miller and Rankin.

Warner Bros

(*Continued from page 2195*)

"Those Who Dance," starring Monte Blue.

John Barrymore in another Vitaphone talking picture, title to be announced.

"Second Choice," starring Dolores Costello, supported by Chester Morris. Howard Bretherton will direct.

"Mammy," starring Al Jolson. Irving Berlin will compose the song numbers in this adaptation of the play, "Mr. Bones."

"Golden Dawn," starring Walter Woolf in a 100 per cent Technicolor Production, directed by Ray Enright and Larry Ceballos. Noah Beery, Lee Moran and Nigel de Brulier in cast.

"Fame," starring Dolores Costello, from the play by W. Somerset Maugham.

Warners will also produce three Rin Tin Tin starring pictures.

In addition to these future plans Warner Bros. will release immediately three Vitaphone specials. They are: "Noah's Ark," starring Dolores Costello, with George O'Brien, directed by Michael Curtiz. "On With the Show," a 100 per cent Natural Color production, directed by Alan Crosland, with Betty Compson, Sally O'Neill and Louise Fazenda heading the cast. "The Gamblers," directed by Michael Curtiz, from the play by Charles Klein. Lois Wilson, H. B. Warner and Pauline Garon are its principals.

Sound And Projection

Conducted By James R. Cameron

Damping

IT has been assumed that a constant alternating voltage has been applied to radio circuits, in which case the alternating currents produced are of constant amplitude. Such currents may be regarded as analogous to the forced oscillations which are produced in a mechanical system like a swing or a pendulum, when it is acted upon by a force which varies periodically. The system is forced to vibrate with the same frequency as that of the force.

It is, however, possible to produce oscillations of current in a circuit without the necessity of providing a source of alternating emf. A common method is merely to charge a condenser and then to allow it to discharge through a simple radio circuit.

This may be accomplished, for example, by the simple means shown in Fig. 1. By throwing the switch S to the left, the condenser C is charged by the battery E, but when the switch is thrown to the right, it is discharged into the circuit containing the resistance R and the inductance L. If the resistance R is not too great, electric oscillations are set up which, however, steadily die away as their energy is dissipated in heat in the resistance.

Circuit Action

To explain this action, we must follow more closely what takes place in the circuit from the moment when the condenser, charged up to a certain potential difference is inserted in the discharge circuit. When the condenser starts to discharge itself, a current flows out of it, and the potential difference of the plates decreases as a result. At the moment when the plates have reached the same potential, current is still flowing out of the condenser. The current has energy and can not be stopped instantly. In fact, to bring the current to zero value it is necessary to oppose it by an emf., and the amount of emf. necessary is greater the more quickly one wishes to stop the current. It is similar to the case of a moving body. On account of its motion the body possesses energy, and can not be brought to rest instantly. The greater the force which is opposed to it, the more quickly it may be brought to rest, but unless its motion is opposed by some force, it continues to move indefinitely without change of velocity.

The flow of current from the condenser, then, does not cease when the condenser has discharged itself, and, as a result, that plate which was originally at the lower potential takes on a higher potential than the other. The condenser is beginning to charge up in the opposite direction. The potential difference of the plates now acts in such a direction as to oppose the flow of the current, which decreases continually as the potential difference of the plates rises. If the resistance of the circuit were zero, the current would be zero (reversing) at that moment when the potential difference of the plates had become just equal to the original value. This is, the condenser would be as fully charged as at the beginning, only with the potential difference of the plates in the direction opposite to that at the start. Now begins a discharge of

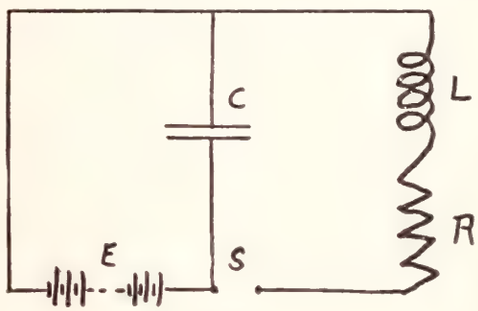


Fig. 1

electricity from the condenser in the opposite direction to the first discharge, and this discharging current flows until the condenser has become fully recharged in the original direction. The cycle of operations then repeats itself, and so on, over and over again.

The action in the circuit may thus be described as a flow of electricity around the circuit, first in one direction and then in the other. The rate of flow (current) is greatest when the plates have no potential difference, and the current becomes zero and then begins to build up in the opposite direction at the moment when the potential difference of the plates reaches its maximum value. This alternate flow of electricity around the circuit first in one direction and then in the other is known as an "electrical oscillation." Since no outside source of emf., such as an a. c. generator, is acting in the circuit, the oscillations are said to be "free' oscillations.

Oscillations

Mechanical free oscillations are well known. Such, for example, are the swinging of a pendulum and the vibration of a spring which has been bent to one side and then let go. In the case of the pendulum the velocity with which it moves corresponds to the value of the current in the electrical case, while the height of the pendulum bob corresponds to the potential difference of the condenser plates. When the bob is at its highest point its velocity is zero, corresponding to the condenser when the plates are at their maximum potential difference and no current is flowing. When the pendulum bob is at its lowest position it is moving most rapidly. Similarly, when the plates of the condenser have zero potential difference, the current flowing has its maximum value. The pendulum does not stop moving when it passes through its lowest point; neither does the current cease at the moment when the condenser plates are at the same potential. The pendulum rises with a gradually decreasing velocity toward a point at the other end of the swing as high as the starting point. The current gradually decreases as the condenser charges up to an opposite potential difference equal to the original value. The return swing of the pendulum corresponds to the flow of current in the direction opposite to the original discharge.

(*To be continued*)

Push-Pull Amplification

THE idea of push-pull amplification is to obtain great volume without overloading the tubes. The advent of the new power tubes has lessened the demand for this type of amplifier as it is now possible to obtain great volume from a single stage of amplification where these new power tubes are employed. In push-pull amplification two tubes are used in one stage; they are used with transformers of special design, so that one of the tubes amplifies one half of the signal voltage, and the other tube the other half. The tubes are not connected in parallel.

The input transformer includes a primary winding which is connected to the plate circuit of one stage of ordinary audio amplification. This input transformer uses a split secondary winding having a grid terminal at each end and a tap used as a common filament terminal at the electrical center.

This center tap is connected through a C Battery to the filaments of the tubes in the usual manner. The two grid terminals are connected to the grids of the two tubes.

The output transformer has a split primary winding with plate terminals at its two ends and a B battery terminal brought out from the electrical center of the primary winding. This output transformer has a single secondary winding which is connected to the speaker.

In the double secondary of the input transformer we have a drop of voltage at one of the grid terminals at the same time we have a rise of voltage at the other grid terminal. Since both parts of the secondary are coupled to the same primary in the transformer, rise and fall of plate current fed into the primary causes rise and fall of voltage in the split secondary. Considering either terminal of the secondary, we first get a rise of voltage which is accompanied by a fall of voltage at the other end, then get a fall of voltage accompanied by a rise at the other end.

(*Continued on following page*)

Broadway Show Reviews

By Fred Schader

Roxy Inaugurates New Summer Policy With Lou Holtz Master Of Ceremonies

THE Roxy's new summer policy, heralded with a great fanfare of trumpets in story and advertising, especially the latter, developed into nothing more than the usual type of stage entertainment prevalent at other major houses that employ a master of ceremonies and specialty acts on the stage. In this instance Lou Holtz, a vaudeville and revue blackface comedian, working in white face, is the master of ceremonies. The entertainment for the initial week is composed of two soloists and two dance teams, aided and abetted by a number of the Roxy regulars.

The sum total of the innovation is that the heavily stressed Hebraic type of humor that once was in the forefront of the stage of the Palace has now moved to the Roxy. It isn't an improvement over the old style of entertainment found at this house, although it may appeal to some of the visitors to Broadway from the Hinterland. But they can get just the same at the Capitol or the Paramount and with the installation of this form of entertainment the house loses its individuality.

The show in its new form with "The Four Devils" as the feature running an hour and thirty-three minutes gave the house a program that runs two hours and twenty-seven minutes.

On the break there is an organ interlude of two minutes followed by a seven minute overture of the hits of the "Fox Movietone Follies" finishing a reproduction of one of the scenes of picture with Reine Valerie singing "Big City Blues" for some applause.

"Au Perroquet" is the title bestowed on the revue for the week. It is opened by Lou Holtz "in one" with a couple of gags and an introductory speech. Then with the parting of the curtains there is a reproduction of a huge clock upstage with the hands pointing to three o'clock and the orchestra goes into the strains of "Three O'clock In The Morning" waltz with the lights behind the dial of the clock coming up and disclosing a dance team offering a prettily executed number.

From this a full stage picture arrives. It is the interior of a cabaret with a huge parrot's cage upstage, the usual tables and chairs and the show then moves along in the manner of the typical cabaret floor show. A score of the girls are on for what proves a glorified cakewalk, a number by Mary McCoy and Paul Davin, Patricia Bowman and a half doezn chorus boys in a dance offering, then Holtz in a specialty and then the Trainor Brothers in a dancing routine. Holtz in again for a couple of gags, then the Roxyettes and for the finale the Dancing Carsons slip their specialty over.

Holtz is funny and got quite a few laughs, but his material was selected with great care and could have been developed to a greater extent than it was.

The Fox Movietone News ran for ten minutes and following this there was a prologue to the feature sung by Harold Van Duzee, running four minutes.

Paramount Has "Innocents Of Paris" And Johnny Burke In "Over The Top"

AT the Paramount this week there is showing one of the most effective of the Publix units that have played the house in some weeks. It was produced by Jack Partington and has a male chorous of ten instead of the usual complement of a dozen girls. The unit is entitled "Over The Top" and as suggested by the title deals with war stuff, with Johnny Burke and his comedy doughboy characterization featured. From a spectacle standpoint the revue is the most pretentious that has been essayed in a picture house. The battle scene alone would, five years ago, have been enough to carry a legitimate stage play into hit class.

With the revue there is Maurice Chevalier in "The Innocents of Paris," a short news reel and Mr. and Mrs. Jesse Crawford at the organs.

The whole show, because of the length of the revue, runs two hours and twenty-five minutes.

The revue alone runs forty-five minutes. It opens showing the interior of the headquarters of the regimental band, with Paul Ash acting as bandmaster. In all there are four scenes. In this first scene a Salvation Army lassie is shown and she sings one number. A vocal solo is offered by one of the men with the male chorus of ten working with him. A trio of dancing boys also contribute.

After the first scene Burke has a comedy scene in one drilling the boys, and then there is a battle scene that is wonderfully well worked out in effects. For the final scene there is a grouping of the colors of the Allies and the effect of a regiment marching to the tune of "Marching Home To You!" At the latter end the effect could have been heightened had a small treadmill been employed for marching.

Burke has his usual monologue spotted as a specialty and gets a lot of laughs.

"Flapperette" And "Idle Rich" At The Capitol

There is nothing very hot about the entire program at the Capitol this week. In the first place the feature, "The Idle Rich," does not measure up to box office requirements and atop of that the flash revue on the stage doesn't deliver with any kick. They couldn't have thought very much of the show themselves for they had no programs at the house this week. Outstanding as the hit of the bill was the Hal Roach-Our Gang talking comedy "Small Talk." This little feature walks away with the honors of the show.

The show runs about two hours and a half. Opening with "Gypsy Sketches" as an overture the audience immediately thereafter slipped into what seemed a slumber until the comedy came along. The News held clips from the M-G-M, Fox Movietone and Paramount reels, running nine minutes. The comedy took the next fifteen minutes, after which the revue ran thirty-three minutes.

Katie Smith a baby that sings blues as they should be sung, slipped a hit over with "Carolina Moon" and "Mean To Me," while Born and Lawrence with their comedy offering were a real wallop. With "Whoopee Hat Brigade" the orchestra had little success.

As for the feature it just went over to the audience and laid there.

"Broadway Babies" Opens At N. Y. Central June 21

The new First National-Vitaphone production, "Broadway Babies," will enjoy its Broadway premiere at the Central Theatre the night of June 21. Alice White is the star of the picture and featured also are a cast of comedians and a beauty chorus. "The Squall" closes its run at that house on Thursday night.

Sound And Projection

(*Continued from preceding page*)

This action first lowers the voltage on one grid terminal and then lowers it on the other grid terminal. The grid voltage of one tube drops during one half the signal wave while during the other half of the wave the grid voltage of this tube rises. The grid voltage rise and fall in the second tube is always opposite to the rise and fall in the first one.

The output from the plates of the two tubes combine in the split primary of the output transformer and their combined effects passes to the output transformer's secondary.

Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Alibi (U.A.)

OKLAHOMA CITY, OKLA.—Criterion Theatre (1,750), 7 days, 25c-35c-50c, Guido Diero, Accordionist; "Ask Dad" talking sketch with Edward Everett Horton. Weather, fair. Rating, 100%.

SAN DIEGO, CAL.—Superba Theatre (800), 14 days, 40c-50c, Two Vitaphone Acts and Fox Movietone News. Weather, good. Rating, 80% (second week).

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 5 shows daily, 25c-35c-60c, Movietone News, Selected Shorts. Weather, fair. Rating, 57%.

MILWAUKEE, WIS.—Garden Theatre (1,200), 25c-50c, R-K-O Comedy, Movietone News. Weather, rainy. Rating, 80% (second week).

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-35c, Fox Movietone News, Bernard and Henri, The Revelers (M-G-M Talkie Shorts). After one week at the Stanley. Weather, clear and mild to hot Rating, 84%.

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, Ruth Etting, songs, Gleasons in "Meet the Missus," Movietone News. Rating, 105% (4th week).

AD TIPS—Nothing much was done to push the picture last week, except straight newspaper advertising, and ad cards in merchants' window. Exploited as being modelled after a Broadway success, "The Nightstick,"—Superba Theatre, Jack Rosenberg, Mgr., San Diego, Cal.

Exploit as West's first 100% talking picture, underworld melodrama—Garden Theatre, L. K. Brin, Mgr., Milwaukee, Wis.

Question angle—"Have you a good Alibi?" was stressed. Featured as another great stage play. Copy ran as follows—"Amid dazzling brilliance of New York's night life this crime suspect battles police for heart of girl. It's hair-curling adventure with intrigue of crook who plots to seclude his great crime behind perfect 'Alibi.'" The fact that this was adapted from "Nightstick" received prominence with the all talking cast. Audience appeal: all ages and classes.—State Theatre, Gordon E. Greene, Mgr., Minneapolis, Minn.

Avalanche, The (Par.)

TACOMA, WASH.—Fox Colonial Theatre (965), 7 days, 25c-35c, Fox News and Comedy, Topics. Weather, unsettled. Rating, 85%.

AD TIPS—Played up Grey, Holt and Baclanova. Audience appeal: general with more than passing interest for Baclanova's appearance in a western.—Fox Colonial Theatre, Doug Kimberley, Mgr., Tacoma, Wash.

Bachelor Girl, The (Col.)

MILWAUKEE, WIS.—Strand Theatre (1,297), 7 days, 25c-60c, Clark and McCullough Comedy, Fox News. Weather, rainy. Rating, 85%.

Bachelor Girl, The—Cont.

AD TIPS—Picture of modern youth, high speed and up-to-the-minute. Put it over as such. Audience appeal: young folks.—Strand Theatre, William E. Mick, Mgr., Milwaukee, Wis.

Barker, The (F.N.)

OTTAWA, ONT.—Centre Theatre (1,220), 6 days, 25c-60c, "The Old Barn" (Educ.), Fox News. Weather, fair. Rating, 70%.

AD TIPS—Tell them there is no need to wait for the annual circus with this picture in town. Carnival sound effects particularly striking and one could hardly want a better cast. Audience appeal: all ages and classes except literati.—Centre Theatre, Don Stapleton, Mgr., Ottawa, Ont.

Beethoven (State Rights)

BALTIMORE, MD.—Little Theatre (267), 6 days, 35c-50c, Paramount News, Robert Floury's "Love Life of Zero," Lupino Lane in "Only Me" (Educ.) Weather, clear mild to hot. Rating, 75%.

AD TIPS—Exploit as outstanding event of theatrical and musical season. A vivid, absorbing screen biography of greatest composer ever known. Actually filmed in Germany on historical locations. Announce special matinees for students can be arranged. Audience appeal: big appeal for musical students and all lovers of Beethoven music. Fine character study.—Little Theatre, Clyde V. McKay, Mgr., Baltimore, Md.

Black Watch, The (Fox)

NEW YORK CITY, N. Y.—Gaiety Theatre (808), 7 days, $1-$2, two shows a day, three Sat. and Sun., $1-$2, Movietone News and Fox Movietone short subject. Weather: hot and rain. Rating: 93 4/5% (3d week).

Black Waters (World Wide)

MINNEAPOLIS, MINN.—Lyric Theatre (1,238), 7 days, 7 shows daily, 15c-25c-35c, Movietone News, Vitaphone Shorts. Weather, fair. Rating, 125%.

SEATTLE, WASH.—Fox Theatre (2,150), 7 days, 25c-35c-50c-60c-75c, Our Gang Comedy, Fox Movietone News, Musical Specialties. Weather, fair. Rating, 80%.

AD TIPS—Stars were exploited with emphasis being laid on Brian and Kirkwood. Audience appeal: all ages, all classes.—Lyric Theatre, E. C. Prinson, Mgr., Minneapolis, Minn.

Feature names in cast; play up romance and courage of a "coward." Play art strong, featuring girls. Audience appeal: general.—Fox Theatre, Lew Gordon, Mgr., Seattle, Wash.

Blockade (R-K-O)

BUFFALO, N. Y.—Lafayette Theatre (2,700), 65c, Int'l News, Vitaphone Acts, Comedy, Vaudeville. Weather, fair and warm. Rating, 150%.

AD TIPS—Exploit Nilsson in a great rum-running story.—Lafayette Theatre, William Raynor, Mgr., Buffalo, N. Y.

Blue Skies (Fox)

OKLAHOMA CITY, OKLA.—Orpheum Theatre, (2,100), 10c-25c-35c-50c, Fox News, Aesop's Fables, Topics of the Day, Three Acts Vaudeville. Weather, fair. Rating, 100%.

Broadway Melody, The (M-G-M)

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,023), 75c-$1.-$1.50, Vaudeville Revue. Rating 138% (19th week).

NEW YORK CITY, N. Y.—Astor Theatre (1,120), 7 days, two shows a day, three Sat. and Sun., $1-$2, M-G-M talking short "Confession." Weather: hot and rain. Rating: 114 9/10% (18th week).

Broadway (U.)

NEW YORK CITY, N. Y.—Globe Theatre (1,418), 7 days, two shows daily, three Sat. and Sun., $1-$2-$2.50, feature alone on program. Weather: hot and rain. Rating: 65 1/10% (3d week).

Bulldog Drummond (U.A.)

NEW YORK CITY, N. Y.—Apollo Theatre (1,270), 7 days, two shows a day, three Sat. and Sun., $1-$2, Paramount talking shorts. Weather: hot and rain. Rating: 74 3/10% (7th week).

Captain Swagger (Pathe)

SAN DIEGO, CAL.—Pantages Theatre (2,300), 4 days, 50c-75c, Five Acts of Vaudeville. Weather, good. Rating, 100%.

AD TIPS—Name of La Rocque stressed in advertising, both newspaper and billboard.—Pantages Theatre, George Pantages, Mgr., San Diego, Cal.

Careers (F.N.)

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 35c-50c-75c, Pathe Sound and Fox Movietone News, Vita. shorts. Weather: hot and rain. Rating: 82 3/5%.

Cocoanuts, The (Par.)

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 7 days, 35c-65c-75c-85c-$1, Paramount News, Paramount Talking Shorts, pit orchestra. Weather: hot and rain. Rating 102 9/10% (3d week).

Coquette (U.A.)

MILWAUKEE, Wis.—Alhambra Theatre (2,000), 25c-75c, Comedy, Laemmle Novelty, Int'l News. Weather, rainy. Rating, 80% (third week).

AD TIPS—Hear Mary talk in a new role, Mary Pickford in famous stage success, three phases to exploit, with emphasis on Mary. Audience appeal: all classes.—Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

Dangerous Woman, A (Par.)

PROVIDENCE, R. I.—Strand Theatre (2,200), 7 days, 15c-50c, Strand Pictorial News. Rating, 80%.

AD TIPS—Don't neglect Brook's appeal to fair sex. Bigger in many quarters than that of Baclanova. Couple two names with ballyhoo telling of great romance in exotic setting. Play with title in ad spreads. Appeal: to all classes from high school ages up the ladder.—Strand Theatre, Ed Reid, Mgr., Providence, R. I.

Desert Song, The (W.B.)

SALT LAKE CITY, UTAH.—Paramount Empress (1,400), 14 days, (having been transferred from the Capitol Theatre) 15c-50c. Weather, fair. Rating, 95%.

SAN DIEGO, CAL.—Plaza Theatre (627), 28 days, 40c-60c, Trailer for Next Picture. Weather, good. Rating, 67%.

SEATTLE, WASH.—Music Box Theatre (950), 50c-75c, Fox Movietone News. Weather, cloudy. Rating, 100% (fourth week).

SAN FRANCISCO, CAL.—Embassy Theatre (1,200), 7 days, 35c to 65c, Vitaphone Shorts. Weather, fair. Rating, 110% (4th week).

AD TIPS—"The record smashing singing and talking hit." Audience appeal: classes enjoying musical comedy.—Paramount Empress, Carl Porter, Mgr., Salt Lake City, Utah.

No promotion was used to push "The Desert Song" during its closing week here. Word of mouth advertising kept attendance fairly well up. Newspaper advertising stressed the fact that it was an all-talking and all-singing musical production.—Plaza Theatre, M. L. Anysh, Mgr., San Diego, Cal.

Advertise as picturization of stage success. with fine cast, elaborate sets, good music, comedy, etc. Audience appeal: everyone.—Music Box Theatre, Bob Murray, Mgr., Seattle, Wash.

Boles played up, but generally we used just a plain ad as it was found this was all that was needed. Audience appeal: all ages and classes.—Manager of Embassy Theatre, San Francisco, Cal.

Father and Son (Col.)

TROY, N. Y.—Lincoln Theatre (1,000), 3 days, 25c35c, One Vitaphone, Kinograms. Weather, hot. Rating. 84%.

TACOMA, WASH.—Pantages Theatre (1,500), 4 days, 25c-75c, 5 Acts of Vaudeville, Pathe Sound News, Talking Collegians. Weather, unsettled. Rating, 90%.

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, two shows a day, three Sat. and Sun., $1-$1.50, Columbia talking shorts and sound Screen Snapshots. Weather: hot and rain. Rating: 62 ½% (2d week).

AD TIPS—Exploited that this picture was shown in New York at a top of $2.00. Audience appeal: all classes.—Lincoln Theatre, Louis Saperstein, Mgr., Troy, N. Y.

Played up father and son angle. Appeal: general, with unusual number of compliments from patrons.—Pantages Theatre, C. D. Miller, Mgr., Tacoma, Wash.

Four Devils, The (Fox)

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 75c-$1.-$1.50, Skeleton Dance, Musical Cartoon, Conan Doyle, Movietone News, Elinor's Orchestra. Rating, 150%.

Four Feathers (Par.)

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, two shows a day, three Sat. and Sun., $1-$2, Paramount talking shorts and sound song cartoon. Business on first three days basis far rating. Weather: hot and rain. Rating: 104 3/5% (1st week).

Flying Fleet, The (M-G-M)

TROY, N. Y.—Troy Theatre (2,000), 3 days, 25c-40c, One Vitaphone. Fox Movietone News. Weather, hot. Rating, 87%.

ALBANY, N. Y.—Leland Theatre (1,400), 6 days, 25c-35c, Fox Movietone News, Comedy, "Furnace Trouble." Weather, hot. Rating, 85%.

AD TIPS—Offered an opportunity of featuring Page in calling attention to the fact that she was the star in "The Broadway Melody" and that with sound, this picture carried the roar of the motors. Audience appeal: all classes.—Troy Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Dedicated this picture to fliers of the United States Navy and used lobby display of certain flying equipment. Featured Novarro as the star of Ben Hur and did not lose sight in newspaper advertising that the picture was made in cooperation with the United States Navy. Audience appeal: all classes.—Leland Theatre, Alec Sayles, Mgr., Albany, N. Y.

Fox Movietone Follies (Fox)

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, Lesson No. 1 (Fox), Fox News, F. & M. "Songs I Love" idea. Weather rainy. Rating, 140%.

DALLAS, TEX.—Majestic Theatre (2,680), 7 days, 25c-35c-60c, Interstate Vaudeville, Movietone News. Weather, fair. Rating, 100%.

BALTIMORE, MD.—New Theatre (1,600), 6 days, 25c-50c, Fox Movietone News, George LeMaire and Louis Simon in "Go Easy Doctor" (Pathe Talkie). Weather, clear mild to hot. Rating, 90% (2nd week).

LOS ANGELES, CAL.—Criterion Theatre (1,652), 35c-50c-65c, Our Gang Talker, Movietone News. Rating, 120% (4th week).

AD TIPS—Exploited in newspaper ads and in extensive marquee display as the greatest all-talking, singing and dancing picture yet. Local bands plugged theme tunes, all of which were great.—World Theatre, Ralph Goldberg, Mgr., Omaha, Neb.

Exploit as the first film follies and the most intimate revue ever produced. Play up the revue angle by stressing the Mirth—Melody—Girls—Comedy—Song Features. Also exploit the fact that the screen is able to produce a revue with settings which would be impossible on the stage. Audience appeal: all classes.—Majestic Theatre, Sid Henry, Mgr., Dallas, Texas.

Frozen River (W.B.)

MILWAUKEE, WIS.—Majestic Theatre, (1,500), 7 days, 25c-50c, Comedy, M-G-M News. Weather, rainy. Rating, 90%.

AD TIPS—Lee and Rin Tin Tin, the story of a little boy and a big dog. Lee has his own followers. Use his name in your advertising. Stress fact that the audience hears Lee. Audience appeal: all classes, with a large number of juvenile patrons.—Majestic Theatre, Herb. Israel, Mgr., Milwaukee, Wis.

Gentlemen of the Press (Par.)

SAN DIEGO, CAL.—Fox California Theatre (2,100), 40c-50c-75c, Fanchon & Marco's California Capers, Robert Benchley's Talking Comedy and Fox Movietone News. Weather, good. Rating, 120%.

AD TIPS—Promoted mainly by editorial tie-ups with San Diego papers. Pictures of staffs of each of the dailies were taken and printed with prizes awarded to the persons

Gentlemen Of The Press—Cont.

identifying the most members of the staffs. Days were set aside as "press days," one dedicated to each of the newspapers. On that particular day members of the editorial staff were admitted without charge. In advertising, Huston, favorite stage star, was used advantageously. Film pushed as an "all-talkie, true-to-life newspapers picture."—Fox California Theatre, H. L. Hartman, Mgr., San Diego, Cal.

Girl in the Glass Cage, The (F.N)

KANSAS CITY, MO.—Mainstreet Theatre (3,067), 7 days, 35c-60c, 5 acts of vaudeville, Pathe News. Weather, fair and warm. Rating, 110%.

AD TIPS—Was played up as being something new, something better, as well as something to which there hadn't been anything quite similar in the past. The fact that a new love team of the screen was given a play. Audience appeal: all classes.—Mainstreet Theatre, Lawrence Lehman, Mgr., Kansas City, Mo.

Girl on the Barge (U.)

OKLAHOMA CITY, OKLA.—Folly Theatre (750), 4 days, 10c-25c, Movietone News. "Hawaiian Love Call." Weather fair. Rating, 90%.

Glad Rag Doll, The (W.B.)

TROY, N. Y.—Lincoln Theatre (1,000), 4 days, 25c-35c, one Vitaphone, Kinograms. Weather, hot. Rating, 90%.

DES MOINES, IA.—Paramount Theatre (1,700), 25c-50c, 7 days, Paramount News, Paramount song cartoon, "Daisy Bell," Vitaphone act, Red Donahue, Educational comedy, "The Right Bed," Publix act, "The Wheel of Life." Weather, changeable. Rating 100%.

DALLAS, TEX.—Melba Theatre (1,800), 7 days 25c-35c-50c Harry Horlick and his A. and P. Gypsies (Radio Artists), "The Ninety-Ninth Amendment," "Yankee Doodle Boy," "Zip Boom Bang," an all-talking comedy, and Melba Talking News. Weather, fair. Rating, 90%.

PORTLAND, ORE.—Music Box Theatre (1,837), 25c-50c, Fox Movietone News, Bobbie Burns at Organ. Weather, cold rains. Rating, 100%.

OMAHA, NEB.—Paramount Theatre (2,900), 7 days, 35c-60c, Zeigfeld's Midnight Follies (Paramount), The Right Bed (Educ.), Sammy Cohen (W.B.), Paramount and Fox News. Weather, hot. Rating, 100%.

AD TIPS—Feature name of Costello, star, and that picture would appeal particularly to women. Audience appeal: all classes.—Lincoln Theatre, Louis Saperstein, Mgr., Troy, N. Y.

Costello was played up in this feature, which has general appeal. Well-dressed type of film. Variety of the program was also exploited.—Paramount Theatre, Jack Roth, Mgr., Des Moines, Ia.

Costello is the big draw of the picture and should be exploited as such in all publicity. Copy should give the impression that a Broadway beauty attempts to teach society a few things. The theme song, "Glad Rag Doll," should be mentioned in copy, as theme songs are getting to mean something to theatre patrons. Audience appeal: all classes.—Melba Theatre, Hail A. Wolever, Mgr., Dallas Tex.

We featured Costello in Vitaphone triumph; bells of screen in captivating romance, clever dialogue and tinkling tunes. Another triumph and strong box office.—Music Box Theatre, Andrew Saso, Mgr., Portland, Ore.

Extensively exploited picture's music to good advantage. Stressed clothes worn by Costello for appeal to women. Played up rest of cast and also well advertised shorts on program. Audience appeal: mostly women.—Paramount Theatre, Raymond Jones, Mgr., Omaha Nebr,

High Voltage (Pathe)

OMAHA, NEB.—Orpheum Theatre (3,000), 6 days, 25c-60c, Gilda Gray at top of 5 act RKO bill; Pathe News. Weather, hot. Rating, 125%.

AD TIPS—Stage show came first in advertising, using regular newspaper space, windows and downtown wastepaper boxes. Audience appeal: general.—Orpheum Theatre, Ralph Thayer, Mgr., Omaha, Neb.

His Captive Woman (F.N.)

SAN FRANCISCO, CAL.—Loew's Warfield Theatre (2,671), 7 days, 35c to 65c, Fanchon-Marco Presentation with Eddie Peabody and special "Fandango," Fox Movietone and M-G-M News. Weather, fair. Rating, 100%.

AD TIPS—Shows that this has a prize fight which appeals to a certain group of people which especially like to see it at cheaper prices than at other theatres. This was emphasized. Audience appeal: those who like prize fighting and love element.—Loew's Warfield Theatre, Dick Spier, Mgr., San Francisco, Cal.

Hole In The Wall, The (Par.)

CLEVELAND, OHIO—Keith's Hippodrome Theatre (4,500), 7 days, 25c-50c. Dixie Jubilee, Schubert's Serenade, Fox Movietone News. Business, fair. Weather, clear, moderate. Rating, 73%.

Honky Tonk (W.B.)

NEW YORK CITY, N. Y.—Warners' Theatre (1,360), 7 days, two shows daily, three Sat. and Sun., $1-$2, Vita. shorts. Weather: hot and rain. Ran only twelve days in all, closed Monday night. Rating: 57 7/10%.

Idle Rich, The (M-G-M)

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c75c-$1.00, "Galloping Gaucho" sound cartoon, Fanchon-Marco's "Contrasts" idea, Rube Wolf. Rating, 110%.

Innocents Of Paris (Par.)

OMAHA, NEB.—Paramount Theatre (formerly Riviera) (2,900), 7 days, 25c-60c, Flo Lewis (WB), The 99th Amendment (WB), "In a Persian Market" (TS), Paramount and Fox News, Daisy Bell (Paramount). Weather, rainy. Rating, 10%.

MILWAUKEE, WIS.—Merrill Theatre (1,167), 7 days, 25c-50c, Comedy, Fox News Weather, rainy. Rating, 75%.,

COLUMBUS, OHIO.—Loew's Broad Theatre (3,000), 7 days, 25c-50c, M-G-M Shorts, Fox News. Rating, 100%.

AD TIPS—Extensive one-month campaign to sell Chevalier to women in town as the "it" man, the Al Jolson of France, the idol of the boulevards, etc. Exploited picture in ads and on screen for three weeks in all our copy. Played midnight Saturday preview at regular prices one week before opening. Extensive window tie-ups. Audience appeal: women.—Paramount Theatre, Raymond Jones, Mgr., Omaha, Neb.

Exploit Chevalier widely, advertise fact that he sings both French and English songs. Audience appeal: the usual theatregoers.—Strand Theatre, William E. Mick, Mgr., Milwaukee, Wis.

Chevalier as "idol of boulevards" and a high priced stage show transferred intact to the screen. Audience appeal: all classes, adults especially.—Loew's Broad Theatre, Columbus, Ohio.

Iron Mask, The (U.A.)

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 35c-50c, 2 Vitaphone acts, Fox Movietone News. Weather, hot. Rating 88%

OTTAWA, ONTARIO—Avalon Theatre (990), 3 days, 15c-35c, "When Money Comes," Fox Movietone News. Weather, fair. Rating, 60%.

Iron Mask, The—Cont.

AD TIPS—Carried this as further adventures of "Three Musketeers," and characterized Fairbanks as screen's most dynamic star and in picture where patrons might hear him talk. Audience appeal: all classes.—Mark Strand Theatre, Frank Farley, Mgr., Albany, N. Y.

Kitty (World Wide)

NEW YORK CITY, N. Y.—Cameo Theatre (549), 7 days, 50c-75c, Pathe Sound News and Comedy. Weather: Hot and rain. Rating 95%.

Lady of the Pavements (U.A.)

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 25c-50c, Fuzzy Knight (M G-M); Tiny Town Revue (W.B.); Pathe News. Weather, hot. Rating, 75%

AD TIPS—Broadcast theme song, "Where is the Song of Songs for Me?" on two radio programs, and sold star's fascination. Tie-ups included 14 local windows in song shops and department stores. Audience appeal: mostly women.—Rialto Theatre, John Howard, Mgr., Omaha, Neb.

Love And The Devil (F.N.)

DALLAS, TEX.—Old Mill Theatre (1,400), 7 days, 20c-25c-35c, 2 Vitaphone Acts, Sound Comedy. Weather, fair. Rating, 95%.

AD TIPS—Exploit Sills as he is big draw of picture. Title is unusually strong and should be given prominent publicity. Corda will help business out and also the fact that her husband, Alexander Corda, directed. Audience appeal: all classes.—Old Mill Theatre, Al R. Lever, Mgr., Dallas, Tex.

Madame X (M-G-M)

NEW YORK CITY, N. Y.—Harris Theatre (1,101), 7 days, two shows daily, three Sat. and Sun., $1-$2, M-G-M talking shorts, closed last Sat. night. Weather: hot and rain. Rating: 44 9/10% (8th week).

Man I Love, The (Par.)

OKLAHOMA CITY, OKLA. Capitol Theatre (1,200), 7 days, 10c-25c-50c, Pathe Talking News, Rudy Vallee and his Connecticut Yankees. Born and Lawrence in songs with motions. Weather, fair. Rating, 100%.

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 25c-50c, "Bee's Buzz" (Educ.), Johnny Marvin (MGM), Faydettes (WB), Pathe News. Weather, rainy. Rating, 110%.

SEATTLE, WASH.—Seattle Theatre (3,150), 7 days, 25c-35c-50c-60c, "Music Hath Harms," Paramount Sound Shorts, Paramount News, Musical Specialties. Weather, cloudy. Rating, 95%.

SAN FRANCISCO, CAL.—Granada Theatre (2,900), 7 days, 35c to 65c, Fox Movietone, Organ Novelty by Don George, Comedy, "When Ceasar Ran a Newspaper" (All Talkie). Overture from "Show Boat." Weather, fair. Rating, 100%.

PORTLAND, ORE.—Portland Theatre (3,068), 7 days, 25c-60c, Paramount Talking Acts, Florence Moore "Apartment Hunting," James Barton "After Seben," Bouncing Ball Song film "Old Black Joe," Stanleigh Malotte at Wurlitzer. Weather, cold rains. Rating, 95%.

AD TIPS—Exploit as Paramount's all-talking romance, played up with night life and flaming youth all-talking, singing hit you'll love. Romance, stirring prize fight climax, and with Brian and Arlen doing their level best to please, and they do please. Audience appeal: all classes.—Capitol Theatre, Oklahoma City, Okla.

Got out window cards and placed ads on sport pages, with copy reading like a prize fight—"Dum Dum Brooks vs. 'Champ Mahoney," etc. Same copy on 2,200 postcards sent to fight fans of local American Legion, who regularly promote fist battles in Omaha. Played up love angle of picture to women, with copy on shoppers' page of papers. Also used extra display space. Plugged theme song, "Celia," in six music tie-ups. Audience, general appeal.—Rialto Theatre, John Howard, Mgr., Omaha, Neb.

Man I Love, The—Cont.

Feature Arlen as star of "Wings" and Brian. Also other members of cast, particularly comedy of Oakie and Green. Don't go too heavy on fight stuff. Audience appeal: all classes.—Seattle Theatre, Bob Blair, Mgr., Seattle, Wash.

Idea of love and that it is an all-talking love picture together with names of actors, appealed to all in this picture and drew many to its doors. Audience appeal: all classes and especially the youth.—Granada Theatre, Smith, Mgr., San Francisco, Cal.

Mammoth 100% talking picture featuring Arlen and Brian, glorious creed of young love, youth's heartaches, ambitions. Appealed principally to younger generation.—Portland Theatre, Chas. Pincus, Mgr., Portland, Ore.

Man's Man, A (M-G-M)

DES MOINES, IA.—Des Moines Theatre (1,600), 7 days, 25c-50c, Vita. acts, Pathe comedy, "Plumbers Are Coming," Movietone News. Weather, changeable. Rating, 90%.

DALLAS, TEX.—Greater Palace Theatre (2,350), 7 days, 25c-35c-60c, Publix Presentation, "Beauty Shop Blues," and Jimmy Ellard, Billy Muth, Organ Solo, "Sleepy Valley," Paramount Talking Comedy, "The Instalment Collector," Paramount News. Weather, fair. Rating, 105%.

OTTAWA, ONTARIO—B. F. Keith's Theatre (2,596), 6 days, 15c-60c, 5 vaudeville acts, "His College Chum," Pathe News Weekly, orchestra overture. Weather, fair. Rating, 80%.

COLUMBUS, OHIO.—Loew's Ohio Theatre (4,000), 7 days, 25c-50c, Loew's publix stage unit, organ, orchestra. Rating, 100%.

NEW York City, N. Y.—Capitol Theatre (4,620), 7 days, 35c-50c-75c-$1-$1.50, M-G-M and Fox Movietone News, Dave Schooler and stage band, "The Capitol Frolic" revue unit, Specialty Acts. Weather: warm and rain. Rating: 95 1/5% (2nd week).

AD TIPS—Star, William Haines, is the thing to exploit in this picture, which appealed to the regular program type of audience, and was very good for regular run.—Des Moines Theatre, Lionel Wasson, Mgr., Des Moines, Ia.

Exploit Haines as big draw, and also play up Dunn. Copy should play up fact that part of the story is laid in Hollywood, and includes other stars, as Gilbert, Garbo and Shearer, who do not captivate the hero, as he returns to a little girl from Main Street. Audience appeal: all classes.—Greater Palace Theatre, Ernest W. Morrison, Mgr., Dallas, Tex.

Exploited Haines and also Dunn. Audience appeal: general.—Ohio Theatre, Edw. Melniker, Mgr., Columbus, Ohio.

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Molly And Me (T.-S.)

TACOMA, WASH.—Blue Mouse Theatre (601), 7 days, 25c-75c, Vitaphone acts, Fox Movietone News. Weather, unsettled, Rating, 90%.

SEATTLE, WASH.—Blue Mouse Theatre (950), 7 days, 25c-35c-50c-75c, Vitaphone acts, Fox Movietone News. Weather, cloudy. Rating, 90%.

AD TIPS—Played Bennett's first vocal picture and Brown's face and laughs. Audience appeal: general, Brown making big hit.—Blue Mouse Theatre, New Edris, Mgr., Tacoma, Wash.

Exploit Bennett and Brown; play up comedy angles and burlesque time romance. Audience appeal: all classes.—Blue Mouse Theatre, John Hamrick, Mgr., Seattle, Wash.

Noah's Ark (W.B.)

BALTIMORE, MD.—Warner's Metropolitan Theatre (1,500), 6 days, 15c50c, Kinograms, Rudy Vallee and his orchestra, (Vitaphone sound short). Weather, clear mild to hot. Rating, 110% (2nd week).

Nothing But The Truth (Par.)

TROY, N. Y.—Troy Theatre (2,000), 4 days, 25c-40c, 1 Vitaphone presentation, Fox Movietone News. Weather, hot. Rating, 86%.

OTTAWA, ONTARIO—Regent Theatre (1,225), 6 days, 25c-60c, "The Framing of the Shrew," Fox Movietone News, orchestra overture. Weather, fair. Rating, 85%.

AD TIPS—Used name of star in all newspaper advertising. Audience appeal: all classes.—Troy Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Tell them Dix has a good screen voice, and you will be hitting the truth. Then there is Kane, the baby-voice singer and Victor artist, who is making friends by the million. Audience appeal: adults.—Regent Theatre, T. R. Tubman, Mgr., Ottawa, Ontario.

Not Quite Decent (Fox)

ALBANY, N. Y.—Clinton Square Theatre (800), 6 days, 20c-35c, M-G-M News, and also another feature, "The Side Show" (Columbia). Weather, hot. Rating, 75%.

AD TIPS—Called attention to fact that this theatre is now presenting first-run double features with sound and effects. Featured the names of Collyer and Dresser with "Not Quite Decent," and characterized "The Side Show" as the most unusual circus picture yet produced.—Clinton Square Theatre, Howard Rooney, Mgr., Albany, N. Y.

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Not Quite Decent—Cont.

On With The Show (W.B.)

LOS ANGELES, CAL.—Warner's Hollywood Theatre (3,000), 35c-50c-65c, Rudy Vallee and band (short). Rating, 170% (5th week).

NEW YORK CITY, N. Y.—Winter Garden (1,492), 7 days, two shows daily, three Sat. and Sun., Vita. shorts. Picture holding its own against hot spell. Weather: hot and rain. Rating: 54 2/5% (3d week).

One Woman Idea, The (Fox)

KANSAS CITY, MO.—Royal Theatre (900), 7 days, 25c-50c, 2 Vitaphone acts, Selected News. Weather, fair and warm. Rating, 95%.

NEW YORK CITY, N. Y.—Roxy Theatre (6,205), 7 days, 50c-75c-$1c-$1.50, Fox M'tone News, Roxy Unit stage dviersions, Silent film did worst business of the year at house. Weather: hot and rain. Rating: 75%.

AD TIPS—The line, "He could have all the women he wanted—a harem of beauties—passion ran wild—until a moonlit night," was played up along with a fairly large cut showing La Rocque and Day in a love scene. Audience appeal: all classes.—Royal Theatre, C. S. P. Coppock, Mgr., Kansas City, Mo.

Pagan, The (M-G-M)

BALTIMORE, MD.—Loew's Century Theatre (3,221), 6 days, 25c-60c, Movietone and M-G-M News, Loew-Publix unit "Fifth Avenue," Teddy Joyce, Orchestra, Organ. Weather, clear mild to hot. Rating, 91%.

AD TIPS—Hear golden voice of Novarro singing "The Pagan Love Song." Novarro in The Pagan with Adoree and Janis. A heated tropical romance of love untamed, unashamed. Primitive passions clashing with the white man's power. You will be humming its Pagan chants. Audience appeal: powerful appeal for everyone. Novarro's voice will prove a big asset to this actor's drawing power.—Loew's Century Theatre, Charles Raymond, Gen. Mgr., Baltimore, Md.

Rainbow Man, The (Par.)

CLEVELAND OHIO—Allen Theatre (3,300), 7 days, 30c-60c, The Big Squawk (Par.), Fox Movietone News, "Emmy's Pets" (MGM Movietone). Weather, clear, medium temperature. Rating, 88%.

KANSAS CITY, MO.—Newman Theatre (2,000), 7 days, 25c-50c, 2 Vitaphone acts, Selected News. Weather, fair and warm. Rating, 100%.

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 7 days, 4 shows daily, 30c-40c-75c, Publix unit, "Varieties of 1929," stage band, organ offering, concert orchestra, Movietone News. Weather, fair. Rating, 68%.

AD TIPS—Held preview screening, which gave picture advance notices in local newspapers, and mouth-to-mouth advertising. Audience appeal: great appeal for everyone.—Allen Theatre, W. E. Burton, Mgr., Cleveland, Ohio.

Dowling depicted in one of those "Mammie" poses in a large cut in newspaper advertising, along with a list of the songs he sings in the production. Was played up as an all-singing and talking production. Audience appeal: all classes.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

Advertising Dowling as "New York's Greatest Musical Comedy Favorite," and aided by considerable newspaper publicity this film was well exploited. Nixon being former Minneapolis girl did this attraction no harm. As usual the all-singing-talking ballyhoo was offered. Audience appeal: all ages and classes.—Minnesota Theatre, Harry Watts, Mgr., Minneapolis, Minn.

Rainbow Man, The—Cont.

Restless Youth (Col.)

DALLAS, TEX.—Capitol Theatre (1,044), 7 days, 15c-25c, Movietone act, Gertrude Lawrence, Harold Murray, Rio Rita Girls, Lupino Lane Comedy, "Summer Saps," Capitol News Pictorial. Weather, fair. Rating, 90%.

AD TIPS—Exploit Day, Forbes and Trevor Bill as a vivid romance. Copy used—see what happens when a young girl defies convention, gives love a free reign and finds her past acts returning to condemn her. Men fight for her. Father matches his wits against son in one of the most gripping dramas ever filmed. Audience appeal: all classes.—Capitol Theatre, Ray J. Stinette, Mgr., Dallas, Tex.

Sal Of Singapore (Pathe)

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c-75c, 5 acts of vaudeville, Pathe News. Weather, fair and warm. Rating, 105%.

AD TIPS—Was played up as talkie seasoned with grim humor, terrific battles and tense dramatic action and thrills. Phyllis Haver was played up considerably as the star. Audience appeal: all classes, but particularly adult.—Pantages Theatre, Louis Charninsky, Mgr., Kansas City, Mo.

Shady Lady, The (Pathe)

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, 25c-50c, Fox Movietone News, Roy Sedley and His Revue, "The 99th Amendment" (Vitaphone talkie shorts), Aesop's Fable, Presto Chango, George LeMaire and Louis Simon in "Her New Chauffeur" (Pathe talkie). Weather, clear mild to hot. Rating, 40%.

AD TIPS—Advertise this as a Pathe talking picture with Haver, Armstrong and Wolheim. Romance! Thrills! Love! All in this big drama! Audience appeal: general appeal to all who like a drama with exciting situations and romantic situations.—Rivoli Theatre, Frank Price, Jr., Mgr., Baltimore, Md.

Shakedown, The (U.)

SALT LAKE CITY, UTAH—Pantages Theatre (2,500), 7 days, 15c-75c, vaudeville, headed by Amos and Andy, radio stars. Weather, fair. Rating, 85%.

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, "The Bath Between" (Fox), "Stars and Stripes" (U.), Fox News, Fanchon & Marco's "Fantasma" idea. Weather, hot. Rating, 88%.

AD TIPS—Exploited as "talking picture." Audience appeal: classes enjoying comedy drama.—Pantages Theatre, Grant Pemberton, Mgr., Salt Lake City, Utah.

Title of picture uninviting and meaningless. Would also suggest that prize fight angle be avoided and child actor, Hanlon, be played up for good draw from women and juvenile. Audience appeal: general.—World Theatre, Ralph Goldberg, Mgr., Omaha, Neb.

She Goes To War (U.A.)

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-65c-75c-85c-$1, Paramount News and Talking Shorts. Weather: warm and rain. Rating: 90% (1st week).

Show Boat (U.)

COLUMBUS, OHIO.—Noth's Grande Theatre (1,200), 7 days, 25c-50c, Prologue of Vitaphone recording of Show Boat stage stars. Rating, 120% (2nd week).

BUFFALO, N. Y.—Century Theatre (2,900), 65c, Vitaphone Acts, Comedy, Fox Silent News and Movietone News. Weather, fair and warm. Rating, 190% (3rd week).

Show Boat—Cont.

BALTIMORE, MD.—Loew's Stanley Theatre (3,654), 6 days, 25c-60c, Fox Movietone and Paramount News, Orchestra, Organ, Jan Garber's Band (M-G-M sound short). Weather, clear mild to hot. Rating, 120%.

AD TIPS—Popularity of book, stage show, and popular music hits used to advantage. Audience appeal: all ages, all classes.—Grand Theatre, Columbus, Ohio.

Ably advertised with phonograph records on phonograph in front rear box office. Exploited as Ferber's book and as connected with Ziegfeld's name. Dresses shown on billboards together with sporty men's gambling house, where one always loses. Character of picture brought out in woman caring for child. Audience appeal: all ages, all classes.—California Theatre, Nat Holt, Mgr., San Francisco, Cal.

Exploit Ferber's story and Universal's triumph. Ziegfeld's "Show Boat." All singing, talking, dancing. Hear the famous Ziegfeld stars singing the Show Boat hits. Morgan, Bledsoe, Aunt Jemima, La Plante, Rubens, Schildkraut, and a cast of thousands. Audience appeal: romance, humor and pathos of this spectacular picture has a stupendous universal appeal.—Loew's Stanley Theatre, Charles Raymond, Gen. Mgr., Baltimore, Md.

Sin Sister, The (Fox)

PORTLAND, ORE.—Blue Mouse Theatre (657), 25c-35c, 7 days, Fox Movietone News, Vitaphone Acts. Weather, Cold rains. Rating, 85%.

AD TIPS—Presenting Carroll as small-time performer to big time heroine. Powerful drama of far north. First run picture, held good appeal.—Blue Mouse Theatre, Francis Johnson, Mgr., Portland, Ore.

Spite Marriage (M-G-M)

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 25c35c, M-G-M News, Aesop's Fable "Snow Birds," Topics of the Day, "I'll Always Be in Love With You" (Sung by Belle Baker, song slide), Lupino Lane in "Battling Sisters" (Educ.). Weather, clear mild to hot. Rating, 56%.

AD TIPS—He's back again! This is official laugh week. Keaton, funniest of all screen comedians in a rollicking farce. A goofy, gay dip into the marriage mart. An M-G-M laff special. Audience appeal: one of the funniest Buster has done and it pulled many laughs.—Loew's Valencia Theatre, Charles Raymond, Gen. Mgr., Baltimore, Md.

Spieler, The (Pathe)

SAN DIEGO, CAL.—Pantages Theatre (2,300), 50c-75c, 5 acts of vaudeville. Weather, good. Rating, 100%.

AD TIPS—Name of Hale stressed in promotion with considerable billboard promotion.—Pantages Theatre, George Pantages, Mgr., San Diego, Cal.

Squall, The (F.N.)

SALT LAKE CITY, UTAH—Granada Theatre (2,600), 7 days, 15c-50c, Eddie Cantor in two-reel talking and singing features. Weather, fair. Rating, 90%.

PROVIDENCE, R. I.—Majestic Theatre (2,400), 7 days, 15c-50c, Movietone News. Weather, cool. Rating, 80%.

NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, two shows a day, three Sat. and Sun., $1-$2-$2.50, Vita. shorts. Weather: hot and rain. Rating: 39 3/10%.

AD TIPS—The first all-talking picture of wild Gypsy passion. Audience appeal: classes desiring sensational drama of romance and adventure.—Granada Theatre, Ray Hendry, Mgr., Salt Lake City, Utah.

Play up fact that this film is an adaptation of the play and that Loy outvamps them all. Also be careful to state in ads that it is a 100% talkie with plenty of music. Suggest plenty of art work in ads to jazz up interest.—Majestic Theatre, Sol Braunig, Mgr., Providence, R. I.

Studio Murder Mystery (Par.)

SAN DIEGO, CAL.—Fox Cabrillo Theatre (740), 40c-50c-60c, Clark and McCullough all-talking comedy, and Fox Movietone News. Weather, good. Rating, 125%.

CLEVELAND, OHIO—State Theatre (3,400), 7 days, 30c-60c, "His Angel Child" (Par.), "Light of India" (MGM), "Wicked West" (Oswald Universal Cartoon), "Foolish Fish" (state right), Paramount News, Fox Movietone News, Publix Revue, "Laces and Graces." Weather, clear, medium temperature. Rating, 85%.

BUFFALO, N. Y.—Buffalo Theatre (3,100), 65c, Vaudeville, Comedy, Movietone and Silent News. Weather, fair and warm. Rating, 170%.

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-75c-85c-$1, Paramount News, Paul Ash and stage band, Mr. and Mrs. Jesse Crawford organists, Publix unit revue. Weather: warm and rain. Rating: 98 3/10%.

AD TIPS—Billed as better than "The Canary Murder Mystery." Also sold as mystery thriller and an all-talkie. Regular newspaper and billboard advertising used, exploiting names of stars and "Who Killed the Idol of the Motion Picture Colony."—Fox Cabrillo Theatre, H. L. Hartman, Mgr., San Diego, Cal.

Billboards, window cards, one-sheets, three-sheets. Audience appeal: for all who like mystery drama.—State Theatre Sandford Farkas, Mgr., Cleveland, Ohio.

Play up this great thrillodrama and its star player.—Buffalo Theatre, Vincent P. McFaul, Mgr., Buffalo, N. Y.

Syncopation (R-K-O)

PORTLAND, ORE.—United Artists Theatre (957), 7 days, 25c-60c, Tiffany-Stahl technicolor, Hal Roach's "Our Gang Comedy," "Growing Pains" and Movietone. Waring's Pennsylvanians. Weather, cold rains. Rating, 110%.

Three Week-Ends (Par.)

OTTAWA, ONTARIO.—Rex Theatre (750), 3 days, 15c-20c, "Fire Detective," Paramount News, Comedy. Weather, fair. Rating, 75%.

AD TIPS—Bow in Glyn's "Three Week-Ends"—'nuff said. The intimate love bits, pathos, society life and Cinderella stuff in this story, giving it a wide appeal.—Rex Theatre, Ambrose Nolan, Mgr., Ottawa, Ontario.

Thru Different Eyes (Fox)

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows daily, 25c-50c-75c, Pathe Sound News, 5 acts of vaudeville. Weather, fair. Rating, 70%.

TACOMA, WASH.—Fox Rialto (1,350), 7 days, 10c-35c-50c-75c, Charley Chase comedy, "The Big Squawk," Movietone News, "Galloping Gaucho," Sound Cartoon. Weather, unsettled. Rating, 100%.

OKLAHOMA CITY,, OKLA.—Liberty Theatre (1,100), 10c-25c-50c, 7 days, Int'l. News, Movietone News, "The Collegians," Oswald Sound Cartoon. Weather, fair. Rating, 100%.

PORTLAND, ORE.—Fox Broadway Theatre (1,912), 7 days, 25c-60c, Fox News, Sound Aesop Fables, Horace Heidt heading Californians stage band in addition to Sam Jack Kauffman and pit orchestra, Deveney at Wurlitzer. Weather, Cold rains. Rating, 120%.

AD TIPS—Remembering how well Baxter and Lowe had been received in "In Old Arizona," we played up the names of these two stars as being featured in another 100% talking triumph. We asked the public to see and hear most sensational murder mystery ever seen or heard. Audience appeal: from high school age up.—Pantages Theatre, E. C. Bostick, Mgr., Minneapolis, Minn.

Thru Different Eyes—Cont.

Played up cast and new star, Mary Duncan. Audience appeal: adults.—Fox Rialto, Doug Kimberley, Mgr., Tacoma, Wash.

The most dramatic murder mystery novelty ever seen or heard, and as seen "Through Different Eyes," by Mary Duncan, Warner Baxter and Edmund Lowe, very interesting. Audience appeal: all classes.—Liberty Theatre, Oklahoma City, Okla.

Played up well-known trio—Lowe, Baxter and Duncan, a picture no two people look at alike. Universal appeal especially legal fraternity. Wonderful stage band drew heavily.—Fox Broadway Theatre, Floyd Maxwell, Mgr., Portland, Ore.

Thunderbolt (Par.)

LOS ANGELES, CAL.—Paramount Theatre (3,595), 35c-50c-65c, Eddie Cantor Midnite Frolic, Paramount News, Concert Orchestra, Milton Charles organ concert. Rating, 130%.

Time, The Place and The Girl, The (W.B.)

BUFFALO, N. Y.—Great Lakes Theatre, Movietone News, Fox Silent film, Vitaphone Acts, Comedy. Weather, fair and warmer. Rating, 170%.

AD TIPS—Play up this picture as one of the best and latest all-taking college plays.—Great Lakes Theatre, Lawrence Stuart, Mgr., Buffalo, N. Y.

Trent's Last Case (Fox)

SEATTLE, WASH.—Coliseum Theatre (1,650), 7 days, 25c, Our Gang Comedy, Fox Movietone News. Weather, cloudy. Rating, 75%.

AD TIPS—Play up excellent names in cast. Feature as another strong detective drama. Audience appeal: general.—Coliseum Theatre, Seattle, Wash.

Trial Marriage (Col.)

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, Fanchon and Marco presentation, "Songs I Love." Personal appearance of Herr Louis and the Hungry Five, WGN radio stars (widely exploited), Fox News. Weather, rainy. Rating, 155%.

AD TIPS—Play up title in putting it across, as it is a subject that will catch and hold interest. Audience appeal: mature patronage.—Wisconsin Theatre, W. O. James, Mgr., Milwaukee, Wis.

Trial Of Mary Dugan (M-GM)

MINNEAPOLIS, MINN.—Hennepin-Orpheum (2,900), 7 days, 2 shows Monday to Saturday, Sunday continuous, 25c-50c-75c, 6 acts vaudeville, featuring Trixie Friganza as headliner. Weather, fair. Rating, 63%.

AD TIPS—Heaviest exploitation was upon long list of stars in cast. Advertising in all newspapers was nearly doubled. The angle that the audience was to sit in judgment on the film version of a great stage hit written by a famous author had considerable appeal. Audience appeal: adult.—Hennepin-Orpheum Theatre, Frank Burke, Mgr., Minneapolis, Minn.



You are reading this little ad *because the dollar sign caught your eye.* It always works.

By the same token "Building Theatre Patronage", Barry and Sargent's great book for showmen will catch business for you *because it contains the patronage building ideas that always work.* 460 pages of money-making facts.

(Only $5.20 mailed to your door)

CHALMERS PUBLISHING CO.
516 Fifth Avenue, New York City

48 Feature Pictures From Fox

Continued on page 2196

Chandler, Kenneth MacKenna, Elizabeth Patterson, Lennox Pawle and Gilbert Emery. "Harmony at Home," directed by Alfred Werker from play "The Family Upstairs" by Harry Delf. Dialogue by Owen Davis. Cast: Owen Davis, Jr., Elizabeth Patterson, Helen Chandler, Charlotte Henry and William Collier.

"The Meal Ticket," story by Frederick H. Brennan. Cast: Sue Carol, David Rollins, El Brendel, Sharon Lynn, Helen Chandler, Dorothy Burgess, Warren Hymer, Charlotte Henry and Sylvia Field. "Big Time," directed by William Collier and Kenneth Hawks, from story by Wallace Smith. Cast: Lee Tracy, Jean Laverty, Richard Keene, Frank Richardson and Farrell Macdonald. "The Girl Who Wasn't Wanted," directed by William K. Howard. Munsey Magazine story by Kenneth B. Clarke. Cast: Lois Roran and Owen Davis, Jr. "Budapest," directed by Berthold Viertel. Story by Cyril Hume.

"The Well Dressed Man," directed by John G. Blystone, from the original story by Roland Brown. Cast: Victor McLaglen, Sue Carol, Walter Catlett, Sharon Lynn, Bobbie Burns, Frank Richardson and Charlotte Henry. "Listen to the Band," directed by Benjamin Stoloff. Songs by Conrad, Mitchell and Gottler. Cast: Lola Lane, Walter Catlett, El Brendel, Paul Page, Sharon Lynn, Frank Richardson, David Rollins and Nick Stuart.

"Black Diamonds," directed by John Ford. Cast: Louise Dresser, Helen Chandler, Joseph Wagstaff, Richard Keene, Dixie Lee and Stepin Fetchit. "The Power House," directed by William K. Howard. The influence of the electrical age on modern society. "The Lost Waltz," directed by Russell Birdwell. Story by Stephen French Whitman. Cast: Walter Catlett, Helen Garden and Joseph Wagstaff. "The Bells of Toledo," directed by David Butler. A story of love and melody in Spain.

"The Lone Star Ranger," directed by John Blystone from the novel by Zane Grey. "Fox Movietone Follies of 1930," words and music by Conrad, Mitchell and Gottler. "The International Revue," words, book and music by Walter Donaldson and Edgar Leslie. "Melodies of 1930," words, book and music by L. Wolfe Gilbert and Abel Baer.

"The American Beauty Revue," words, book and music by Roy Turk and Fred L. Ahlert. "They Had to See Paris," directed by Frank Borzage from novel by Homer Grey and dialogue by Owen Davis. Cast: Will Rogers, Elizabeth Patterson, Owen Davis, Jr., Marguerite Churchill and Lennox Pawle.

Will Rogers in another story not yet titled.

"The Big Shot," a comedy drama with music. "Street Corners," a story of youth. "Cameo Kirby," directed by Raoul Walsh from the novel by Booth Tarkington and Harry Leon Wilson. Co-featuring Norma Terris and J. Harold Murray.

"Married in Hollywood," directed by Marcel Silver. Musical numbers staged by Edward Royce. Stage direction by Harlan Thompson. From original Oscar Straus operetta with musical adaptation and original numbers by Dave Stamper. Norma Terris and J. Harold Murray co-featured. Cast: Walter Catlett, Irene Palasty, El Brendel, George MacFarlane, Reginald Denny, Stuart Erwin, Douglas Gilmore, Evelyn Hall, Harry Schultz, Billy Bletcher and Lelia Karnelly.

"Frozen Justice," directed by Allan Dwan, staged by Lester Lonergan from the story by Ejnar Mikkelsen with dialogue by Elliott Lester. Cast: Lenore Ulric, Louis Wolheim, Ulrich Haupt, Robert Frazer, Anders Randolf and Landers Stevens. "Gringa Rose," from the play by Tom Cushing. Stars Lenore Ulric. "The Hurdy Gurdy Man," directed by Irving Cummings from the story by Le Roy Clemons. John B. Hymer and Dana Burnet. Cast: George Jessel. Words and music by L. Wolfe Gilbert and Abel Baer.

"Four Devils," directed by F. W. Murnau, staged by A. H. Van Buren and A. F. Erickson, dialogue by John Hunter Booth. Cast: Janet Gaynor, Mary Duncan, Charles Morton, Barry Norton and Farrell Macdonald. "The Diver," directed by Frank Borzage, staged by A. H. Van Buren and A. F. Erickson, dialogue by John Hunter Booth. Story by Tristram Tupper. Cast: Mary Duncan, Charles Farrell, Ivan Linow and Margaret Mann. "Lucky Star" directed and staged by Frank Borzage, dialogue by John Hunter Booth. Cast: Janet Gaynor, Charles Farrell, Hedwiga Reicher and Guinn Williams.

"Christina," directed by William K. Howard, story by Tristram Tupper, dialogue by S. K. Lauren. Cast: Janet Gaynor, Charles Morton, Rudolph Schildkraut. "City Girl," directed by F. W. Murnau, staged by A. H. Van Buren and A. F. Erickson, dialogue by Elliott Lester. Cast: Charles Farrell, Mary Duncan, David Torrence and Guinn Williams.

The last named five pictures will have each at least two reels and in some cases more of dialogue sequences.

Box Office Check-Up---Cont.

Two Men and a Maid (T.-S.)

BALTIMORE, MD.—Keith's Theatre (3,016), 6 days, 35c-65c, Universal, Int'l and Fox Movietone News, "Manhattan Island," featuring Nan Halperin. Weather, clear mild to hot. Rating, 70%.

AD TIPS—Exploit this as Tiffany-Stahl's greatest talking and singing sensation with big cast featuring Collier, Bennett, Gribbon and Stone. Synchronized by RCA Photophone. Lies on her lips! Truth in her heart! Torment in her soul! From the goodness of a bad woman, a man who has run away from his own private hell learns that all women are not rotten. Romance told where sands are scorching, lips are burning and love is maddening. Audience appeal: very wide appeal with its fine romance, excellent music and singing and splendid acting and directing.—Keith's Theatre, J. Lawrence Schanberger, Mgr., Baltimore, Md.

Two Weeks Off (F.N.)

OKLAHOMA CITY, OKLA.—Empress Theatre (1,250), 7 days, 10c-25c-50c, Pathe Talking Comedy, Pathe News. Weather, fair. Rating, 100%.

CLEVELAND, OHIO—Keith's Palace Theatre (3,600), 7 days, 35c-75c, Our World Today (Educ.), Pathe Sound News, Pathe Sound Review, Pathe Sound Sportlight, Pathe Sound Fables, Pathe News (silent), Paramount News (silent), Fox News (silent), 5 acts vaudeville, headed by Claiborne Foster. Weather, clear, moderate. Rating, 81%.

COLUMBUS, O.—Palace Theatre (3,200), 6 days, 25c-50c, Weaver Brothers and one act RKO Vaudeville Presentation. (Outstanding Vaudeville bill credited with increased attendance.) Rating, 140%.

BUFFALO, N. Y.—Hippodrome Theatre (3,000), 65c, Vaudeville Comedy, Movietone News and Pathe News. Weather, fair and warmer. Rating, 160%.

AD TIPS—Exploit Mackaill and Mulhall, who as team make this one easy to sell. Then advertise as story of vacation time as spent by a shop girl. Comedy stressed as strong element. Audience appeal: all classes.—Empress Theatre, Oklahoma City, Okla.

Billed as hot weather comedy, amusing story of vacation. Audience appeal: general.—Palace Theatre, Burns O'Sullivan, Mgr., Columbus, Ohio.

Exploit stars in there first all-talking picture.—Hippodrome Theatre, George Mason, Mgr., Buffalo, N. Y.

Valiant, The (Fox)

SALT LAKE CITY, UTAH—Victory Theatre (1,287), 7 days, 15c-50c, Vitaphone acts and Movietone News. Weather, fair. Rating, 90%.

PROVIDENCE, R. I.—Victory Theatre (1,600), 7 days, 15c-50c, Fox Movietone. Rating, 80%.

AD TIPS—"The Screen's Most Powerful Heart Drama" of "The Weakling who proved himself a valiant in the strangest test of courage man was ever called to face." Audience appeal: practically all classes.—Victory Theatre, Dave Edwards, Mgr., Salt Lake City, Utah.

Bill Muni as legitimate star making his first movie and the picture as a boy called upon to make great sacrifice for an ideal. Carries big appeal to all but wiseacres. With this it is well to bill one or more snappy shorts.—Victory Theatre, Matt Reilly, Mgr., Providence, R. I.

Voice Of The City, The (M-G-M)

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7 days, 25c-50c, three Movietone acts, Selected News. Weather, fair and warm. Rating, 90%.

PROVIDENCE, R. I.—Loew's State Theatre (3,800), 7 days, 15c-50c, Metro-Goldwyn-Mayer shorts, Movietone. Rating, 90%.

AD TIPS—Four large halftone cuts, showing jail scene, a love scene, and Ames and Mack, used in newspaper advertising, along with the line, "It's the living life of the Metropolis." Audience appeal: all classes.—Loew's Midland Theatre, H. H. Maloney, Mgr., Kansas City, Mo.

Bill as smashing underworld drama with Mack himself playing role of hard-boiled dick. Name of Ames likewise carries weight in certain quarters. Use catch phrase, "Is a jailbird always guilty?" This is a corking film but must be billed carefully to get maximum business. Appeal: to all classes of adolescents and adults.—Loew's State Theatre, E. J. McCarthy, Mgr., Providence, R. I.

Wheel Of Life, The (Par.)

SALT LAKE CITY, UTAH—Capitol Theatre (2,000), 7 days, 15c-50c, all-talking and singing acts and Movietone News. Weather, fair. Rating, 90%.

AD TIPS—100% talking, with exceptional cast, exploited as "A romance that wouldn't die." Audience appeal: classes favoring romance in drama.—Capitol Theatre, George E. Carpenter, Mgr., Salt Lake City, Utah.

Where East Is East (M-G-M)

OMAHA, NEB.—Orpheum Theatre (3,000), 7 days, 25c-60c, Pathe News, 5 acts RKO vaudeville. Weather, rainy. Rating, 105%.

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,650), 7 days, 25c-35c-50c-75c, Fox Movietone News, Fanchon-Marco stage unit. Weather, cloudy. Rating, 110%.

AD TIPS—Chaney's name in ads sufficient for good play, though vaudeville is always responsible for principal gross at this house. Audience appeal: general.—Orpheum Theatre, Ralph Thayer, Mgr., Omaha, Neb.

Play up name of Chaney and supporting cast. Work on angle of Chaney in more likeable role. Tease on Orient love angles. Audience appeal: adults.—Fox Fifth Avenue Theatre, James Q. Clemmer, Mgr., Seattle, Wash.

Why Be Good (F.N.)

ALBANY, N. Y.—Mark Ritz Theatre (1,146), 6 days, 25c-35c, 1 Vitaphone act, a talking comedy "Whoopee Justice," Pathe Sound News. Weather, hot. Rating, 90%.

AD TIPS—With Moore, the star, this picture gave me an opportunity of showing the younger set cutting loose and the flaming girl of 1929 in a flaming youth story. Audience appeal, all classes.—Mark Ritz Theatre, Charles Smakwitz, Mgr., Albany, N. Y.

Wild Orchids (M-G-M)

OTTAWA, ONTARIO—Imperial Theatre (1,220), 6 days, 15c-50c, "The Instalment Collector." Weather, fine. Rating, 85%.

Pacent Agents In All Get Together Dinner At Chicago

Forty of the sales representatives of the Pacent Electric Co. and Pacent Reproducer Corp. of New York City convened in Chicago, during the Radio Show there, to discuss the new Pacent line-up for the season and to exchange ideas and suggestions on merchandising as well as get to know one another more intimately. The various salesmen first attended a dinner at the Bismark Hotel. Pacent agents attending the dinner included those from Minneapolis, Cleveland, Atlanta, Chicago, Oklahoma City, Cincinnati, Portland, and Detroit.

HOLLYWOOD

LAWRENCE A. URBACH
Western Representative

WALTER R. GREENE
Western News Editor

Hollywood Office: Mezzanine Floor, Hotel Roosevelt Phone Granite 2145

Talk In Hollywood

By Walter R. Greene

EDGAR FRANKLIN wrote a story titled "Regular People" that appeared in the "Saturday Evening Post" several years ago. "White Collars," a stage play, was produced from the story. M-G-M bought the screen and dialogue rights and produced the talker picture under title of "Idle Rich." Credit for the story was not given Franklin, however. The writer complained to studio officials who investigated the case and expressed apologies for the omission. They informed Franklin all release prints would carry story credit for him, but for some unknown reason the Los Angeles prints could not carry the correction.

The author has arranged to check up prints in various sections of the country, and if he is not credited with the story will take legal action, he says.

CHARLES DUELL is still suing Lillian Gish for $32,000 he claims was advanced to Miss Gish for a European trip. Superior Judge Schmidt ruled the case should be postponed pending the outcome of Duell's $5,000,000 breach-of-contract suit now before the Appellate Court.

Duell just finished a book about the picture business in which he "exposes" many prominent film executives. He is keeping the publisher a secret until the first copies are off the press.

OWEN MOORE and Cullen Landis are the latest film players to be named in income tax liens. The Government asserts Moore owes $510.28 for 1925 and $1519.94 for 1926. Sixty-two dollars and sixty-four cents is claimed from Landis for 1924.

INA CLAIRE, married John Gilbert; then Miss Claire's secretary, Ruth Cohen, immediately stepped out and married J. Belmar Hall, color film expert.

BETTY COMPSON has a pair of rhinestone studded shoes which she is wearing in James Cruze's "The Great Gabbo." Betty paid $225 for the pair.

THE lawsuit brought by John Ragland against Raymond Hatton, film actor, has been settled out of court. It is reported Hatton made a cash settlement of $17,500, which was just ten per cent of what Ragland claimed was due him for services rendered as manager.



A lull between scenes. Director Lloyd Bacon, little Davey Lee and Marion Nixon pause for a few seconds on the W. B. lot where they are assisting Jolson in his new Vitaphone picture

LOUELLA PARSONS, picture editor of Hearst's Universal Service, is peeved but cannot do anything about it. Last Sunday the group at Marion Davies' beach home started kidding Louella, finally winding up by letting her in on the secret that Cedric Gibbons, art director at M-G-M, was engaged to Virginia Valli. Both Gibbons and Miss Valli, who were nothing more than casual acquaintances, helped the gag along by admitting to Louella that they were engaged.

After several rounds of ice water, Miss Parsons dashed to the telephone and sent her "scoop" story into the Los Angeles Examiner. Upon her return, the gathering still kept her in ignorance of the joke being played. The party broke up, with the understanding that Marion Davies would then tell Louella that she had been made the victim of a "kid." But Marion somehow missed connections with the picture editor, and the explanation was not made.

Louella felt quite proud of her story in the morning paper—until she discovered the hoax. Then she boiled—inwardly—but couldn't squawk on account of Marion Davies' connection with the affair.

A VERY capable scenario editor who was with one of the larger studios for over a year, walked out suddenly last week because he no'ed too much!

THE district attorney's dry squad descended on the Breakfast Club and picked up a liberal supply of "wet goods." No one was accused of ownership. The Breakfast Club, operated by Maurice de Mond, has a number of film people in its membership. The Wampas also use it as a meeting place.

NO picture made at M-G-M since the merger of Metro and Goldwyn has created more advance comment than "Hollywood Revue of 1929." Many who have seen several sequences of the production are touting it as sensational entertainment.

If that is true, Harry Rapf can stand up and take entire credit for the picture. And if by any chance, it should not hit, he will also shoulder the blame. The inside story of the picture is highly interesting to the trade. Rapf developed the idea, and went ahead with production, even against the advice of other producing executives on the lot. Rapf had faith in his idea, and agreed to take the responsibility for the picture.

Production was started with the intention of having a minstrel show first part, and revue numbers for the last half of the picture. After it was under way, however, other executives on the lot were won over to Rapf's plans; and then everyone was offering suggestions to make the production more elaborate and entertaining. Rapf's first ideas did not call for appearance of any M-G-M stars and players in the picture; but now practically all are in it with individual numbers.

A FILM director and stage comedian were frantically digging a story for a picture going into production immediately. A team of writers had just finished an original story suitable for production with a musical background. One of the writers met the director and told him the story. The director liked it—called the comedian, and the pair went to work on writing the yarn.

The comedian then met the other member of the writing team, and told him about the great story the director had written. The writer, upon hearing his story being told, asked when they had bought it. The comedian explained the director had thought of it "yesterday." Then the writer blew up and told the comedian it was his story and threatened suit if they attempted to use it. The comedian went into heavy conference with the director; and they decided to purchase the story from the two writers. Then the second writer got obstinate and refused to sell his rights under any consideration.

The director and comedian are still looking for a story!

WITH Edwin Carewe re-marrying his recently divorced wife, Mary Aiken, it is understood that the producer-director will take a six months vacation abroad. Report is current that Finis Fox, Carewe's brother, will henceforth act as producer of the Dolores del Rio productions for United Artists.

(Continued on following page)

Hollywood

MOTION picture "wind machines" are now being used to fight oil well fires. Conflagrations in California oil fields have burned up millions of barrels of oil recently. During a blaze in Santa Fe Springs, someone thought of the movie wind machines. A pair of them were borrowed and set up near the blazing well. The terrific air stream from the wind machine propellers blew the flames from the top of the well casing and allowed workers to cap the gusher.

SOME one in Ken Maynard's office tries to keep people away from the western star. Last week Maynard received a letter, with a five dollar bill attached. The writer of the note stated he had tried to see Maynard several times, but on each occasion it was reported that the western star was too busy. The five dollars, it was explained, was for five minutes of Maynard's time, which the visitor figured was about the price.

When Ken read the letter, he sent for the visitor to give him back the five dollars, in addition to the five minutes he requested.

Hollywood Notes

Joseph Jackson is writing the adaptation and dialogue for "Second Choice," Dolores Costello's next starring talker for Warners. Howard Bretherton will direct under supervision of Lucien Hubbard.

Archie Mayo, Warner director, suffered a nervous breakdown during the production of "Is Everybody Happy" with Ted Lewis. Ray Enright will finish direction.

The Elks gathering in Los Angeles on July 1 will see a repetition of the motion picture electrical pageant and parade which was staged during the recent Shrine convention.

Bebe Daniels will be starred by R-K-O in a special operetta titled "Dixiana." Harry Tierney and Anne Caldwell wrote the story.

Nance O'Neil, stage star, has been signed by M-G-M for a featured part in "Olympia," John Gilbert's next starring talker.

Joseph Henabery is directing "Light Fingers" for Columbia. Ian Keith and Dorothy Revier are featured.

J. C. Nugent will direct "The Rounders" for M-G-M. Jack Bennie, Dorothy Sebastian, George K. Arthur, Polly Moran and Paul Krueger will be featured.

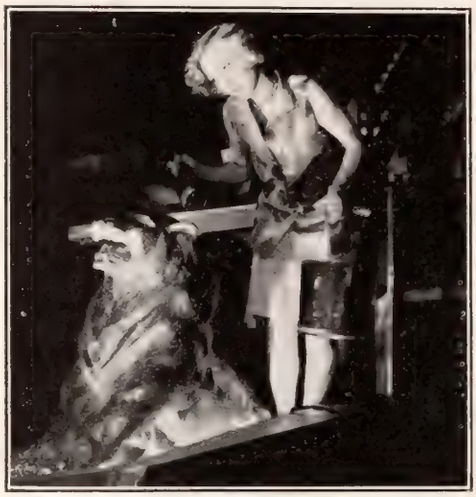
J. Grubb Alexander has been signed to a term contract by Warners. He will write adaptations and dialogue. Alexander has been writing on a free lance basis for Warners for past six months.

Walton Butterfield signed a term contract to write stories and dialogue for Paramount. Butterfield came to the coast three months ago under a trial agreement.

RKO will film several sequences of "Rio Rita" in Technicolor.

Jason Robards will play a featured part in First National's "Paris," Irene Bordoni's initial Vitaphone musical.

M-G-M will produce "The Sin Flood" as an all talker. A silent picture was made from the story several years ago by the old Goldwyn company.



Bessie Love, "The Broadway Melody" girl, with a replica of Leo the Lion, M-G-M's famous trademark

Al Ray will direct "Kathleen Mavourneen" for Tiffany-Stahl. Cast includes Sally O'Neill, Charles Delaney, Kate Price, Robert Elliott, Walter Perry, and Lydia Yeamans Titus. The picture will carry both dialogue and musical numbers.

Edward Sutherland will direct "Fast Company," a baseball story, for Paramount.

Radio last week finished the fourth sound proof stage on their Coast lot. The building will also include many offices, the major portion of the upper floor serving as quarters for music and lyric writers. A recording and projection room, a rehearsal room, sound equipment repairing rooms and a switch room are also features.

James Whale, director of the successful "Journey's End," has become a dialogue expert at the Paramount studio on the Coast.

Harry Tierney, song composer signed by Radio, has left New York for the Coast. He has written three new songs for the Radio Pictures version of "Rio Rita," now in an advanced stage of rehearsal.

Clifford Gray, who wrote the book and lyrics for "Mr. Cinders," the London musical comedy, is the latest artist to sign up with Paramount and is now at the Western studios writing the song lyrics for "The Love Parade," planned as the screen's first original operetta.

William Slavens McNutt, writer, has joined Paramount as a member of its staff of authors. He is now working on a story to succeed Bancroft's "Thunderbolt."

Tyrone Brertone and **Irving Bacon,** character actors, will play parts in Radio's large cast for "Side Street," with the Moore Brothers starring. This all-talkie which Mal St. Clair is directing has Kathryn Perry, in private life Mrs. Owen Moore, as the feminine lead.

Miriam Seegar, stage actress who played in "Fashions in Love," has become a Paramount contract player.

"It's A Pleasure" has been set as the release title for Fannie Brice's first singing and talking production for United Artists.

"The Thirteenth Chair," all talker which Tod Browning will direct for M-G-M, includes Margaret Wycherly, John Davidson, Moon Carroll, Cyril Chadwick, Holmes Herbert, Frank Leigh, and Helene Millard.

Catherine Dale Owen, stage actress, will be John Gilbert's leading lady in "Olympia" for M-G-M. Lionel Barrymore will direct.

"No, No, Napoleon" will be Reginald Denny's final production under his contract with Universal. The story is an original by Denny, with Earl Snell writing the dialogue. William Craft will direct.

Universal intends to capitalize on the appearance of Joseph Schildkraut in "Show Boat." The player will be featured in "The Mississippi Gambler" with Rupert Julian directing.

"The Aviator" will be Edward Horton's next talker for Warners. Robert Lord and Arthur Caesar are collaborating on the adaptation and dialogue, with Roy del Ruth assigned to direct.

Armand Kaliz is convalescing at the Osteopathic Hospital after minor operation.

Lupino Lane, Educational comedian, has signed to play a comedy role in Paramount's "The Love Parade."

Frank Borzage will direct John McCormack, the Irish tenor, in his first musical feature for Fox. The picture will be made in Ireland.

Ted Wilde will direct Belle Baker in "The Cradle of Jazz" for Edward Small. Picture will be released through Columbia.

Clive Brook, Paramount contract player, has returned from a vacation trip to London, and will be featured in "The Escape" which Basil Dean will direct for Paramount.

M-G-M will star William Haines in "Spring Board," from play by Alice Duer Miller. Edwin Justin Mayer will direct the talker production.

Dolores del Rio will next make an all talker with a French local after having made "Evangeline." The producer of her films, Edwin Carewe, has been in the East conferring over the production. He will not personally direct the star, as he does not intend to direct any more pictures, United Artists reports.

Mark Sandrich, director of "The Talk of Hollywood," has been lined up by Radio Pictures to direct "Radiant" comedies.

"Sweetie," Nancy Carroll's musical romance starring vehicle for Paramount, will have Jack Oakie, Frank Ross and William Austin in important roles. Ross is the Long Island realtor discovered by Paramount to have an appropriate voice for the singing screen.

Ian Keith will be co-starred with Dorothy Revier in "Light Fingers," Antonio Moreno having had to abandon the role Keith will play because of the shooting schedule of his current production.

George Renavent, stage actor, has signed a contract with Radio Pictures to play the role of General Esteban in "Rio Rita."

Alice Dunn, stage actress who appeared with Ruth Shepley in "The Misleading Lady," makes her debut in support of Harry Holman in a Pathe talking short version of "Hard Boiled Hampton," produced by George Le Maire.

E. H. Clavert, stage and screen actor, has been engaged by Paramount as a member of its stock company. He has been assigned the role of the Wall Street capitalist in "Kibitzer." Tenen Holtz and Albert Gran also have been given parts.

Millard Webb will direct Billie Dove in her next First National Vitaphone production, "Give This Girl a Hand." Story is by Fannie Hurst.

Opinions on Pictures

The Four Devils

Turning A Dummy Into A Talkie

(Reviewed by Freddie Schader)

(Dialogue Version)

THE Fox production of "The Four Devils" has been talkieized to the extent of a dialogue and sound sequence running twenty-three minutes at the end of the feature. When the picture was orginally reviewed last October at the time it was presented at the Gaiety Theatre, New York, it was ten reels in length and all silent. A number of cuts have been made in the story, so that the tale now concerns itself entirely with affairs of the six principal characters. Of course, in this day and date when the sound pictures are chasing everything else off the map there is a new box office slant on this picture. In the days of all silents it would have been sure fire, today it is going to rank as an in-and-out box office bet.

In the cast those who handle the dialogue are Janet Gaynor, who speaks with a voice just as wistful as her personality, but who manages to handle her lines in a surprisingly deft manner; J. Farrell Macdonald also registers nicely, while Charles Morton got by although lacking in spoken dramatic ability. Barry Norton and Nancy Drexel have but few lines and manage very well with them, while Mary Duncan as the vamp delivers in the old fashioned slinky type of vamp that the role calls for.

In several spots in the sequence the scenes were not reshot but the talk added, these however will not be noted particularly by the public as the synchronizing has been fairly well accomplished.

Produced and **distributed** by the Fox Film Corp. **Length:** Sound Version, 9,649 feet. **Release date:** indefinite. **Running time,** sound version, an hour and thirty-three minutes. From the novel by Herman Bang. **Directed** by F. W. Murnau.

THE CAST

First Sequence

The Clown	Farrell Macdonald
Cecchi	Anders Randolf
Woman	Claire McDowell
Charles, as a Boy	Jack Parker
Adolf, as a Boy	Philippe DeLacy
Marion, as a Girl	Dawn O'Day
Louise, as a Girl	Anita Fremault
Poodle Dog	Himself
Old Clown	Wesley Lake

Second Sequence

Marion	Janet Gaynor
Charles	Charles Morton
Louise	Nancy Drexel
Adolf	Barry Norton
The Lady	Mary Duncan
Circus Director	Michael Visaroff
Mean Clown	George Davis
Old Roue	Andre Cheron

"Footwork"

(Pathe Sportlight—One Reel)

THE importance of footwork in sport is stressed in Mr. Rice's newest athletic reel which is interesting all the way through and which offers pleasing entertainment for practically every type of film fan. Among the notables in action are Helen Wills and Paavo Nurmi.—RAYMOND GANLY.

Behind That Curtain

Will Do Business

(Reviewed by Walter R. Greene)

(All Talker Version)

"BEHIND THAT CURTAIN" was expected to be a big special on the Fox release schedule for next season. It is hardly that. It will, however, rate satisfactory business in the weekly de luxe houses, and do excellent business in the split week theatres and smaller towns.

The production has been nicely mounted with realistic backgrounds. The story is episodic, opening in England and then switching to India and the desert — finally climaxing in San Francisco. The several episodes have been nicely tied together to sustain interest throughout.

Warner Baxter heads the cast in a featured spot, and rates it with excellent work. Lois Moran, although miscast, gets over nicely. Gilbert Emery and Phillip Strange give fine characterizations. Direction by Irving Cummings was good, and he handled the production in a manner to sustain audience interest. Poor direction could easily have made the picture a mediocre offering.

The story shapes up as combination of mystery, melodrama and love triangle. The picture was adapted from Earl Derr Biggers' Saturday Evening Post serial, in which Biggers' famous Chinese detective, Charlie Chan, was the leading character. In the picture version, Chan is made a very minor character; and a Scotland Yard official does the major detective work.

Although the story has been interestingly told, it will not prove a sensation at the box office. The story has been changed materially from the original serial by Biggers, but still has enough value to get over satisfactorily.

Drawing Power: Baxter naturally is best name bet on account of his two previous talkers. Bill it as a mystery love drama by Earl Derr Biggers, whose stories are widely read in the Saturday Evening Post.

Produced and **released** by Fox. From story by Earl Derr Biggers. **Scenario** by Clarke Silvernail. **Directed** by Irving Cummings. **Photography** by Conrad Wells, Dave Ragin, Vincent Farrar. **Running time:** one hour and a half. **Release date:** June 30.

THE CAST

John Beetham	Warner Baxter
Eve Mannering	Lois Moran
Sir Frederick Bruce	Gilbert Emery
Sir George Mannering	Claude King
Eric Durand	Phillip Strange
Soudanese Servant	Boris Karloff
Habib Hanna	Jamiel Hassen

"Pathe Audio Review No. 10"

(Pathe Photophone—One Reel)

THE Audio Review contains "Gold," an explantation by goldsmiths of their process of beating the metal into leaf; "Spring Pastoral," some alluring scenes of a herd on the plains; "Over the Bounding Main," refreshing sea shots in both calm and rough weather. Okay as film entertainment and musical, too, in view of the attractive musical synchronization.—RAYMOND GANLY.

The Idle Rich

Made In An Idle Moment

(Reviewed by Freddie Schader)

(Dialogue Version)

THE play "White Collars" has been brought to the sound screen under the title of "The Idle Rich." It proves rather disappointing entertainment with naught about the picture to make one recommend it as a box office attraction. This one possibly might have been a better "dumbie" than a talkie. In silent form there might have been scope for wider treatment of the subject than there is in the dialogue form.

William DeMille, brother of Cecil, who has followed the latter to the M-G-M lot, is responsible for the direction and he deviated not one whit from the stage technique in his handling of the subject. Clara Beranger, who handled the adaptation, failed to add anything to the story.

In the matter of casting there seemed to be something lacking in the manner in which Conrad Nagel handled the principal role of the piece. Lelia Hyams and Bessie Love, however, both came through with splendid performances. That is particularly true in Miss Love's case as she had the more colorful role of the two. The acting honors, however, must go to Robert Ober in the role of Henry. He walked away with the picture. James Neill and Edythe Chapman measured up nicely as the mother and father.

The story, which is a preachment more or less in favor of the "white collar" worker and still proves to rather faithfully mirror his reactions to certain conditions, goes along in a halting fashion with endless footage being ground and the tale never getting anywhere.

At the Capitol the presentation was somewhat marred by what must have been the fault of the operator who handled the booth for the late performance on Monday afternoon. His sound was so great in volume that it was almost enough to drive one out of the theatre, and the result was that a lot of the dialogue was overshadowed because of volume.

The picture won't stand up in the bigger week runs and, although it may do fairly well in the subsequent runs, it won't be a feature that you will want to promise too much for.

Produced and **distributed** by Metro-Goldwyn-Mayer. From the play "White Collars." **Adapted** by Clara Beranger. **Released,** June 15, 1929. **Length:** Dialogue version, 7351 feet. **Running time,** an hour and fourteen minutes. **Directed** by William DeMille.

THE CAST

William Van Luyn	Conrad Nagel
Helen Thayer	Bessie Love
Joan Thayer	Lelia Hyams
Henry	Robert Ober
Mrs. Thayer	Edythe Chapman
Tom Gibney	Paul Kruger
Frank Thayer	Kenneth Gibson

Opinions on Pictures

The Flyin' Fool

Loops The Loop For Laughs

(Reviewed by Don Ashbaugh)

(100 per cent talking)

PATHE clicked when they hired James Gleason to turn out the dialogue for William Boyd's talking air feature. Gleason reached into his bag of old trouper tricks and brought forth a first class program talker that the average film fan will like.

The veteran footlight comedian evidently looked Boyd over and figured out just what he should say. Boyd says it so naturally that you wonder if that isn't just the kind of a fellow he has been all of the time. A good hearted, rollicking sort who refuses to fall for "any dame." When he does fall its with a splash—he spills all the way.

The casting department picked young Russell Gleason to play Boyd's fatherless and motherless young brother. They selected Marie Prevost as the girl. They all fit like a glove.

The idea is established early in the picture that Boyd, when it came to girls, "finds 'em, fools 'em and forgets 'em." That was the philosophy under which he worked—"no dame was gonna get him."

The idea was okay until younger brother was smitten with his first case of puppy love. Boyd was attempting, in his fathering way, to keep the boy away from women because he "didn't want no dame makin' a boob outta him."

So when the lad fell for Marie Prevost, several years older, Boyd decided to break it up. He found, upon visiting Marie that she really was a "little different" from other girls. She played straight and was fond of the younger brother. However, she wasn't completely sold and she fell for Boyd, too.

The scenes of fraternal love between Boyd and young Gleason are gripping, natural and well handled. In fact, from a dramatic standpoint, they are by far the best part of the picture. They paint Boyd in an entirely different manner than the exterior which he assumes in the other portions of the story.

There are several very excellent shots of stunt flying. A comedy feud between Boyd and Tom O'Brien as the dumb heavy is carried through the picture from the opening shots in France during the war, up to the final fadeout.

There is no musical score with the picture. The players being busy most of the time with dialogue. However, there are a few cabaret scenes with Earl Burtnett's orchestra furnishing some good popular tunes. Marie sings a couple of times with good effect.

The picture has everything that a first class program picture needs. The full sway of silent films has been combined with a sympathetic use of stage tricks to the fullest advantage.

Drawing Power: Play up the stunt flying angle. Boyd and Marie Prevost have draw rating. Gleason's name will be of value if your fans know him, either from stage or from his talking shorts.

Produced and **released** by Pathe. **Story** and **adaptation** by Elliott Clawson and Tay Garnett. **Directed** by Tay Garnett. **Photography** by Arthur Miller. Footage, 5,715 feet. **Release date**, indefinite.

THE CAST

Bill Taylor	William Boyd
Patsy Burke	Marie Prevost
Tom Dugan	Tom O'Brien
Tommy Taylor	Russell Gleason
Patsy's Mother	Kate Bruce
Airport manager	Dan Wolheim
Flapper	Dorothy Ward

Sound Shorts

"Mickey's Midnite Follies"

(RKO-Darmour Talkie—Two Reels)

(Reviewed by Larry Urbach)

LARRY DARMOUR launches his first of the series of Mickey McGuire talking short comedies released through RKO and shows how successfully a kid comedy can be enhanced in entertainment value through the judicious use of dialogue and sound effects.

This one will go over strong with the lovers of kid comedies. Mickey's voice registers very well and is perfectly suited to his character of a "tough" kid. Al Herman, who directed, succeeded in getting the best out of Mickey and his dialogue delivery as well as out of the rest of the cast, and made a good fast moving comedy move even faster with the aid of dialogue.

The story is about a gang of kids who stage a Midnite Follies, at which a score of neighborhood kids have come to be entertained by the youthful "hams," all unknown to the mothers of the youngsters. Mickey and his entertainers put over some very funny quips on the improvised stage. Up in the wings one of Mickey's gang does a one-man stage crew and does all the off stage effects and curtain calls effectively and with many laughs. The careful insertion of dialogue when the father of Hambone, the colored boy, is chased after stealing a chicken from a barnyard heightens the effect of this scene and makes it a fast moving chase with good comedy effects. There is a quick finish when the mothers of the kids discover their midnight hangout, winding up with a free for all fight between the entertainers and the kid audience.

A good fast moving comedy with many laughs. Besides Mickey and Hambone, in the cast are Tomboy Taylor, Katrinka, Delia Bogard, Marvin Stephens and Jimmy Robinson. Albert Herman directed from the story by E. V. Durling. Sound Technicians were: J. A. Duffy and Charles Franklin. Cameraman, James Brown. A Larry Darmour production. To be released by RKO, July 8.

"Smart Talk"

(Hal Roach-Our Gang Talkie)

THIS is the first talkie comedy with "Our Gang" and it is a wow. At the Capitol, New York, this week it was voted as the best part of the program. Those kids are simply great and they handle the dialogue that was evolved for them in the manner of old troupers. It is a little plot about the adopting of children from an orphanage. All of the "gangsters" are inmates and little "Wheezer" is the one that is taken into a home, with the gang sneaking away to visit him. They simply turn the house upside down, ring the fire and police alarms and in the end they are all adopted into homes. That is all except the little colored fellow, and when the cook finally takes him his shout of "Mammy" brought a howl from the audience. If you play this one be sure and get the full value of it by advance plugging. You can not go too strong because the picture will live up to anything that you promise in the way of laughs. The running time is fifteen minutes.—FRED SCHADER.

The Fall Of Eve

You Can Pick Her Up

(Reviewed by Freddie Schader)

(Dialogue Version)

THIS is Columbia's contribution to the advancement of the talking screen. It is the first all-talking screen farce. That may not mean very much to you as you read it, but if you were on the producing end of the business you would realize that this form of screen entertainment is the most difficult to produce successfully. Columbia has done it successfully, so successfully that they have turned out a picture that is certain to click at the box office and although it is of the bedroom farce type, it is censor proof. "The Fall Of Eve" is a pick-up for you and your box office, but at the same time go out and tell your prospective customers that it is packed with laughs.

In making the screen adaptation of "The Fall Of Eve" pretty much all of the original play was discarded and a new play written by Frederic and Fanny Hatton. They have managed to retain all of the humor without resorting to some of the situations, which in the original, were rather risque.

The story in brief is that of a manufacturer of bathing suits who has married a second time. He opposes his son's desire to wed a girl, who is the father's secretary. The wife is away for a week-end party when an out-of-town buyer blows in and insists that a "girl friend" be provided for a whoopee party that night. The manufacturer is up against it until the secretary volunteers. It would have worked out all right only the out-of-town buyer's wife insists that she join the party at the last minute. That makes it necessary for the secretary to be introduced as the new wife of the manufacturer. From that point on the complications pile up until the final solution is arrived at when the real wife shows up, and to save his dad from a difficult situation the son announces that the girl in question is his wife.

In casting the picture a fairly good all-'round job has been done. There is but one weak spot and that is that Jed Prouty looks a little youthful for his role. Betty Farrington, in a character role, of a playful old girl, walks away with laugh honors. She does a souse bit that is a gem. Ford Sterling, playing the role of her husband and the playboy that wants a whoopee party, also scores. Patsy Ruth Miller and Arthur Rankin supply the juvenile love interest. Fred Kelsey in a bit at the finish is his usual self.

The lines are snappy and get continued laughs, the timing of which was handled almost perfectly, which is a tremendous feat in itself. The direction by Frank Strayer was a neat piece of work.

Produced and **distributed** by Columbia Pictures. **Length**, undetermined; **running time**, an hour and five minutes. **Released** in June, 1929; **Directed** by Frank Strayer.

THE CAST

Eve Grant	Patsy Ruth Miller
Mr. Mack	Ford Sterling
Mrs. Ford	Gertrude Astor
Tom Ford, Jr.	Arthur Rankin
Tom Ford, Sr.	Jed Prouty
Mrs. Mack	Betty Farrington
Cop	Fred Kelsey
Bob White	Hank Mann

MANAGERS' ROUND TABLE CLUB

CHARLES E. LEWIS
Chairman and Editor

A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress



CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"Pawns Or Players"

IN the present era of so-called efficient theatre operation there has been created a most unsatisfactory condition between the executives and the house managers at the various theatres.

We hear about mergers, reorganizations, small circuits becoming absorbed by big circuits, big circuits broken up into smaller units, and so on, until each new day brings another change of some sort of a half a dozen rumors portending things that are supposed to happen.

And when they do happen it would seem that the entire circuit becomes a great chess board and the house managers are just the pawns. Immediately the "new" chief sets about to "reorganize" his circuit. Immediately orders go out that this manager will move from one town to another, that such-and-such a manager will be shifted to another theatre and so on and so forth.

What we would like to know is, when will these chess players stop this pretense of efficiency; this game of checkers with human beings as markers? Is it not time that the theatrical business was put on a sound commercial basis? Is it not time that these efficiency men realized that a man established in a certain town and theatre becomes more valuable as time goes on and that shifting him to a strange city means that this man must start all over again to make connections, to build up good-will, to find a home for his family and to find out, all over again, about the new theatre in which he has been placed?

And after this game of shifting is all over and everything seems set and rosy—every manager appears, at last, to be happy and contented; the powers-that-be make another change, out goes the one efficiency head and in comes another and—the game starts all over again. And there seems to be no court of appeals for the house manager to take his troubles to. Either he packs up like a gypsy and takes to traveling again or out he goes.

Unless the move means promotion, better working and living conditions and more money, it is unfair to these men.

But the time is approaching when the importance of good managers is placing them, more and more, in a position where they themselves will demand, and receive, the right to say whether they continue their life of nomads always folding their tents and silently stealing away to a new strange place, or remaining where they have worked so hard to build up a reputation and business for their theatre. They themselves will soon decide if they are to continue this comical, inhuman existence or to be recognized as human beings with the right to look after the interests and well-being of their families as well as their employers.

C. E. L.

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Inaugurating the M. R. T. C. Employment Bureau

MANAGERS' ROUND TABLE CLUB

R. F. Emig Sells "Harmony" and a New Theatre Name

Manager R. F. Emig of the newly named Paramount Theatre (formerly known as the Riviera) in Waterloo, Ia., staged an unusually effective campaign when he sold both the new name of the theatre and "Close Harmony" to the theatregoers of that city.

Chief among the many stunts which he successfully engineered was that of chartering a trolley car and keeping it rolling all over the town and suburbs for an entire day and at a very reasonable cost to the theatre. You will note on the photograph that both the new name and the picture are well played up on the car. Just recently this mode of exploitation became popu'ar again after a lapse of several years, but it had caught on and is bringing unusually good results where worked, especially since managers are finding that the cost is not too high.



Another corking angle to Emig's campaign was a tie-up with an electrical clock company through which the company gave away free five electric clocks for the best slogans on both the clock and the Paramount Theatre. Through this co-operative tie-up the theatre received seven quarter-page newspaper ads which were written by the theatre and paid for by the clock company. The contest for the slogans created quite a stir among the residents and they entered into the spirit of the idea with a vengeance. The result was a tremendous amount of talk about the theatre and the picture.

Manager Emig deserves a goodly share of praise for the "bang" with which the new theatre title and the picture went over. We would like to hear more about his activities and we are certain that our many members and readers will find his activities worth reading about. How about it R. F.? And you might send your own photo along so we can see what you look like.

Farley Wraps His Heralds In Bread Thru Bakery Tieup

H. C. Farley added a new slant to herald distribution when he arranged a tie-up with a large local bakery through which they wrapped 12,000 loafs of their bread with heralds enclosed. In addition to this part of the bakery tie-up, H. C. also arranged to have each of the 12 trucks, used to deliver the bread, carry a 3 by 5 foot sign and also placed 100 window cards in every store carrying the bread. This tie-up was between the bakers and the Strand Theatre in Montgomery, Ala.

While Manager Farley used this tie-up for "Show Boat," it serves to call every showman's attention to this new angle and one that lends itself to any picture you want to specialize your exploitation on. It also offers possibilities in suggesting new ways to work out co-operative campaigns with any local merchant serving a large clientele in and around the different cities and towns.

Keep this one handy as it will be found valuable when the right time and picture comes around.

Johnny Jones Contributes A Suggestion for Exits

Johnny Jones, of the Majestic Theatre in Columbus, Ohio, contributes, what we consider, a very timely and valuable suggestion adaptable to a great many theatres. You know Johnny pretty well by this time through his Club activities so we will not be a bit surprised to learn that his suggestions are read with interest.

This time Johnny tells us that during the hot weather they make it a point to open all the exit doors as soon as possible, thereby aiding their cooling system with some of nature's best brand of fresh air—BUT, he mixes some good showmanship and common sense with the opening of the exit doors by having fixed up the space immediately on the outside of those doors as pictured. Although the picture was not very sharp it does distinctly show, what appears to be, a fine looking garden spot, and, what's more, it did not cost the theatre a fortune. It just consists of a painted scene on a piece of canvas and the fire escape railing is masked in with ferns.



Here is a doggoned good suggestion, boys, and suppose, just for curiosity's sake, you take a look through your own exit doors to see whether you can make use of Johnny's suggestion. It certainly will help improve the appearance when you open the doors during the warm days, and we are sure you must open them anyway. What say you all?

Let's hear from you again soon, Jones, and shoot us some more pictures; they always help tell the story better than plain words. Keep the 'pot a boiling.'

Frank C. Goldquist says:

"I do feel a lot of pride in being a Charter Member of the Round Table Club and look forward to receiving the Certificate of Membership. This I do not expect to hang in the office, but in the lobby were all may read."

That's the spirit, Frank.

MANAGERS' ROUND TABLE CLUB

"Talking Shorts" Still Get Plenty Of Top Billing

We ought to make a tabulation of the number of theatres taking advantage of the present popularity of talking shorts and advertising them with the prominence that they deserve so long as the public takes to them. Such a record would undoubtedly show that the majority of exhibitors are all for them. There is hardly a day that goes by without several pictures or stories coming into Club headquarters dealing with this timely topic.



The latest house to play such attractions up, almost as big as the feature picture, is the new gorgeous Granada Theatre in Kansas City. You will note from the photograph that they not only give it a good spot on their front signs, but play it up strong on the marquee as well. If these shorts were not worthy of such attention, it stands to reason that they would not be getting all this play, so we have another of our many examples showing that the manager who is on the alert for every chance to build up their shows via plenty of advertising and plugging.

Lew Levey Shows That "Big-Town" Stuff Is Possible

When we see some of the things being put over by neighborhood managers in New York City we almost weep when we think of what these same men could do if they ever located in some real active smaller city. After all, house managers in a place like New York are limited, in many ways, on everything they try to do. They have not got local newspapers to work with, or Chamber of Commerce to tie-up with and many other angles at the disposal of most smaller city showmen. But what they do manage to accomplish, they do mighty well, and, of course, this leads us up to the introduction of Lew Levey, manager of the Dyckman Theatre, in New York City.



Lew has been in the show game for the past 12 years, and has had many a stiff problem to contend with, but showmanlike, he has always managed to keep his house operating the way it should be. His most recent co-operative tie-up was arranged through a local swimming pool, located about a block from the Dyckman Theatre. Through this arrangement the pool had motion pictures taken of the bathers and a sign telling them when they could see the pictures at the Dyckman. On the theatre's part, they ran a trailer announcing the fact that movies would be taken of bathers in the pool at certain times.

The results satisfied both ends of the combination and brought considerable extra business to Lew's theatre. So even the city manager can find new and profitable stunts and tie-ups if he would only take the trouble to seek them out. More about Levey in an early issue.

"Lobby Laughs"—No. 3

By Dick Kirschbaum



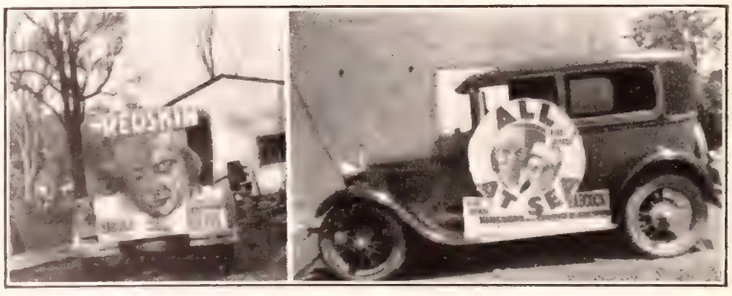
Summer Suggestion by the Staff???

Harold C. Lee Is Using Auto Bally Over Wide Area

Harold C. Lee of the Babcock Theatre, in Bath, N. Y., even makes his own personal automobile work for the theatre as you will note from the two photos with this little story.

Harold is another great believer in the use of some sort of ballyhoo around his town and at the present time, in order to keep the overhead down, he arranges the cutouts on his own car and drives it all around the town and surrounding sections.

Apparently it does not harm the car any but does help business. Anything is possible in these hectic days so why worry how you get them coming in, so long as they come?



Still another recent campaign of Lee's was to shoot out to every house and farm for miles around the city, a pink circular or rather circus herald advertising "The Air Circus." This piece of advertising material was printed on regu'ation circular stock in a light pink color against which the black face type stood out unusually prominent. On this same circular he advertised a popular band as a coming attraction and from recent reports from that part of the state we understand that he played this attraction to exceptional business. Which is nice to know about.

Keep at 'em, Harold, and at the same time keep us posted on all your activities. Also, continue shooting in those snap shots, they go a great distance in making the stories better understood.

MANAGERS' ROUND TABLE CLUB

Wot A Life!

In a most interesting discussion, the other day the subject of unsuccessful managers became a paramount factor.

Boiled down to cold facts the thing sized up this way: Is the ability of the manager to be judged by the profit and loss sheet of the theatre he is running?

Let us just review some facts. There are many theatres in existence today losing money week after week and doomed, by a chain of circumstances, 'way beyond the control of the house manager, to go on losing money; although these houses apparently, must keep on operating just the same.

Into this discussion several of these theatres were talked about and how they are still looking for managers who can "pull them out of the red." Houses that have had some mighty clever showmen directing them in the past and who brought the big losses down to small losses.

Since these houses will go on losing money indefinitely, or until such a time as local conditions shall change, why not take the attitude that a manager capable of keeping the overhead and losses down to a minimum is really making money for the house. Surely if Manager Jones operates one of these theatres with only a loss of a hundred dollars a week and then Manager Brown succeeds him and the losses run up to a thousand, then it is good logic to assume that Manager Jones was saving them nine hundred dollars a week.

After all: why blame a house manager for the folly of someone responsible for building a theatre where a theatre was not needed?

H. M. Addison's Activities Are Always Very Interesting

H. M. Addison, of the Rochester Theatre, up in New York State, has been credited with some exceptionally fine advertising and advertising of the type which many other managers could well afford to follow and possibly use themselves.

A very recent idea that H. M. took a fancy to was the same method of advertising as used nationally by the New York Central Railroad, and for your information we reproduce the ad exactly as we received it.

There is one very interesting point that we would bring out at this time and in so doing we must call your attention to issues of the Club columns dating back a good many months when we kept plugging the idea to our many readers that it should not be necessary that every ad run by the theatre advertise some particular attraction. Why not sell the theatre, its service to the public and community, etc. These points were covered on numerous occasions and brought many interesting letters to our attention. In this instance Mr. Addison has done just that. He is taking this space in his local newspapers to sell the Rochester Theatre, he wants his patrons or prospective patrons to know more about the great institution he is conducting in Rochester and there is no better means of so doing than through the medium of this type of advertising.



On the right you will note the reproduction of a recent ad which he ran a short time ago in which he again used good showmanship in the wording and makeup. Besides advertising the attraction just a "little different," he is selling them an idea—and how! This class of theatre advertising, without a doubt, makes 'em look through the papers for weeks after seeking for more like it. It's individual, its appeal is direct and it means that as far as advertising is concerned, the Rochester need not take a back seat for any house in the country.

Mr. Addison's activities are always interesting to our members and readers, so we suggest that you watch these columns for more news about him.

Dick Wright Worked His Way To The Top In Short Time

This, brother members, is the story of a youngster who is getting where he wants to be, way up on the ladder of success in the show business—and how!

Dick Wright is his name, and his business address, at this writing is Lyric Theatre, in Indianapolis, Ind., a 2,000-seater where he not only manages the theatre, but looks after the buying and booking of the pictures and besides does the same for the Isis Theatre in the same city and owned by the same outfit.

Dick started work at the age of fifteen as an usher in the Lyric, working his last two years in high school while ushering afternoons and evenings. Today he is twenty-three years old and running the theatre, having worked his way up, through sheer effort and plugging, via many other positions in the meantime around the theatre which he now manages.

To give you a better idea of Wright we take the means of quoting from his first letter to the Club—"For quite a

"I read the contributions sent in by the various members of the M. R. T. C. and in return receive lots of valuable information from them. This exchange of ideas between the managers . . . is great stuff."

E. J. Harvey, Mgr.,
Hollywood Theatre,
Charlestown, Mass.

MANAGERS' ROUND TABLE CLUB

while I have felt the need of an association with other men in the theatrical business. After giving today's Motion Picture News the once over, especially that section of the paper devoted to the Club columns, I decided to write you boys a line and apply for membership in your Club."

Regardless of whether you ever heard of Dick Wright before you can gamble that you WILL hear about him in the future, because as an "active" member of the Club you will find plenty to read about his activities and work out in Indianapolis. Now listen, Dick, shoot me your photo by return mail as we all want to see what you look like. How about it? Attaboy.

McDonald Has 'Em Talking About The Westlake In L. A.

Tom F. McDonald, as usual, is ever on the alert to take advantage of all angles necessary to keep the business up to tap and the Westlake Theatre before the public. Some of his recent activities consisted of using a lot of nice fresh cutting from the large public park across from the Westlake Theatre and dressing his lobby with them. It gives a real atmosphere of freshness to the place as well as a cool impression, and with summer coming on, all these little tricks go a long ways toward creating in the minds of the patrons the thought that the theatre is cool and comfortable.



Tom has also worked a real fast one that many "sound" theatres could well afford to follow. He has arranged a flashing sign in the lobby of his theatre reading: "SILENCE PLEASE A TALKING PICTURE IS NOW SHOWING." Rather a neat idea, boys, what do you say? It has become the talk of the town and is far more effective than any contrivance thus far suggested or used.

Just recently he pulled a British-American Night at the Westlake, the occasion being Empire Day, celebrated by all Britishers commemorating the birthday of Queen Victoria (all of which we have Tom's word for). However, the important part of this message is to let you all know that it went over big and he played to many Britishers in Los Angeles.

Still another of his latest publicity stunts was a tie-up with a local song shop whereby they distributed several thousand copies of a song sheet carrying good, valuable space for the Westlake Theatre. Unlike most of these song sheet tie-ups, this song was really good and brought requests for more from his fans.

Now McDonald is at work on a plan to pull a State night every two weeks, and as Tom puts it—"If it don't bring a hell of a lot of business on the particular night, it will let the populace of Los Angeles know that we are alive and trying to do something different and will keep the name of Fox Westlake before the public at all times." Which is a philosophical way of looking at it anyhow. But just the same it does show that Tommy is ever on the job, so that counts for a whole lot regardless of how many of his activities bring actual dollars and cents to the Box Office.

"Watch Canada!"

Here is the first batch of Canadian showmen enrolled by Jack Allen, manager of the Capitol Theatre in Kitchener, Ont. and Regional Chairman, for Ontario, Canada.

Every Canadian manager should get back of Jack and help him line up as large a number of Round Table Club members as there are showmen in that progressive country.

W. P. McGEACHIE, manager, Algoma Theatre, Sault Ste. Marie, Ont.
R. S. RODDICK, manager, Capitol Theatre, London, Ont.
R. J. HARRISON, manager, Capitol Theatre, St. Catherines, Ont.
TOM FORHAN, manager, Capitol Theatre, Welland, Ont.
JACK STEWART, manager, Capitol Theatre, Peterboro, Ont.
CHARLIE QUERRIE, manager, Palace Theatre, Toronto, Ont.
FREDDIE JACKSON, manager, Loew's Theatre, London, Ont.
LEON OSIER, manager, Regent Theatre, Oshawa, Ont.
J. A. BOLINSKY, manager, Capitol Theatre, Paris, Ont.
W. J. FAWCETT, manager, Capitol Theatre, Woodstock, Ont.
G. FORHAN, manager, Griffin's Theatre, St. Catharines, Ont.
E. SMITHIES, manager, Capitol Theatre, Kingston, Ont.
J. LYNCH, manager, Runnymede Theatre, Toronto, Ont.
AUSTIN P. DROHAN, manager, Capitol & Princess Theatres, Chatham, Ont.
HARRY E. SILLS, manager, Lyric Theatre, Kitchener, Ont.
E. MOULE, manager, Temple Theatre, Brantford, Ont.

Come on Canada!—If your name is not on this first list make sure it will be on the next one. SHOOT YOUR APPLICATION IN RIGHT AWAY!

MANAGERS' ROUND TABLE CLUB

Read This One Direct From Edward J. Hiehle

With the tremendous amount of correspondence received daily at Club headquarters it would be absolutely impossible to attempt to reproduce every letter received. We would fill up a half a dozen publications of this size. So we started off a long time ago to present this correspondence in the manner that you have been accustomed to seeing it.



But every once in a while we do select a letter here and there for complete publication because we honestly feel that its contents will be interesting or profitable to our many readers.

Such is the case with Ed. J. Hiehle's letter, which we are presenting without any change or alteration. I hope you get the same "kick" out of it that I did. It's typical of Ed., both as an honest-to-goodness showman and a real active member of the Managers' Round Table Club.

Dear Charles:

If a fellow keeps pegging at one long enough he should obtain some results finally. Well, you finally jarred me loose from my lengthy sleep. . . . But if you think it's sleep, you have a guess coming. . . . Trying to run three houses and take care of the publicity, special exploitation, film buying, theatre management and what have you leaves plenty of idle time on one's hands. . . . And with that time, I hike to the green fairways and swat the pill for some goals and daisies. On days when I can dodge the pesky film peddlers. . . . Last week I received five different sets of film men one day, and the next met with six sets. Some were hangovers from the day previous. But you should worry about my worries.

You want to know what's doing out here.

BROADWAY MELODY did well for my brother Riney, down in West Virginia. Teacher I can't tell a lie. I did it too. Sent out 5,000 heralds such as inclosed, with an additional insert of the same number of yellow stock special, similar to that inclosed. These are mailed. Used 24 sheets; threes; and five vacant storeroom windows, with stills plastered over the front glass. Tie-ups with two 5 & 10 stores; three music stores and 2 local soda stands; and window cards on ten local busses, outside the car-front. Saturday before opening date, had a banner-truck cover the town, ALL DAY. Carried a special contest in newspaper, giving 60 tickets for prizes. Contest was easy, the winner to guess nearest actual production cost of BROADWAY MELODY. Sent 2,000 PAIR-UP cards to high school. The students find the corresponding number. The two numbers paired up entitle holder to 2 admissions. We placed 50 pairs in the lot. Gave red cards to boys, and blue cards to girls. . . . Maybe I could have done more, but we had everyone talking B. MELODY and you know the answer. Business at the gate. Mr. Bishop, M-G-M exploiteer, lent fine cooperation.

Every week we mail 5,000 post cards, to bona fide addresses, carrying the program of two theatres, principally the big house.

"RAINBOW MAN" tie-ups with 4 stores, 2 music, and 2 Five and Tens. Also RAINBOW specials in soda fountains. 4 vacant store flashes. 100 window cards placed in local stores, with some going to small towns nearby. And the busses. 3,000 heralds, per inclosure.

Well, nothing much new, excepting pictures to exploit. In same old way, with a different angle now and then.

For THE BARKER we placed a monitor in the lobby, over ticket booth. Hooked up with our Western Electric Sound System. Everyone soon learned about the Barker. Business? Yes.

In addition to the above, we used sound trailers on each. Also announce attractions for all theatres in the big house through monitor.

I guess I can't be of much assistance to the brother members of the R. T. Club, with any new ideas. But I enjoy keeping tab on each new issue of the M. P. News, and the R. T. Club gets my first attention. Oh yes, on REVENGE, gave 60 tickets to guess footage of the print. It got a Newspaper tie-up. First 10 winners were given Dunlop-Grosset edition each, of the book. Next 40 received color sets provided by United Artists. Usual run of window displays, mailing list and bus cards.

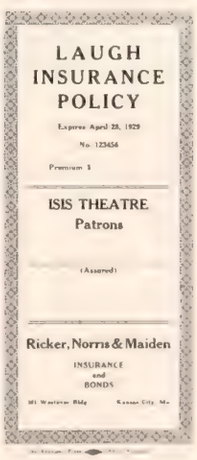
One of these days I'll get time to let you know I'm still in the land of livin'. I wonder if G. Sun is going to meet again on the Isle up on the Lake. Hope so. May see you there. Yours for the R. T. Club.

Sincerely,
EDW. J. HIEHLE.

Thanks, Ed., for your letter. As to the Gus Sun party, I am looking forward to it as much as you, and sincerely hope we all meet again up there. But listen, Ed., bring your golf sticks along. I may be able to break a hundred at your expense. Who can tell. Miracles CAN happen.

Gross Contributes Two More Exploitation Stunts

The latest news to reach Club headquarters about a new and quite active member, Mickey Gross, Isis Theatre, Kansas City, covers two good stunts. The first one deals with a Laugh Insurance Policy on "Why Be Good" but handled just a wee bit different than the ordinary run of such tie-ups. You will note, from the illustration, that Mickey worked with





a local insurance agency and that is what made the arrangement so natural looking. This was quite an impressive looking policy when we received it but we were compelled to withhold publication due to the previous space allotted to Mr. Gross when his other activities were printed. How-

Everybody's Doing It!

"I do want to take this opportunity to tell you that the ideas which the managers send to you for publication in the NEWS are practical, and have been used to good advantage here."

Jack Rosenberg, Mgr.,
Superba Theatre,
San Diego, Calif.

MANAGERS' ROUND TABLE CLUB

ever, better a little late than nothing at all.

The second, and more recent, contribution is an unusual front display on "The Cohen's & The Kelley's In Atlantic City" and the entire idea was designed by Mickey himself and painted under his personal supervision. Of course, we don't all expect to get away with such stuff in every town in the country, BUT if you can put it over to everyone's satisfaction, then you have something real attractive and out of the ordinary to show the cash customers when they stroll your way.



"Keep the Home Fires Burning" Gross, as I've told Joe Weil what a great guy you are and, of course, you wouldn't want to make a liar of me, would you? I hope not.

H. D. Grove Shows Us A New Angle In Dressing Windows

This is the way H. D. Grove, manager of the Paramount Theatre, in Cedar Rapids, Ia., incorporated two fine points in his great campaign on "Broadway Melody." The music Store window is one of the most attractive ever called to our attention and shows real hundred per cent co-operation between theatre and store. Painting the ad copy right on the window certainly gets away from the old-fashioned method of signs which after the first hundred years start to get tiresome. H. D. has really created a new slant in window dressing and many other members could well afford to follow his idea.



The second point of his sales campaign was a small truck carrying a jazz band who kept playing selections from the picture. From appearances in this picture we would venture to say that this band was composed of some mighty peppy young fellows who had entered whole-heartedly into the spirit of the stunt. The signs on the sides of the truck were attractive without assuming a "circusy" look which very often spoils the whole effect.

Great stuff, H. D., it shows you are on the job. Keep us posted on some more of your stunts, they make good reading for the other "Round Tablers."

Managers' Round Table Club Employment Bureau

* * *

A service without cost to all Subscribing Members.

* * *

All correspondence should be addressed to Charles E. Lewis, Chairman, personally, and will be treated in strict confidence.

* * *

Theatre owners, chain executives or others seeking managers of the highest calibre can make such contacts by advising the Chairman of the type of man, or men, they are looking for.

* * *

Managers wishing to register in this Bureau are requested to write, immediately, for the proper form to be filled out.

MANAGERS' ROUND TABLE CLUB
729 Seventh Avenue
New York City



NEXT WEEK—

You will read the first part of Earle M. Holden's story on how to inspect your theatre.

DON'T MISS IT!

MANAGERS' ROUND TABLE CLUB

Round Table Notes

Manager Masters of the Capitol Theatre, in Paducah, Ky., recently opened with Vitaphone to record attendance and, as a special ballyhoo, he played host to the entire staff of the Paducah Times-Journal, including all the carriers.

* * *

Manager Lee Levy, of the Colonial Theatre, in Harrisburg, Pa., recently invited the entire editorial staff of the local paper to preview "Gentlemen Of The Press," and to write their opinions of the picture. These opinions were used, subsequently, in a half-column story of the paper.

* * *

Ted Emersch, live-wire exploitation and publicity man for the Paramount Theatre in Omaha, Neb., engineered a monster inauguration for the re-naming of that theatre recently when he put over a unusually fine Civic Progress Parade in which troops, fire apparatus and merchant floats took part. The parade was in "sound" from bands, machine guns firing blanks and amplified theme songs playing from the floats. On the streets hundreds of arrows pointed the way to the theatre. This was but part of the terrific campaign Ted put across and adds another notch to his already active career for causing excitement in Omaha theatre circles.

* * *

E. J. Harvey's inquiry about the Harmonica Contest staged by Mr. Matthews over in Newark, N. J., will receive immediate attention. Information which he requested will go out in a few days. Ask us some more, Harvey. We like to help you out.

The Hardwick Brothers, operating the Lyceum Theatre and the News-Journal, of Clovis, New Mexico, engineered a most effective tie-up when that paper issued a special "Extra Talkie Edition" when the Lyceum went into a sound policy. Besides benefitting the paper by four full pages of extra advertising the theatre had its new policy broadcast over an area of fifty miles. A streamer head, in letters two inches high announced the fact that there would be "TALKIES FOR CLOVIS."

* * *

Bob Mitchell, radio and theatre organist recently appointed manager of the Riverside Theatre, in Jacksonville, Fla., effected a most impressive tie-up with a local music company when he arranged, without cost to the theatre, to feature a 64-piece saxophone band for two days at the Riverside. Besides the band, the music company is taking half-page ads in the local papers and co-operating on other exploitation angles.

* * *

Mathew Anysh of the Plaza Theatre in San Diego, Cal., and one of the oldest Round Table members, still shows he is on top of the crowd in creating and putting over exceptional exploitation. His latest achievement was on the selling of "Coquette" to San Diego movie patrons by employing a letter on studio stationery and signed by Mary Pickford inviting her admirers to come and see her in her first talking picture. Mr. Anysh credits this part of his great campaign as being the most important factor in breaking the house record. An idea of the business done at the Plaza was the interesting fact that over 20,000 people were accommodated at the theatre, which seats only 600, during the first week's business.

AN ORGANIZATION

OF ——!

BY ——!

AND

FOR ——!

THE MANAGERS

— OUR SLOGAN —

"ALL FOR ONE AND ONE FOR ALL"

COME ON!!

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Theatre .....

Address .....

City .....

Policy .....

Capacity .....

State .....

Wm. A. Johnston, Honorary Chairman — C. E. Lewis, Chairman

WILL YOU BE NEXT??

SHOOT IT IN—NOW!!

COMING!

The Book of The Talkie Age

SOUND MOTION PICTURES

by HAROLD B. FRANKLIN

President and General Manager, Fox West Coast Theatres

Partial Contents

STANDARD SOUND DEVICES

OPERATION OF VARIOUS DEVICES

ACOUSTICS

OPERATING MANUAL

MAINTENANCE OF EQUIPMENT

ADVERTISING

MUSIC

THE SHORT SUBJECT

GLOSSARY OF TECHNICAL TERMS

The most important contribution to the business library of the Showman since the advent of talking pictures.

A Work that covers the subject of the sound motion picture from the laboratory to its presentation in the theatre—and beyond that, a complete working manual for the man who manages the theatre and the specialist who plans and executes the advertising and exploitation for the sound policy house.

A text book for the theatre owner, the manager, the projectionist, the exploiteer, written from a background of actual experience in the operation of a large theatre chain.

Now on the presses. Limited number of copies ready for distribution about July 1. Orders now being taken will be filled in the order of their receipt.

THREE DOLLARS

Order your copy now

Motion Picture News
729 Seventh Avenue
New York City

Enclosed herewith is — check — money order—for $3.00 in full payment for one copy of Harold B. Franklin's great book "Sound Motion Pictures," to be sent to me when published. (Add 20 cents to cover costs of mailing.)

Name .....

Street No. .....

City ..... State .....

Regional News from Correspondents

Kansas City Theatre Is Again Robbed

FOLLOWING upon the heels of the so-called "false-face" robbery of the Uptown, suburban house of Kansas City, two more bandits held up that theatre Monday night and obtained $96. Miss Fay Kelly, ticket seller, saved $300 of the theatre's money by pretending she did not hear the command of the bandits for paper money and gave them only silver. Fearing to linger any longer the bandits fled.

Burglars entered the office of the Midwest Film Distributing Corp., Kansas City, Friday morning and obtained $25 from a safe, doing $100 worth of damage in obtaining the money.

Having devoted his spare time to the development of a machine comprised of methods of expired patent rights, A. B. Cantwell, manager of the Cantwell Theatre, Marceline, Mo., has some "sound" equipment all his own.

A 10-lease on the Degraw, Brookfield, has been taken by the Midland Circuit of Theatres, Kansas City. The theatre is being remodeled for opening next month, the remodeling to cost $25,000. J. E. Cammon will be local manager, according to M. B. Shanberg, head of circuit.

The annual M.P.T.O. Missouri-Kansas convention will be in Kansas City the last week of June, probably Monday and Tuesday, it was announced by Mrs. June Medcalfm, secretary of the Association.

According to an official statement by Chester D. Bell, general manager of the Glen W. Dickinson Theatres, Inc., Kansas City, Mo., the Grand Theatre of Beloit, Kas., will become a member of the Dickinson chain July 1. The deal was confirmed by W. S. Gable who has operated the house continuously for a number of years.

The Strand will close July 1. Western Electric sound system will be installed, a new verticle electric sign and marquee will be erected and the house will be completely redecorated, carpeted and draped. The theatre is scheduled to reopen about August 1 under the new name of the Dickinson. It is reported that $35,000 has been set aside to take care of improvements.

Acquisition of the Grand in Beloit is said to be the beginning of an expansion program by Dickinson chain that will involve the purchase and building of more than 25 additional theatres before October 1.

$500,000 O. Theatre; Cleveland Notes

A NEW $500,000 modern theatre building is being planned for Hamilton, O., by the Jewel Photoplay Co.

Vacation time is here in Cleveland, O., J. E. Fontaine, Paramount Famous Lasky district manager, has just returned from a two-weeks' pleasure trip and left the end of the week to attend the PFL convention in Atlantic City. Arnold Gates, assistant manager at Loew's State, is vacationing in Cincinnati; W. E. Burton, manager at Loew's Allen, has turned the keys of the theatre over to his assistant, Arthur Catlin, while he takes to the open roads for a few weeks; Charles Katz is substituting for L. W. McEachern at the Heights, and Kenneth Haines is acting manager at Loew's Park during the absence of Louis Mumaw.

Meyer Fischer, president of the Fischer Film Exchange, recently returned from New York with Several new films.

Bill Onie has oinjed the local Warner Brothers sales family.

Frank Drew, Metro-Goldwyn-Mayer exchange manager, left Thursday for Chicago with a stopover in Detroit. He will attend the M-G-M convention in Chicago.

Mike Massandra has notified the exchanges that he is closing his Mayfield Theatre, Cleveland every Monday and Tuesday until further notice.

The Dreamland, Minerva, O., changed ownership last week with its sale to L. C. Swank. H. B. Betz was former owner.

George Eberwein will take a two months' vacation starting July 1st, the date of his closing the Auditorium, Marblehead. He will reopen September 1st.

H. S. Brady, new owner of the Ohio, Dover, formerly the property of George Chest, notified the Film Board of Trade that he is closing the house indefinitely.

Other Ohio motion picture theatres reported closed for the summer include the Ritz, Akron; Packard, Frazeyburg; Community, Sugar Creek; Cameo, Youngstown; Columbia, Alliance.

L. D. Hodgkin, attorney and manager of the Home, at Campbell, O., has closed the house, and will devote himself exclusively to the practice of law in the future.

The Defiance Rivoli Theatre Co., has sold tthe Strand to Mr. and Mrs. F. M. Miller.

The Palace, Lorain, has installed tthe Lipman refrigerating system of air cooling.

Pathe Exchange Move To New Seattle Site

THE last film exchange to desert the old Film Row moved last week into beautiful new quarters at 2312 Second Avenue—Pathes new location in the midst of the new theatre district. Here Manager Lee Theuerkauf presides.

Karl L. Burk, former head of Universal Chain Theatres in the Pacific Northwest, last week reentered the film distributing business as head of a new organization known as the Northwest Distributing Co.

Idaho was well represented on Seattle's film row last week by visits from F. C. Weskil, his wife and daughter from Sand Point; and Milton Kenworthy and his wife from Moscow.

Frank Farrow, owner of the Madison, last week turned back the Madrona Garden and Beacon to Universal Chain Theatres, Inc., after two weeks of operation of these houses.

Manager Jay A. Gage last week announced the opening of new offices of the Vitaphone division of Electrical Research Products, Inc., in suite 458-459 of the Skinner Bldg. in Seattle.

Walter Tebbetts of the Oriental in Portland, Oregon, was a visitor on Seattle's film row this week, as was also William Cutts of the same city.

Mickey Carney, prize-winning booker at the Pathe exchange, has blossomed out in a new Chevrolet sedan.

Cliff Dagler of Ketchikan, Alaska; W. H. Cochrane and wife of Snoqualmie and North Bend; E. A. Zabel of Olympia; Charles George of Port Angeles; and Loren D. Wahl of Bellingham were numbered among the out-of-town exhibitors who visited Seattle during the week.

G. M. Ballentine, manager of the Fox exchange, is the latest addition to Wallace Rucker's famous brigade of Chrysler drivers.

Earl T. Cook, manager of the Pantages, closed for the summer season, left this week for California on a vacation trip.

"Cap" E. A. Lathrop, theatre magnate of Alaska, left last week for his home after several weeks spent in California and local territory.

Switch In Managerial Posts In Salt Lake City

DAVE EDWARDS, formerly in charge of the management of the Paramount Empress, Salt Lake City, has been transferred to take up the managerial position at the Victory, it is announced, while Ray Hendry, who has been managing the Victory for some time, has been transferred to the management of the Granada.

J. H. Jacobs has been appointed manager of the Salt Lake City Universal exchange to take the place of A. W. Hartford who was promoted to the position of Special representative in the Denver territory for Universal.

The Harris Combined Shows of Ogden, Utah, procured a license this week to present a carnival for four days from June 4th to 8th inclusive, at Twenty-seventh Street and Washington Avenue there, it is reported, the license having cost $200.00.

Reconstruction work on the Strand Theatre of Evanston, Wyoming, is being rushed, it is announced here, following a fire a few days ago which burned a portion of the building.

Paul DeMordant and Drennen, owners of the Mission and Orpheum at Blackfoot; the Elk and Rex at Rexburg and the Gaiety at Idaho Falls, are visiting along the Salt Lake City row and getting some new equipment for their Mission at Blackfoot which had a small fire recently.

The Orpheum of Cedar City, operated by J. S. Woodbury, has just been equipped with the Qualitone sound device.

Portland Theatre And Exhibitor News

THE chain of Multnomah Theatres are now equipped with sound, including the Bagdad with Western Electric, Vitaphone and Movietone equipment; the Bob White, the Egyptian, and the Moreland.

Report comes from Jens Hansen of the Rialto at Deer Lodge, Mont., that he has installed sound, and business has doubled in that town of 2200.

K. L. Burk, formerly exhibitor at Baker, Ida., and more recently head of Universal chain of houses in Pacific Northwest, is now head of the Northwest Distributing Co., covering the states of Washington, Oregon, Idaho, Montana and Alaska.

New draperies have been purchased by H. Erwin of the Paramount, Okanogan, Wash., for use in deadening the reverberations in his theatres, as he has recently installed sound equipment.

Manager Olson of the Bungalow in North Powder, Oregon, boasts that his is the smallest town in world to have theatre equipped for talking pictures.

Two Idaho houses that have recently installed sound equipment are the Liberty at Kellogg, Ida., and the Grand at Wallace, Ida.

Cooperating with the officials of the 21st Annual Rose Festival, exhibitors at the Portland first run houses gave extra performances and midnight matinees to accommodate the festival crowds who thronged the city during the week, making a nice increase at the box offices.

The latest theatres to join the non-union ranks as a result of sound installation are the Rex and Granada at Lewiston, Ida., operated by Eddie Rivers and George Jungert. Refusal of the unions to permit Rivers and Jungert to do their own operating, or to assist in same, precipitated the argument.

The union insisted on two men in the Granada booth and an increase of fifteen dollars for top man and five dollars for the second man. Since the strike, one man has been operating the Granada's Masterphone with no stops whatever.

Roger Beale has sold his Rainbow Theatre at Ridgefield, Wash. to Ruth Frary White.

Max Weinstein has taken over the Lincoln, Portland, formerly operated by Leo and Oscar Seltzers.

The Chaldean, Portland has closed on account of slow summer business. The house was operated by O. J. "Banjo" Miller who admits that the outdoor attractions has cut into the suburban house business.

Ray Felker has been made manager of the Bagdad, Portland. John Stille is the new general manager of the Multnomah Theatres Circuit.

Pathe Portland offices report that Al O'Keefe, manager of the Salt Lake and Butte offices for the organization has recently covered Montana and finds that business made a considerable advance during May.

New Shellman, Ga. Theatre; Atlanta News

A NEW theatre, to be known as the Oliwood, is to be opened at Shellman, Ga., between June 15 and July 1, according to Mrs. M. G. Oliver, who will operate the house and who paid a visit to the Atlanta Film Row this week for the purpose of booking pictures.

A new colored theatre, which has not yet been given a name, is to open at La Grange, at an early date. W. M. Winn and M. D. Mount will operate it.

Jack Bower, who, for the past five months has been Atlanta branch manager for United Artists, has been elevated to the post of Southern district manager, with headquarters in New Orleans. He will be succeeded in Atlanta by C. E. Peppiatt, who has been head of the United Artists' office in Charlotte.

William G. Minder, head of Fox's Atlanta branch, returned this week from Bristolville, Ohio, where he had been called on account of the serious illness of his mother, Mrs. J. W. Minder, who has a Summer home at that place. Mr. Minder stated that his mother's condition had shown considerable improvement.

Visitors from out-of-town to Atlanta's Film Row during the week included the following:

Ernest F. Ingram, the Ingram at Ashland, Ala.; Mr. and Mrs. F. J. Wood and their daughter, Virginia, of Wood's at Vienna, Ga.; Ralph Goldberg, of Clarksville, Tenn., of the Lillian and Majestic; W. C. Sullivan, who operates the Oconee at Copperhill, Tenn.; W. M. Winn, one of the operators of a new colored theatre at La Grange, Ga.; Mrs. L. W. Holland, who operates the Madison at Madison, Ga.; Roy Bang, who operates the Lyric at Daytona Beach, Fla.; Col Thomas E. Orr, head of the Marshall County Enterprises, operating theatres at Albertville, Boaz, Guntersville and Attalla, Ala.; Charles Jabeley, the Jablex Theatre at LaGrange, Ga.; M. D. Mount, of a new colored theatre at LaGrange, Ga.

Publix Plans For New Southern House Set

PLANS launched months ago by H. C. Farley, city manager for Publix, have come to successful consummation with the announcement that all contracts for a new theatre in Montgomery, Ala., have been closed and work has started on the project. The site of the new theatre will be at the intersection of Montgomery and Moulton Streets. The old building which formerly occupied the site is now being razed.

McDonald & Company, of Atlanta, are the architects and engineers. Their plan calls for a seating capacity of one thousand five hundred.

Warner Bros. are arranging to open an exchange in Memphis, Tenn. It will be in charge of Herbert C. Wales, sales representative for the company in the Florida territory.

Sevierville is the latest Tennessee town to join the "bigger and better theatre movement." The old LeConte, a wooden structure, seating about two seventy five, is to be replaced by a brick and fireproof building on the main street. The new theatre will be named the Palace, will seat five hundred and will be operated by A. C. Champ.

John Barnes, Ideal Theatre, Beaver Dam, Ky., was a visitor to the Louisville, Ky., exchange last week.

The Kentucky at Lexington, closed June 9 for complete redecorating and other improvements.

Harry Leide, engineering expert from New York, after making a complete survey of the cooling plant at Loew's State, Lexington, Ky., effected certain adjustments and the system is now in perfect order again.

K. D. Cox is erecting a new theatre building at Asheboro, N. C., which Francis White has leased. Mr. White also operates the Capitol at Asheboro.

C. A. Turnage is building a new theatre at Washington, N. C. Benton & Benton of Wilson and Statesville are the architects. Mr. Turnage also operates the New and Strand at Washington.

R. B. Wilbanks, Charlotte Paramount manager, and J. W. Dorland, Paramount salesman, have returned from Carolina Beach, where they spent the week-end.

Mr. and Mrs. C. W. Picquet, of the Carolina at Pinehurst and the Carolina at Southern Pines, N. C., spent Wednesday in Charlotte.

W. H. Marion, of the Broadway at Mt. Airy, N. C., was a Charlotte visitor last week.

The new Orpheum, Memphis, was to make precedent on Saturday, June 15, by a change to a policy of starting the show week on Saturday of each week.

4 Montreal Theatres Open With Sound

EVENTS broke fast in Montreal, Quebec, over the week end of June 15 following a lightning spread of sound picture installations. First the Princess Theatre, formerly leading stage theatre of Canada's largest city, opened with Sound, the permanent policy of the Princess being now one of audible pictures for extended runs. Then Loew's, second largest theatre in Montreal, introduced the spoken screen, along with vaudeville. The Empress also introduced its sound installation with the presentation of a British talkie. Still another Montreal house to introduce talking pictures was the Francais, a former French-stage theatre catering to the French population of the city.

Fire of unknown origin destroyed the large two-story stone structure on June 14 at Merrickville, Ontario, which was the town hall and theatre combined. The second floor was occupied by the theatre which was operated by C. Gravelle of Kemptville and his loss is estimated at twelve thousand dollars. This is the second fire for Mr. Gravelle in recent months.

United Amusements, Limited, Montreal, has announced that construction has been started on its 15th theatre in Montreal, the site being at Monkland Boulevard and Girourd Avenue. The theatre will have Spanish atmospheric lines and will be designed for thte presentation of audience. Seating capacity is eighteen hundred.

The Dominion, one of the older houses in Vancouver, B. C., reopened June 17 as a talking picture theatre, after being remodelled.

Starting June 22 all Orpheum and Keith houses in Canada, operating under the direction of the new Radio-Keith-Orpheum of Canada, Limited, are opening their shows on Saturdays instead of Mondays.

Ratepayers of Smiths Falls, Ontario, by a vote of four to one, defeated the referendum for the adoption of Daylight Saving there for the remainder of the summer.

Arrangements for the establishment of RKO of Canada, Limited, throughout the Dominion were further provided for at a conference of representatives of Radio-Keith-Orpheum and Famous Players Canadian Corp. at Montreal. These included Clarence Robson, Eastern Division manager; Ray Tubman, manager of the two F-P houses in Ottawa, and J. M. Franklin of Ottawa, RKO Canadian representative.

Manager Weller of the Capitol Theatre, Trenton, Ontario, has been making a special play for rural patronage with excellent result, farmers being particularly in evidence during the summer season and patronage very heavy on market days.

Italian Theatre, Ybor, Fla., Changes Hands

THE Italian Theatre, in Ybor City, will change hands this week, with Victor Fernandez, former owner of the houses, taking it over from Anthony Juran, who has been operating it for the past year.

Emilio Del Rio started his summer advertising show again this week in Ybor City. Del Rio has a metal booth mounted on a truck and gives free shows in different sections of the city, depending on the merchants advertising to pay expenses and a profit.

Tracy Barham, Publix booker with Florida district office, has been transferred to Chicago. Charles Oswald, formerly Jacksonville booker here is returning to fill that position again.

Cowan Bain, manager Universal Exchange will leave Thursday June 21, for Atlantic City where he will attend the U. convention.

The Florida Theatres put on a big campaign to usher in the new sound policy. The Florida orchestra has not appeared in the pit this week up to this date.

The Empress, Jacksonville, opens with Sound equipment about June 15. The attractive theatre, one of the Sparks chain is managed by William A. Krause. The theatre is being decorated and improvements in ventilators being installed. The Empress will raise prices to 35 cents. It has been 10 and 20.

The Sparks Enterprises organization are trying out the Royal Amplitone, and the Phototone in test operations. The Royal Amplitone has been installed in The Capitol at Plant City, and the Dreka at Deland, Florida. The Howell, Palatka, will install Phototone about June 15. The Alcazar, St. Petersburg, is reported to be installing Western Electric equipment about June 15.

News Items From Des Moines Film Circles

WILCOX and Miller of the theatre at Lake View, Iowa, bought two rebuilt Powers heads in the way of new theatre equipment.

Paramount entertained a number of callers last week including Elmer Waller of the Princess at Traer, N. C. Rice of the theatre at Algona, and W. H. Eddy of Indianola.

Among those who stopped in to book picture with RKO were M. A. Brown of the Forest of Forest City, H. F. Corder of the Royal the Princess at Boone, J. E. Robertson of the theatres at Dexter and Wilton Junction, W. E. Mansfield of the Tama at Tama and the Strand at Belle Plain and G. L. Brumbaugh of the Strand at Mingo.

Bert Turgeon, short subjects booker for M-G-M, started on a vacation trip this week.

The Universal bunch left for the convention at Kansas City. They include George Osserman, branch manager and the members of his sale staff, Joe Jacobson, Frank Crawford and Herbert Cass.

The Central States Theatres Corp., bought Cinephor lenses for the Rialto at Burlington, also two Cinephor lenses for the Strand at Burlington.

Miss Leone Mathews who has been secretary and treasurer of the Des Moines Film Board for the past year left this week for Buffalo.

Claire Mozier of tthe Orpheum at Rockford, Iowa, bought two Simplex Mazda units from the Des Moines Theatre Supply Co.

W. A. Graham of the Grand at Knoxville has installed a sound screen.

Al Yarowsky, booker of the Universal office, left this week for Lake Okiboji for some fishing.

John Anderson of the Princess at Boone was in this week to purchase new theatre equipment from the Des Moines Theatre Supply Co.

Changes In Toledo, O. Personnel Of Publix

UBLIX personnel changes in Toledo include sending of Jack Jackson to Rochester, N. Y., to handle publicity for the Eastman, Regent and Piccadilly; arrival of Ross Weigand, of New York City, to handle publicity for the Toledo-Paramount and the Princess, and W. Marsh Gowlner, of Des Moines, to be manager of the Princess which soon will be reopened with sound equipment.

En route to Los Angeles where he is a delegate to the Shriners' national convention, Harold F. Wendt, assistant manager of the State, Toledo, "covered" the progress of the Toledo delegation's special train for the Toledo Blade. Wendt formerly was a newspaperman.

R. E. Bishop has installed sound equipment in the Virginia at North Baltimore, O., which now boasts being one of the smallest towns to have talkies.

J. Matton has succeeded W. O. Hollowell as assistant manager of the Vita-Temple at Toledo. Hollowell, one-time manager of the Ohio, has gone to Detroit.

New Mgr. For Loew's Broad, Columbus, O.

J. EVERETT WATSON, who has been assistant manager of Loew's Ohio, will become manager of Loew's Broad, Columbus, O., succeeding C. H. Weidner, who resigned last week. Archie Bangert, formerly manager of Loew's Broadway will succeed Watson at the Ohio. Watson has been associated with Loew's organization for the past three years, serving in Baltimore, Evansville, Ind., and New Orleans.

Reports still persist in Columbus, theatrical circles that Weidner is to become manager of the Maejstic under Keith ownership. He formerly was a manager for Libson interests, and Libson is said to have represented Keiths in the purchase of the Majestic. According to reports it is to be wired for sound and the RKO Palace is to revert to vaudeville only.

The Hartman, last remaining legitimate house in Columbus, is to be wired for special sound features, according to current reports. Summer stock, always heretofore a successful feature at the Hartman, closed Saturday night in the midst of the season after going heavily into the red. The Boda interests, owners of the Hartman are to take over the lease owned by RKO on the Southern and operate it as a sound picture house.

Merchants of Luckey, O., and Hoytville, O., are sponsoring free movie shows each Saturday night during summer.

John J. Truebner has been named manager of the two Publix houses at Marion, O., the Palace and Marion. Frank Hall, of Uniontown, Pa., has been made manager of the Grand, operated by the Gutillas.

Several Illinois Play-Houses Close

SEVERAL movie houses in Illinois have closed their doors temporarily.

The Liberty, Cowden, Ill., closed on June 11 for an indefinite period. Clyde Howe is proprietor.

The Princess, Franklin, Ill., operated by H. Hamilton, has been dismantled.

The Princess, Percy, Ill., operated by Liste & Hatcher, has closed. It will reopen in October or November.

The New Broadway, St. Louis, has closed down. It has been operated by the Western Photo Play Corp.

The De Luxe, Witt, Ill., A. Richardson, owner, is dark.

The Colonial, Gorin, Mo., reopens June 17 after having been closed for some time. John E. Wilcox is owner.

The Theatre Society of St. Louis opens its Garden Theatre, Olive Street road at Creve Coeur Lake car lines, St. Louis County, Mo., on the night of June 22.

The Grand Opera House, St. Louis, Radio-Keith-Orpheum circuit house, is changing its bills on Saturday instead of Sundays commencing on June 22.

Close upon the heels of the report that the St. Louis Amusement Company is preparing to close some seven to ten theatres for the Summer and that but two or three small airdomes will be operating in the city this year comes an apparently authentic report that one of thte town's largest motion picture first run houses will abandon stage shows and rely entirely upon straight sound pictures and sound shorts to pull 'em into the box office. There have been official denials of this rumor.

It is also understood that still another St. Louis first run house will close its doors for the summer.

Dame Gossip also continues to talk about the future of Loew's State's St. Louis. Some have said that Loew's will turn to vaudeville with opening of new amusement year next fall. Reports out of New York have been that the Loew Circuit will use its own stage productions next season.

Assistant Chief of Police John Glassco of St. Louis, Mo., in a general order to all police captains, lieutenants, sergeants, detectives and patrolmen has instructed them to vigorously enforce city ordinance prohibiting school children under 16 years of age attending motion picture theatres and other amusement places unless they are accompanied by parent or guardian.

The St. Louis, Radio-Keith-Orpheum house, on June 15 will open its shows on Saturdays instead of Sundays.

Fox Milwaukee Office Directs Chicago Chain

MANAGEMENT of the Ascher theatres recently acquired by Fox, and known as the Fox Chicago Theatre Circuit, is being directed through the Milwaukee executives of Midwesco, it was announced at the Midwesco offices. H. J. Fitzgerald, managing director of Midwesco, will direct the affairs of the new Chicago houses.

F. G. Sliter left Milwaukee on Monday to assume management of the Boston Educational branch. Mr. Sliter was manager of Fox Films Milwaukee branch for past two years. It was said early in the week that Hugh Rennie, Fox Memphis manager, would be transferred to the Milwaukee branch.

Mattie Fox has been appointed booker and office manager of the local Tiffany-Stahl branch to succeed Eddie Krofta.

Jack Camp has returned to the Universal sales staff after an absence of seven months.

Dave Flamm, director of exploitation for the Wisconsin, Milwaukee, is being transferred to New York to handle exploitation of Fox's Metropolitan.

Jack Herschman, formerly with the Fox Chicago branch and also with the Milwaukee Paramount branch, has joined the Milwaukee Fox sales staff.

Robert Gross is taking over management of the Plaza, succeeding Harold Sliter.

Exhibitors in town this week included Paul Schultz of Hancock, Michigan; Ed. Michaelson who recently took over the Majestic at Madison from L. K. Brin; A. L. Picker of Ironwood, Michigan; Neil Duffy of the Elite at Appleton; Mr. Terry of the Fort at Ft. Atkinson; Francis Kadow of Manitowoc; and Miss Ruth Pryor of the Calumet at Calumet. Miss Pryor is installing Voicephone in the Calumet.

A. P. Desormeaux is considering leasing the new Municipal Theatre at Platteville, Wisc., and conferred with city officials on the proposition this week. He discussed the obtaining of a long-term lease on the house which will be dedicated about July 15.

Let Contract For New Oklahoma City Theatre

ON June 4th, Tom. H. Boland and associates let the contract for the erection of the new ten story theatre and office building to be located on Hudson between Main and Grand, Oklahoma City, to Donovan and Reinhart, contractors of Oklahoma City. The first two stories will be devoted to theatre purposes and the eight upper stories for offices.

Ralph A. Morrow, district manager of Tiffany-Stahl, after a swing over his territory, has returned to the Dallas office.

F. W. Zimmerman will open his new fifty-thousand dollar theatre at San Marcus, Texas, in the near future.

L. C. Baxley, manager for Tiffany-Stahl office in New Orleans, paid the old home office at Dallas a visit the week end.

Simpson & Nelson will open a new theatre at Spur, Texas, in near future.

The Crescent at Austin, Texas, has been wired for sound.

A. H. Yoeman of Atlanta, is now selling Photo-Talker sound equipment, in Texas.

L. B. Remy, recently resigned for Fox is doing special work for Interstate circuit of theatres.

The new Majestic in San Antonio, will open soon.

M. M. Starcke, manager of the Palace in Seguin, Tex., announces that his theatre will offer talking and sound pictures beginning July 1. The house is being wired.

2 Providence Houses Install Ice Plants

THE Strand and Majestic, in the downtown belt of Providence, R. I., plan the installation of cooling equipment which will cost in the vicinity of $25,000, a move intended to offset the advantage now vested in Loew's through its modern apparatus of refrigeration.

Sizzling weather, sandy beaches and night clubs are eating into attendances at Providence movies but exhibitors are confident that installation of new cooling plants will bring back the trade before the Fourth.

Charles McLeary, assistant manager of Loew's State at Providence leaves this week to assume his new duties as relief manager at Syracuse, thence to other units of the Loew chain.

3 Central Pa. Theatres Close For Summer

FOR the first time there will not be a theatre in Scranton, Wilkes-Barre or vicinity playing other than films during the summer, three houses having closed their doors.

Poli's theatre, Wilkes-Barre, operated by the Comerford chain, with headquarters in Scranton, closed for the summer season on Saturday, June 22. The Capitol Theatre, at Scranton, which has split the weekly vaudeville program with the Poli, Wilkes-Barre, and the Regent Theatre, of Scranton, also were closed on June 22 and will reopen in the Fall. The Academy of Music, of Scranton, Comerford owned, which had been playing stock, went dark on June 8. With the closing of these houses there will not be a theatre in Scranton, Wilkes-Barre or vicinity playing other than pictures during the summer.

Control of the Karlton, Quakertown, has been acquired by George Kline, trading as the George W. Bennethum Theatres, from the East Coast company.

The Sherman, Stroudsburg, and the Pastime, at Lewistown, have contracted with the Reliable Decorative Co., Philadelphia, to redecorate the houses in the early part of the summer.

Protesting the dismissal of one of their members, organists from three of the Lancaster theatres walked out on the night of June 3. As a result two of the theatres were compelled to present their evening programs devoid of all but sound pictures included on their programs. These houses were the Grand and the Capitol. The Hamilton succeeded in obtaining a substitute organist.

When the Poli, Wilkes-Barre, and the Capital, Scranton, are reopened on Labor Day, the Comerford offices announce, they will be fully equipped with new ideas in talking pictures to be used in connection with vaudeville.

C. W. Stitzer has announced that a building to contain a motion picture theatre, storeroom and apartments will be erected in Penn-Werner Park, Wernersville, near Reading, by an out-of-town motion picture syndicate.

The Imperial, Wrightsville, was closed permanently on May 20. The site of the building is to be used for the construction of part of the approach of the new bridge across the Susquehanna.

Charles J. Jones, projectionist at the Rialto, Harrisburg, and formerly manager of the Harrisburg Colonial, participated with his wife in the entertainment provided at the recent convention in Lima, Ohio, of magicians from all parts of the world.

The new Granada Theatre in Olyphant, a suburb of Scranton, erected by the Comerford chain, was formally opened Monday, June 10.

Because of the increased time required for talkies the Park Theatre, Reading, is running four vaudeville acts instead of five.

A new screen has been installed by Miles Engleman, owner, in the Penlo, Emaus, Pa.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

News From Baltimore Film Row

BENJAMIN CLUSTER, proprietor of the Cluster, Baltimore, has had an Arctic Nu-Air Cooling and Ventillating system installed. Operation started June 17.

The Strand, Moundsville, W. Va., one of the three houses which E. L. Rogerson bought from the M. A. Sybert estate, has been wired with Western Electric equipment.

Martinsville Theatre Corp., Martinsville, Va., has been given a charter to conduct a general show and motion picture business. Capital of $50,000 is maximum authorized. A. C. Conway, who conducts a theatre business in Danville, Va. also, is president of the new company.

J. Louis Rome of the Raoul Amplitone Sales Corp., of Baltimore and general manager of the Associated Theatres Co. of that city, spent some time in New York City recently attending to business.

Elmer Free, automobile editor Baltimore Sunday American, who has been publicist for Hippodrome, Baltimore, for several years, has resigned the theatre job.

The Strand, Mutual Burlesque house, Washington, D. C., recently gone sound has been ordered to place twelve musicians on its payroll by the Musical Union of that city.

The New, operated by Morris A. Mechanic, Baltimore, will close for a couple of weeks some time during this summer.

The resignation of Joe Young, Fox Film Corporation salesman in Baltimore territory, has been sent in by him.

The Favorite, Washington, D. C., has been bought by George Martin, Jr., from E. Horn.

Various patterns are being used for the linen chair covers of the Baltimore moving picture theatres. Loew's have adorned their ushers in Baltimore theatres with white panties.

J. N. Dillon has succeeded Herndon Edmunds as manager of the Fox Exchange, Washington, D. C. Edmunds becomes Baltimore district supervisor.

The Little, Baltimore, Clyde V. McKay, manager, will probably close the last of June for summer.

The Rivoli, Baltimore, Frank Price, Jr., manager, will probably close for the month of July.

Suddenly stricken ill recently Mrs. Julius Goodman, wife of proprietor of Ideal, Hamilton, Baltimore, was rushed to Sinai Hospital for an operation. She is recovering.

G. McDonald, formerly manager of the extinct Blue Bell, Baltimore, recently took over New Preston, Baltimore, from Arthur B. Price, who operates Aurora. McDonald has had exterior of New Preston repainted and will install 75 more seats.

The Waverly, Baltimore, managed by Ben Oletzky and owned by his father Peter Oletzky, has been wired for sound.

Johnny Bachman, formerly manager of Washington, D. C., Educational exchange, who has been transferred to manage the Philadelphia office of that company, was the guest of honor at a dinner given him by the Film Board of Trade, Washington, D. C., Friday night, June 7. Frank Price, Jr., manager of the Rivoli, Baltimore was a guest also.

Ford's Theatre, Baltimore has been bought by A. L. Erlanger of New York, who has had it under lease from Ford family since 1921. This house is one of the oldest in the country. Harry A. Henkel now manager.

Peter Oletzky, who operated the Comedy, Baltimore, until two weeks ago and has had his headquarters over that playhouse for many years, has moved his offices to his Royal theatre building.

New Mgr. For Albany Branch Of Columbia

C. R. HALLIGAN, manager of Columbia exchange in Albany and who was connected with the Universal exchange for fifteen years or more, resigned on Saturday and was succeeded by George Rosenbaum, former salesman with the RKO exchange. Mr. Halligan did not announce his future plans. Edward Hayes, former manager for Pathe in Albany, returned to town to assume the management of the Tiffany exchange, succeeding Sterling Wilson, who has been made assistant to Carl Goe at the home office.

Visitors along Albany's Film Row during the past week included Mike Kallet, of Rome; Neal Harper, of Haines Falls; Louis Buettner, of Cohoes; William Smalley, of Cooperstown; George Thornton, of Saugerties; James Savage, manager for Chase Pictures in Buffalo; and Maurice Chase, of New York City. The last named was on his way to Buffalo and was joined here by C. H. Buckley, well known Albany theatre owner who motored on to Buffalo with Mr. Chase.

Harry Hellman, owner of the Royal and Paramount in Albany, is all smiles these days as he is completing preparations for sailing abroad on July 15 with his daughter and son-in-law, Mr. and Mrs. Jack Little.

The Rex in Middleburg, has been sold by F. Schelmadine to Matthew Mattice. The Paris Congregational Church has acquired the theatre in that village, formerly operated by B. Henkle.

Alec. Savles, manager of the Leland in Albany, has the finest rose garden in the city. The box office at the Leland has a fresh bouquet each day.

On account of the several conventions being held during the next two or three weeks, there will be no more meetings of the arbitration board of the Albany Film Board of Trade until July 15.

Gene Vogel, M-G-M salesman out of Albany, and Ann Lovenger, of Cleveland, are back from their honeymoon.

William Mahoney, representative for United Artists out of Albany, died in New York City last week as the result of an automobile accident.

The Richmond in North Adams, Mass., is now being operated for the time being by Mr. Taylor, husband of the deceased former owner.

Mr. and Mrs. A. E. Milligan, operating the Broadway Theatre at Schuylerville, reopened their theatre on June 10, with talking pictures.

The employees at the First National exchange in Albany, presented a handsome tea set to Joseph Schleiger, booker, who was married to Florence Wark, last Saturday morning.

Charles Smakwitz became last week assistant general manager of all Stanley houses in Albany and Troy. He was in Syracuse during a part of the week, attending commencement exercises at Syracuse University, from which he graduated a few years ago.

Sam Aaron, former manager of the Regent in Albany, now closed, has been made manager of the American in Troy.

R. O. Wehrle, who recently resigned as manager for First National in Albany, has gone to the coast.

Mrs. W. H. Carpenter opened her new theatre. The Lake, in the village of Lake George, last Saturday, and gave the entire proceeds of the opening day to the village fire department.

The Mohawk and Hudson River Humane Society has started a campaign against theatre owners who permit unaccompanied children under sixteen years of age to attend shows. One warrant for the arrest of an employee of a local theatre was obtained last week by the superintendent of the society.

Cincy Albee Installs Cooling System

ALBEE, Cincinnati, has completed installation of a new cooling system, which tests prove will keep temperature comfortable on hottest days. This house has changed opening day from Sunday to Saturday to conform to policy of other local Libson houses.

William Smith Goldenberg, dramatic editor, Cincinnati Enquirer, elected president of Stage and Screen Scribes at recent annual meeting. He succeeds himself.

Plans drawn for new house at Galion, Ohio, to occupy present site of Royal. A. J. Paul and W. E. Wisterman, sponsors, claim will be modern to 'nth degree, including talkies.

William Gordon, 62, owner of Gordon Theatre, Middletown, Ohio, died suddenly from stroke of paralysis.

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A Manufacturing Company of Sound Reproducing equipment has need for men who know how to sell and are able to furnish reference as to their ability and knowledge of the trade. Live-wire film salesmen or those with experience in selling Sound equipment direct to the theatre owners in the Middle-West, New England and South given preference. All replies will be treated strictly confidential. Box XYZ, care of Motion Picture News, 729—7th Avenue, N. Y. C.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Moscow Today	Pictorial Film	May 11	5600 feet	
Prisoners of the Sea	Russian Cast	April 13		
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The	Russian Cast	May 18	6500 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
Arsenal				
General Line				
Her Way				
Katorga	Russian Cast			
Krassin	Special Cast	Feb. 19	7000 feet	
Man With a Camera				
New Babylon	Russian Cast			

COLUMBIA

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (F. & D.) (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Father and Son	Holt-Revier-McBan	June 5	6439 feet	June 8
	(Silent Version)	June 5	6903 feet	
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Quitter, The	Lyon-Revier	April 1	5671 feet	May 25
*†Trial Marriage	Kerry-Eilers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Cradle of Jazz, The (A. T.)	Belle Baker			
†§Flight	Holt-Graves			
*†§Flying Marine, The	Lyon-Mason-Robards			
Light Fingers	Moreno-Revier			
*†§Road to Broadway, The				

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewep
*†§Columbia-Victor Gems (D)	26 Subjects released twice a month		1 reel	
*†§Gay Caballero, The (A. T.) (D.)	Frank Crumit		1 reel	June 8
*†§Memories (D.)	Murphy-Morrison		1 reel	June 8
*†§My Wife (A. T.) (D.)	Jack Wilson		1 reel	June 15
*†§Old Man Trouble (D)	Jules Beldsoe		1 reel	June 8
*†§Talking Screen Snapshots	Released twice a month		1 reel	
*†§Talking Screen Snapshot	Novelty		1 reel	June 8

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
Aunde's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Battling Sisters	Lupino Lane	June 2	2 reels	May 25
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Best Dressed Woman in World	Our World Today	Feb. 17	1 reel	Mar. 30
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Contented Wives	Al Alt	July 28	1 reel	
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	April 28	2 reels	Mar. 16
Helter Skelter	"Big Boy"	June 16	2 reels	May 25
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	April 20
Honeymooniacs	Monty Collins	July 28	2 reels	
Hot Times	Al St. John	May 26	2 reels	May 11
Household Blues	Collins-Dent	June 2	1 reel	June 1
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
Joy Land	Lupino Lane	July 21	2 reels	
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Lucky Breaks	Al Alt	July 14	1 reel	
Only Her Husband	Jerry Drew	May 19	2 reels	May 18
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	May 25
Passing Show of Perak, The	Our World Today	May 19	1 reel	May 25
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Richest Street in the World	Our World Today	April 21	1 reel	April 20
Rubbing It In	Al Alt	June 30	1 reel	
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Studio Pests	Jerry Drew	June 30	2 reels	June 15
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Top Speed	Al Alt	July 7	2 reels	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Day	Monty Collins	June 16	2 reels	May 25
What a Pill	Billy Dale	June 16	1 reel	June 15
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad (F & D)	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The (F & D)	Gribbon-Clyde	April 7	2 reels	May 18
*†§Big Palooka, The (F & D)	Gribbon-McPhaill-Hill	May 12	2 reels	June 15
*†§Bride's Relations, The (F & D)	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues (F & D)	Johnny Burke	Mar. 10	2 reels	April 27
*†§Cold Shivers (F & D)	McKee-Hutton	May 19	2 reels	May 11
*†§Crazy Nut, The (F & D)	Pangborn-Oakland-Murray	June 2	2 reels	June 15
*†§Don't Be Nervous (F & D)	Lloyd Hamilton	July 7	2 reels	
*†§Eligible Mr. Bangs, The (F & D)	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute (F & D)	Lloyd Hamilton	May 5	2 reels	June 1
*†§Jazzy Mammas (F & D)	Virginia Lee Corbin	June 16	2 reels	
*†§Lion's Roar, The (F & D)	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Lover's Delight (F & D)	Arthur-Garon	June 30	2 reels	
*†§Moving Movie Show, A (F & D)	Hodge-Podge	June 9	1 reel	
*†§Old Barn (F & D)	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Ride on a Runaway Train (D)	Hodge-Podge	May 26	1 reel	June 15
*†§Right Bed, The (F & D)	E. E. Horton	April 14	2 reels	May 18
*†§Ship Mates (F & D)	Lupino Lane	April 21	2 reels	May 11
*†§Trusting Wives (F & D)	E. E. Horton	June 23	2 reels	
*†§Whirls and Girls (F & D)	Gribbon-Clyde	Feb. 24	2 reels	Feb. 18
*†§Zip!Boom! Bang! (F & D)	McKee-Collin-Glass	Mar. 17	2 reels	June 1

FIRST NATIONAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies (D)	Alice White	June 30		
California Mail	Ken Maynard	April 7		
*†§Careers (A. T.) (D)	Dove-Moreno-Myers	June 2	8435 feet	June 1
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz (D)	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Dancing Vienna	Lyon-Mara	Jan. 13	5683 feet	
*†§Divine Lady, The (D)	Griffith-Warner	Mar. 31	9914 feet	Feb. 6
	(Silent Version)	April 14	8993 feet	
*†§Girl in the Glass Cage (D)	Young-Nye	June 22		
*†§His Captive Woman (D)	Sills-Mackaill	April 7	7992 feet	April 9
	(Silent Version)	Feb. 3	7692 feet	Jan. 19
*†§Hot Stuff (D)	Alice White	May 5	6774 feet	May 18
	(Silent Version)	April 21	7466 feet	Mar. 9
*†§House of Horrors (D)	Todd-Hale-Fazenda	April 28		
	(Silent Version)	April 7	6700 feet	Sept. 22
Lawless Legion	Ken Maynard	Mar. 3	6109 feet	
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	(Silent Version)	Mar 17		
*†§Prisoners (D)	Corinne Griffith	May 19	7800 feet	June 1
	(Silent Version)	May 5		
Royal Rider, The	Ken Maynard	May 5		
*†Saturday's Children (D)	Corinne Griffith	April 14	7950 feet	May 4
	(Silent Version)	Mar. 10	6727 feet	
*†Seven Footprints to Satan (D)	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†§Squall, The (A. T.) (D)	Joyce-Loy	May 26	9629 feet	May 18
	(Silent Version)	May 12		
*†Synthetic Sin (D)	Colleen Moore	Jan. 6	6852 feet	Jan. 12
*†§Two Weeks Off (D)	Mackaill-Mulhall	May 12		
	(Silent Version)	April 28		
*†§Weary River (D)	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good (D)	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 28

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Careless Age, The (A. T.) (D)	Fairbanks Jr.-Myers-Young			
*†§Dark Streets (D)	Mulhall-Lee			
*†§Drag (D)	Barthelmess-A. Day	July		
*†§Fast Life (D)	Fairbanks Jr.-Young-Morris			
*†§Footlight and Fools	Moore-Hackett			
*†§Great Divide, The (D)	Mackaill-Keith-Loy			
*†§Hard to Get (A. T.) (D)	Mackaill-Burns			
*†§Lady Who Dared, The	Dove-Pidgeon-Todd			
*†§Lilies of the Field (D)	Corinne Griffith			
*†§Little Johnny Jones	Eddie Buzzell			
*†§Man and the Moment	Billie Dove	July 7		
*†§Most Immoral Lady, A	Leatrice Joy			
*†§Paris	Irene Bordoni			
*†§Sally (A. T.)	Marilyn Miller			
*†§Smiling Irish Eyes (A. T.) (D)	Moore-Hall	July 22		
*†§Twin Beds (A. T.) (D)	Mulhall-Miller	July 14		
Wells Fargo Express	Ken Maynard			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Black Magic	Dunn-Holland	June 2		
*†§Black Watch, The	McLaglen-Loy	May 26	8487 feet	May 25
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
*†Chasing Through Europe	Stuart-Carol	June 9		
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
*†Exalted Flapper	Carol-Norton	May 26		
*†Far Call, The	Morton-Hyams	April 28	5313 feet	
	(Silent Version)	April 28	5282 feet	May 25
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†§Fox Follies, The (A. T.)	Special Cast	May 25	8291 feet	June 1
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 24	5232 feet	April 27
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
*†§Hearts in Dixie (A. T.)	Fetchit-Muse	Mar. 10	6650 feet	Mar. 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	April 7	7554 feet	June 8
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
*†§Masked Emotions	George O'Brien	May 19		
*†§Not Quite Decent	Collyer-Dresser	April 7	6 reels	May 4
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	May 4
*†One Woman Idea, The	LaRocque-M. Day	June 2	6111 feet	June 15
	Silent Version)	June 2	6106 feet	
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
Protection	Burgess-Elliott-Page	May 12	5511 feet	June 1
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
	(Silent Version)		5526 feet	
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
*†Trent's Last Case	Griffith-Day	Mar. 31	5809 feet	June 8
*†§Thru Different Eyes (A. T.)	Baxter-Lowe	April 14	4991 feet	April 20
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Paul Muni	May 19	5537 feet	May 18
*†Veiled Woman, The	Tora-Vincenti	April 14		
*†Woman from Hell, The	Astor-Armstrong	April 21	5442 feet	
	(Silent Version)	April 21	5489 feet	May 25

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
*†§Frozen Justice	Ulric-Frazer			
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost In the Arctic	Special Cast			
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Azure Coast, The	Variety	May 26	1 reel	
Bonnie Scotland	Variety	July 21	1 reel	
Call of the Deep	Variety	July 7	1 reel	
Cup of Coffee, A	Variety	June 23	1 reel	
Changing Seasons	Variety	June 9	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Down The Mississippi	Variety	Aug 4	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 17	1 reel	
Magic Sands	Variety	May 12	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Snowbound	Variety	Aug. 19	1 reel	
Squadrons of the Sky	Variety	April 13	1 reel	
Vest Pocket Republics	Variety	April 28	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Bali Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Belle of Samoa, The (A. T.) (F)	Moran-Clark & McCullough		2 reels	June 1
*†§Beneath the Law (A. T. (F)	Clark & McCullough		2 reels	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
*†§Forget-Me-Note (F)			3 reels	
*†§Friendship (A. T.) (F)	Gallagher-Edeson		2 reels	
*†§Furnace Trouble (A. T.) (F)	Robert Benchley		2 reels	
*†§George Bernard Shaw	Interview			June 30
*†§Ghosts	Mutt & Jeff Cartoon		1 reel	
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Happy Birthday (A. T.) (F)				
*†§In Holland (A. T.) (F)	Clark & McCullough		2 reels	
*†§Interview, The	Clark-McCullough			
*†§Knife, The (A. T. (F)	Lionel Atwill		2 reels	June 15
*†§Knights Out (A. T.) (F)	Clark & McCullough		2 reels	
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The (A. T.) (F)	Clark & McCullough		2 reels	
†§Miller & Farrell (F)	3 Songs			
†§Mind Your Business (F)	Herbert & Bard		2 reels	
*†§Music Fiends, The (A. T.) (F)	Clark & McCullough		2 reels	
*†§Napoleon's Barber (A. T.) (F)	Otto Matieson		3 reels	
*†§Nightie Knights	Clark-McCullough		2 reels	
†§Old Tunes for New (F)	Dr. Sigmund Spaeth			
*†§On the Beach at Atlantic City (F)	Friedland & Revue			
*†§Pagliacci—Prologue (F)	Richard Bonelli		1 reel	
†§Royal Hawaiian Singers (F)	Song Program			
*†§Schubert's Serenade (F)				
*†§Serenade (Schubert)	Harold Murray			Sept. 8
†§Sound Your A (F)			3 reels	
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§Stewed, Fried and Boiled (A. T.) (F)	Robert Benchley		2 reels	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Waltzing Around (A. T. (F)	Clark & McCullough		2 reels	
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8
†§Why Be Serious? (F)	Will Mahoney			

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7980 feet	May 25
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 18
China Bound	Dane-Arthur	May 18	6 reels	April 20
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
Desert Rider	Tim McCoy	May 11		
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	April 20
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
*†Man's Man, A	Haines-Dunn	May 25	6683 feet	June 8
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Sioux Blood	McCoy-Frazer	April 20	4811 feet	
*†§Spite Marriage	Buster Keaton	April 6	7047 feet	
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†§Where East Is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
Brown Gold	Ufa Oddities	July 6	1 reel	
Deals In Babies	Ufa Oddities	Aug. 3	1 reel	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Foundations of Gold	Ufa Oddities	May 11	1 reel	June 15
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Lacquer and Pearls	All Star Cast	May 25	2 reels	
Leader, The	Ufa Oddities	April 27	1 reel	
Liberty (Silent Version)	Laurel-Hardy	Jan. 26	2 reels	
Light of India The	Boyd-Godwin	April 6	2 reels	
Little Mother	"Our Gang"	June 1	2 reels	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
Movie Night	Charley Chase	May 11	2 reels	June 8
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
Noisy Noises (Silent Version)	"Our Gang"	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
Oriental Motoring	Ufa Oddities	July 20	1 reel	
Outlandish Manners	Ufa Oddities	June 8	1 reel	
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding, A	Ufa Oddities	April 13	1 reel	June 1
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
That's My Wife (Silent Version)	Laurel-Hardy	Mar. 23	2 reels	
Thin Twins	Charley Chase	April 13	2 reels	
Thundering Toupees	All Star Cast	May 25	2 reels	
Tiny Housekeepers	Ufa Oddities	June 22	1 reel	
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
Wiggle Your Ears (Silent)Version	"Our Gang"	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
*†§Bishop Murder Case, The (A. T.)				
*†§College Days (A. T.)	Starr-Nugent-Montgomery			
*†§Cotton and Silk	Duncan Sisters			
Deadline, The	Flash-Lorraine-Gray			
*†§Dynamite (A. T.)	Bickford-Wood			
*†§Eva the Fifth (A. T.)	Love-Hackett-Doran			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Gob, The (A. T.)	Haines-Page			
*†§Green Ghost, The	Young-Torrence-Sebastian			
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (A. T.) (D)	Nagel-Love-Hyams			
Jungle	Joan Crawford			
*†§Last of Mrs. Cheney (A. T.)	Norma Shearer			
	(Silent Version)			June 1
*†§Madame X (A. T.)	Ruth Chatterton		8806 feet	April 20
*†§Marianne (A. T.)	Davies-Shaw			
	(Silent Version)			May 25
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			May 4
*†§Redemption	Gilbert-Nagel-Adoree			
*†§Revue of Revues (A. T.)	King-Love-Haines-Crawford			
Single Standard, The	Flash-Gray-Lorraine			
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Thunder	Chaney-Haver			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
*§†Big Squawk, The (A. T.)	Charley Chase		2 reels	
Bob Nelson (F)	3 Songs	Mar. 16	1 reel	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (A. T.) (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Duci de Kerekjarto (D)	2 Violin Solos	Feb. 23	1 reel	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi and Nat Ayers (F)	2 Songs	Mar. 23	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Dewey Washington (D)	3 Songs	Mar. 23	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gordon and Squires (D)	3 Songs	Mar. 2	1 reel	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Irving Aaronson's Commanders (D)	3 Band Nos.	June 1	793 feet	
Jan Garber's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Keller Sisters and Lynch (D)	3 Songs	Mar. 30	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
*†§Madame Q (A. T.)	Jocelyn Lee		2 reels	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Metro Movietone Revue No. 4	All Star Cast	April 27	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
*†Noisy Noises	"Our Gang"	Feb. 9	2 reels	
*†§Old Man Trouble (A. T.)	Davidson-Nichols		2 reels	
On the March (F)	William O'Neal	April 27	1696 feet	
*†§Popular People (A. T.)	Charley Chase		2 reels	
Revellers, The (D)	3 Songs	Mar. 2	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels (F)	8 Victor Artists	Mar. 9	1 reel	April 13
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Spitalny Band Revue	April 20	2042 feet	
*†§Small Talk (A. T.)	"Our Gang"		2 reels	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Spitalny and His Orchestra (D)	Band Nos. and Revue	Mar. 16	2 reels	
Stepping Along (D)	Sunshine Sammy	Mar. 30	1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Tita Rufto (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
*†§Unaccustomed As We Are (A. T.)	Laurel-Hardy	May 4	2 reels	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (F)	2 Songs	Mar. 9	1 reels	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 6
Vincen t Lopez (D)	Piano and Orchestra	Feb. 16	1 reel	
*†§Vodeville (A. T.)	Laurel-Hardy		2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
William O'Neal (D)	3 Songs	Feb. 23	1 reel	
*†Wrong Again	Laurel-Hardy	Feb. 23	2 reels	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Abie's Irish Rose (D)	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Betrayal, The	Jannings-Ralxton-Cooper	May 11	6492 feet	May 11
	(Silent Version)	May 11	6614 feet	
*†Behind the German Lines (D)	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Charming Sinners	Chatterton-Brook-Powell			
*†§Chinatown Nights (A. T.) (F)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Cocoanuts (A. T.)	4 Marx Brothers-Eaton-Shaw	May 23	8613 feet	June 1
*†§Dangerous Woman, A (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23
*†§Doctor's Secret, The (A. T.) (F)	Edeson-Chatterton (No Silent Version)	Jan. 26	5832 feet	Feb. 9
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton (No Silent Version)	Mar. 9	5354 feet	Mar. 9
*†§Gentlemen of the Press (A. T. (F)	Walter Huston (Silent Version)	May 4	7167 feet	May 18
*†§Hole in the Wall (A. T.) (D)	Colbert-Robinson (Silent Version)	Mar. 23	5850 feet	April 20
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
*†§Innocents of Paris, The (A.T.) (F)	Maurice Chevalier	May 25		April 20
*†§Interference (A. T.) (F)	Powell-Brent-Brook (Silent Version)	Jan. 5	7487 feet	Oct. 27
		Jan. 5	6643 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels (Silent Version)	April 13	5886 feet	Mar. 16
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
*†§Man Must Fight, A	Rogers-Brian-Arthur (No Silent Version)	June 29		
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Dix-Kane-Hall	April 20	7256 feet	April 27
*†§Rainbow Man, The (A. T.)	Eddie Dowling Sono-Art Prod.			
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
*†§River of Romance, The	Arlen-Brian (No Silent Version)	May 25	7 reels	April 27
*†§Shopworn Angel, The (D)	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
	(Silent Version)	Jan. 12	7112 feet	
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder Mystery The (A. T.) (F)	Eldridge-Oland-Conklin	June 1	6500 feet	May 4
	(Silent Version)	June 1	6070 feet	
Sunset Pass	Holt-Conklin	Feb. 9	5862 feet	
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 22	8571 feet	June 15
	Silent Version)	June 22	7311 feet	
*†§Tong War (A. T.) (See Chinatown Nights)				
*†§Wheel of Life, The (A. T.) (F)	Dix-Ralston-Heggie	June 22		
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
	(Silent Version)		6036 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Flying Yeast	Krazy Kat Cartoon	Feb. 6	1 reel	
Footlight Fannie (Christie)	Frances Lee	Feb. 19	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hat Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Joint Affair, A	Krazy Kat Cartoon	Mar. 16	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
KoKo Beats Time	Inkwell Cartoon	Feb. 9	1 reel	
KoKo's Crib	Inkwell Cartoon	Mar. 23	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
KoKo's Hot Ink	Inkwell Cartoon	Mar. 9	1 reel	
KoKo's Knock-down	Inkwell Cartoon	April 20	1 reel	
KoKo's Reward	Inkwell Cartoon	Feb. 23	1 reel	
KoKo's Saxophonies	Inkwell Cartoon	April 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lone Shark, The	Krazy Kat Cartoon	April 13	1 reel	
Love Spats	Jack Duffy	April 27	2 reels	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Reduced Weights	Krazy Kat Cartoon	Feb. 2	1 reel	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
Sheepskinned	Krazy Kat Cartoon	Mar. 30	1 reel	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Torrid Toreadors	Krazy Kat Cartoon	April 7	1 reel	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Vanishing Screams	Krazy Kat Cartoons	Mar. 2	1 reel	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Adam's Eve (A. T.)			2 reels	
*†§After Seben (A. T.) (F)	James Barton	May 18	2 reels	
*†§Apartment Hunting (A. T.) (F)	Special Cast	Mar. 9	2 reels	
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb.2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston (No Silent Version)	eb. 23	1911 feet	
*†§Booklovers (tentative) (A. T.)	Special Cast	June 15	2 reels	
*†§Boyhood Days (F)	Borrah Minnevitch (No Silent Version)	Jan. 26	1510 feet	
*†§Blue Songs (D)	Ruth Etting (No Silent Version)	Jan. 5	1 reel	Mar. 2
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
*†§Chinatown	Song Cartoon		1 reel	
†§Crooning Melodies (A. T.) (F)	Giersdorf Sisters	Mar. 16	1 reel	
*†Daisy Bell (D)	Song Cartoon	June 1	1 reel	
*†§Dear Teacher (A. T.) (F)	Special Cast	May 4	2 reels	June 1
*†§Dear Vivian (Christie A. T.) (F)	Special Cast	June 22	2 reels	
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
*†§Faro Nell (A. T.)	Louise Fazenda		2 reels	
*†§Fatal Forceps, The (A. T.)			2 reels	
†§Favorite Melosies (A. T.) (F)	Ruth Etting	Mar. 16	1 reel	
*†§Florida Nightmare, A (A. T. (F)	Special Cast	June 15	1 reel	
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
*†§Good Bye, My Lady Love	Song Cartoon		1 reel	
*†§Her Husband's Woman (A. T.)	Wilson-Ford			
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§Hint to Brides, A (A. T.)			2 reels	
*†§His College Chums (A. T. (F)	Eddie Peabody	April 13	1 reel	
*†§Hit or Miss (A. T.)			2 reels	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorous Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	June 1
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 ree s	
*†§Just One Word (A. T.) (D)	Special Cast (No Silent Version)	Jan. 26	615 feet	
*†§Kisses (A. T.) (F)	Special Cast	Feb. 9	2 reels	
*†§Knights in Venice (A. T.) (F)	Special Cast	Mar. 23	1 reel	
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 teels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Messenger, The (A. T.)	Harry Langdon		2 reels	
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†Mother Pin a Rose on Me	Song Cartoon	July 6	1 reel	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
*†§Off in the Silly Night (Christie A .T.) (F)	Special Cast	June 8	2 reels	May 11

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor (No Silent Version)	Feb. 23	2 reels	
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†§Schubert's Friends (D)	Famous Composer Series	April 27	1 reel	
*†§Schubert's Inspiration (D)	Famous Composer Series	Mar. 30	1 reel	
*†§Schubert's Masterpiece (D)	Famous Composer Series	May 18	1 reel	
*†§Schubert's Songs (D)	Famous Composer Series	Feb. 23	1 reel	
*†§Schubert's Unfinished Symphony (D)	Famous Composer Series	June 29	1 reel	
*†Sidewalks of New York (D)	Novelty	Feb. 2	1 reel	
*†§Sleeping Porch, The (A. T.)	Raymond Griffith		2 reels	
*†§Smiles	Song Cartoon		1 reel	
*†§That Party In Person (D)	Eddie Cantor (No Silent Version)	Jan. 5	805 feet	
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Americans (A. T.) (F)	Walter Huston	June 1	2 reels	
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§Vital Subjetcs (A. T.) (F)	Butterworth	June 8	1 reel	
*†§What Is It? (A. T. (D)	Elinor Glyn	Feb. 16	1 reel	
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	
*†§Wives on Strike (A. T.)				
*†Yankee Doodle Boy, A (D)	Song Cartoon	Mar. 2	1 reel	
*†Ye Olde Melodies (D)	Song Cartoon	May 4	1 reel	
*†§Ziegfeld Midnite Frolic (A. T.) (F)	Eddie Cantor	May 4	2 reels	Mar. 0

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Backstage Blues (A. T.)	Moran & Mack			
*†§Oh, You Beautiful Doll (A. T.)	Song Cartoon		1 reel	
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Dance of Life ,The (A. T.)	Carroll-Skelly			
*†§Dangerous Curves (A. T.)	Bow-Arlen			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†§Fashions In Love (A. T.)	Menjou-Compton		6829 feet	June 1
*†§Four Feathers, The	Arlen-Wray-Powell-Brook		7472 feet	
	(Silent Version)		7472 feet	April 20
*†§Gay Lady, The	Gertrude Lawrence			
*†§Glorifying the American Girl	Eaton-Healey			
*†§Greene Murder Case The (A. T.)	Powell-Eldridge-Arthur			
*†§Hungarian Rhapsody, The	Parlo-Fritsch-Dagover			
*†§Illusion (A. T.)	Rogers-Carroll-Collyer			
*†§Insidious Dr. Fu Manchu (A. T.)	Warner Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Mysterious Dr. Fu Manchu	Oland-Arthur		7 reels	June 15
*†§Pointed Heels (A. T.)	Powell-Ralston-Kane			
*†Soul of France, The	Special Cast			
*†§Virginian, The (A. T.)	Cooper-Huston-Brian-Arlen			
*†§Welcome Danger	Harold Lloyd			May 25
*†§Why Bring That Up (A. T.)	Moran & Mack			
*†§Woman Trap, The (A. T.)	Morris-Brent-Huston			
*†§Youth (A. T.)	Hersholt-Wray			

PARTHENON PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Bachelors' Club, The	Talmadge-Worth		6 reels	
Back From Shanghai	St. Leo-Reynolds-So Jin-Girard		6 reels	
Heroic Lover ,The	St. Leo-Bedford		6 reels	
Wild Heart of Africa, The	Special Cast	May 25	6 reels	June 15

PATHE

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine (F)	Quillan-Nixon	Jan. 20	5959 feet	Mar. 9
	(Silent Version)	Jan. 20	5587 feet	
*†§Godless Girl, The (F)	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)	Mar. 31	9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§Leatherneck, The (F & D)	William Boyd	Mar. 24	6965 feet	April 13
	(Silent Version)	Mar. 24	6898 feet	
*†§Mother's Boy (D & F)	Morton Downey (No Silent Version)	May 12	7423 feet	May 1
*†Ned McCobb's Daughter (F)	Irene Rich	Jan. 12	6015 feet	Feb. 9
*†§Noisy Neighbors	Quillan-Vaughan	Jan. 27	5998 feet	
	(Silent Version)	Jan. 27	5735 feet	
*†§Office Scandal (F)	Phyllis Haver	Mar. 3	6511 feet	
	(Silent Version)	Mar. 3	6511 feet	
*†§Sal of Singapore (F)	Haver-Hale	Jan. 4	6349 feet	
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Shady Lady, The (F)	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)	Jan. 20	6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Square Shoulders (F)	Junior Coghlan	Mar. 31	5438 feet	
	(Silent Version)	Mar. 31	5477 feet	April 6
*†§Strange Cargo (A. T.) (F)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
	(Silent Version)	Mar. 31	6134 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
April Showers	"Aesop Cartoon"	June 15	1 reel	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 10	2 reels	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Ball Park, The	"Aesop Fable"	May 19	1 reel	May 11
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30
Break of Day, The	"Aesop Fables"	Jan. 27	1 reel	
Button My Back	Billy Bevan	Feb. 24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb. 3	2 reels	
Caught in a Taxi	Cooper-Vance	June 9	2 reels	
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar. 3	1 reel	
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cycle of Erosion ,The	Educational Film	Jan. 20	1 reel	
Dogging It	Sportlight	Mar. 17	1 reel	
Don't Get Jealous	Bevan-Dent	June 2	2 reels	May 11
Fire Detective, The (Serial)		Mar. 3	10 episodes	
Fish Day	"Aesop Fables"	May 26	1 reel	May 18
Fish and Feathers	Sportlight	May 26	1 reel	May 18
Fight Game, The	"Aesop Fables"	April 28	1 reel	May 4
Foolish Husbands	Bevan-Dent	Mar. 17	2 reels	Mar. 16
Forest People of Central Africa	Educational Film	Jan. 20	1 reel	
Girls Will Be Boys	Sportlight	Feb. 17	1 reel	Feb. 9
Glaciers	Educational Film	Feb. 10	1 reel	
Grandma's House	"Aesop Fables"	Feb. 24	1 reel	Feb. 16
Great Ice Age of North America	Educational Film	Mar. 24	1 reel	
Head Hunters of Solomon Islands	Educational Film	Feb. 3	1 reel	
Kidnapped	"Aesop Fables"		1 reel	June 15
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12
Lad and His Lamp, A	"Aesop Fables"	Mar. 10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar. 3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Little Game Hunter, The	"Aesop Fables"	May 5	1 reel	May 4
Matchmaking Mamas	Burke-Eilers-Kemp	Mar. 31	2 reels	Mar. 30
Masai, The	Educational Film	Jan. 6	1 reel	
Mild or Mighty	Sportlight	Feb. 3	1 reel	
Night Watchman's Mistake, The	Johnny Burke	April 23	2 reels	April 27
No Children	Haines-Coombs	Mar. 10	2 reels	
No Vacation	Haines-Coombs	Jan. 13	2 reels	
Pink Pajamas	Bevan-Dent		2 reels	April 13
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polo Match, The	"Aesop Fables"	June 2	1 reel	June 1
Puckered Success	Haines-Coombs	June 2	2 reels	June 1
Queen Bee, The	"Aesop Fables"	Feb. 17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Rodeo, The	Star Cast	Mar. 24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar. 3	1 reel	
Snow Birds	"Aesop Fables"	June 9	1 reel	June 1
Snapping the Whip	"Aesop Fables"	Jan. 20	1 reel	Jan. 19
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Taxi Spooks	Jack Cooper	Feb. 17	2 reels	
Tomato Omelette	Haines-Coombs	May 5	2 reels	May 11
Under Dog, The	"Aesop Fables"	Mar. 31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan. 27	2 reels	
Water Wonders	Sportlight	April 21	1 reel	April 20
Watch My Smoke	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2
Young Hopefuls	Sportlight	April 28	1 reel	May 11

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's (A. T.) (D & F)	LeMaire-Simon	Mar. 24	2 reels	Mar. 23
*†§Black Narcissus	"Buck & Bubbles"			
*†Clowning the Game (D & F)	Sportlight	June 2	1 reel	June 1
*†§Concentration	"Aesop Fables"		1 reel	June 15
*†Conditioning	Sportlight	June 9	1 reel	June 1
*†§Crystal Champion	Sportlight	May 5	1 reel	April 27
*†§Custard Pie	"Aesop Fables"	May 26	1 reel	May 25
*†§Dancing Around (A. T.) (D & F)	LeMaire-Phillips		2 reels	April 13
*†Dinner Time (D & F)	"Aesop Fables"		1 reel	
*†Faithful Pup (D & F)	"Aesop Fables"		1 reel	
*†§Fowl Play	"Buck & Bubbles"			
*†§Garden of Eatin' (A. T.) (D & F)	The Gleasons			
*†§Go Easy, Doctor (A. T.) (D & F)	LeMaire-Simon		2 reels	May 11
*†§Hard Boiled Hampton (A. T.)	Harry Holman		2 reels	June 8
*†§Her New Chauffeur (A.T.)(D&F)	Simon-Teasdale	May 19	2 reels	
*†§Lincoln (Special reel) (A. T.) (D & F)	George Billings	Feb. 10	1 reel	Feb. 2
*†§Pathe Audio Review	Released Every Week		1 reel	
*†§Pathe Sound News	Released Twice Every Week		1 reel	
*†§Plumbers Are Coming (A. T.) (D & F)	LeMaire-Simon		2 reels	June 1
*†§Pressing His Suit (D & F)	Topical Trips	June 2	1 reel	May 11
*†Presto Changes (D & F)	"Aesop Fables"		1 reel	
*†Skating Hounds (D & F)	"Aesop Fables"	April 28	1 reel	April 27
*§Stage Struck (D & F)	"Aesop Fables"		1 reel	
*†Topical Nips (A. T.) (D & F)	Topics of the Day	June 2	1 reel	June 1
Three Acts	Sportlight		1 reel	
*†§What a Day (A. T.) (D & F)	Simon-Mallory		2 reels	June 15
*†§Wood Choppers (D & F)	"Aesop Fables"	June 9	1 reel	June 1

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Joe College	Quillan Loff O'Neill			
*†§Flying Fool, The (A. T.) (D & F)	Boyd-Prevost-Gleason		5715 feet	
*†§For Two Cents (A. T.)	Robert Armstrong			
*†§High Voltage (A. T.) (D & F)	Boyd-Prevost-Hale			
	(Silent Version)			May 25
*†§Lucky In Love (A. T.) (D & F)	Downey-Lawford			
*†§Paris Bound	Harding-Fenton			
*†§Sailor's Holiday (A. T.)	Alan Hale			

R K O

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steee	April 7	5081 feet	
Big Diamond Robbery	Tom Mix	May 13	6114 feet	
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter, The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Hardboiled	O'Neil-Tashman	Feb. 3	5940 feet	
Idaho Red	Tom Tyler	April 21	4783 feet	
Laughing at Death	Bob Steele	June 2		
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
Little Savage	Buzz Barton	May 19	4781 feet	
Love in the Desert	Borden-Trevor	Mar 17		
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Pride of Pawnee	Tom Tyler	June 9	4750 feet	
Red Sword	Nixon-Collier Jr.	Feb. 17		
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Woman I Love	Morris-Kerry	May 26		
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan. 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Actualities	Curiosities	Jan. 30	1 reel	
Almost a Gentleman	Al Cooke	June 25	2 reels	
Big Hearted Toots	Duncan-Hill	Feb. 3	2 reels	
Birds and Beasts	Curiosities	Feb. 13	1 reel	
Casper's Night Out	Duncan-Hill	Mar. 3	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Don't Say Ain't	Hill-Duncan	July 21	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Faces	Curiosities	April 24	1 reel	
Follies of Fashion	Curiosities	May 21	2 reels	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Here and There	Curiosities	May 7	1 reel	
His Wife's Secret	Hill-Duncan	May 26	2 reels	
Horse on Barney, A	Hellum-Davis	April 21	2 reels	
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Just a Stall	Hellum-Davis	May 19	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Brown Derby	Mickey Yule	May 12	2 reels	
Mickey's Explorers	Mickey Yule	Feb. 17	2 reels	
Mickey's Great Idea	Mickey Yule	Jan. 30	2 reels	
Mickey's Initiation	Mickey Yule	July 7	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Last Chance	Mickey Yule	Apr. 14	2 reel	
Mickey's Menagerie	Mickey Yule	Mar. 17	2 reels	
Mickey's Northwest Mounted	Mickey Yule	June 9	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Neigh, Neigh, Spark Plug	Barney Hellum	Mar. 24	2 reels	
Novelties	Curiosities	Feb. 27	1 reel	
Odds and Ends	Curiosities	June 4	1 reel	
*†§Odd Facts	Curiosities	April 10	1 reel	
Orienta	Curiosities	Mar. 13	1 reel	
Pace That Thrills, The	Hellum-Davis	June 16	2 reels	
Pot Pourri	Curiosities	Jan. 17	1 reel	
Kummin' Thru the Rye	Barney Hellum	Jan. 27	2 reels	
Seeing's Believing	Curiosities	Jan. 2	1 reel	
Slide, Sparky, Slide	Hellum-Davis	July 14	2 reels	
Smile, Buttercup, Smile	Duncan-Hill	Jan. 6	2 reels	
Spareribs Reforms	Hill-Duncan	April 28	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
Sunshine's Dark Moment	Barney Hellum	Feb. 24	2 reels	
Toots' Big Idea	Duncan-Hill	Mar. 31	2 reels	
Who's the Boss?	Hill-Duncan	June 23	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Headwork (A. T.)				
*†§Your Own Home Town (A. T.)	Russ Brown			

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§City Streets	3 Moore Bros.			
*†§Companionate	Olive Borden			
†§Night Parade				
Pals of the Prairie	Buzz Barton	July 7		
*†§Rio Rita	Daniels-Boles			
*†§Street Girl, The	Betty Comoson			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30

RAYART (S. R.)

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anne Against the World	Mason-Mower	April 15		
Black Pearl, The	Lee-Hallor	Jan. 1	5261 feet	
Brothers	Keefe-Bedford	Feb. 1	6092 feet	
Devil's Chaplain, The	Keefe-Faire	Mar. 15	5451 feet	
Shanghai Rose	Irene Rich	Mar. 15	6539 feet	June 8
Some Mother's Boy	Carr-Ralston-Robards	Feb. 15	5901 feet	
Two Sisters	Dana-Lease	April 1		
When Dreams Come True	Costello-Lease	Jan. 15	6242 feet	

STATE RIGHTS

FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Appassionata	Leon Mathot	Franco Film	April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod		5700 feet	
Daughter of Israel, A	Special Cast	Bell Pict		9000 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5608 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Murlat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
For the Term of His Natural Life	Special Cast	Australasian		11000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Linda	Baxter-Foster-Beery	First Division		6775 feet	
Livingston in Africa	English Cast	Amer.-Anglo		5799 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry'	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict		5573 feet	Sept. 15
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Shiraz	Hindu Cast	Amer.-Anglo		8065 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Amerangio		7300 feet	

Title	Star	Rel. Date	Length	Reviewed
Untamed Justice	Faire-Glass	Biltmore	5770 feet	May 25
U-Boat 9	Foreign Cast	Jofa Prod	6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European	7 reels	
Bye Bye Buddy	Agnes Ayres	Hercules		June 1
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield	5200 feet	
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone		
Dancer of His Majesty, The	Special Cast	Amkino	7000 feet	
Duty to be Silent	Maria Albana	Aff. European	6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer		
Full Dressed Thieves	Nils Asther	Aff. European	7 reels	
German Underworld	Special Cast	Aff. European	7 reels	
§Great Power, The	Special Cast	Bell Tone		
Great Unknown, The	John Loder	Aff. European	6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern		
Her Viennese Lover	Asther-Nolan	Aff. European	6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield		
Just Off Broadway	Keith-Christy	Chesterfield		
Milak of the Snowlands	Special Cast	Ufa-Eastern		
Our Daily Bread	Mary Nolan	Aff. European	7 reels	
Poet and Czar	Special Cast	Amkino	8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial		
	(Silent Version)	Imperial		
Two Days	Special Cast	Amkino	6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European		
Verdun	Special Cast	Richmount		
Vera Mlezewa (tentative)	Derussa	Aff. European	7 reels	
Water The	M. Chekhov	Amkino	7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern	6714 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Asleep at the Switch (A.T.) (D)	Roseland	Mar. 15	1 reel	
*†§At the Photographers (A. T.) (F)	Harry Delf	Elbee	2 reels	
*†§Boney's Boner	Kolortone Cartoon	Kolortone Prod	1 reel	
*†§Club Alabam (A. T.) (F)	Abbie Mitchell	Intl. Dist. Corp	1 reel	
*†Clyde Doerr & His Saxophone Sextet (F)	Jazz Nos	Intl. Dist. Corp	1 reel	
*†§Egyptian Gyp, An	Kolortone Cartoon	Kolortone Prod	1 reel	
*†§Friend Husband (A. T.)		Burr	2 reels	
*†Galloping Gaucho	Mickey Mouse Cartoon	Disney Cartoon Feb.	1 reel	
*†§Hectic Hector	Kolortone Cartoon	Kolortone Prod	1 reel	
*†§Hoak (A. T.) (F)	Frawley & Smith	Inctl. Dist. Corp	1 reel	
*†§Kriss Krosses	Kolortone Cartoon	Kolortone Prod	1 reel	
*†§Marionettes, The No. 1 (F)	Novelty	Intl. Dist. Corp	1 reel	
*†§Marionettes, The No. 2 (F)	Novelty	Intl. Dist. Corp	1 reel	
*†§Meal Hound, The (A. T.) (F)	The Nugents	Intl. Dist. Corp	1 reel	
*†§Meet the Family (A. T.) (F)	Harry Delf	Elbee	2 reels	
*†§Miser, The (A. T.) (F)	Bransy Williams	Intl. Dist. Corp	1 reel	
*†§Monkey Squawks (A. T.)		Burr	2 reels	
*†Opry House	Mickey Mouse Cartoon	Disney Cartoon May	1 reel	
*†§Party, The (D)		Safrus	1 reel	
*†§Pikin' Pirate A	Kolortone Cartoon	Kolortone Prod	1 reel	
*†Plane Crazy	Mickey Mouse Cartoon	Disney Cartoon Mar.	1 reel	
*†§Radio Franks & Four Bachelors (F)	Song Program	Intl. Dist. Corp	1 reel	
*†§Signed, Sealed and Delivered (A. T.)		Burr	2 reels	
*†Steamboat Willie	Mickey Mouse Cartoon	Disney Cartoon Jan.	1 reel	
*†§This and That (D)		Safrus	1 reel	
*†§Ticket Please (D)		Safrus	1 reel	
*†Trip to the Zoo, A (F)	Animal Cast	Intl. Dist. Corp	1 reel	
*†§Varieties (D)		Safrus	1 reel	
*†§Vaudeville (D)		Safrus	1 reel	
*†§Wonderin's	Kolortone Cartoon	Kolortone Prod	1 reel	
*†§When the Cat's Away	Mickey Mouse Sound Cartoon		1 reel	June 8
*†§When the Clock Struck 12 (A. T.) (F)	Welch-Malcomb	Intl. Dist. Corp	1 reel	

SILENT SHORTS

Title	Star	Rel. Date	Length	Reviewed
Aladdin Bonzo	Bonzo Cartoon	Roseland Jan. 15	1 reel	
Bonzolina	Bonzo Cartoon	Roseland Jan. 1	1 reel	
Booster Bonzo	Bonzo Cartoon	Roseland Mar. 15	1 reel	
Detective Bonzo	Bonzo Cartoon	Roseland Mar. 1	1 reel	
Down Hawaii Way	Color Novelty	Castle Jan. 1	1 reel	
Fatal Warning, The (Serial)	H. Costello-Graves	Mascot	10 episodes	
Flaming Canyons	Color Novelty	Castle Feb. 1	1 reel	
Kids and Pets	Color Novelty	Castle Mar. 15	1 reel	
Love's Witchcraft	Ufa Short	Ufa-Eastern Feb. 1	1 reel	
Nature's Tiny Tragedies	Ufa Short	Ufa-Eastern Jan. 15	1 reel	
Peculiar Households	Ufa Short	Ufa Eastern Jan. 1	1 reel	
Polo Bonzo	Bonzo Cartoon	Roseland Feb. 1	1 reel	
Salt Water Millinery	Ufa Short	Ufa-Eastern Mar. 15	1 reel	
Sixty Minutes from B'way	Color Novelty	Castle Jan. 15	1 reel	
Spook Bonzo	Bonzo Cartoon	Roseland Feb. 15	1 reel	
Sunshine	Color Novelty	Castle Mar. 1	1 reel	
Tally-Ho	Ufa Short	Ufa-Eastern Mar. 1	1 reel	
Trailing the Western Sun	Color Novelty	Castle Feb. 15	1 reel	
We Parents	Ufa Short	Ufa-Eastern Feb. 15	1 reel	

TIFFANY-STAHL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
*†§Lucky Boy (F & D)	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
	(Silent Version)			
*†§Molly and Me (F & D)	Brown-Bennett-Vaughn	April	8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past (F & D)	Bennett-Brown	April 1		
	(Silent Version)			
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation (F & D)	Keane-Standing			
	(Silent Version)			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Whispering Winds (F & D)	Southern-McGregor	May 1		
	(Silent Version)			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
*†§Festival of Bagdad, A	Color Symphony		1 reel	
Gold	Color Classic		1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Titel	Star	Rel. Date	Length	Reviewed
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	June 15
Little Vagabond	Color Classic	Feb. 1	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Lover's Paradise	Color Classic	Jan. 15	1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
Twinkle Toes	Color Classic	Mar. 1	1 reel	
†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream (F & D)	Cortez-Windsor	June 1		
	(Silent Version)			
Miracle, The	Southern-Pidgeon			
*†§Mr. Carillo	Leo Carillo			
*†§New Orleans (F & D)	Cortez-Bennett	June 20		
	(Silent Version)			
*†§Two Men and a Maid (F & D)	Collier Jr.-Bennett	June 15		
	(Silent Version)			
*†§Zeppelin (F & D)	Claire Windsor			

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April 12		Mar. 23
	(No Silent Version)			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†§Lummox (A. T.) (D)	Westover-Collier Jr.			
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§City Lights (D)	Charlie Chaplin			
*†§Condemned	Colman-Harding			
*†Evangeline (D)	Del Rio-Drew			June 15
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Locked Door, The (A. T.)	Boyd-Stanwyck-La Rocque			
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§Sex Appeal				
*†§She Goes to War (F)	Boardman-Rubens-Holland	July 13	8864 feet	June 15
	(Silent Version)	July 13		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This Is Heaven (D)	Banky-Hall	June 22	7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway (A. T.)	Tryon-Brent-Kennedy		9350 feet	June 1
	(Silent Version)	Mar. 3	5729 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The (F)	Special Cast	April 17		
	(Silent Version)	April 7		
*†§Clear the Decks (F)	Reginald Denny	Mar. 3	5740 feet	
	(Silent Version)		5792 feet	
*†§Cohens and Kelleys In Atlantic City, The (F)	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across (D & F)	Basquette-Howes	June 16		
	(Silent Version)	June 16		
Eves of the Underworld	William Cody	April 28	4208 feet	
*†§Girl on the Barge, The (F)	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
*†§It Can't Be Done (F)	Tryon-Carol	Mar. 24	6090 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
Lariat Kid, The	Hoot Gibson	May 19		
*†§Last Warning, The (F)	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome (F)	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
Man Disturber, The	Reginald Denny	May 19		
*†Man, Woman and Wife (F)	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
*†§Modern Love (D & F) (A. T.)	Hersholt-Crawford-Chase	June 23		
	(Silent Version)			
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
*†§Red Hot Speed (F)	Denny-Day	Jan. 27	6621 feet	Feb. 26
	(Silent Version)	Jan. 27	6621 feet	
*†§Scandal (D & F)	Laura LaPlante	April 21	6475 feet	April 27
	(Silent Version)	April 21		
*†§Shakedown, The (F)	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
Smilin' Terror, The	Ted Wells	June 30	4525 feet	
*†§That Blonde	Laura La Plante	May 5		
Tip-Off, The	Cody-Thompson	June 2	4109 feet	
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
At the Front	Arthur Lake	Feb. 25	1 reel	Feb. 18
Beyond the Smoke	Edmund Cobb	Mar. 23	2 reels	Feb. 23
Bottles	Laemmle Novelty	July 1	1 reel	June 1
Buster's Spooks	Trimble and Dog	June 26	2 reels	June 1
Chaperones	LaSalle-Young	June 5	2 reels	May 11
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Cleaning Up	Arthur Lake	May 20	1 reel	April 27
Close Call, A	George Chandler	July 4	2 reels	June 1
Close Shaves	Sid Saylor	May 22	2 reels	April 27
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Cut-ups	Sid Saylor	Aug. 14	2 reels	
Danger Line	Edmund Cobb	July 27	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Delivering the Goods	Trimble-Hardwick and Dog	May 29	2 reels	April 27
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Double Trouble	Arthur Lake		1 reel	June 15
Early to Wed	Young-LaSalle	July 3	2 reels	June 1
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
Fishing Fools	Oswald Cartoon	April 29	1 reel	
Fly Cops	Sid Saylor	July 17	2 reels	June 15
Flying Fools	Lewis-Gulliver-Phillips	July 22	2 reels	
Getting Buster's Goat	Trimble and Dog	July 24	2 reels	
Good Skates	Young-La Salle	Aug. 28	2 reels	
Half Holiday, A	Laemmle Novelty	June 3	1 reel	May 18
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	2 reels	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Hot Puppies	Sid Saylor	June 19	2 reels	May 25
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
Just Monkeys	Laemmle Novelty	Mar. 11	2 reels	Feb. 9
Just the Type	Young-LaSalle	July 31	2 reels	
Kidnapped	Bob Curwood	Mar. 16	2 reels	Feb. 9
King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	
Knight Watch, The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
Lumberjack	Oswald Cartoon	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Newlyweds' Angel Child, The	Snookums-Perdus-Egan	July 10	2 reels	
Newlyweds Camp Out, The	Snookums-Perdue-Egan	June 12	2 reels	May 11
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	May 11
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds in Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds' Pests, The	Snookums-Perdue-Egan	Aug. 7	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Night Watch, The	Arthur Lake		1 reel	Mar. 30
Nuts and Jolts	Oswald Cartoon	June 24	1 reel	
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Perilous Paths	Edmund Cobb	June 29	2 reels	June 15
Perilous Paths	Edmund Cobb	June 29	2 reels	
Phantom Riders		Feb. 16	2 reels	
Pirates of Panama, The	Wilsey-Kingston		10 episodes	June 15
Playing False	Bob Curwood	June 15	2 reels	May 11
Private Business	Sid Saylor	April 24	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
Ridin' Leather	Bob Curwood		2 reels	June 15
Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
Society Circus	Arthur Lake	June 17	1 reel	May 25
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
Sporting Courage	Lewis-Gulliver-Phillips	June 24	2 reels	
Stage Stunts	Oswald Cartoon	May 13	1 reel	
Stop Barking	Trimble and Dog	Aug. 21	2 reels	
Stripes and Stars	Oswald Cartoon	May 27	1 reel	
Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Television George	Sid Saylor	Feb. 27	2 reels	May 11
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Thrill Hunter, The	George Chandler	June 8	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Two-Gun Morgan		Feb. 28	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Weary Willies	Oswald Cartoon	July 22	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Wicked West, The	Oswald Cartoon	June 10	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 5

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain In the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Born to the Saddle	Ted Wells		4126 feet	
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§College Love (D & F) (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence (D & F)	La Plante-Hamilton			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day (D & F)	Reginald Denny	June 2		
	(Silent Version)	June 2		
Hoofbeats of Vegence	Rex-Perrin	June 16	4525 feet	
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
*†§Love Trap, The (D & F)	LaPlante-Hamilton	July 21		
	(Silent Version)	July 21		
*†§Melody Lane (D & F)	Leonard-Dunn	July 14		
	(Silent Version)	July 14		
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night (D & F)	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 27
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§ Shannons of Broadway, The (A.T.)	James Gleason			
Show Boat (D & F)	La Plante-J. Schildkraut		13 reels	April 20

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Under the Southern Cross	Special Cast		6500 feet	April 27
	(Silent Version)			Jan. 26
Wagon Master, The	Ken Maynard			May 18
Watch My Speed	Reginald Denny			
Winged Horseman, The	Gibson-Elder	June 23	5767 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club (A. T.) (F)	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	June 15
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
*†§Flying Fools (A.T.)	Lewis-Gulliver-Phillips	July 22	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
*†Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
*†§House Cleaning (A. T.)	Charley Grapewin	June 3	1929 feet	May 25
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	June 1
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
*†§Love Birds	Pat Rooney and Family		2 reels	
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
*†§Nuts and Jolts	Oswald Cartoon	June 24	1 reel	
*†§On Guard (A. T.) (F)	Lewis-Gulliver-Phillips	April 29	2 reels	May 11
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	May 11
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
*†§Sporting Courage	Lewis-Gulliver-Phillips	June 24	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	May 4
*†Steamboat Willie	Oswald Cartoon		1 reel	
*†Stripes and Stars	Oswald Cartoon	May 27	1 reel	May 11
*†Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
*†§Three Brox Sisters	Songs	Jan. 14	1 reel	Mar. 6
*†§Weary Willies	Oswald Cartoon	July 22	1 reel	
*†§Wicked West, The	Oswald Cartoon	June 10	1 reel	May 11
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Conquest	Blue-Warner-Wilson	Jan. 19	4706 feet	
*†§Desert Song, The (D)	Boles-King	May 11	11034 feet	April 20
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§From Headquarters (D)	Monte Blue	April 27	6323 feet	
	(Silent Version)	June 6		
*†§Frozen River (D)	Rin-Tin-Tin	April 20	5483 feet	
	(Silent Version)	May 26		
*§§Glad Rag Doll, The (D)	Dolores Costello	May 4	6685 feet	June 8
	(Silent Version)	June 8		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30	5610 feet	
	(Silent Version)	May 4	4875 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27	4885 feet	
Little Wild Cat, The	Ferris-Hall-Dawson	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
My Man	Fanny Brice	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	April 6	5558 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20	4797 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14	5236 feet	
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool	Jolson-Bronson-Dunn	April 13	7444 feet	
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6011 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	April 13	5658 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T. (D)	Thomas Meighan			May 18
*†§Gamblers, The	Wilson-Warner-Robards	June 9		
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 5
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.) (D)	Sophie Tucker		6412 feet	June 8
*†§Hottentot, The (A. T.)	Horton-Miller		7 reels	April 2
†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien	June 15	9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda	July 13		May 25
*†§Sap, The (D)	E. E. Horton			June 1
*†§Say It With Songs	Jolson-Nixon-Lee			
*†§Skin Deep (A. T.) (D)	Blue-Compson			June 1
*†§Tiger Rose (A. T.)	Velez-Withers			
*†§Time, the Place and the Girl The (D)	Olmsted-Withers-Kirkwood		6 reels	May 4
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS (D)

Title	Star	Rel. Date	Length	Reviewed
After the Round Up	Cowboy Songs		1 reel	
All Girl Revue	Girl Band & Comedienne		1 reel	June 15
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Beau Brummel Comedians The	Shaw & Lee		1 reel	June 1
Beau Night	El Brendel			
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept.22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Celeste Aida (Aida)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Painter	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Fair Days	Harris & Howe		1 reel	June 1
Familiar Face, The			1 reel	June 8
Family Affair, A	Arthur Byron			
Family Ford, The	Jim and Marion Harkins			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gossip, The	John Miljan		1 reel	June 15
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Here Comes the Showboat	Dave Bernie & Band			June 1
High Water	Song Number		1 reel	June 8
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In Spain	Phil Baker		1 reel	May 11
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Revue The	Songs and Dances			June 1
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview		Mar. 16	
Meet the Wife	Frank Orth & Co.			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Mexican Tipica Orchestra	Instrumental & Vocal Numbers		1 reel	June 8
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros.		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
One Man Glee Club, The	Frank Crumit		1 reel	
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Rudy Vallee and Band	Songs and Orchestra		1 reel	June 15
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Tiny Town Revue	Midget Unit		1 reel	June 8
Traffic Muddle, A	Donohue & U-No		1 reel	June 15
Typical Types	Bobby Folsom			
Va Prononcer Ma Mort (La Juive)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†§Kitty (D & F)	Brody-Stuart	June 29	9010 feet	June 15
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	7185 feet	
Piccadilly	Gilda Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Whirl of Life, The	Lerch-George		7000 feet	
Week-End Wives	Thomas-Banks			
Woman in the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman in White, The	Blanche Sweet		7 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Apaches of Paris	Dina Gralla		8 reels	
Berlin After Dark	Special Cast		7 reels	
Doctor's Women, The	Miles Mander		7 reels	
Prince and the Dancer, The	Dina Gralla		8 reels	
Whirl of Life, The	Louis Lerch		8 reels	

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Motion Picture News

Theatre Building and Equipment Buyers Guide



In Two Sections
Section Two
June 22, 1929

Complete Equipment For The Theatre
One Source - One Quality - One Guarantee
National - Theatre - Supply - Company
Offices In All Principal Cities



WURLITZER

congratulates Boller Brothers on their successful achievement in the designing of artistic theatres, and expresses appreciation for the cooperation extended us during installation of Wurlitzer Organs in the following theatres, designed by them:

ART THEATRE	Kansas City, Missouri
BAGDAD THEATRE	Kansas City, Missouri
COLEMAN THEATRE	Miami, Oklahoma
CRITERION THEATRE	Enid, Oklahoma
CRITERION THEATRE	Oklahoma City, Oklahoma
ELECTRIC THEATRE	Joplin, Missouri
ELECTRIC THEATRE	Kansas City, Kansas
ELECTRIC THEATRE	St. Joseph, Missouri
ELECTRIC THEATRE	Springfield, Missouri
INGLEWOOD THEATRE	Inglewood, California
LINCOLN THEATRE	Lincoln, Nebraska
MAJESTIC THEATRE	East St. Louis, Illinois
MIDLAND THEATRE	Pittsburg, Kansas
MISSOURI THEATRE	St. Joseph, Missouri
MURRAY THEATRE	Ponca City, Oklahoma
NEW CENTER THEATRE	Kansas City, Missouri
PLAZA THEATRE	Kansas City, Missouri
PONCAN THEATRE	Ponca City, Oklahoma
TEXAS THEATRE	San Antonio, Texas
WARWICK THEATRE	Kansas City, Missouri

The Rudolph Wurlitzer Company

Factories, North Tonawanda, New York

BUFFALO	CLEVELAND	LOS ANGELES	PITTSBURGH
CHICAGO	DETROIT	NEW YORK	SAN FRANCISCO
CINCINNATI	KANSAS CITY	PHILADELPHIA	ST. LOUIS



Wurlitzer Factory
N. Tonawanda, N. Y.



The Best Sound In Town

Whenever

DE FOREST PHONO-FILM -DISC

Is Discussed

Installation
. . . it is a pleasure to be able to get an installation date as you offered, most of the companies being unwilling to agree to a definite installation date. . . . R. L. Halvering, Marysville, Kan.

Servicing
Volume, tone and Service Excellent. . . . Regent, Los Angeles.

Audience Reaction
. . . we were pleased with our first night's audience reaction to this instrument. . . Tivoli, Mishawaka, Ind.

Regret
. . . The DeForest Phonofilm bears out everything you said about it. . . . I am only sorry that I did not install it before. . . Strand, Iowa City, O.

Promise Fulfilled
When DeForest guaranteed the equal, they put it mildly. I believe it is unquestionably the best. . . . Curran Theatre, Boulder, Colo.

Tonal Qualities
. . . We have heard nothing better in Buffalo. . . . L. Michaels, Plaza, Buffalo, N. Y.

At a Price Challenging Competition

Standard Model

Phonofilm $5000
Phonodisc $3500

The COMBINATION $6500

Junior Model

Phonofilm $3995
Phonodisc $2745

The COMBINATION $4975

Comparison
We are well acquainted with the other types of talking machines, and we are certain that none of these has attained the clearness, volume and accuracy such as the DeForest Phonofilm possesses. . . . Metropolitan, Leominster, Mass.

Interchange
. . . The talking equipment is the very best I have heard. . . Warner Bros'. checker, at Stillwell Theatre, Brooklyn, N. Y.

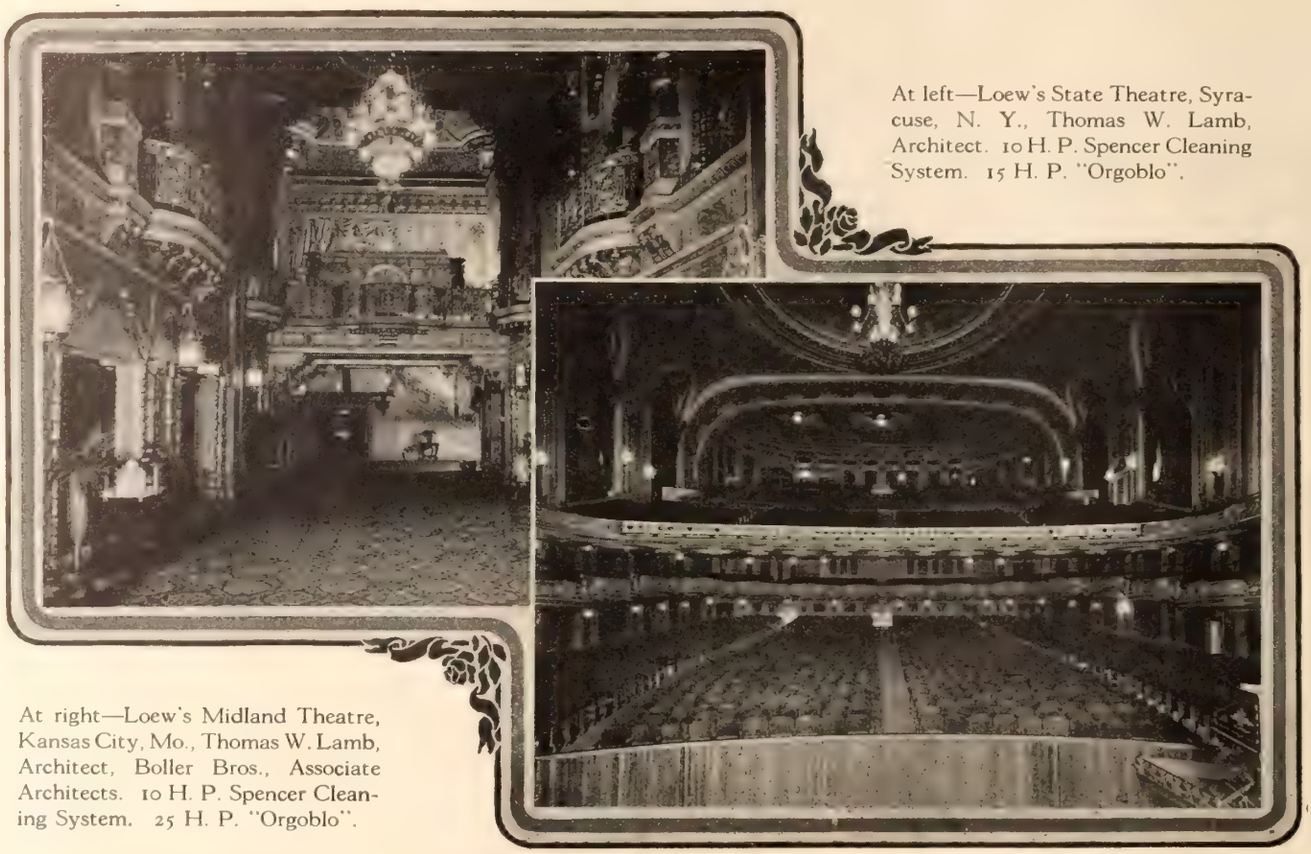
Exclusive Patents
. . . Dr. Lee DeForest, to the best of my information, has certain valid patents . . . a fact which will, in my opinion, make it pretty tough for Fox . . . Pete Harrison (Reports).

Good Will
. . . Hoping that your other installations will be as perfect as mine is, and thanking you for the many courtesies extended me by your company and its engineers . . . Olympia Theatre, Providence, R. I.

LIBERAL TIME PAYMENTS
NO WEEKLY SERVICE CHARGE

De Forest Achievements

GENERAL TALKING PICTURES CORP.
218 W. 42 St. **(Distributors Everywhere)** New York



At left—Loew's State Theatre, Syracuse, N. Y., Thomas W. Lamb, Architect. 10 H. P. Spencer Cleaning System. 15 H. P. "Orgoblo".

At right—Loew's Midland Theatre, Kansas City, Mo., Thomas W. Lamb, Architect, Boller Bros., Associate Architects. 10 H. P. Spencer Cleaning System. 25 H. P. "Orgoblo".

Loew's Syracuse and Kansas City are Spencer Equipped

Both thoroughly modern and both equipped with the Spencer Central Cleaning System and Spencer "Orgoblo". All over the country you will find theatres of all types and sizes Spencer equipped.

To have "Spencer" in your theatre is to know that you have the best—for reliability—durability and efficiency of operation.

SPENCER VACUUM CLEANERS



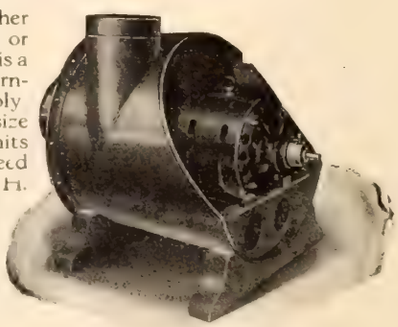
Spencer Vacuum Cleaning Systems are flexible, which enables the operator to clean aisles, underneath seats, the stage, wall furnishings, and the most inaccessible places with equal ease.

This dustless cleaning materially helps the ventilating problem and prolongs the life of the fabrics.

THE SPENCER STEEL "ORGOBLO"

Regardless of size—whether the world's largest organ or a small instrument, there is a Spencer "Orgoblo" to furnish the proper wind supply "Orgoblos" range in size from small 1-6 H. P. units suitable for student reed organs to mammoth 100 H. P. multi-stage, multi-pressure machines

For years the Spencer "Orgoblo" has proved the most popular installation of its kind



THE SPENCER TURBINE CO.

Central Cleaning Systems and Organ Blowers

Hartford, Connecticut

[2632A]

PUBLIX BOUGHT 70,000—and Order 40,000 more!



IN eighteen months Publix Theatres, Inc., has purchased over 70,000 Heywood-Wakefield chairs! NOW they order 40,000 more! What finer or more convincing recommendation could be made for any theatre chair? Before Publix officials ordered the first 70,000, their chemists, engineers, and maintenance men made an exhaustive study of theatre chair construction, comfort, and style. The contract was placed with Heywood-Wakefield. NOW, after 70,000 chairs are installed, Publix officials have been so impressed with the chairs, service, and the installations that they repeat with an order for 40,000 more. . . . Pantages, Orpheum, Schine, Saxe, and many other leading showmen in the United States are installing Heywood-Wakefield chairs for good, money-making reasons. Let us tell you and show you why. . . . A note to the nearest Heywood-Wakefield sales office will bring detailed information on the merits of seating or reseating with these de luxe theatre chairs.

SALES OFFICES

Baltimore, Md.
Boston, Mass.
Buffalo, N. Y.
Chicago, Ill.
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Kansas City, Mo.
Los Angeles, Calif.
Minneapolis, Minn.
New York, N. Y.
Oklahoma City, Okla.
Philadelphia, Pa.
Portland, Oregon
San Francisco, Calif.
Seattle, Wash.

HEYWOOD-WAKEFIELD
Theatre Seating Division



Granada Theater, *Kansas City*

Boller Brothers, *Architects*
[illegible] Plaster Contractor
E. Drier & Son, Gen. Contractor

This beautiful stone interior is one of the many textural effects obtainable with California Stucco and Kromwax

CALIFORNIA STUCCO
REG. TRADE MARK

Look for this Trademark on every sack

NOT FOR A YEAR — BUT ALWAYS

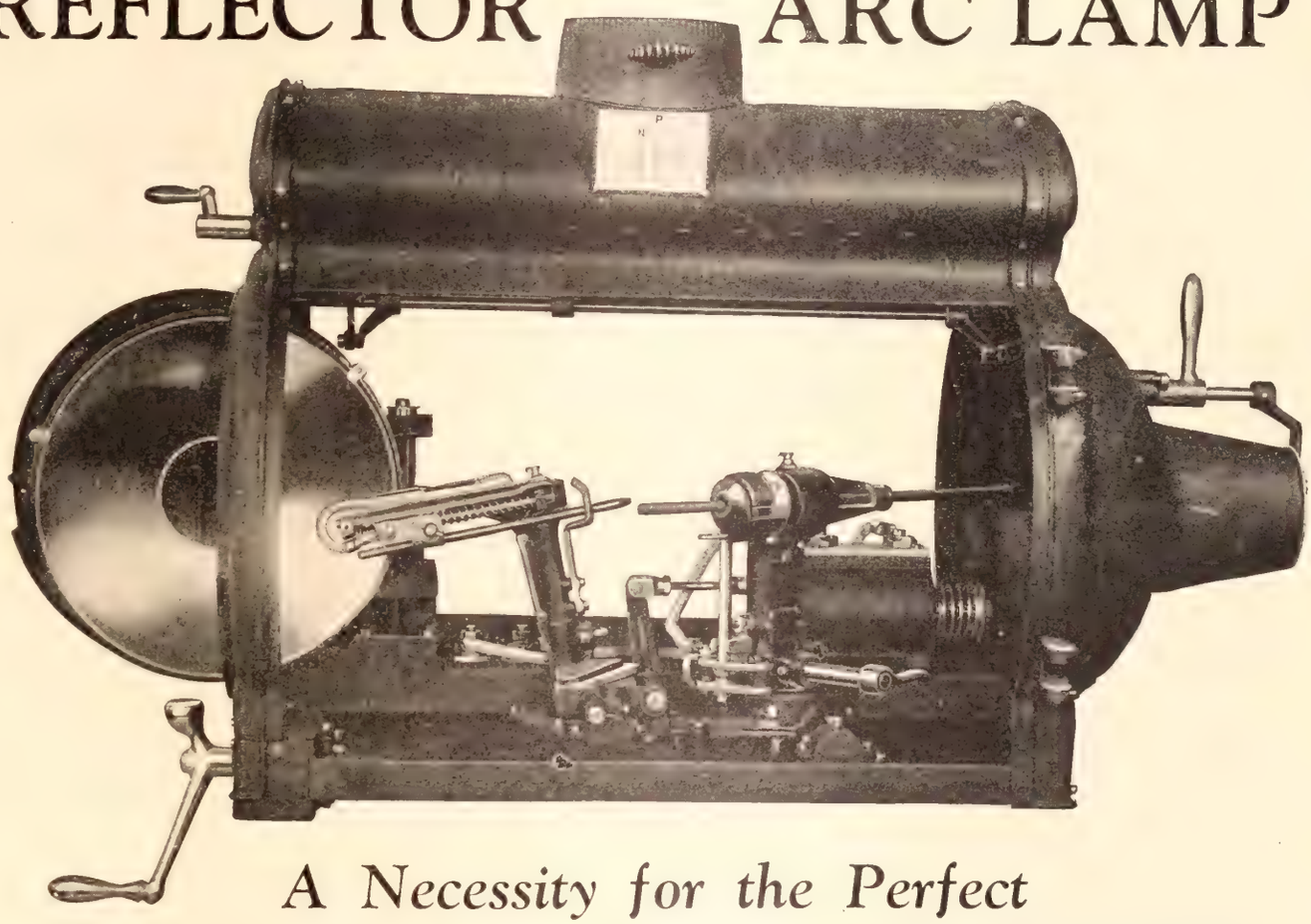
California Stucco Products Company of Missouri

Kansas City

The *Peerless* Automatic

"The Super Reflector Arc Lamp"

HIGH INTENSITY REFLECTOR ARC LAMP



A Necessity for the Perfect PROJECTION OF "SOUND" PICTURES

DISTINCTIVE PEERLESS FEATURES

- Automatic instantaneous arc striker.
- Heat resisting optical glass reflector.
- Single cranks control of all carbon adjustments.
- Large roomy well ventilated lamphouse.
- 9" negative and 20" positive carbons accommodated.
- Only three moving parts in positive and negative heads.
- Ball thrust bearings used throughout.
- Instant accessibility of reflector for cleaning.
- Both positive and negative carbon holding units can be instantly removed.
- Large hardened steel gears throughout.
- Arc control entirely mechanical and removable as a complete unit even while lamp is in use.
- Positive carbon continuously rotated and fed.

NOW USED BY HUNDREDS OF THE NATION'S GREATEST THEATRES

THE J. E. McAULEY MANUFACTURING CO.

552-554 West Adams Street —*Manufacturers*— Chicago, Ill.

PROGRESSIVE METHODS

are adopted by us in the Manufacture and Production of a Complete Line of Stage Equipment.

Here only Skilled Artists are Employed and our entire Personnel is composed of Capable Experienced Employees.



Foyer Drape
Coleman Theatre
Miami, Oklahoma

By Entrusting your Work to us you are thereby assured of the very best in:

Painted Scenery and Stage Settings

Draperies for Stage and Auditorium

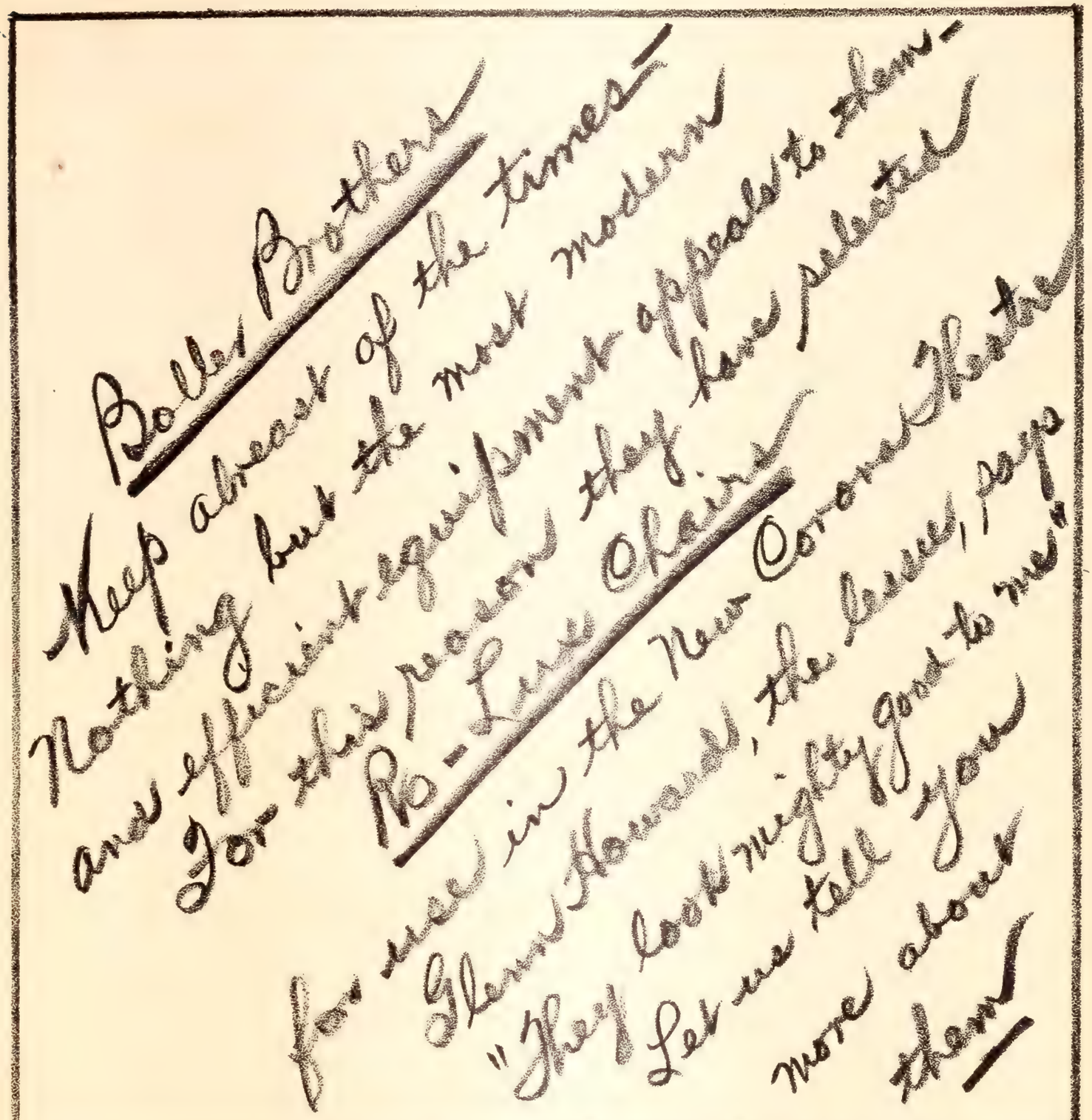
Stage Hardware of Latest Design

Electrical Border and Foot-lights

Write for our Catalogue and let us help you solve your equipment problems

Great Western Stage Equipment Co.

817 Holmes Street **Kansas City, Missouri**



THE WOOTEN-GEDGE CO.
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DETROIT, MICH.

J. E. McNULTY
MGR. CONTRACT SEATING DEPT.
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CHARLES N. KOCH
AMERICAN MOTION PICTURE CO.
LOUISVILLE, KY.

JAS. H. ADAMSON
SUPERIOR SEATING CO.
105 WEST 40TH ST.
NEW YORK, N.Y.



Plaza Theatre, Kansas City, Mo.

under construction.

The above photograph indicates the adaptability of gypsum roofs to Theatre Buildings

The Gypsum Roof

on the above Theatre

Installed by

Lathrop-Hoge Gypsum Construction Co.

Specialists in Gypsum Roof and Floor Construction

Represented in

KANSAS CITY

by



COCKERELL ENGINEERING & FIREPROOFING CO.
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This illustration shows the Wurdack Improved Type Stage Switchboard recently installed in the new Loew's Kings Theatre, Brooklyn, N. Y.

The WURDACK STAGE SWITCH BOARD *is built well to serve well*

A stage switchboard is a complicated piece of equipment, but the selection of one to adequately serve your needs is not difficult when you consider its purchase from the three-fold viewpoints of performance, capacity and cost.

¶ *"Ace high"* is the nation-wide verdict of stage electricians, producers, managers and theatre owners on performance of the new improved-type Wurdack Stage Switchboard. It is unsurpassed for ease of operation, flexibility, compactness, convenient arrangement of controls and dependability.

¶ An adequate capacity, not only to meet your present requirements, but likewise to anticipate future needs, is one of the basic principles upon which the Wurdack Stage Switchboard for your theatre is designed and built.

¶ The original cost of the Wurdack Stage Switchboard is the last cost, because *it is built well to serve well.* Its scientific design and sturdy construction, backed by Wurdack service and 33 years of manufacturing experience, is a guarantee of years of satisfactory performance. Your purchase of a Wurdack Switchboard is an investment in satisfaction.

Our comprehensive descriptive bulletin gladly mailed upon request.



A typical Wurdack Stage Switchboard installation is in Loew's State Theatre, Houston, Texas. Architect, Alfred C. Finn; Electrical Engineer, R. F. Taylor; Electrical Contractor, Balcke Electric Co.; Stage Electrician, E. G. Schriever.



The resplendent new Plaza Theatre in Kansas City, Mo., Boller Brothers, Architects, is equipped with a Wurdack Improved Type Stage Switchboard.

WM WURDACK ELECTRIC MFG. CO.

4444 CLAYTON AVE. · · ST. LOUIS, MO.

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ATLANTA CHICAGO HOUSTON FT. WORTH MIAMI
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"UNITED" IRON WORKS INC. FOR SERVICE



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IRON WORKS, INC.

Have Enjoyed the Privilege of Working With

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in Connection With Their

AIR AND WATER COOLING REQUIREMENTS

A COMPLETE LINE OF ICE, AIR AND WATER REFRIGERATING EQUIPMENT

The "Sterling" line of refrigerating equipment is complete. Includes all the necessary equipment for water and air cooling, ice making, refrigerating purposes, etc. "Sterling" equipment is the result of over 35 years refrigerating specialization—and its record in service bespeaks the extreme efficiency, economy and dependability.



Descriptive Circulars on Request

Descriptive circulars covering every phase of air, water, ice and refrigerating equipment are available to those interested. Your request for copies will be handled promptly. Write today.

UNITED
IRON WORKS, INC,
SPRINGFIELD, MO.

"STERLING"

DEPENDABLE REFRIGERATION



LOEW'S MIDLAND THEATRE
Kansas City Mo.
Thos. W. Lamb *Architect*
Boller Brothers *Associate Architects*

A 2 to 1 Favorite with Boller Brothers

FOR the last 26 years, "American" Theatre Chairs have been a two to one favorite with Boller Brothers, specialists in theatre architecture. Their first theatre, built in 1903, was seated with "American" chairs. Since then, more than 100 theatres were planned and built under their supervision. It is significant that fully half of them were "American" seated.

With a reputation for planning and building theatres as money-making enterprises rather than monuments, it is but natural that they should recognize the features of comfort and beauty that make "American" chairs outstanding factors in attracting theatre patrons.



ILLUSTRATED above is "American" Chair No. 4078, of which 3,344 were installed in the recently completed Loew's Midland Theatre, Kansas City, Missouri. 260 No. 4079 "American" Chairs were the choice for the Mezzanine Balcony. Thomas W. Lamb, Architect, and Boller Brothers, Associate Architects, had a three-fold purpose in mind when they chose these chairs. First, comfort to attract and hold patronage. Second, beauty to harmonize with interior splendor. Third, durability for long service. Comfort—beauty and durability—these requisites for sound theatre chair investment will be found in "American" chairs—always.

There is a "come" in Comfort—and there is *Comfort* in "American" Chairs

American Seating Company

Theatre Chair Builders to the American Public for Over 50 Years

14 East Jackson Blvd., Chicago, Illinois

Branches in All Principal Cities

Congratulations to

BOLLER BROTHERS

On their many achievements of distinctive architectural creations and best wishes for a continued success.

J. A. Torstenson & Co.

CHICAGO

Interior Decorating
Furniture-Draperies

Theatre Specialists



Coleman Theatre, Miami, Oklahoma; Boller Bros., Architects, Kansas City, Mo.; L. D. McDonald, Engineer, Kansas City, Mo.; Thos. L .Dawson Co., Heating and Ventilating Contractors, Kansas City, Mo.



Redmon's Majestic Theatre, East St. Louis, Ill.; Boller Bros., Architects, Kansas City, Mo.; L. D. McDonald, Engineer, Kansas City, Mo.; Carbondale Machine Co., Heating and Ventilating Contractors, Kansas City, Mo.

THESE two beautiful and modern amusement houses . . . the Coleman and Redmon-Majestic Theatres . . . designed and recently completed by Boller Brothers, Architects, are equipped with every convenience for the comfort and pleasure of patrons.

Adequate heat and ventilation . . . two of the most important factors contributing to the success of a theatre . . . are provided every day in the year by Sturtevant Heating and Ventilating Equipment.

Heating and ventilating apparatus for all types of buildings, from small houses to gigantic commercial structures, has been manufactured by Sturtevant for over 65 years. When you have a heating or ventilating problem get in touch with us.

B. F. STURTEVANT COMPANY

Plants and Offices at: Berkeley, Cal.; Camden, N. J.; Framingham, Mass. Galt, Ontario; Hyde Park, Mass.; Sturtevant, Wis.

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(REG. U. S. PAT. OFF.)

HEATING—VENTILATING AND POWER PLANT EQUIPMENT



TEXAS THEATRE SAN ANTONIO, TEXAS BOLLER BROS., ARCHTS.

POLYCHROME TERRA COTTA USED ON FRONT AND SIDE TRIM

"Appropriate use of terra cotta makes the exterior." The best recommendation of this fact is demonstrated in the use of "WESTERN TERRA COTTA" on the theatres listed below, all of which were designed by

MESSRS. BOLLER BROS., ARCHITECTS

Arkansas	Fort Smith	New Theatre
Kansas	Dodge City	Crown Theatre
	Emporia	Granada Theatre
	Kansas City	Electric Theatre
	" "	Granada Theatre
	Manhattan	Wareham Theatre
	Marysville	Liberty Theatre
	Parsons	Best Theatre
	Peabody	Sunflower Theatre
	Pittsburg	Midland Theatre
	Topeka	Grand Theatre
	"	Novelty Theatre
	Wichita	Crawford Theatre
	"	Nomar Theatre
	"	Princess Theatre
	"	Uptown Theatre
	"	Wichita Theatre
	Wellington	Auditorium
Michigan	Grand Rapids	Empress Theatre
Missouri	Albany	Albany Theatre
	Columbia	Varsity Theatre
	Kansas City	Apollo Theatre
	" "	Bagdad Theatre
	" "	Empress Theatre
	" "	Garden Theatre
	" "	Gayety Theatre
	" "	New Center Theatre
	" "	Warwick Theatre
	Springfield	Landers Theatre
Nebraska	Lincoln	Lincoln Theatre
New Mexico	Albuquerque	Kimo Theatre
Oklahoma	Oklahoma City	Criterion Theatre
	Ponca City	Poncan Theatre
Texas	San Antonio	Texas Theatre
	Wichita Falls	Wichita Theatre
	Plainview	New Theatre

WESTERN TERRA COTTA COMPANY

Main Office & Works
Franklin Ave. & Mo. Pac. Ry.

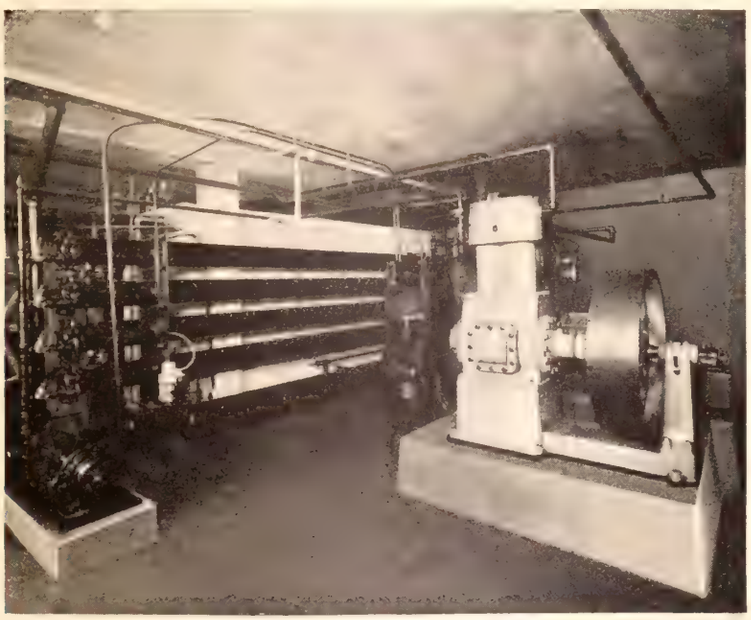
Kansas City, Kansas.

For Performance . . .
Boller Bros. Specify Lipman

On May 23rd, Boller Bros. turned over to the owners for opening another beautifully appointed medium-sized theatre, the Granada, at Kansas City, Kansas, completely equipped with the most approved modern devices for theatre-patron comfort, including the well-known Lipman Refrigerated Air system of cooling, washing, and dehumidifying the air. For more than 25 years Boller Bros. have been theatre architects—successful ones, as their building record of some four-score theatres proves.

Experience with all manner of equipment has convinced them that the Lipman is the ideal air conditioning plant, especially for medium sized theatres of from 1200 to 2000 seats.

If you want a comfortable theatre in summer, to operate at a minimum cost, call in a Lipman Air Conditioning Engineer. His services are yours for the asking.



This illustration shows the type of Lipman installation that is contributing to the patron's comfort and building business for the Granada Theatre in Kansas City, Kansas.

LIPMAN
REFRIGERATED AIR SYSTEM

General Refrigeration Company

Beloit, Wisconsin, U. S. A.

Distributors and Service in all Principal Cities



The unretouched photograph in center shows model of section of Proscenium Arch; below, model of Plaster for above arch; created and manufactured by Jennens and used in the Strand Theatre at Emporia, Kansas, by Boller Brothers.



A FEW BOLLER THEATRES ON WHICH JENNENS COOPERATED

KANSAS—Burford, Arkansas City; Brown, Concordia; Strand, Emporia; Electric, Kansas City; Varsity, Lawrence; Marshall and Wareham, Manhattan; Best and Orpheum, Parsons; Klock, Pittsburgh; Grand and Novelty, Topeka; Palace and Wichita, Wichita.

MISSOURI—Columbia, Hall and Varsity, Columbia; Electric, Joplin; Apollo, Garden, New Centre and Warwick, Kansas City; Fourth St. and Grand, Moberly; Electric and Landers, Springfield.

NEW MEXICO—Lyceum, Clovis.

OKLAHOMA—Lyceum, Clovis; Criterion, Oklahoma City; Poncan and Murray, Ponca City; Coleman, Miami.

W. H. JENNENS

MANUFACTURING COMPANY

HAVE ENJOYED THEIR ASSOCIATION

WITH

BOLLER BROTHERS

IN CONNECTION WITH THEIR PLASTER NEEDS FOR THEATRES

! ! !

W. H. JENNENS MFG. CO.

23rd and HARRISON STS.
KANSAS CITY, MO.

(Established 1882)

MANUFACTURERS AND CONTRACTORS OF PLASTERING IN ALL ITS BRANCHES

NOTE: We have just completed a new plant. While not the largest, it is one of the best equipped in the United States.

St. Joseph, Missouri



Lincoln, Nebraska





San Antonio, Texas

BOLLER BROTHERS

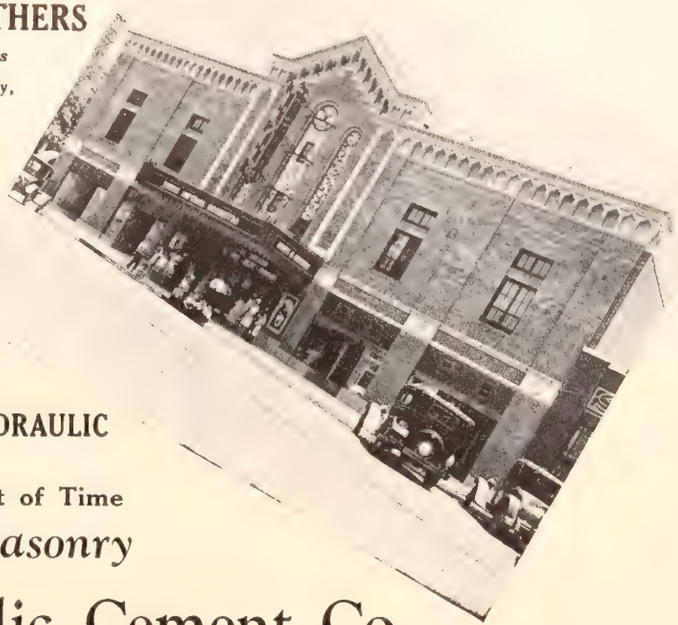
Architects

Kansas City, Mo.

Los Angeles, Cal.



Ponca City
Oklahoma



Wichita
Kansas

For
62 Years

FORT SCOTT HYDRAULIC CEMENT

Has Stood the Test of Time

Best for Masonry

Fort Scott Hydraulic Cement Co.

FORT SCOTT, KANSAS

MANUFACTURED WEATHER

in the Texas— the Missouri—



The Auditorium of the Texas Theatre, San Antonio (right) and the Missouri Theatre, St. Joseph (below) Boller Bros., Architects

Messrs. Boller Bros., the Architects, in specifying *Manufactured Weather* for the Texas and the Missouri, have performed a definite service for both owner and patron.

Many other architects, like Boller Bros., have performed a similar service for the owners, operators and patrons of those theatres throughout the country which are providing, for health and comfort, Carrier *Manufactured Weather*.

ALL theatre owners, operators and architects now *know* that complete air conditioning is an absolute essential in the modern theatre.

They realize that this is the most vital element to be considered today in connection with the comfort of patrons and, incidentally, in connection with the popularity and financial success of the house. This has become increasingly important, too, with the ever-widening list of Carrier Conditioned Theatres, in which *Manufactured Weather* is provided for the health and comfort of patrons; increasingly important, because the public has learned to recognize and *feel for itself* this health-giving atmosphere of *Manufactured Weather*.

Carrier engineers were alert to the possibilities of air conditioning as applied to the theatre, and have successfully devised and standardized equipment which is within the economic reach of, and a profitable investment for, any theatre of 900 or more seats.

On the opposite page we give a complete list of Carrier Conditioned Theatres in which *Manufactured Weather* is paying dividends through capacity houses and satisfied patrons, regardless of outdoor weather.

These theatres were Carrier Conditioned after a most careful economic survey on the part of the owners and their architects, men who have learned that Carrier Equipment and Engineering produce results, and that *comfort of patrons is an asset*.

and in the following list of

CARRIER CONDITIONED THEATRES

Follow this list, ask the showman, ask the public, visit any of these theatres and *feel for yourself* what an asset a Carrier designed and installed air conditioning system is to the theatre, winter and summer.

The intimate cooperation of Carrier Engineers with the Architect, the Owner and the Builder, and the acceptance of complete responsibility for *results* has meant the unqualified success of every Carrier System.

ALLSTON, MASS.
Capitol

ATLANTA, GA.
Howard
Keith's

ATLANTIC CITY, N. J.
Warner

BEAUMONT, TEXAS
Jefferson

BOSTON, MASS.
Washington St. Olympia

BROOKLYN, N. Y.
Congress
Kenmore
Paramount

BUFFALO, N. Y.
Shea's Hippodrome

CAMBRIDGE, MASS.
Central Square

CHARLOTTE, N. C.
Carolina

CHATTANOOGA, TENN.
Tivoli

CHICAGO, ILL.
Avalon*
Capitol*
Cohan's Opera
Paradise*

CINCINNATI, OHIO
E. F. Albee

CLEVELAND, OHIO
Allen
Granada
State
Stillman

COLUMBUS, OHIO
Broad
Clinton
Eastern

DALLAS, TEXAS
Palace

DORCHESTER, MASS.
Strand

EAST LIBERTY, PA.
Enright

EASTON, PA.
Easton

GREENSBORO, N. C.
Carolina

HARTFORD, CONN.
Allyn

HAVANA, CUBA
El Encanto

HOBOKEN, N. J.
Stanley

HOUSTON, TEX.
Iris
Texan

INDIANAPOLIS, IND.
Lyric

JACKSONVILLE, FLA.
Florida

JERSEY CITY, N. J.
Stanley

JOLIET, ILL.
Rialto Square

LAKELAND, FLA.
Rio

LONDON, ENGLAND
Carlton
Empire

LOS ANGELES, CALIF.
Metropolitan
Tower

MEMPHIS, TENN.
Pantages*

MIAMI, FLA.
Fairfax
Olympia

MOBILE, ALA.
Saenger

NEWARK, N. J.
Branford

NEWARK, OHIO
Midland

NEW BEDFORD, MASS.
Olympia

NEW YORK CITY
Coliseum
Colony
Franklin
Hamilton
Jefferson
Loew's Fairmount
Palace
Paramount
Park Lane
Proctor's 58th Street
Rialto
Rivoli
Roxy
Roxy's Midway
Ziegfeld

OMAHA, NEB.
Orpheum

PARIS, FRANCE
Paramount

PATERSON, N. J.
Fabian

PHILADELPHIA, PA.
Boyd
Mastbaum
Uptown

PITTSBURGH, PA.
Loew's Penn-United Artists*

PLAINFIELD, N. J.
Liberty

PORTLAND, ORE.
Broadway

RICHMOND, VA.
Byrd

RIDGEWOOD, L. I.
Madison

ROCHESTER, N. Y.
Eastman
Piccadilly

SACRAMENTO, CALIF.
Senator

SAN ANTONIO, TEX.
Texas

SAN BERNARDINO, CALIF.
West Coast

SAVANNAH, GA.
Lucas

SHAMOKIN, PA.
Capitol

STEUBENVILLE, OHIO
Grand

ST. JOSEPH, MO.
Missouri

ST. LOUIS, MO.
Ambassador*
Missouri

ST. PETERSBURG, FLA.
Florida

TAMPA, FLA.
Franklin
Tampa

TOLEDO, OHIO
Paramount

TRENTON, N. J.
Lincoln

WINSTON-SALEM, N. C.
Carolina

WORCESTER, MASS.
Capitol

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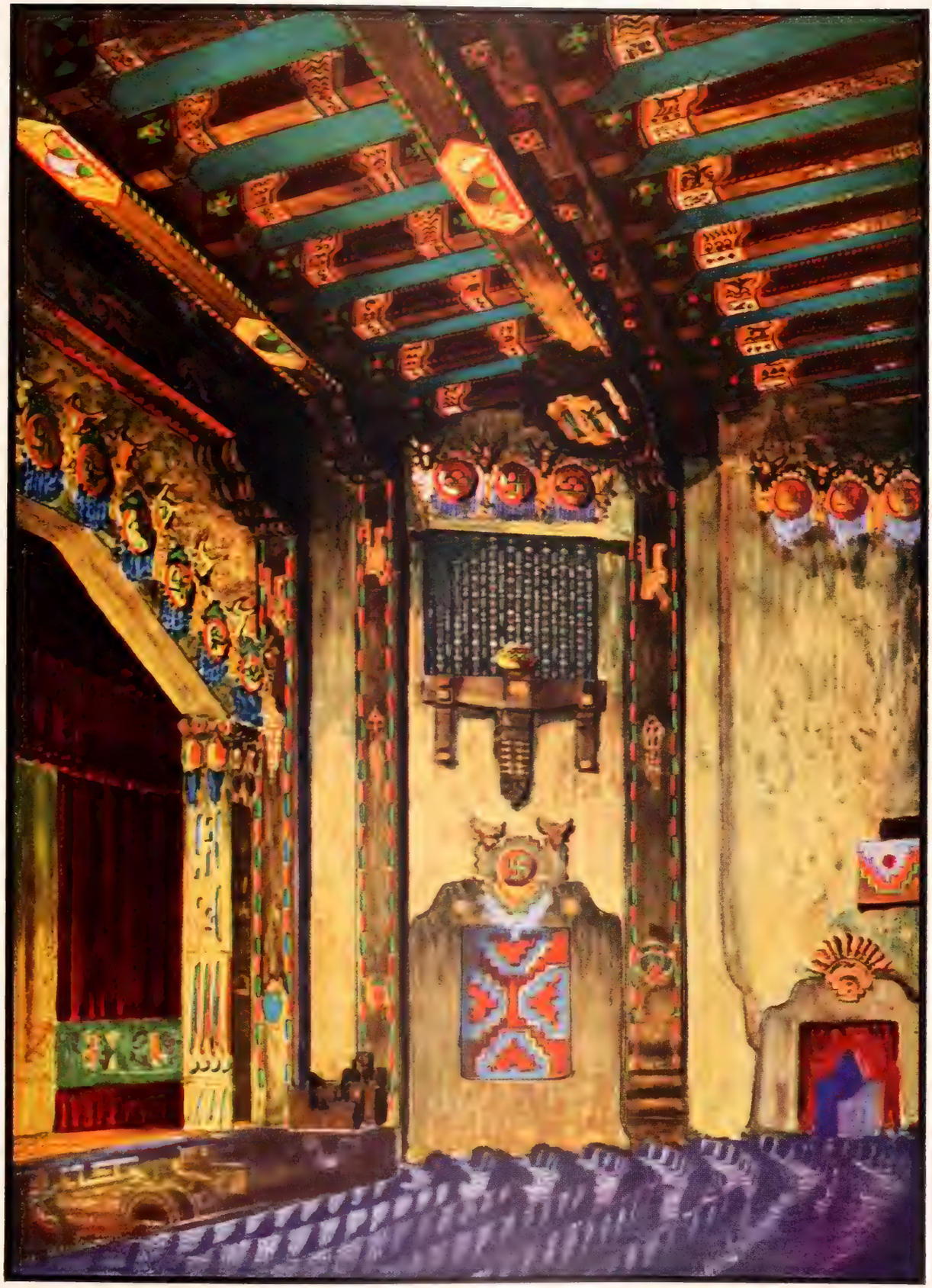
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KIMO THEATRE, ALBUQUERQUE, NEW MEXICO

AUDITORIUM, CHANDELIERS ARE REPRODUCTIONS OF INDIAN FAREWELL CANOES

Boller Brothers, Architects



KIMO THEATRE, ALBUQUERQUE, NEW MEXICO

HIGHLY COLORED TERRA COTTA FORMS PLEASING CONTRAST TO BUFF STUCCO

Boller Brothers, Architects

Motion Picture News

Section Two

Published Semi-Annually — *Theatre Building & Equipment* — *June 22 1929*

BUYERS GUIDE

¶ What are the problems that confront you as a theatre owner or exhibitor?

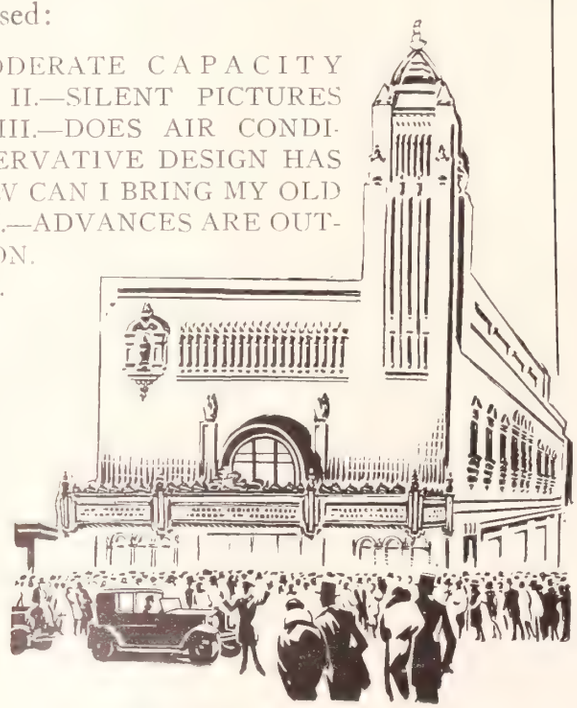
¶ Vital questions current in theatrical circles particularly in the motion picture branch of the business are:

1. "How Will Sound affect my building plans?"
2. "What capacity is the ideal for a modern theatre?"
3. "Will refrigeration justify the outlay?"

¶ The factors of cost, the most suitable design, and the selection of an architect to plan the building follow in rapid succession. It is the hope of Boller Brothers, whose architectural works are featured in this issue, that the articles presented, in conjunction with materials and equipment displayed in this volume, will assist the prospective theatre builder in formulating and clarifying his views on the subjects treated.

¶ The following topics are discussed:

I.—THE THEATRE OF MODERATE CAPACITY COMES INTO ITS OWN. II.—SILENT PICTURES VERSUS THE TALKIES. III.—DOES AIR CONDITIONING PAY? IV.—CONSERVATIVE DESIGN HAS LASTING APPEAL. V.—HOW CAN I BRING MY OLD THEATRE UP TO DATE? VI.—ADVANCES ARE OUTGROWTH OF SPECIALIZATION. VII.—COUNTING THE COST.





MAIN LOUNGE

PLAZA THEATRE, KANSAS CITY, MISSOURI

Edward W. Tanner & Boller Bros., Associate Architects

THE MODERATE CAPACITY THEATRE FINDS NEW FAVOR

The Relation of Talking Pictures to Auditorium Size—Acoustics a New Consideration in Design of the Film Playhouse

An Interview With

Robert Boller

DURING the past few years the building of De Luxe playhouses of great size and splendor has enabled America to lead the world in the possession of veritable palaces of entertainment.

However, the advent of sound has revolutionized the motion picture industry. Every conversation among exhibitors, almost every article in the periodicals they read, bears testimony of this fact. Among the radical changes brought about by the talking picture is a conviction that the exceptionally large theatre is not productive of satisfactory acoustics. Too often the patron in the extreme side and rear seating fails to hear much that is spoken from the screen. In the zeal for great capacity, numbers of seats, particularly on either side of the auditorium, give only a distorted view of the picture, with a total loss of the sound effects at these points. These facts are unquestioned by visitors to many of the De Luxe houses who have had the misfortune to be situated in these undesirable spots.

Does not this point to the fact that a return to the theatre more moderate in size is imminent?

The ideal theatre is one with a capacity from 1,200 to 2,500. A house of this size can be made cozy and homelike in feeling, and regular patrons like this feature. The larger theatre, in spite of its luxury and refinement, lacks the feeling of intimacy which permeates the atmosphere of the smaller house.

Other advantages possessed by the moderate size theatre are the reduction in lighting, refrigeration, heating, and all overhead, including the force of employees necessary for operation. These savings are made without reducing the comfort of the patron in any respect.

A certain psychological advantage is also gained by occasionally hanging out the S.R.O. sign, as in the theatrical game, perhaps more than in any other, "nothing succeeds like success." It is depressing to the movie-goer to view a performance in a large auditorium with only a scattered audience. Man, being a gregarious creature, enjoys his entertainment in a comfortably filled house.

The elimination of grand stairways, lofty foyers, and other beautiful but vastly expensive features of the De Luxe house, saves valuable ground space for revenue-producing shops. This item plays an important part in the financing of the entire project. Up to a very short time ago, investment companies regarded the theatre or any other one-purpose structure as of merely speculative value, refusing to lend on proposed buildings to be devoted strictly to theatrical purposes. Even now, a plan awakens greater interest among investors if it shows possibilities of substantial income from shops, offices, and other sources of revenue.

Theatres of 1,200 to 2,500 capacity have always been successful in our cities, and may be equally as refined as the De Luxe house, without discouraging the average investor by making exorbitant demands upon his pocketbook. In smaller communities—rapidly growing towns not classed as cities,—we have in several instances known of public spirited men who have erected beautiful theatres, of the size under discussion, as a civic asset, or as a monument to themselves.



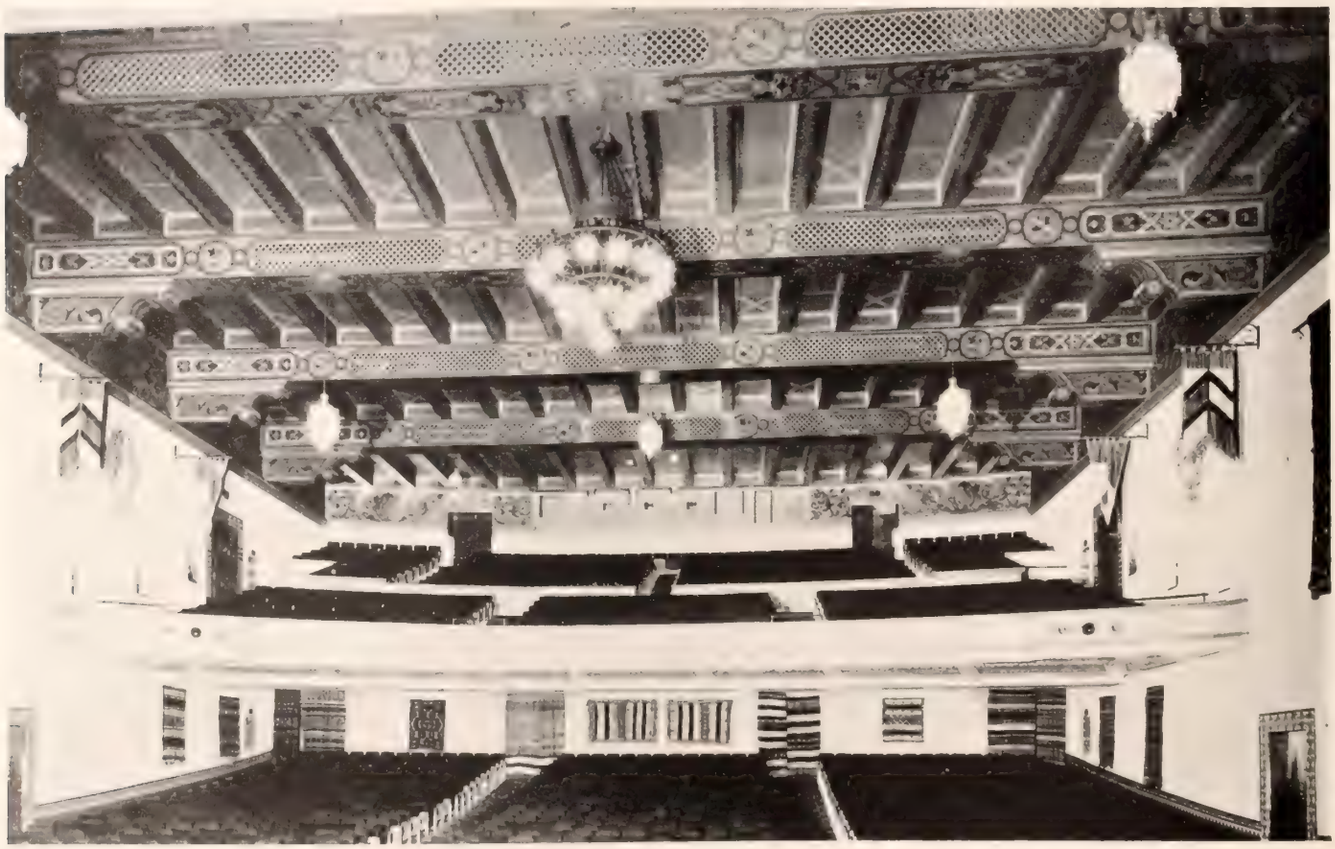
EXTERIOR

PLAZA THEATRE, KANSAS CITY, MISSOURI

Edward W. Tanner & Boller Bros., Associate Architects



AUDITORIUM VIEWED FROM BALCONY



AUDITORIUM VIEWED FROM STAGE

PLAZA THEATRE, KANSAS CITY, MISSOURI

Edward W. Tanner & Boller Bros., Associate Architects



PATIO LOBBY

PLAZA THEATRE, KANSAS CITY, MISSOURI

Edward W. Tanner & Boller Bros., Associate Architects

The theatre of moderate capacity will become increasingly popular, since the advent of the talking picture, and its future seems unlimited. Our large cities need more of them, as neighborhood and downtown developments; our smaller communities will replace the old three floor opera house, the store show, and the obsolete theatre now in use, with these comfortable and attractive buildings, at a cost within the reach of the builder of average means.

CLAMOR FOR SOUND EQUIPMENT

With the introduction of sound into our leading playhouses, a few months ago, the public came, saw, and was conquered, to such an extent that thousands of exhibitors are clamoring for the complicated sound equipment necessary for presentation of the new product. Companies engaged in manufacturing these devices are filling orders as rapidly as they can make and assemble the parts, and producers are concentrating their efforts on more and better talking pictures.

For a time, the fate of drama spoken from the screen seemed to waver in the balance of public opinion, but movie patrons who have consistently followed the growth of this combined art of stage and screen now feel, on viewing a silent film, as if they had passed from the natural atmosphere of a busy street to the silent halls of a deaf and dumb institution, and the result is anything but pleasing.

Music lovers in our smaller communities, after suffering for years at the hands of the not always too talented village orchestra, or the piano player who insists on rendering, "Yes, Sir, That's My Baby," during the showing of pictures of Marshal Foch's stately funeral procession, will welcome the advent of pictures with synchronized melodies and classical repertoire.

The radio, with rapid strides from jazz to the classical in music, has placed the outpourings of our greatest symphony orchestras within the reach of practically every family in the country. The public is demanding that the theatre keep step with this advance in musical taste, and no longer will anything but the best in music be tolerated. Sound pictures, with the synchronized musical score, are increasingly meeting this need.

EFFECTS OF SOUND ON DESIGN

Granting that the screen that speaks is an accepted fact, the question immediately arises as to how future theatres shall be planned to avoid faults in acoustics so noticeable in numerous picture houses designed only for silent films. The architect whose career reaches back to the hey-day of the legitimate stage is not appalled by this problem, as sound effects for the "speakies" are planned for in much the same manner as one considered acoustics for the spoken drama in the days of twenty years ago.

Probably one great reason for success in acoustics in legitimate houses of twenty or twenty-five years ago was the nature of the materials used. In many of these buildings all floors, supports, and even the lath, were of wood. The old wooden constructed auditorium of proper shape



FOYER



WOMEN'S LOUNGE

PLAZA THEATRE, KANSAS CITY, MISSOURI

Edward W. Tanner & Boller Bros., Associate Architects



EXTERIOR

LINCOLN THEATRE, LINCOLN, NEBRASKA

Boller Brothers, Architects

seldom had acoustical defects, on account of the absorbant quality of these materials.

The modern auditorium, built of concrete and steel, offers greater resonance, and unless this is overcome in the design and by the use of various absorbent materials, there is sure to be a confusion of sound.

Observation and study will show that the ideal shape for an auditorium, from the standpoint of acoustics and plan, is one in which the length is established at one and one-half times the width, and the height at two-thirds the width of the room. While not a hard and fast rule, this will help the theatre owner to estimate the possibilities of his site. These proportions may vary greatly without detriment to sound effects, if acoustical materials are properly placed in the auditorium.

SOURCES OF REVERBERATION

Reverberation may come from a number of sources. A large, unbroken wall or ceiling surface may be the seat of the trouble, or abrupt breaks in the same part of the room can be equally detrimental to acoustics. A spacious dome frequently causes trouble. Too little clearance under the balcony, a sudden break in the ceiling within this area, or a severely plain balcony front may cause confusion of tone.

Sounds from the projection room, so faint as to be almost beyond detection, often cause annoyance to the audience. Using sound deadening materials around the booth and under all machinery should eliminate this difficulty.

It is an accepted fact that the placing of absorbent materials in a room heightens the possibility of overcoming acoustical defects. In an empty room of any kind,—in the office, residence, stores, etc.,—the confusion is so great as to become a roar, especially when the walls are of dense masonry construction. When the furniture is placed, the carpets laid, and the draperies hung, the echoes disappear, absorbed in the soft materials of the furnishings. The same rule holds good in the theatre. Before the scenery is hung, seats installed and fabrics placed, there is often the same tumult or blending of sounds, which usually disappear as the building is equipped and furnished.

The liberal use of fabrics in the auditorium, especially on wall surfaces, invariably overcomes any difficulty at this source. The additional use of hair felt under the fabrics assists greatly in echo reduction. In the atmospheric type of theatre, possible ceiling difficulties can be guarded against by using flame-proofed canopies to prevent reflection of tone, and in the formal theatre various acoustical treatments are possible with materials now on the market.

The confusion of tone occurring from an extremely



AUDITORIUM

LINCOLN THEATRE, LINCOLN, NEBRASKA

Boller Brothers, Architects

plain balcony front may be eliminated by the use of fabrics, laid in panels, made into draperies, and used in various other ways.

From the standpoint of economy, nothing has been more successful than the use of lime mortar plaster for sound absorption, particularly in the auditorium ceiling. Lime mortar, however, must be handled with great care, and one of the greatest drawbacks to its use in theatre construction is that it slows down the completion of the work, owing to the necessity for slow drying. Hastening the drying process is likely to make it become chalky and fall off, but when properly applied, this material is as permanent as any other plaster, and becomes a valuable acoustical aid.

DESIGN OF THE AUDITORIUM

Some acoustical engineers assert that the shape or size of an auditorium has no bearing on acoustics, and that every theatre should be treated with all the acoustical material possible. We question this theory. Is it not possible to over-treat the auditorium, so that the sound of the player's voice becomes dead and lifeless? In some theatres, which in our estimation have been over-treated with acoustical material, although one can hear the softest whisper or the loudest noise, there is no mellowness or character to the voice or music.

In planning a theatre that will be successful acoustically, one must not depend too much upon externals, but should give serious thought to the construction of the building itself. Many faulty houses can be corrected, after mistakes have been made, by the application of sound absorbing materials, but the better method is to design your house for successful sound effects, thus saving worry, time, and expense later on.

Full provision for the distribution of sound to all parts of the auditorium and the elimination of reverberation areas destructive to the clarity of the speech and music issuing from the loud speakers of the sound system can be made in advance and the completed work turned over to the owner with guarantees of satisfaction in the matter of acoustics. After all, this is simply a matter of applying to the picture theatre an engineering principle which has been involved in all the planning and construction work for the stage playhouses built before and since the advent of the motion picture.

As a matter of fact, the popularity of sound pictures has merely made necessary in the design and structure of picture theatres that which has ever been most important in the legitimate theatre—correct acoustical conditions.



BROADWAY THEATRE, SANTA ANA, CALIFORNIA

VIEW OF FOYER, A STATELY AND ATTRACTIVE PUBLIC ROOM

Boller Brothers and A. G. Bailey, Associate Architects



COLEMAN THEATRE, MIAMI, OKLAHOMA

A COMBINATION THEATRE AND SHOPS BUILDING FORMS AN ARTISTIC COMMUNITY DEVELOPMENT

Boller Brothers, Architects



EXTERIOR

TEXAS THEATRE, SAN ANTONIO, TEXAS

Boller Brothers, Architects

DOES AIR CONDITIONING PAY?

Figured on a Cost per Seat Basis the Cooling Plant Is No More Expensive to Operate Than An Organ or a Sound System

THE three seasons in the theatre man's calendar are winter, calling for heat; summer, requiring refrigeration; and spring and fall, necessitating little more than ventilation.

There was a time when hot weather heralded the beginning of the dull season for the moving picture theatre. No one wanted to sit in a stuffy theatre when the cool night air was more inviting, and the matinee business was still more depressing to the exhibitor.

When some genius promulgated the idea of manufacturing his own weather through the use of refrigeration, a new page was turned in theatrical history. Now one goes to the theatre to keep cool, in July and August, even if the picture isn't particularly alluring, and the combination of an attractive bill and perfect temperature is irresistible.

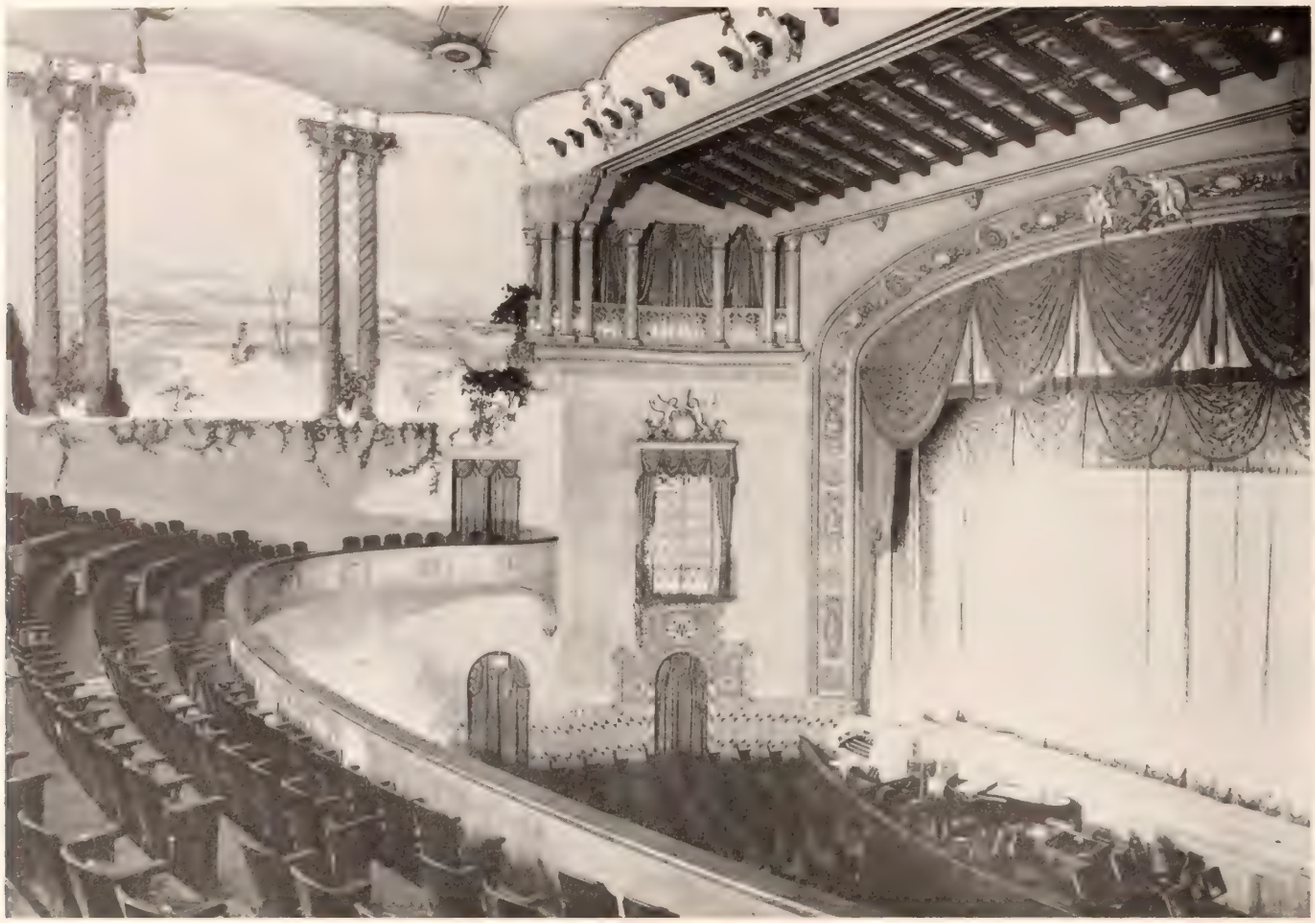
When the operator understands that refrigeration costs no more than his organ or sound equipment, with an operating cost of not more than one-half to three-quarters of a cent a seat per day, he will realize that it will pay for itself in building up his summer business.

Where it is impossible to include a cooling plant when the house opens, at least provide room for refrigerating equipment, and all necessary ducts and openings, for future installation. Lack of foresight in this matter at the time of building makes the installing of refrigeration later on a more difficult and expensive problem.

In the atmospheric type of theatre, it is somewhat difficult to introduce either ventilation or refrigerated air into the main ceiling, owing to its unbroken surface, necesitated by the open sky effect. In several such theatres we have incorporated an ornate canopy overhead in the auditorium design, which allows for the introduction of ventilating ducts from above, as well as for the indirect lighting of the house during intermission. This successful arrangement adds to the attractiveness of the auditorium.

In planning a theatre for successful ventilation or refrigeration, all openings should be tapered gradually, so that no sudden release of air is possible at the outlets. All equipment and machinery must be smooth-running and noiseless in operation.

Refrigerated air does not have a tendency to mix with the warm air in the auditorium, as does heated air, and it



AUDITORIUM

TEXAS THEATRE, SAN ANTONIO, TEXAS

Boller Brothers, Architects

AUDITORIUM



must, therefore, be diffused. Cooled air has a tendency to drop in a large body from the point where released, and it is important that the distribution be arranged so that no large amount enters the auditorium at any given point. The customary method is to force the cooled air through the ceilings in small quantities at numerous points, drawing the warm air off through a series of mushrooms and grilles situated on the floor and in lower portions of the room. This does away with the possibility of drafts or "cold spots" so disturbing to the patrons.

A SUMMER-TIME ATTRACTION

Care should be taken not to force the temperature of the room to too low a point in extremely sultry weather, generally not more than 10 degrees below the outside air. A reasonably cool temperature gives relaxation and zest to entertainment which would be impossible at a time of year when the theatre without refrigeration can offer no inducement sufficient to create and maintain a thriving business.

The refrigerants most commonly used at the present time are Di Chloral Ethyline, put out under the trade name of Diolene, Carbon Dioxide, commonly called CO^2, and Ammonia. Plants using the first two gases are usually located in the theatre basement, while the ideal installation for an ammonia plant is one in which all refrigerating equipment is isolated from the building proper, with separate ventilation.

From the operating angle, there are two types of plant, using any of the above refrigerants, each having certain advantages. The fully refrigerated plant is one capable of producing required temperatures and maintain-



PROSCENIUM

CAPITOL THEATRE, LONG BEACH, CALIFORNIA

Boller Brothers, Architects

ing them continuously with the theatre filled, during the entire show period, and is desirable in theatres where the house plays to capacity matinee and night crowds. It is usually designed for about twice the tonnage of the storage plant, and requires heavier electrical service, with an increase in operating cost.

PLANTS FOR SMALL THEATRES

The storage plant is more economical for the smaller theatre, or in instances where the matinee crowd is light. This type of plant uses smaller compressors, generally about one-half the size of those in a fully refrigerated system. It builds up a supply of refrigerated water, holding it in storage tanks at practically a freezing temperature, for use as required. Such an installation usually runs for a longer period of time each day than the fully refrigerated plant, but requires considerably less horsepower per hour for operation. The storage plant will insure an even temperature in a crowded house for a definite time—from one full house per day to a continuous run—depending upon the period desired. It can be run during the period when the show is not in operation at a reduced cost in localities where there is a maximum demand rate for electrical consumption.

Formerly, a good ventilating system was considered sufficient for any theatre, but the talking picture, necessitating absolute quiet, has done more to convince exhibitors of the necessity for air conditioning than any other development. A noisy fan, or strong current of air, may easily destroy an evening's entertainment for your patrons. A satisfactory air conditioning plant insures a maximum of comfort and quiet during the progress of a sound picture.

MEZZANINE





EXTERIOR



FOYER



MEZZANINE

REDMON'S MAJESTIC THEATER, EAST ST. LOUIS

Boller Brothers, Architects



CAPITOL THEATRE, LONG BEACH, CALIFORNIA

AUDITORIUM, AN INTERESTING EXAMPLE OF THE FORMAL TYPE OF THEATRE

Boller Brothers, Architects



PROPOSED INTERIOR FOR THEATRE IN KANSAS CITY

REVEALING ARTISTIC POSSIBILITIES OF AUDITORIUM SKILFULLY PLANNED



PROPOSED INTERIOR

SHOWING A SIMPLE TREATMENT FOR AN ATMOSPHERIC THEATRE

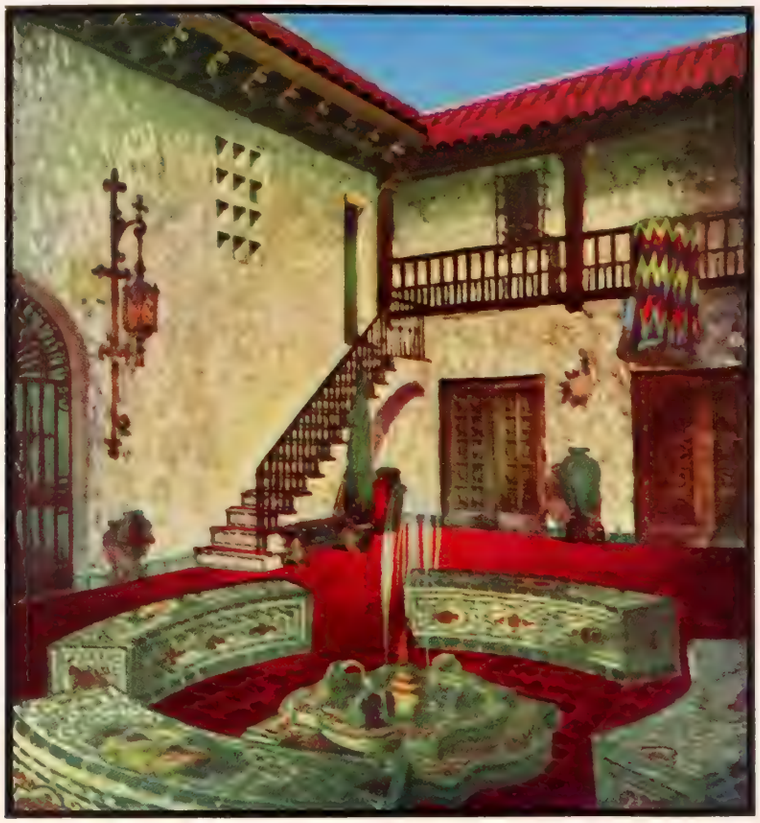
Boller Brothers, Architects



GRANADA THEATRE, EMPORIA, KANSAS

A PROSCENIUM ARCH ENRICHED BY A WEALTH OF FINE DETAIL

Boller Brothers, Architects



PLAZA THEATRE, KANSAS CITY, MISSOURI

PATIO, FEATURING A TILED FOUNTAIN IMPORTED FROM SPAIN

Edward W. Tanner and Boller Brothers, Associate Architects



PLAZA THEATRE, KANSAS CITY, MISSOURI

AUDITORIUM VIEW, SHOWING STAGE, ORGAN SCREEN AND SIDEWALL TREATMENT

Boller Brothers, Architects



EXTERIOR

COLEMAN THEATRE, MIAMI, OKLAHOMA

Boller Brothers, Architects

CONSERVATIVE DESIGN HAS LASTING APPEAL

Modern Trend in Architecture and Decoration Favors Achievement of Beauty and Attractiveness Through Simplicity

EXPONENTS of the various styles of theatre architecture are emphasizing the relative merits of the modernistic, atmospheric and formal types of design. Our large cities have an advantage in being able to provide the entertainment-loving public with a number of examples of each type of building, and where this is possible variety should be encouraged.

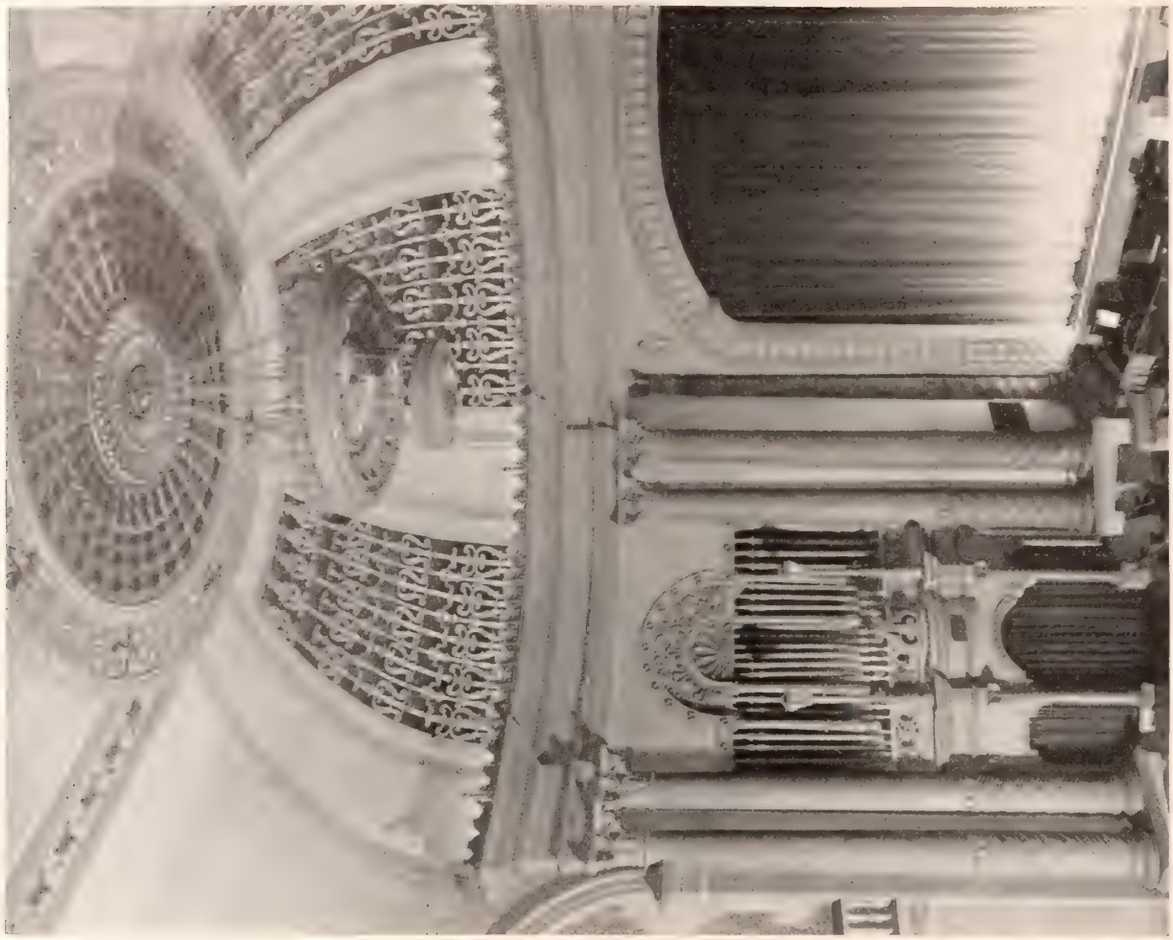
Viewing the question of design from the angle of the typical house of moderate capacity, we venture the prediction that the most popular theatre of tomorrow, coming within this class, will be the conservative and semi-formal house of today, brought up-to-date architecturally and mechanically. We see no reason why the Latin types, light and cheerful in feeling, should not continue to be in vogue, enveloping the tired business man, his family, the sheiks and the flappers with an atmosphere of enchantment which lifts them out of their everyday surroundings, and away from the cares and worries of the daily grind.

We are emerging from a period marked by theatre design involving heavy and sometimes grotesque ornamentation. Curiosity brings throngs to each new playhouse of this sort, and elaborate stage shows and good films may hold them over a space of time. However, unless theatre architects are ready to admit that the appearance of the building in which a picture show is housed has no effect whatever on the minds of the public (and such an admission would be rank heresy among the designers today) we must assume that continued patronage is dependent upon a cheerful environment, and that the depressing effect of the grotesque, approaching the morbid, should be avoided.

ACCENTUATING DOMINANT FEATURES

Good architecture requires the sub-dominant to accentuate the dominant; that is, there should be plain surfaces to bring out the ornament and detail. When a wall is treated with an over-abundance of ornament the dominant features are lost.

One might compare architecture with the designing of women's dress. A well-tailored gown demands simple lines to set off a few well-placed ornaments, while a gaudy



AUDITORIUM, ORGAN SCREEN



AUDITORIUM, LEFT SIDEWALL

WEST COAST THEATRE, SANTA ANA, CALIFORNIA

Boller Brothers, Architects



EXTERIOR DETAIL



ENTRANCE FOYER



AUDITORIUM

COLEMAN THEATRE, MIAMI, OKLAHOMA

Boller Brothers, Architects



LOUNGE

BROADWAY THEATRE, SANTA ANA, CALIFORNIA

Boller Bros. & A. G. Bailey, Associate Architects

PROSCENIUM



dress, overloaded with frills and furbelows, soon becomes shoddy.

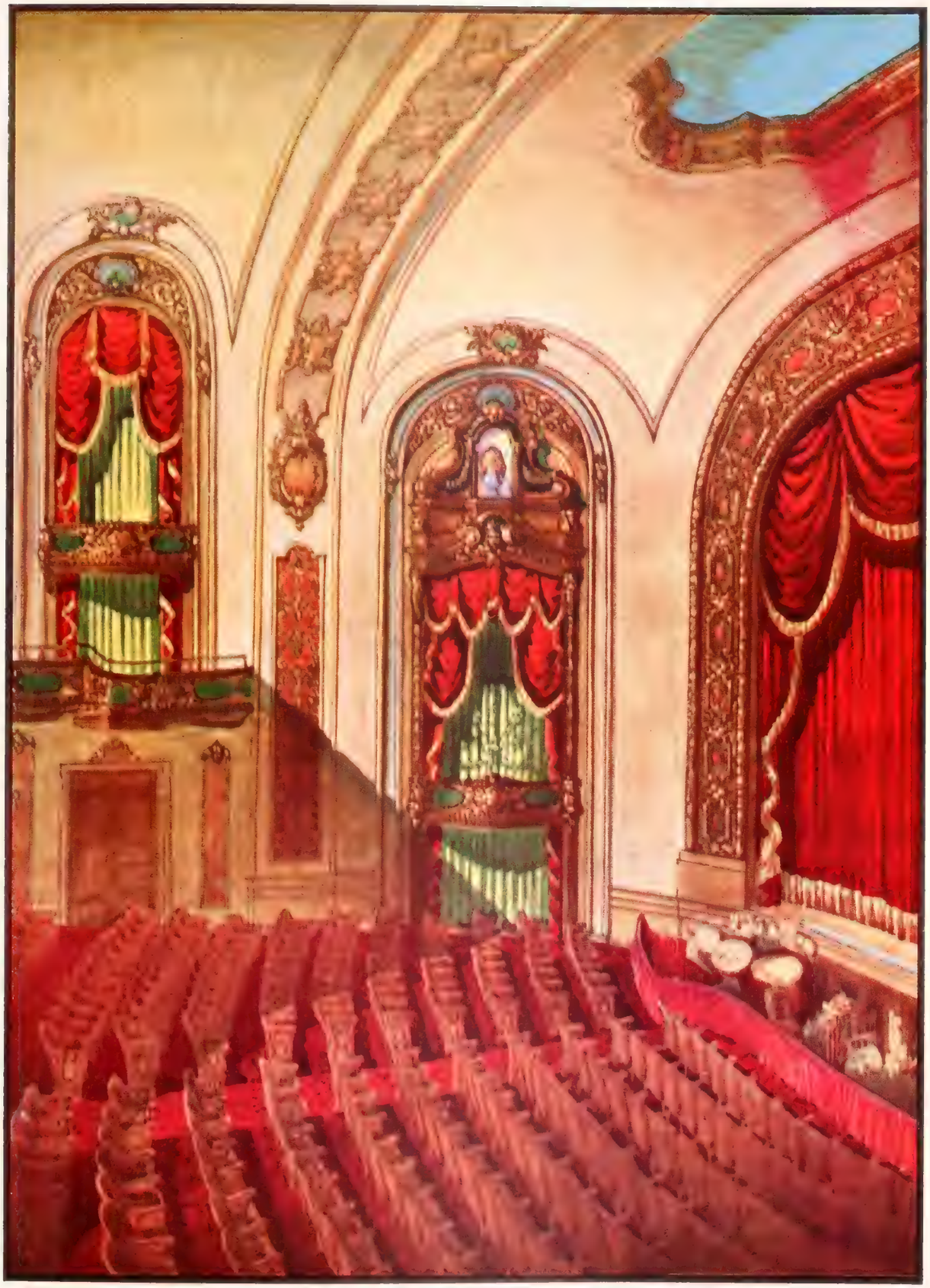
Well decorated, plain surfaces, and a liberal use of fabrics, with a conservative amount of refined ornamentation, simplify the theatre design, and add to the dignity of the auditorium. The subdued lighting in this portion of the theatre makes elaborate ornamentation and detail unnecessary, and some of the money usually lavished in the auditorium might be spent to better advantage in the lobbies, foyers and lounges, which are continuously exposed to view.

ADVANTAGES OF FORMAL DESIGN

The formal theatre offers advantages for redecorating and refurnishing which give it a charm that is ever new. In no other type of design is such an opportunity offered for the complete change of color scheme, ornamentation and lighting fixtures.

Furnishings play an exceedingly important part in the appearance of the theatre. A liberal appropriation for this part of the theatre will give it an air of luxury and comfort which can be gained in no other way. A beautifully designed building may be unattractive as a show place, for its good points are not brought out by inviting furniture and objects of art. The theatre is fast becoming a museum for those who cannot visit the art galleries and centers of culture.

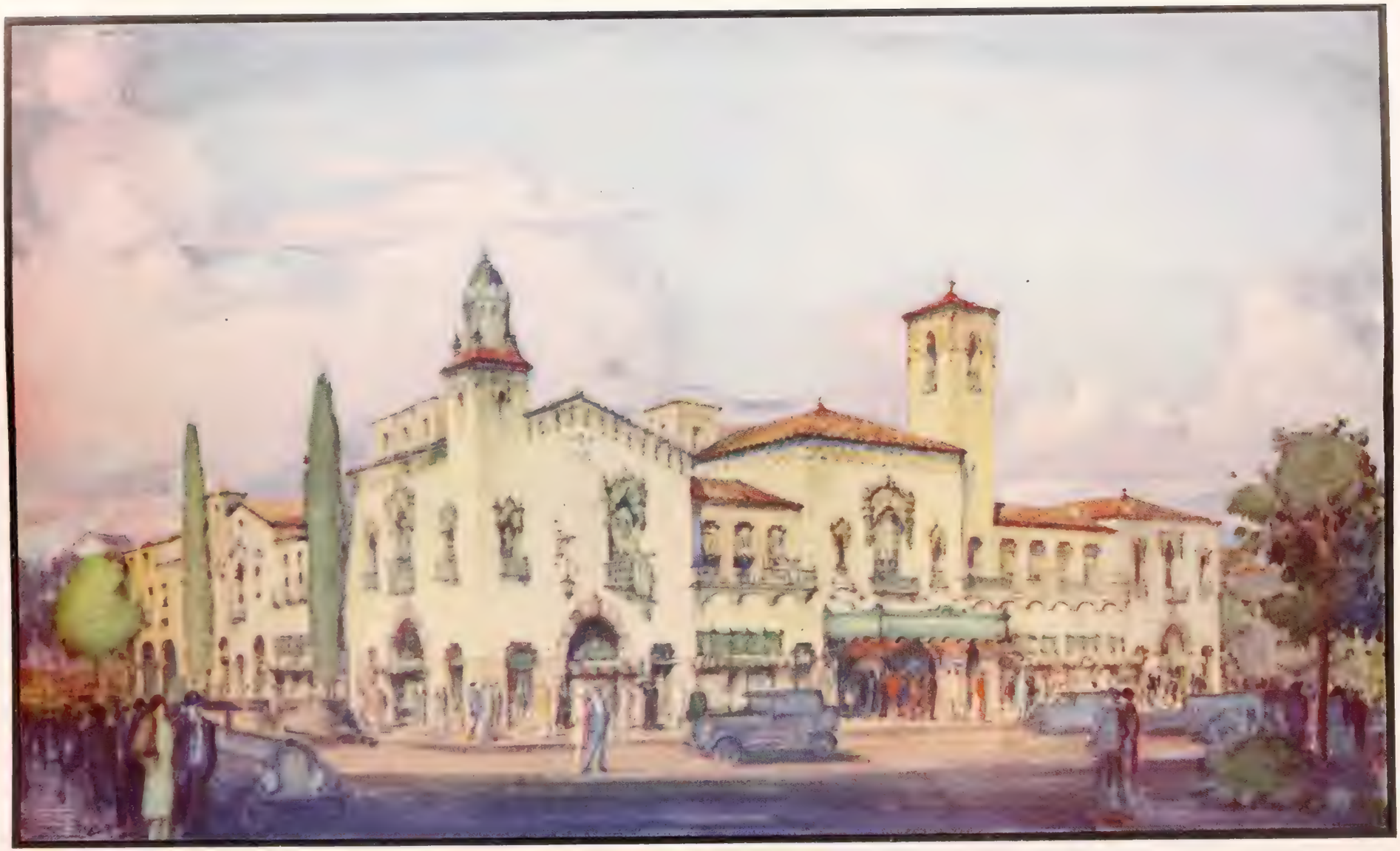
Unusual and faddish styles will come and go, but the theatre of conservative design, offering opportunities for change in color scheme and furnishings, will find continual favor with the theatre-going public.



COLEMAN THEATRE, MIAMI, OKLAHOMA

RICHLY ORNAMENTED ARCHES SET OFF BY DELICATELY SHADED SEPIA WALLS

Boller Brothers, Architects



MIRAMAR THEATRE, SANTA MONICA, CALIFORNIA

EXTERIOR, TRULY LATIN IN TYPE AND IMPARTING AN INTERESTING EXOTIC ATMOSPHERE

Boller Brothers, Architects



EXTERIOR



STAGE AND SIDEWALL



AUDITORIUM FROM STAGE

GRANADA THEATRE, KANSAS CITY, KANSAS

Boller Brothers, Architects



ENTRANCE FOYER
KIMO THEATRE, ALBUQUERQUE, NEW MEXICO
Boller Brothers, Architects



MAIN LOBBY
MISSOURI THEATRE, COLUMBIA, MISSOURI
Boller Brothers, Architects



EXTERIOR



LOUNGE



AUDITORIUM

MISSOURI THEATRE, ST. JOSEPH, MISSOURI

Boller Brothers, Architects



FOYER
MISSOURI THEATRE, ST. JOSEPH, MISSOURI
Boller Brothers, Architects



EXTERIOR

CORONA THEATRE, CORONA, CALIFORNIA

Boller Brothers, Architects

HOW CAN I BRING MY OLD THEATRE UP-TO-DATE?

Modern Equipment and Renewed Appearance Vital to Meet Today's Competition

A LEADING exhibitors' magazine recently stated that one hundred theatres have been abandoned in one State during the past three years, literally closed by the public, because of poor management and equipment.

With recent developments in ventilation, refrigeration, sound, and novel effects in lighting, competition between picture houses is keener than at any time in the past, and if the exhibitor wishes to control the theatre situation in his town, and prevent the entry of outside opposition, he is forced to protect his interests by keeping his house modern in every respect. If he does not do this, the public will close his theatre for him.

Some houses are entirely obsolete, and in order to modernize them it is necessary to demolish the entire interior, using only such portions of the walls and foundations as are substantial enough to warrant their use in the new structure.

Other theatres, more recent in design, need relatively few changes to bring them up-to-date. The enlarging of the projection booth for sound equipment and the correction of defective acoustics can be made the first step in a thorough renovation of the theatre.

Having gone to considerable expense in revamping the building for adaptation to talking pictures, the wise exhibitor will not be satisfied until he has renewed the appearance of his theatre with new seating and furnishings. The old ornament may be removed and replaced by new embellishments. New electrical fixtures will add to the attractiveness of the building. A new front of terra cotta will call attention to the changes within, and the old-fashioned marquee will make way for a modern canopy, with changeable letter signs.

In any theatre job, either old or new, no craftsman is more important than the decorator, whose work comes next to that of the architect in importance of design and color. He should be a specialist in his line, and thoroughly familiar with the appearance of various pigments under artificial lighting, a condition seldom encountered in any other type of building.

The problem of introducing refrigeration into the theatre is simplified if a ventilating system is already installed, as the present distributing system can ordinarily be used in connection with the cooling equipment. There is usually little difficulty encountered unless the theatre does not have a basement large enough to accommodate the new plant, in which case it is necessary to make additional excavation.

Several other methods of air distribution are resorted to in houses where no ventilating system is in existence.

PROPOSED DESIGNS FOR THEATRES OF VARIOUS STYLES

Sketches Revealing Possibilities for Artistry in Treatment of Main Features of the Playhouse

BOLLER BROTHERS, ARCHITECTS



AN INTERESTING EXAMPLE OF MODERNISTIC DESIGN FOR A COMBINATION THEATRE AND OFFICE BUILDING



EXTERIOR IN THE ATMOSPHERE STYLE. A DOMINATING TOWER DRAWS THE EYE TO THE THEATRE ENTRANCE



AN ATTRACTIVE TREATMENT OF A COMMUNITY PROJECT COMBINING SHOPS AND THEATRE IN A STRUCTURE FOR A CORNER LOCATION



PROPOSED EXTERIOR, SHOWING A DEPARTURE FROM THE COMMONPLACE MADE IN A RATHER SEVERE BUT ESPECIALLY DIGNIFIED DESIGN



PROPOSED EXTERIOR DESIGN FOR A SUBURBAN PROJECT OF MOORISH FEELING, COMBINING THEATRE, SHOPS, AND FREE PARKING STATION

ADVANCES ARE OUTGROWTH OF SPECIALIZATION

Majority of Successful Theatres Are the Work of Specialists in This Field

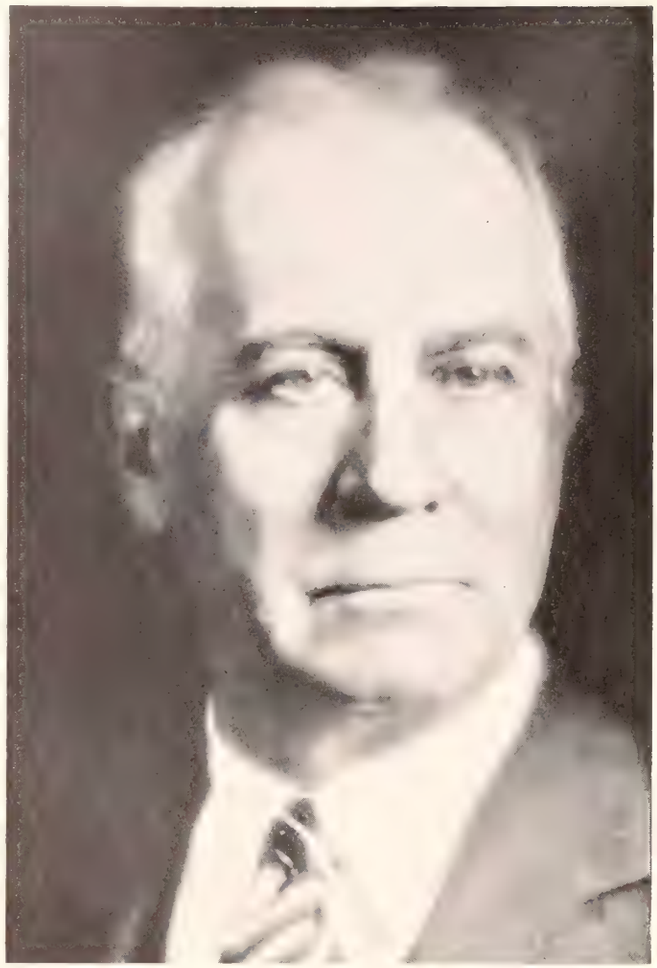
ASSUMING that you are an exhibitor, or the manager of a theatre, could you immediately take charge of a large mercantile business, hotel or bank? Or could any of the individuals trained for these places assume the management of your business, and run it as successfully as you have? It would be equally difficult for the architect to be skilled in the design of every type of building.

Some educators are saying that this is an age of over-specialization, but the architect who specializes believes that by devoting his entire time to one type of building he can become proficient in producing a nearly perfect building in that class. However, the theatre architect must also be expert in the design of commercial buildings as well as the theatre, as the two are generally built in combination.

Mistakes are costly, both in money and mental strain. The owner wants his building planned correctly, and it therefore behooves him to employ theatre specialists who have made a life study of showmanship, and who keep themselves up-to-date in the rapidly changing developments in the theatrical business.



ROBERT BOLLER



CARL BOLLER

The United States has a number of architectural firms who have made a study of the theatre from its infancy to the present moment, and they offer the exhibitor an expert service backed by a reputation over a long period of years. The BUYERS' GUIDE, from time to time, features the work of some of the outstanding architects in this class of work.

Boller Brothers, whose work is featured in this volume, have offices in Kansas City, Mo., and Los Angeles, Calif., Carl Boller, senior member of the partnership, conducting their business on the West Coast and as far East as Denver, while the Eastern and Middle Western territory is in charge of Robert Boller, junior member of the firm, with headquarters at Kansas City.

As has been intimated in the topics previously presented, the work of this firm dates back twenty-six years, to the days when moving pictures were unheard of, and the legitimate stage was at the peak of its development. The firm has grown up with the motion picture industry, and their ability to please is attested by the fact that they still serve clients for whom they built theatres twenty years ago, with an ever-widening circle of friends gained in the years since the beginning of their work in 1903.

Up to the time this volume goes to press, the hand of Boller Brothers has been the controlling feature in the construction of 147 theatres, either as the original architects or in the capacity of advisory or consulting architects.

The personnel of the firm, as shown in the photographs



THE MEN WHO AID BOLLER BROTHERS IN GIVING EXPERT SERVICE

LEFT TO RIGHT—LAWRENCE D. MC DONALD, NORMAN E. PALMQUIST, CLIFFORD R. GEERY, LEE DE CAMP

reproduced, is as follows: Carl Boller and Robert Boller, members of the partnership; Lawrence D. McDonald, structural and mechanical engineer; Norman E. Palmquist, designer; Clifford R. Geery, sound and specifications, and Lee DeCamp, general superintendent.

Before closing this series of interviews, Boller Brothers wish particularly to thank the Heinsbergen Decorating Company, of Los Angeles; M. E. Reiser, of Kansas City, and J. A. Torstenson & Co., of Chicago, the artists who have co-operated in the making of the color plates for this publication.

The greatest ambition possessed by Boller Brothers is to create better theatres, at costs possible in communities ranging from the modest village to the metropolitan centers, believing, as they do, that "the play is the thing."

* * *

COUNTING THE COST OF THEATRE PROJECTS

ESTIMATING theatre costs in general terms is difficult, owing to the wide range in the use of such materials as marble, bronze, terra cotta, tile, and ornamental plaster, and the opportunity for raising or reducing costs in the mechanical equipment. Labor costs also vary greatly in different localities.

Basing an estimate on conservative lines, the lowest cost for a modern, up-to-date theatre, exclusive of lot, furnishings or equipment, averages about $100 per seat. This cost covers a fireproof building, with simple lines and a minimum of ornament, depending primarily upon decorative effects for embellishment.

Such a building would have all the comfort and essential features of the larger theatre, as the seating, lounges, stage and projection room would be identical with those of the larger house, provision being made for a ventilating system arranged for the installation of refrigeration.

From this basis the upward trend of costs is practically unlimited, as more expensive materials are added to enhance the beauty of the building.

Reverting to the air conditioned theatre, mentioned under a previous topic, the cost of this type of cooling plant varies from $12 to $20 per seat, depending upon the kind of refrigerant used. For a storage system of refrigeration, costs run lower, averaging from $10 to $15 per seat.

WHAT THE ESTIMATES COVER

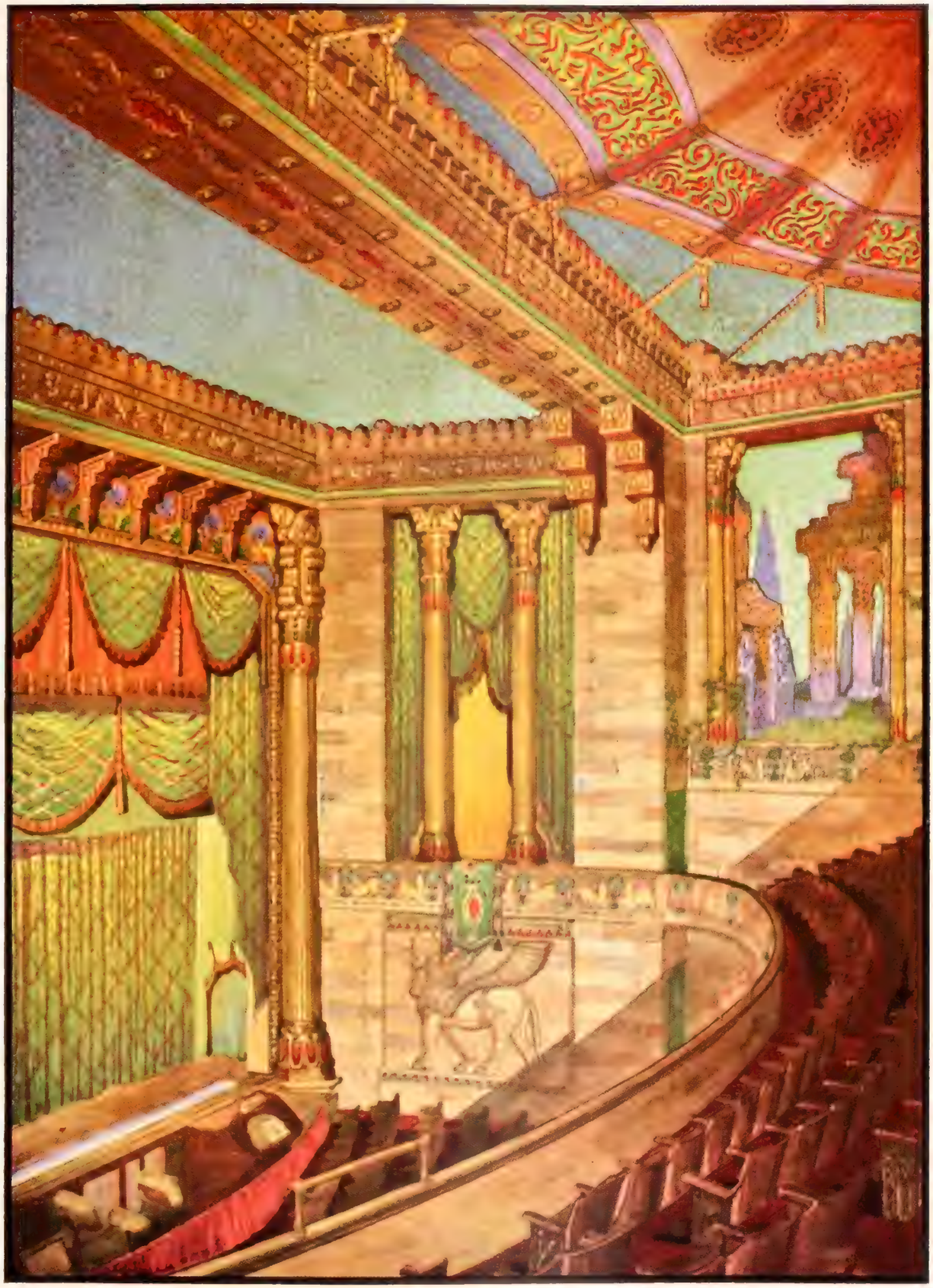
The estimates given above will cover the approximate cost of the structure, ready for the refining touches of carpets, draperies and furnishings. The value of these last-named items is so apparent the owner should be as liberal as possible in his appropriation for fabrics and furniture, which are vital features in making or marring the finished appearance of the theatre. A satisfactory line of furnishings, which will do credit to a conservative theatre, will cost $20 per seat and up. This includes carpets, draperies, furniture, scenery, seating and signs, but does not include the organ, projection equipment, or sound apparatus.

It is impossible to place a value on such items as statuary, paintings and other objects of art, as these will vary with the owner's taste, his means, and his general policy of theatre furnishing. Some of our clients have made special trips abroad to collect curios and art pieces to grace their theatres, others content themselves with our splendid American-made furnishings.

PURCHASING EQUIPMENT

Any good equipment company will furnish a prospective theatre operator with estimates on a complete line of projection and sound equipment. A wise exhibitor will purchase only the best in projectors and sound apparatus.

A conscientious architect obtains the best possible results with the appropriation allowed, without attempting to persuade the owner to adopt features he cannot afford. This policy assures the prospective theatre builder of full value for every dollar invested.



MISSOURI THEATRE, ST. JOSEPH, MISSOURI

VIEW OF AUDITORIUM, SUGGESTING AN ANCIENT PERSIAN AMPHITHEATRE

Boller Brothers, Architects



TEXAS THEATRE, SAN ANTONIO, TEXAS

TEXAS STAR SET IN TILE FLOOR IS ONE OF MANY INTERESTING DETAILS OF THIS PATIO

Boller Brothers, Architects

Motion Picture News Theatre Building *and* Equipment

Buyers Guide

Giving complete sources of purchase for all types of theatre equipment, accessories and building construction materials.

Published Semi-Annually as section two of Motion Picture News, 729 Seventh Ave., N. Y. C.

910 S. Michigan Ave., Chicago *Branch Offices* Roosevelt Hotel, Hollywood, Calif.

THE listings printed on the following pages have been compiled for the purpose of providing theatre owners, architects, builders, studios, laboratories and the motion picture industry in general with a reliable and complete reference for the purchase of all types of equipment and supplies. Whether important equipment or infrequently used accessories are desired, BUYERS GUIDE will be found of invaluable aid to the purchaser. For through the sources of purchase given in this book, all models, grades and priced apparatus and materials may be investigated with practically no effort on the part of the buyer. ¶ This issue of Theatre Building and Equipment BUYERS GUIDE will serve an excellent purpose. ¶ Through the advertising pages contained in BUYERS GUIDE owners and builders of theatres are given the opportunity of learning about the latest and most up-to-date equipment available for modernizing theatres. ¶ The firms advertising in BUYERS GUIDE make a specialty of serving theatres, laboratories, studios, etc., and build equipment and accessories best suited for the particular needs of the motion picture industry. ¶ Write us for sources of purchase for any special apparatus that is not listed in BUYERS GUIDE.

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THE BEST PICTURE TODAY IS ONLY AS GOOD AS IT SOUNDS !!!

RCA PHOTOPHONE INC SOUND EQUIPMENT

adds value to *all* sound pictures

AMERICA today is ear-minded as well as eye-minded. Millions of modern phonographs and radio sets have trained our ears to a keen appreciation of tone quality. As a result, the crowds are going to the houses that have the best sound reproduction.

The RCA Photophone system of sound recording and reproducing was created for a critical public. Its manufacturers . . . the Radio Corporation of America, General Electric, and Westinghouse Electric & Manufacturing Company . . . have been the pace-makers in advancing the art of tone reproduction.

More than a sound apparatus, RCA Photophone is a quality *tone* system. It adds value to *all* sound pictures—gets out of them all that the studios put into them. Mellow and distinct, it reproduces every delicate inflection of the human voice and every note of musical instruments with the complete illusion of realism.

When you purchase an RCA Photophone, you make a lasting investment in sound equipment, at a price enabling you to gain your rightful share of sound picture profits.

Address All Inquiries to Commercial Department

RCA PHOTOPHONE, Inc.

A SUBSIDIARY OF RADIO CORPORATION OF AMERICA

411 FIFTH AVENUE — NEW YORK CITY

Denver: 817—17th Street *San Francisco:* 235 Montgomery Street *Chicago:* 100 W. Monroe Street *Kansas City, Mo.:* Davidson Building

Why *exhibitors install the Western Electric Sound System*

IT *is designed* by the Bell Telephone Laboratories, the largest research organization in the world devoted to the problems of acoustic engineering.

It is manufactured by the Western Electric Company in the same factories and to the same standards of quality as is the telephone apparatus of the Bell System.

It is the system by which the following producers are recording all of their productions:

Warner Bros. Pictures, Inc.
Fox Film Corporation
Paramount Famous Lasky Corporation
Metro-Goldwyn-Mayer Pictures Corporation
United Artists Corporation
First National Pictures, Inc.
Universal Pictures Corporation
Hal Roach Studios, Inc.
Columbia Pictures Corporation
Harold Lloyd Corporation
Metropolitan Sound Studios, Inc.

It insures the same quality of sound reproduction in the theatre that goes into the recording of all these productions in the studio.

It has been in successful commercial operation in theatres for two years and nine months and is the system that has brought about the adoption of talking pictures by the motion picture industry.

It is installed and successfully operating in 2000 theatres throughout the world.

It will give the same year in and year out service as does your telephone.

It is installed under the supervision of experts selected from among the staff of telephone installers of the Bell System.

It is maintained and serviced by a national organization of experts skilled in the maintenance of telephone service.

It offers the greatest freedom from breakdown and program interruption.

It is adequately protected by a large group of fundamental patents which insure the exhibitor against damages arising from patent infringement.

It is leased upon a reasonable profit basis which this Company is under contract not to exceed, thus protecting the exhibitor against excessive charges.

It is leased upon a time payment plan that eases the exhibitors' financial problem.

It is leased by a company that is financially strong enough to remain in business.

It has proven its quality and drawing power at the box office and pays for itself.

It is the only system that is giving your house the support of a nation-wide advertising campaign in popular magazines.

It is the world's standard — the system by which all others are judged.

Electrical Research Products Inc.
250 West 57th Street, New York, N. Y.

Representing

Western Electric SOUND SYSTEM

THE VOICE OF ACTION

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

Sound Equipment Buyers Guide

THE following listing of sound apparatus and accessories has been revised to date. Such specific information as price quotations, approximate delivery dates, etc., given in connection with the listing of complete sound reproducing systems is based on statements of the manufacturers or authorized distributors thereof. The approximate delivery time noted for the various complete sound systems is based on affairs of the companies as of the present date. All reproducing systems on which the required information was available up to the time of going to press included under the main heading.

Manufacturers and distributors of the products listed in this department invite thorough investigation of their equipment by theatre owners.

Synchronous Reproducers

Dual System

DeFOREST PHONOFILM
(Film and Disc Reproducer)

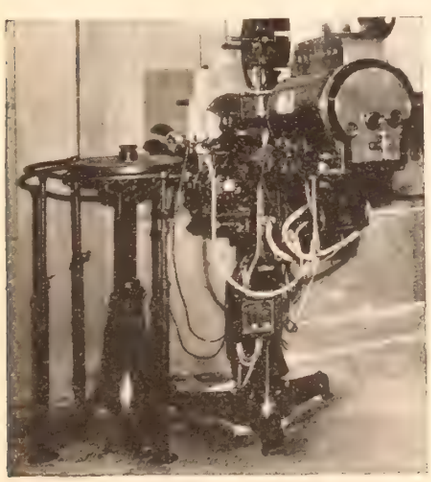
Price Range: $4,975, Junior Model for theatres of 750 seats or less, for combination film and disc reproducer. $6,500, standard equipment for larger theatres, for combination reproducer. Film only, junior model, $3,395, disc only, $2,745. Film only, standard equipment, $5,000, disc only $3,450.

Terms: Leased for ten-year period.

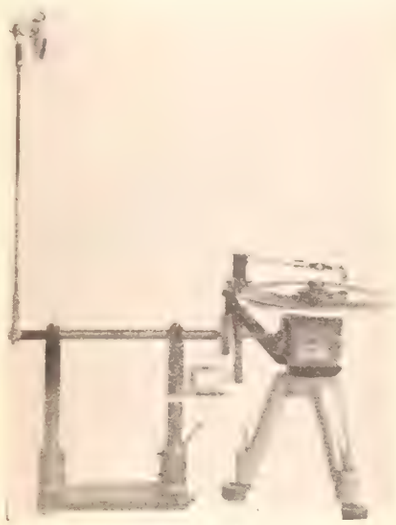
Service available from company when required or regularly optional, extra charge.

GENERAL TALKING PICTURES CORP.
218 W. 42nd St., New York City

District Agents: J. K. Adams, 48-50 Melrose St., Boston, Mass.; J. J. Backer & Co., 2607 Second Ave., Seattle, Wash.; Jesse C. Fishman, 600 Film Bldg., Cleveland, O.; J. J. Goldburg, 1584 W. Washington Blvd., Los Angeles; A. Harrison, Jr., 610 Baronne St., New Orleans, La.; Tony Luochese, 1339 Vine St., Philadelphia; F. H. Ricketson, 519 Temple Court Bldg., Denver, Colo.; Harry D. Goldberg, Fort Des Moines Hotel, Des Moines, Ia.; Robert J. Churchill, 810 S. Wabash Ave., Chicago, Ill.; William R. Sheridan, 130 W. 18th St., Kansas City, Mo.; George Mooser, 327 Main St., Buffalo, N. Y.



Above, Pacent Disc Unit



Phototone Disc Unit

PACENT
(Disc and Film Reproducer)

Price Range: $3,500 combination disc and film (up to 2,000 seats); $4,500 combination disc and film (2,000 to 4,000 seats); Disc only, $2,500 to $3,500.

Terms: Sold outright.

Delivery: Thirty days.

Service available from company when required, extra charge.

PACENT REPRODUCER CORP.
630 Ninth Ave., New York City

District Agents: E. Griff, 1558 Vine St., Los Angeles; J. P. Hermans, 585 Mission St., San Francisco; M. S. Stein, 2 Trinity Sq., Toronto, Ontario; C. V. Gooding, 1764 Lincoln St., Denver, Colo.; H. H. Porter, Drawer 280, Seymour, Conn.; Max Rosenberg, 908 Second St., Washington, D. C.; F. B. Keith, 602 Walton Bldg., Atlanta, Ga.; J. J. Day, 208 N. Wells, St., Chicago, Ill; A. Lachnit, 436 N. Illinois St., Indianapolis, Ind.; B. A. Quick, 1024 Grand Ave., Des Moines, Ia.; A. P. Dessommes, 4732 Grandolet St., New Orleans, La.; Wm. A. Hendrickson, 10 High St., Boston, Mass.; R. J. Elliott, Lobby Film Bldg., Detroit, Mich.; Geo. H. Langford, 511 So. 3rd St., Minneapolis, Minn.; Robert Withers, 110 W. 18th St., Kansas City, Mo.; W. P. Callahan, 330 Olive St., St. Louis, Mo.; Blair A. Quick, 17th & Dodge Sts., Omaha, Nebr.; H. A. Lande, 265 Franklin St., Buffalo, N. Y.; G. W. Becker, 88 Jefferson St., Albany, N. Y.; Ed. Heller, 1602 So. Boulevard, Charlotte, N. C.; M. A. Lebensburger, Film Center Bldg., Cleveland, O.; Wm. McCabe, 511 Gwynn Bldg., Cincinnati, O.; Al Bartlett, 780 N. Grand Ave., Oklahoma City, Okla.; A. West Johnson, 122 N. 12th St., Portland, Ore.; K. S. Byrd, 133 N. 11th St., Philadelphia, Pa.; H. A. Lande, 1023 Forbes St., Pittsburgh, Pa.; J. N. Talley, 502 S. 2nd St., Memphis, Tenn.; C. J. Hamal, 1185 S. State St., Salt Lake City, Utah; L, V. Lamb, 2319 Second Ave., Seattle, Wash.; E. W. Gavin, 1335 Wisconsin Ave., Milwaukee, Wis.

PHOTOTONE
(Disc and Film Reproducer)

Price Range: $2,600 dual system, installation supervised. Film only, $2,000; Disc only, $1,500 (less where non-synchronous Phototone already is installed).

Terms: Sold outright, 30 per cent cash, balance on deferred payment plan.

Delivery: Two to three weeks.

Service available from company when required, extra charge.

PLATTER CABINET CO.
North Vernon, Ind.

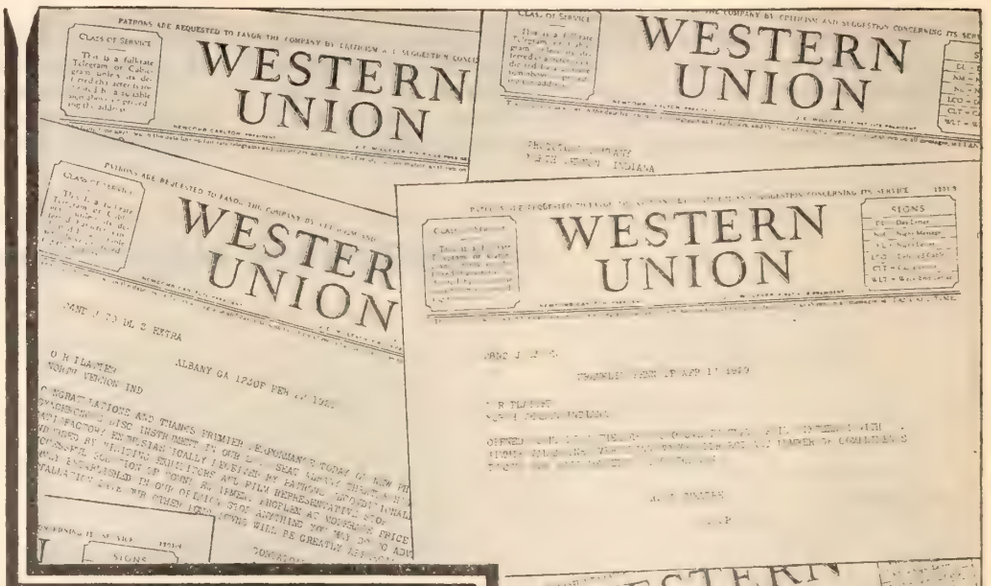
District Agents: Phototone Sales Co., offices in following cities: Cincinnati, Ohio (531 Broadway); Chicago, Ill. (845 S. Wabash Ave.); New York City (1531 Broadway); Suffolk, Va.; Philadelphia, Pa. (1325 Vine St.); Boston, Mass. (28 Piedmont St.); Atlanta, Ga. (125 Walton



Above, Powers Cinephone Unit

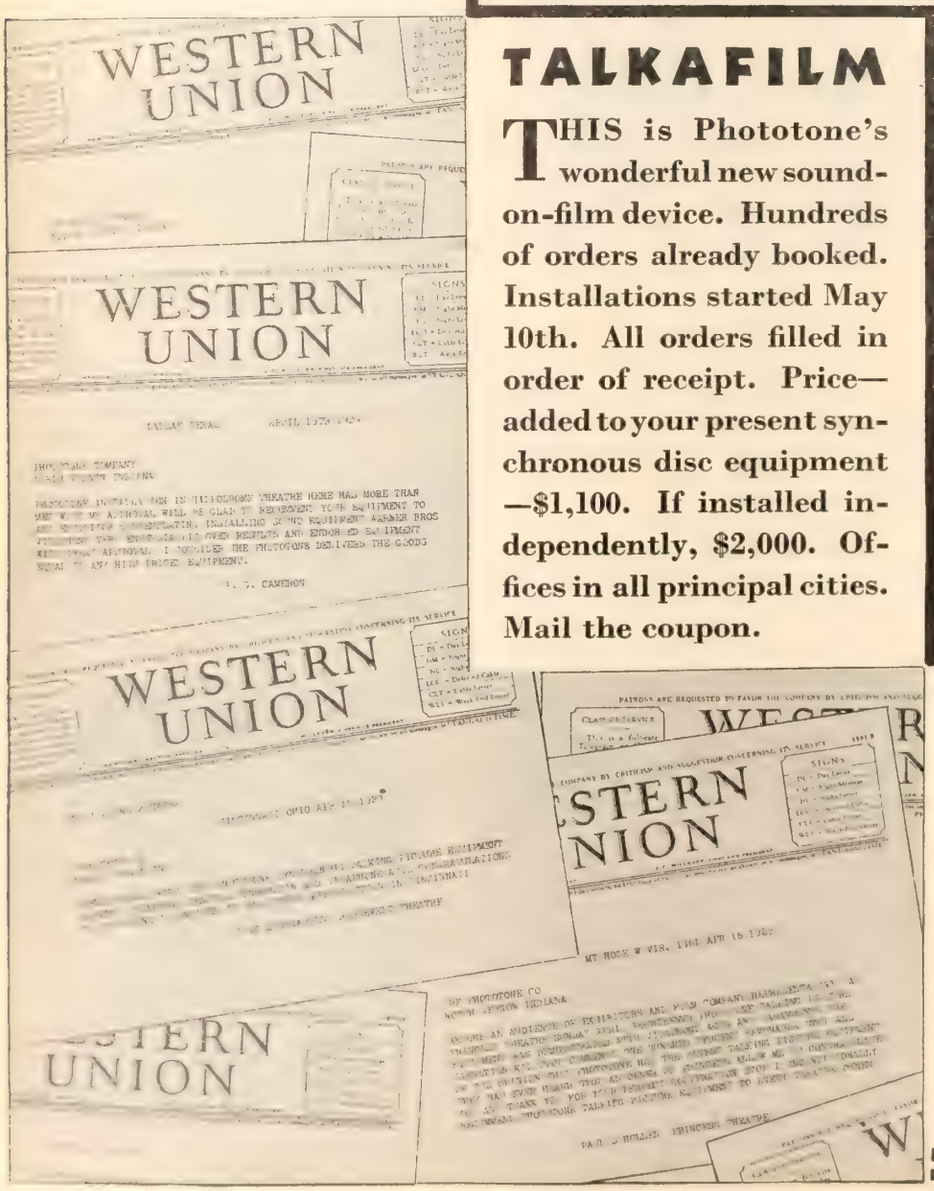
PHOTOTONE

TELEGRAMS, letters, phone-calls from all over America tell of Phototone's success. Results which excel in clarity and sweetness of tone those which are possible with the most expensive equipment are yours at a nominal cost. Complete synchronous equipment, including sound-on-film, $2,600. Synchronous disc equipment alone, $1,500.



TALKAFILM

THIS is Phototone's wonderful new sound-on-film device. Hundreds of orders already booked. Installations started May 10th. All orders filled in order of receipt. Price—added to your present synchronous disc equipment—$1,100. If installed independently, $2,000. Offices in all principal cities. Mail the coupon.



THE PHOTOTONE CO.
North Vernon, Ind.

Give me the complete details concerning:

( ) *Phototone Synchronous Disc Equipment* ( ) *Talkafilm Sound-On-Film Equipment* ( ) *Combination Phototone and Talkafilm.*

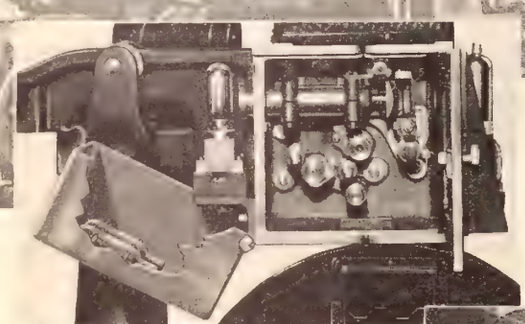
*NAME*_____

*THEATER*_____

*ST. AND NO.*_____

*CITY AND STATE*_____

22 Chains over 500 theatres using PACENT REPRODUCER SYSTEMS Now



Features of Pacent Disc Equipment:

Double Channel Amplification. A reserve amplifier for every amplifier used to run a show. This means complete protection against interruptions in Sound Program.

No Batteries. Pacent Disc Equipment employs all electric amplification without batteries of any kind. Operation is direct from any 110 volt 60 cycle A. C. source.

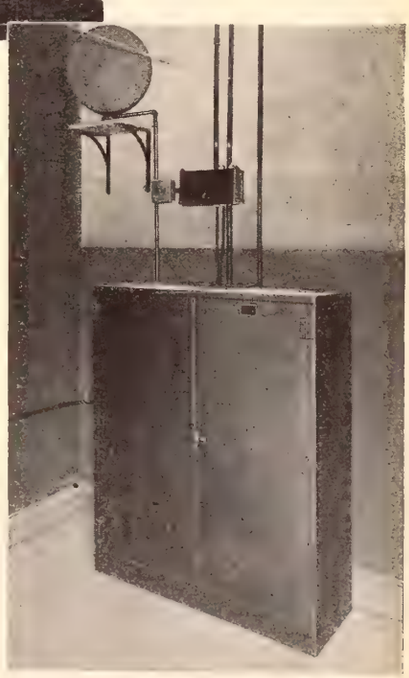
Even Sound Distribution. Pacent uses the latest, improved type of powerful electro-dynamic speakers with specially built baffle boards. The result is smooth, even distribution of sound throughout the house.

Illustration above shows close-up of Pacent Film Attachment. The Exciting Lamp is at the left, the Optical System and Mechanical Filter in the center, and special photo-electric cell at the right.

TYPE 2MDA
(For houses up to 2,000 seats)
$2,500

TYPE 4MDA
(2,000 to 4,000 seats)
$3,500

Sound-on-Film $1,000 extra for either system



All Pacent amplifying equipment is contained in a single compact steel cabinet. No batteries are used.

There are many other Pacent features. Send for "Sound Advice," which will tell you more about buying Sound Equipment than any book we know of.

22 of the country's leading Chain Circuits are using Pacent Reproducer Systems in their theatres from coast to coast. Chain Circuits alone have spent practically $1,000,000 on Pacent Equipment. Naturally, the buyer of equipment for a chain of theatres is highly critical. That Pacent secured a large percentage of the Chain Circuit business is a tribute to the quality and performance of Pacent Reproducer Systems. Over 500 exhibitors testify to the merits and advantages of Pacent. Ask any of them what they think of Pacent quality, Pacent service, and Pacent dealings with exhibitors.

PACENT REPRODUCER CORP.

FILM CENTER BLDG., 630 NINTH AVE., NEW YORK

Sales and Service Representatives in Principal Film Centers in the United States and Canada

Synchronous Reproducers—*Continued*

St.); Oklahoma City, Okla. (705 W. Grand St.); Los Angeles, Calif. (1936 So. Vermont St.); Detroit, Mich. (2310 Cass Ave.); Minneapolis, Minn. (5332 Chicago Ave.); Kansas City, Mo. (118 West 18th St.); Dallas, Texas (1805 Commerce St.).

POWERS CINEPHONE
(Disc and Film Reproducer)

Price Range: $6,000 dual system for theatres up to 1,500 seat capacity (over 1,500 seats cost based on individual requirements); $5,000 film reproducer only; $2,500 Disc reproducer only.

Delivery: 30 days.

Terms: Leased for 10-year period.

Service provided when required, extra charge.

POWERS CINEPHONE EQUIPMENT CORP.
723 Seventh Ave., New York City

District Agents: Penn Productions, 1331 Vine St., Philadelphia, Pa.; Fred Rice, Warsaw, N. Y.; F. A. Leatherman, 150 Walton St., Atlanta, Ga.; J. W. McFarland, 1928 S. Vermont Ave., Los Angeles, Calif.

QUALITONE
(Disc and Film Reproducer)

Price Range: $3,500 for combination disc and film reproducer all theatres. Single system, film or disc, $2,500 all theatres.

Terms: Sold outright, cash and deferred payments.

Delivery: 2 to 3 weeks.

Serviced by company when required, extra charge.

QUALITONE CORPORATION
5360 Melrose Ave., Hollywood, Calif.

District Agents: J. N. MacMeekin, 142 E. First St. South, Salt Lake City; D. T. Hardcastle, 724 Golden Gate Theatre Bldg., San Francisco; D. E. Rice, 4940 East End Ave., Chicago; E. F. Lamping, 803 Hutchins Ave., Cincinnati.



Above, RCA Photophone, Film and Disc

RCA PHOTOPHONE
(Disc and Film Reproducer)

Price Range: $5,950 combination film and disc (up to 750 seats); $13,500 (up to 3,500 seats).

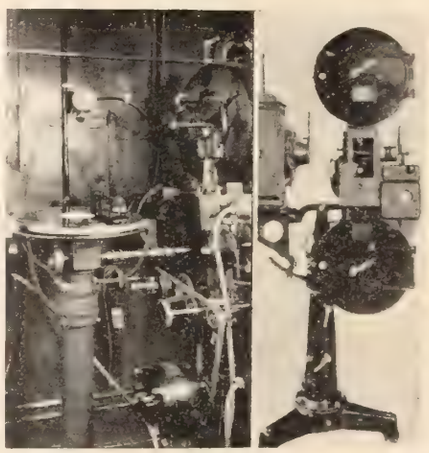
Terms: Leased for 10-year period.

Delivery: Three weeks to 30 days.

Serviced by company engineers at fixed monthly charge.

RCA PHOTOPHONE, INC.
411 Fifth Ave., New York City

District Representatives: W. I. Brown, 100 W. Monroe St., Chicago, Ill.; G. B. Cummings, U. S. Nat'l Bank Bldg., Denver, Colo.; G. C. Rowley, Davidson Bldg., Kansas City; M. O. Smith, 235 Montgomery St., San Francisco, Calif.; E. M. Smith, 430 Islington St., Toledo, O.



Royal Amplitone Disc and Film

ROYAL AMPLITONE
(Disc Reproducer)

Price Range: $2,950 combination film and disc (theatres up to 1,200 seats); $3,725 combination film and disc (theatres of 1,200 seats or more); single disc system, $1,750 to $2,500.

Terms: Leased.

Delivery: Two weeks.

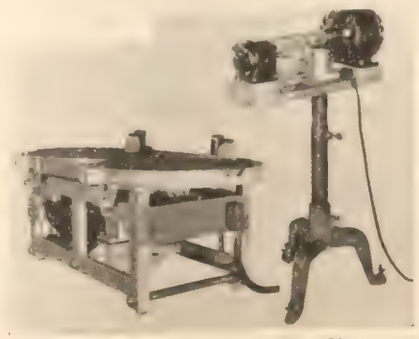
Service available from company

ROYAL AMPLITONE CORP.
145 W. 45th St., New York City

District Agents: Royal Amplitone Sales Corp., Court Square Bldg., Baltimore, Md.; Southwestern Royal Amplitone Co., 308 So. Harwood St., Dallas, Tex.; Southern Pipe Organ Co., 421 Dryades St., New Orleans, La.; Royal Sales Co., 135 Liberty St., New York City.

TRAVELTONE
(Disc and Film Reproducer)

Price: $3,885 for all theatres, regardless of size, with provision that theatre pays $1.00 per day royalty fee to holder of Nakken patent, under which device is licensed.



Above, Traveltone Disc Unit

Terms: Sold (with provision indicated above).

Delivery: Immediate.

TRAVELTONE SALES CORP.
729 Seventh Ave., New York City

WESTERN ELECTRIC
(Disc and Film Reproducer)

Price Range: $7,000 to $19,500 (according to equipment required) for combination disc and film reproducer. $5,500 to $17,000 (according to equipment required) for single system, disc or film. Prices quoted include installation.

Terms: Leased for 10-year period.

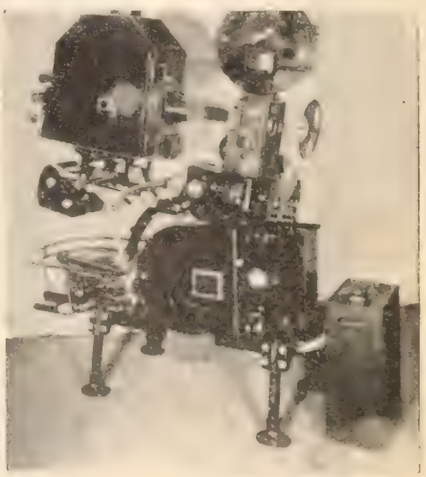
Delivery: 60 to 90 days.

Service by company at fixed charge.

ELECTRICAL RESEARCH PRODUCTS, INC.
350 W. 57th St., New York City

Division Offices: 250 W. 57th St., New York City; 1612 Market St., Philadelphia, Pa.; 525 Walnut St., Cincinnati, O.; 128 North Wells St., Chicago, Ill.; Hurt Bldg., Atlanta, Ga.; 7046 Hollywood Blvd., Los Angeles, Calif.

District Offices: 20 Providence St., Boston, Mass.; 730 Gerrans Bldg., Buffalo, N. Y.; Johnston Bldg., Charlotte, N. C.; 2026 Union Trust Bldg., Cleveland, O.; Allen Bldg., 1700 Commerce St., Dallas, Tex.; 821 17th St., Denver, Colo.; 2111 Woodward Ave., Detroit, Mich.; 317 Forsyth St., Jacksonville, Fla.; Board of Trade Bldg., Kansas City, Mo.; First National Bank Bldg., Memphis, Tenn.; 954 Plymouth Ave., Minneapolis, Minn.; 837 Barrone St., New Orleans, La.; Plaza Bldg., Pittsburgh, Pa.; Park and Flanders Sts., care of Graybar Electric Co., Portland, Ore.; 25 Taylor St., San Francisco, Calif.; Skinner Bldg., Seattle, Wash.; National Bank Bldg., Scranton, Pa.; Old National Bank Bldg., Spokane, Wash.; 11th and Locust Sts., St. Louis, Mo.; Munsey Bldg., Washington, D. C.



Above, Western Electric, Film and Disc Combination Unit

VITOVOX
(Disc and Film Reproducer)

Price: $3,500 (up to 1,000 seats).

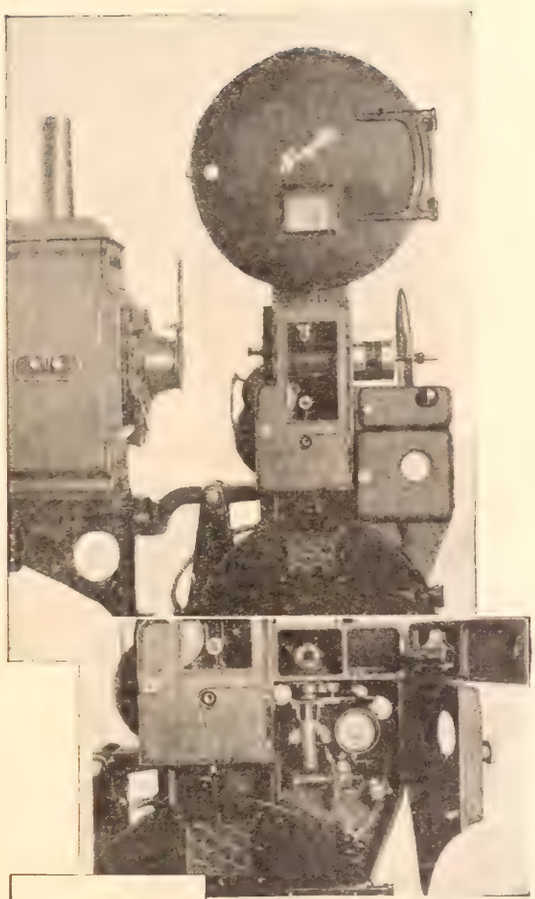
Terms: Sold outright.

Delivery: Immediate.

THE VITOVOX
5360 Melrose Ave., Los Angeles, Calif.

Now Sound on Film

reproduction of the same quality that has made ROYAL disc equipment the marvel of the industry



ROYAL Amplitone

Notice in the above photographs that the film may be threaded in the ordinary manner when running silent or when playing disc, eliminating the necessity of threading it thru the sound head. Also notice the simplicity of installation and that there is no change necessary in the projector.

AS RADICAL in design and construction as Royal Disc Equipment, Royal Sound on Film Attachment brings within reach of every exhibitor the quality equipment they have been waiting for.

Its simplicity and compactness is the result of much time and thought. Designed by one of the leading sound engineers in the country, it incorporates every known refinement in the film method of reproduction.

One glance at the attachment will reveal its sturdiness and its ability to stand the wear and tear of continuous usage. With less moving parts than any other attachment, silent, perfect reproduction is assured.

The Royal amplification system—the heart of any equipment has justly earned itself the reputation of being the finest on the market, regardless of price. This same quality has been built into the small intermediate photoelectric amplifier. These amplifiers are separate from the sound head, assuring no distortion.

Wherever the Royal film attachment has been installed it has been welcomed as a worthy companion to the already famous Royal Disc Equipment.

The price is unbelievably low. Type 12-S Combination System Sound on Film and Disc, $2975.00; Type 20-S Combination System Sound on Film and Disc, $3725.00. Prices include installation. It is advisable to place your order at once to assure early delivery.

ROYAL AMPLITONE CORP.
109 WEST 64th ST. NEW YORK CITY

ROYAL AMPLITONE SALES CO., Court Square Bldg., Baltimore, Md.
SOUTHWESTERN ROYAL AMPLITONE CO., 308 S. Harwood St., Dallas, Tex.
ROYAMP SALES CO., New York City
G. A. DOERING, 421 Dryades St., New Orleans, La.

Single System

AUDITONE
(Disc Reproducer)

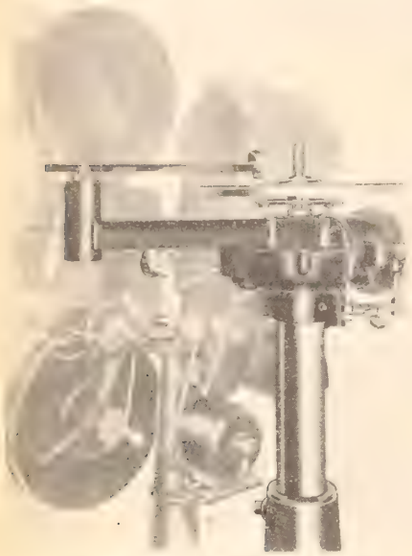
Price Range: $2,000 to $2,500. (Non-synchronous also, $750 f. o. b. Chicago).

Terms: Sold outright. 25 per cent with order, 25 per cent on delivery,, balance deferred payments.

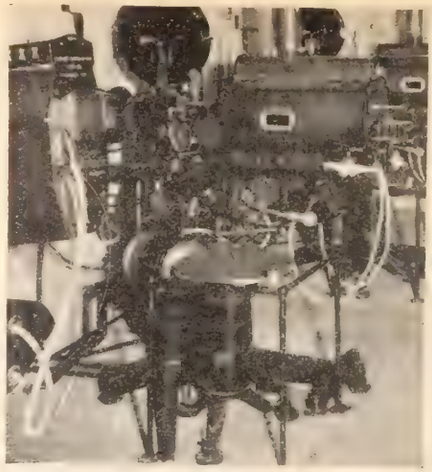
Delivery: 2 to 3 weeks.

Service by owner.

AUDITONE COMPANY
23-27 S. Jefferson St., Chicago, Ill.



Auditone Disc Reproducer



Above, Biophone Disc Reproducer

BESTONE TALKIE UNIT
(Disc Reproducer)

Price Range: $1,100 plus cost of tubes and installation.

Terms: Sold outright.

Delivery: Two weeks.

BESTONE, INC.
Omaha, Nebr.

District Agents: L. G. Dolliver, Western Theatrical Equipment Co., San Francisco, Calif.

BIOPHONE
(Disc Reproducer)

Price Range: $2,700 (up to 900 seats); $4,500 (900 seats and over); non-synchronous attachment, $250 extra.

Terms: Sold outright.

Delivery: Immediate.

Service through agents when required, extra charge.

Cinephone (sound-on-film) attachment available with this equipment at $2,500 extra.

BIOPHONE CORPORATION
1600 Broadway, New York City
District representatives in all large cities.

CREATONE
(Disc Reproducer)

Price Range: $1,800 (for houses up to 2,000 seats).

Terms: Sold outright (deferred payments arranged).

Delivery: One week to 10 days.

Service available from factory and branches when required, extra charge.

THE DECA DISC PHONOGRAPH COMPANY
Waynesboro, Pa.

District Agents: W. C. Ravels, 1232 Vine St., Philadelphia, Pa.; Interstate Electrical Engineering Co., 218 Film Exchange Bldg., Cleveland, O.; Midwest Distributing Co., Minot, N. D.; Icy-O Mfg. Co., Charlotte, N. C.

ELECTRA-PHONE
(Disc Reproducer)

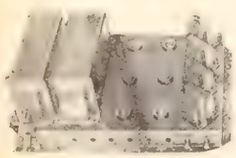
Price Range: $750 to $1,250.

Trems: Sold outright for cash.

Delivery: Three weeks.

Service local only.

LAKESIDE SUPPLY CO.
73 W. Van Buren St., Chicago



COMPLETE SYNCHRONIZED TALKING PICTURE EQUIPMENT



$775





Including:

The Mellaphone Turn Tables
Two Special Wright-DeCoster Speakers
Samson Six Tube Amplifier
Tubes Complete
Pick Ups and Fader

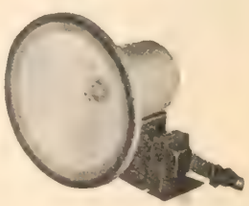
Turn Tables Only — $500 Per Pair

Perfect Synchronization ***Perfect Reproduction***

Built of Finest Materials and Workmanship

Easy to Install





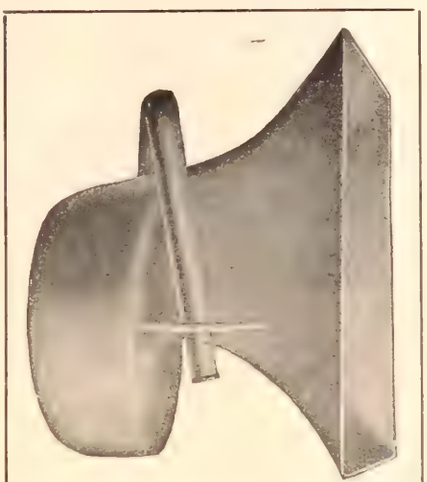
MELLAPHONE CORPORATION

Box 485 **Rochester, N. Y.**

Factory: 33 South Water Street

A Timely Warning

RACON HORNS



Monitor Horn No. 1115

Air Column—72 in.
Bell—14 in. x 17 in. Depth—12 in.

Racon popularity from coast to coast—abroad, too—has led to the usual crop of imitators who hope to share in the rewards earned by the originators and perfectors.

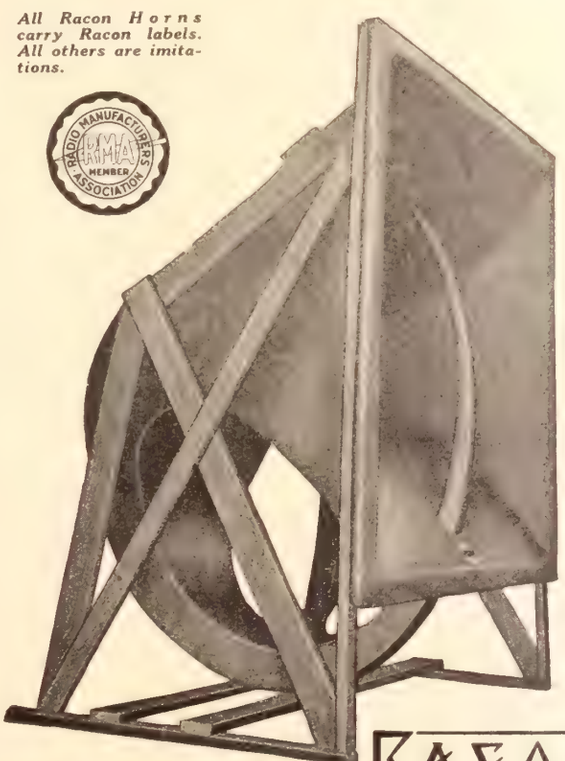
For the protection, therefore, of the millions of theatre fans, as well as ourselves, we give notice that anyone buying, selling, or using horns or dynamic units infringing the patents owned by the Racon Electric Company, or subsidiaries, will be prosecuted to the fullest extent of the law. Racon Patents are 1,507,711; 1,501,-032; 1,577,270; 1,711,514.

Introducing the Junior Dynamic Horn Unit for the Monitor System



Junior Dynamic Horn Unit

All Racon Horns carry Racon labels. All others are imitations.



The superiority of the Racon Giant Dynamic Horn Unit has been demonstrated a thousand times — whenever and wherever theatre owners have made comparative tests after failure of their first selections. Racon never falls down. And therefore the Racon Giant Dynamic Unit has conferred the greatest boon to every high-class playhouse where absolutely perfect reproducing is of paramount importance.

And now comes the Junior—as perfect and all-satisfying as its big brother—where less power is required. Its adoption for the monitor system will prove sensational truths as to Racon efficiency.

Racon Horns — non-vibratory material, one-piece construction—and Racon Dynamic Horn Units combine to thrill the theatre crowds and build large profits for the theatre owners wise enough to have installed them.



Giant Dynamic Horn Unit

Small wonder, isn't it, that Racon products are the envy and despair of the imitators?

RACON ELECTRIC CO. INC.

No. 4320

Air Column 10 feet Bell 40 in. by 40 in.
Depth 34 inches Weight 45 pounds

Specialists in Acoustic Chambers
FACTORIES
18 to 24 Washington Place, New York
Slough, Bucks, England, and 105 Sherbourne St., Toronto, Canada
WRITE FOR CATALOG

Synchronous Reproducers—*Continued*

BRISTOLPHONE
(Disc Reproducer)

Price Range: $4,612.50 all theatres (synchronous and non-synchronous).

Terms: Leased, $1,000 on signing of application; $1,000 on completion of installation; balance in 75 weekly installments of $34.33 each.

Service by field engineers when required, extra charge.

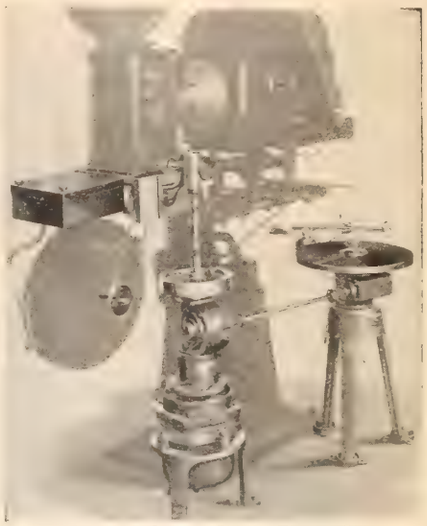
Delivery: Immediate.

CONSOLIDATED BRISTOLPHONE CORP.
1650 Broadway, New York City

District Agents: Talking Pictures Corporation, Film Exchange Bldg., Minneapolis; All Star Features Dist., Inc., 1928 S. Vermont Ave., Los Angeles, 209 Golden Gate Ave., San Francisco; E. M. Fain, 260 Tremont St., Boston, Mass.; Favorite Film Co., Film Exchange Bldg., Detroit; Samuel Reichbach, Mount Royal Hotel, Montreal, Canada.

(Disc Reproducer)
DRAMAPHONE

Price: $2,500. (Company announces film attachment for September delivery, price, $1,500. Non-synchronous $500 extra as attachment to disc reproducer.



Dramaphone Disc Reproducer

Terms: Sold outright, 25 per cent cash, balance in 12 monthly payments.

Delivery: Immediate (disc reproducer).

DRAMAPHONE CORP.
3701 Cortland St., Chicago, Ill.

ELEC-TRO-FONE
(Disc Reproducer)

Price Range: $875 to $1,850.

Terms: Sold outright for cash.

Delivery: Immediate.

Service through company when required, extra charge.

ELEC-TRO-FONE CORP.
2490 University Ave., St. Paul, Minn.

GOODALL REPRODUCER
(Disc Reproducer)

Price Range: $1,100 (up to 350 seats capacity); $1,400 (up to 750 seats capacity); $1,800 (up to 1,800 seats capacity).

Terms: Sold outright for cash.

Delivery: Two weeks.

Service available from factory when required, extra charge.

GOOD-ALL ELECTRIC MFG. CO. INC.
Ogallala, Nebr.

District Agents: The Leo Blank Corp., 531 Medical Arts Bldg., Omaha, Nebr.; Good-All Talkie Sales Co., 520 Broadway, Cincinnati, O.; Harry Weinberg, Central States Thaetre Corporation, Des Moines, Ia.; W. S. Thornton, Pastime Theatre, Carbon Hill, Ala.; Southwest Orchestrola Co., 11 W. 18th St., Kansas City, Mo.; Merose Distributing Co., Bristol Hotel, Oklahoma City, Okla.; Mtn. Sales Reproducer Sales, 1010 16th St., Denver, Colo.

MELLAPHONE
(Disc Reproducer)

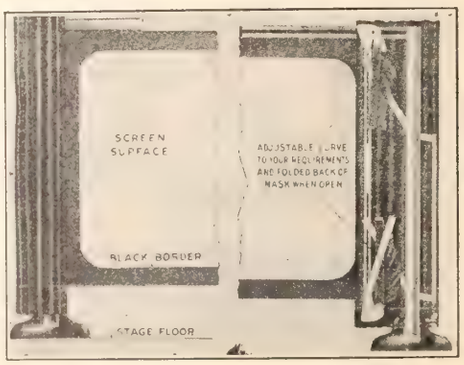
Price Range: $775, all theatres.

Terms: Sold outright for cash.

Delivery: One week.

MELLAPHONE CORPORATION
33 S. Water St., Rochester, N. Y.

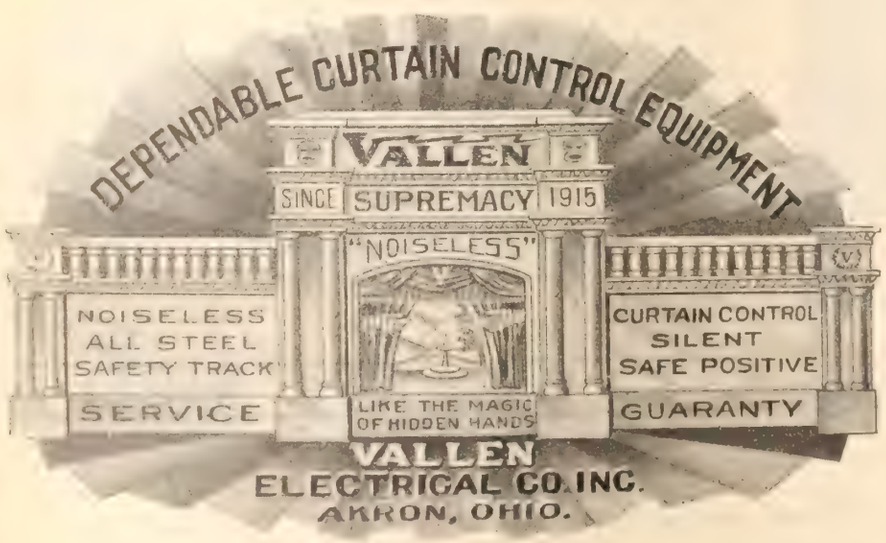
THE VALLEN AUTOMATIC MASK



Screen Surface Reduction—At the Screen!

Operated from the Booth

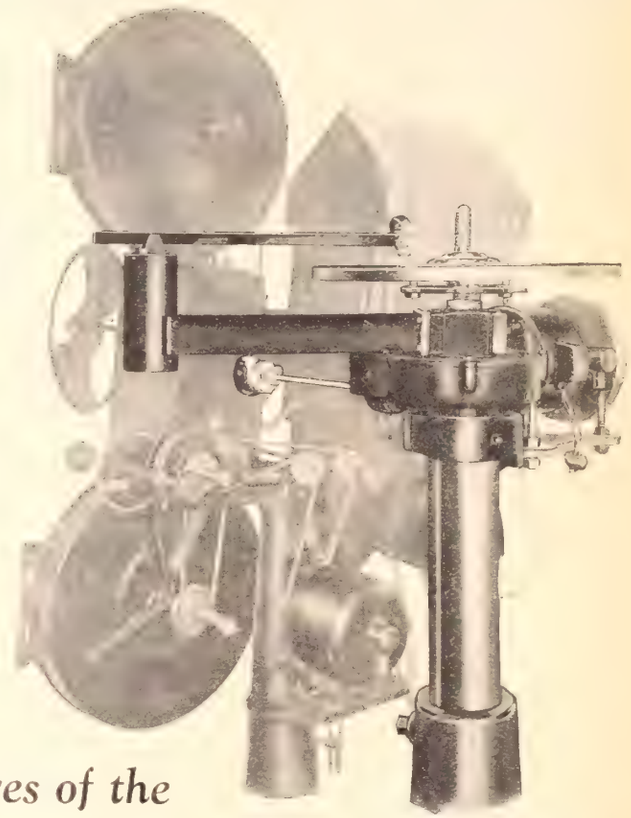
Every Stage is Better Qualified for Finer Entertainment when Vallen Equipped.



BUILT UP TO AN IDEAL—NOT DOWN TO A PRICE

AUDITONE

Synchronous Sound Machine



THE manufacturers of Auditone, a synchronous sound machine, have endeavored above all to build a fine talking machine. A machine that will perform—not miracles—but fine tonal values and a great range of effects. This machine was designed by men who have pioneered in the sound business—it is the result of research, sound investigation and honest manufacture. Men who are looking for a machine at a price will not be interested in Auditone. But exhibitors who want a machine that will be permanent, that will work evenly and smoothly, that is guaranteed to perform well and consistently will recognize in Auditone a product worthy of the finest theatre in the country.



The Outstanding Features of the AUDITONE Synchronous Sound Machine are:

1. Sturdiness of Construction—
Parts made of heavy cast iron. Weight approximately 250 pounds. Mass assures elimination of vibration. Provision made for accurate leveling.

2. Elevation—
Provision made for raising and lowering mechanism to accommodate the variable points of attachment to the Motiograph, Powers and Simplex projectors.

3. Adaptability—
Auditone is readily adaptable to any of the above mentioned projectors without the necessity of any change in projectors. **The Auditone method of driving the projector from the sound machine positively eliminates any added load or strain to the projector parts.**

4. Power—
Power for driving both synchronous machine and projector is provided by a ¼ h.p. 110 V. A. C. motor of reputable make. Motor has sufficient power to take the starting load without taxing motor capacity and will drive both synchronous sound machines and projector with ease.

5. Gear Mechanism—
Gear combinations are two in number, running in oil. For noiselessness and endurance, the materials selected are of the finest gear steel for driving, and the driven gears are of the finest grade of Formica.

6. Bearings—
The shaft bearings are lubricated by means of an oil splash system.

7. Amplification—
The power pack consists of three amplifiers.

8. Speakers—
Two Wright DeCoster Dynamic Type Speakers with baffle boards are necessary in the average installation. Amplifiers, however, are capable of taking care of more speakers.

This machine was built to produce a natural strength of tone and quality. In this respect Auditone stands alone in the competitive field.

Essentially, only the finest engineering skill has gone into the development of a machine that will function admirably in a small house or a large one. Auditone is guaranteed to work smoothly and is so constructed that the average operator can do his own servicing.

A Great Talking Machine For Exhibitors Who Know a Great Machine When They Hear One

The AUDITONE COMPANY

23-27 So. Jefferson St., Chicago, Illinois

To Distributors: There is a big demand for Auditones in your territory. Our liberal arrangement for distributors makes it possible for you to make an excellent profit in marketing this quick selling sound reproduction equipment. Cash in on the universal demand for sound.

WALKER SOUNDSCREEN

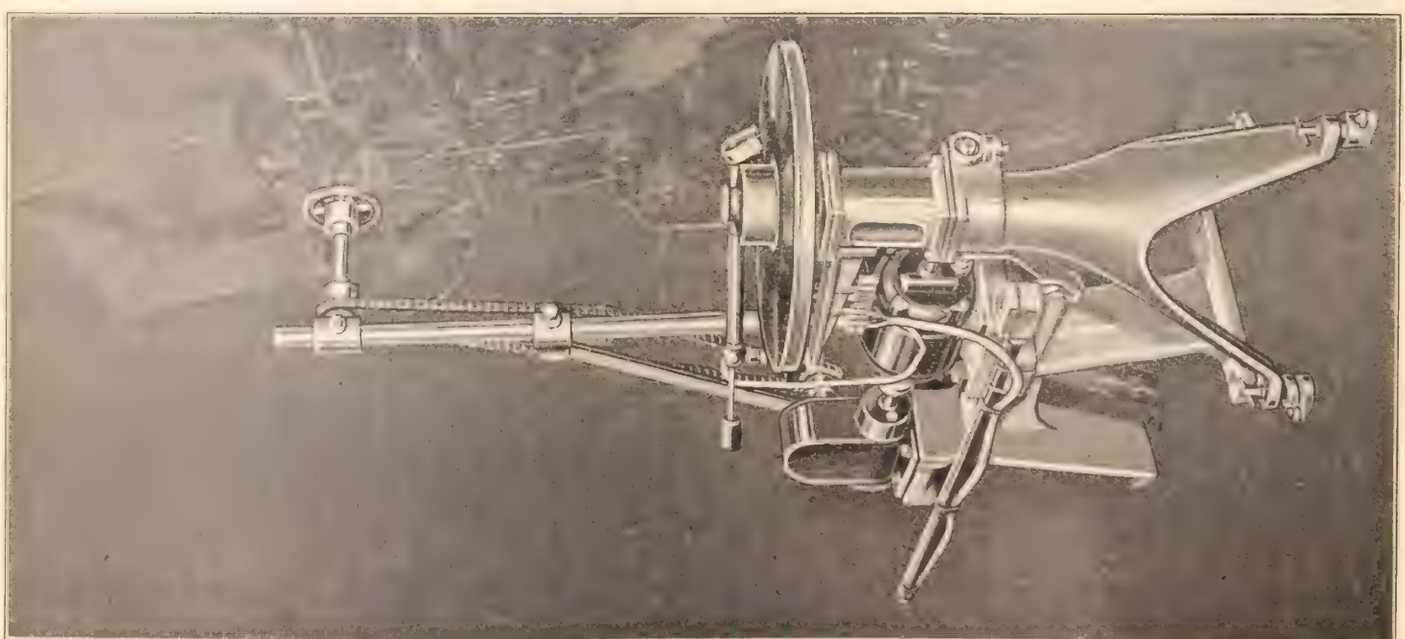
Patents Pending

SELECTED AS STANDARD EQUIPMENT BY THE GREATEST CIRCUITS AND FINEST THEATRES

IT DELIVERS
BETTER PROJECTION
PERFECT SOUND TRANSMISSION
With
NO LOSS OF DEFINITION OR LIGHT

A much more efficient surface delivers more light and beautiful projection to every seat in the theatre, while loss of definition is prevented by a special arrangement of perforations.

WALKER SCREEN COMPANY
85 35TH STREET BROOKLYN, N. Y.



Fully Established - - - - CREATONE

Years of research and manufacturing experience in Sound Equipment enabled CREATONE to DELIVER, from the start, performances equalled by no other reproducer—BAR NONE!

CREATONE is—Simple—Sturdy—Absolutely Dependable

CREATONE'S VOICE IS THE GOLDEN VOICE OF OPPORTUNITY!

Phone—Write—Wire

THE DECA DISC PHONOGRAPH CO.
Waynesboro, Penn'a.

Announcing

VITOVOX

SOUND PROJECTION APPARATUS

Manufactured Under United States Letters Patent

¶ A new and perfect system of reproducing sound on film.

¶ Few moving parts.

¶ Absolute simplicity of operation.

¶ Combination of sound on film and disc apparatus reproduces ALL types of talking pictures with perfect fidelity.

¶ Fits any projection machine.

¶ Sold OUTRIGHT under liberal terms.

VITOVOX

SOUND ON FILM
ATTACHMENT

$1000.00

VITOVOX

COMBINATION SOUND
ON FILM AND DISC
INSTALLATION COMPLETE

$3500.00

Talking Vitovox Pictures
THE HUMAN VOICE

General Offices
5360 Melrose Ave.

Factory
1018-20 Santa Fe Ave.

Los Angeles, California

Synchronous Reproducers—*Continued*

FILM-O-FONE
(Disc Reproducer)

Price Range: $1,750 (Model A, single channel amplifier and one speaker), $1,950 to $2,450 (Model B, double channel amplifier, speakers capable of handling 15 watts output.

Terms: Sold outright.

Delivery: Model A, 15 days. Model B, ready July 15, delivery 30 days.

Service available through factory.

NATIONAL MACHINE CO., INC.
Le Mars, Iowa

Distributed by E. E. Fulton Co., main office 1018 Wabash Ave., Chicago, Ill. branches in all principal cities.

THE FOTO-VOICE
(Disc Reproducer)

Price Range: $1,050 (synchronous and non-synchronous complete) theatres up to 1,200 seats.

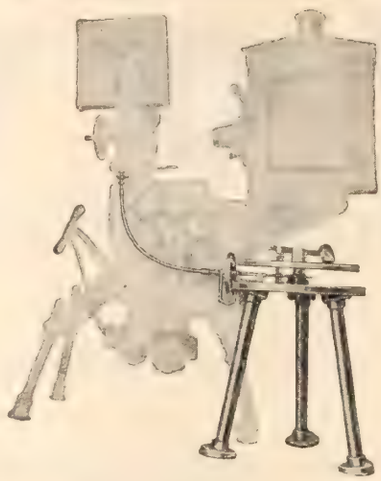
Terms: Sold outright.

Delivery: 10 days.

Service available from company when required, extra charge.

THE FOTO-VOICE, INC.
817 Granby St., Norfolk, Va.

District Agents: National Press Bldg., Washington, D. C.; Carolina Foto-Voice Co., Charlotte, N. C.; Stoner & Heath, 122 Greenwich St., New York City.



Motio-Tone Disc Unit

MERRITTONE
(Disc Reproducer)

Price Range: $750 (up to 500 seats); $1,000 (up to 1,000 seats); non-synchronous attachment, 3 turntables, with synchronous installation $400 extra.

Terms: Sold outright.

Delivery: One month.

Service available from company when required, extra charge.

MERRIT SYNCOPHONE CO.
Oconto, Wis.

MOVIE-PHONE
(Disc Reproducer)

Price Range: $750.

Terms: Sold outright for cash.

Delivery: Immediate.

MOVIE-PHONE CORPORATION
724 S. Wabash Ave., Chicago

District Agents: P. Wintroub, 1506 Davenport St., Omaha, Nebr.; A. Burke, 115 W. 17th St., Kansas City, Mo.; B. Budin, 3125 Diamond St., Phila, Pa.; E. Markell, 45 Church St., Boston, Mass.; B. F. Bishop, 3505 Colfax Ave. South, Minneapolis, Minn.; O. Korn, 1801½ Commerce St., Dallas, Tex.; S. E. Tarbell, Robert Fulton Hotel, Atlanta, Ga.; G. A. Turner, Chisca Hotel, Memphis, Tenn.; Des Moines Radio Service, 513 Sixth Ave., Des Moines, Ia.; L. E. Garrison, Colonial Theatre, Indianapolis, Ind.; F. Wehrenberg, 2735 Cherokee St., St. Louis, Mo.; E. P. Casanava, 419 Film Bldg., Cleveland, O.; F. Ed Graauw, Abbeville, La.; Shean & Levy, 412 Film Bldg., Detroit, Mich.; M. E. Sebastian, 209 Golden Gate Ave., San Francisco, Calif.; A. R. Cavaness, Plaza Theatre, Phoenix, Ariz.

MOTIO-TONE

Price Range: $645 to $1,595, according to equipment required.

Terms: Sold outright.

Service available through branch offices and factory.

GATES RADIO & SUPPLY CO.
Quincy, Ill.

CINEVOX

FROM "NON-SYNC" TO SYNCHRONOUS IN 45 MINUTES - - -

AND FOR ONLY $325



2 FOR ONLY $325

CINEVOX SYNCHRONIZED TURN-TABLE

Attach Cinevox Turn-Tables to your present non-synchronous equipment and give the public what it wants—TALKIES!

CINEVOX TURN-TABLE SUPERIORITIES

SYNCHRONISM: Engineered and guaranteed to give perfect synchronous operation.

SIMPLICITY: Extremely simple but sturdy design. Only 2 gears and 4 ball-bearings, insuring trouble-free operation and long life.

SILENCE: Ball-bearing, absolutely silent and vibrationless. Gears and bearings run in oil.

FLEXIBILITY: May be placed in any available space: Under lamp-housing, beside it, or beside projector head. Need not relocate projectors,—do not interfere.

APPLICATION: All drive connections and parts for attaching to your Projector furnished,—no extra charge. Is NOT driven off intermittent. Quickly installed. Detach in one minute.

PRICE: Equipment includes two pedestal turn-tables with 16″ discs, matched pick-ups on 12″ tone-arms, drive-shafts, and connections for attaching to your Projectors,—

ALL FOR ONLY $325.00

Write also for correspondingly low prices on quality Amplifiers, Speakers, Microphones, Faders, Tachometers

CINEVOX

PHONE: AUSTIN 9600

4432 West End Avenue
CHICAGO

FACTORY: OAK PARK ILLINOIS

QUALITONE

The Voice of the Screen

THE PROVEN REPRODUCER
MANUFACTURED BY SOUND EXPERTS
SUPERIOR TONE QUALITY
LASTING CONSTRUCTION
SIMPLICITY OF OPERATION
LOWEST PRICE FOR RELIABLE SERVICE
BEST TERMS FOR THE EXHIBITOR

Schedule of Prices

SOUND ON DISC:
$2,500.00. Terms: $1,000.00; balance in 52 weekly payments of $29.70 each.

SOUND ON FILM:
$2,500.00. Terms: $1,000.00; balance in 52 weekly payments of $29.70 each.

DUAL SYSTEM (Both for sound on film and disc):
$3,500.00. Terms: $1,500.00; balance in 52 weekly payments of $39.60 each.

SOUND ON FILM ATTACHMENT (For Qualitone only):
$1,000.00. Terms: $500.00; balance in 52 weekly payments of $9.90 each.

SOUND ON FILM ATTACHMENT (For other reproducers):
$1,500.00. Terms: $500.00; balance in 52 weekly payments of $19.80 each.

THE QUALITONE CORPORATION

Samuel Freedman, President

Main Office and Factory: 5360 Melrose Ave., Hollywood, Calif.
Utah Office: J. N. MacMeekin, Representative, 142 East First St. South, Salt Lake City, Utah.
San Francisco Office: B. T. Hardcastle, 724 Golden Gate Theatre Bldg., San Francisco, Calif.
Chicago Office: D. E. Rice, 4940 East End Ave., Chicago, Ill.
Cincinnati Office: E. F. Lamping, 803 Hutchins Ave., Cincinnati, Ohio.

ANNOUNCEMENT

WATCH FOR NEWS OF THE "MAGIC SCREEN," A QUALITONE INVENTION. NO DISTORTION FROM ANY ANGLE. MAKES EVERY SEAT IN THE HOUSE A GOOD SEAT. THE "MAGIC SCREEN" WILL GIVE DEPTH TO ALL PICTURES PROJECTED ON IT.

MACY HORNS

MACY HORN

Meet Every Demand for the Best, Their Can Be No Compromise with Quality.

Give a "Thrill" To Your Audience

Through scientific construction and the use of correct materials, Macy horns have proved their inherent dependability, from the beginning.

By reproducing clearness of natural tone with your pictures plus volume that is "wondered at" regardless—whether they sit "up front or in the rear of the theatre"—Macy horns are sure to give a thrill of amused pleasure to your patrons.

Guaranteed

To Withstand All Climatic Conditions

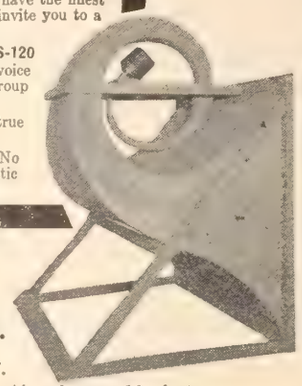
Recognized as the pioneer makers of public address acoustic horns we take pardonable pride in offering Macy's latest light weight moisture proof, sound reproducers. Simple in design, easy to install, thoroughly tested and approved by sound equipment engineers, we believe we have the finest products of their kind on the market and invite you to a *perfect sound reproducing demonstration.*

MACY AIR COLUMN HORN MODEL S-120

Specially designed to reproduce the human voice and orchestral music in talking picture and group address installations.

We claim the following advantages for this true tone reproducing horn –

Extremely easy to install—No loss of pitch—No drumming tone and made of the finest acoustic properties.



BOOKLET OR DEMONSTRATION ON REQUEST

Our Acoustic Engineers Are at Your Service.

MACY MANUFACTURING CORP.

Pioneer Makers of Acoustic Horns

1451 39th St. Brooklyn, N. Y.

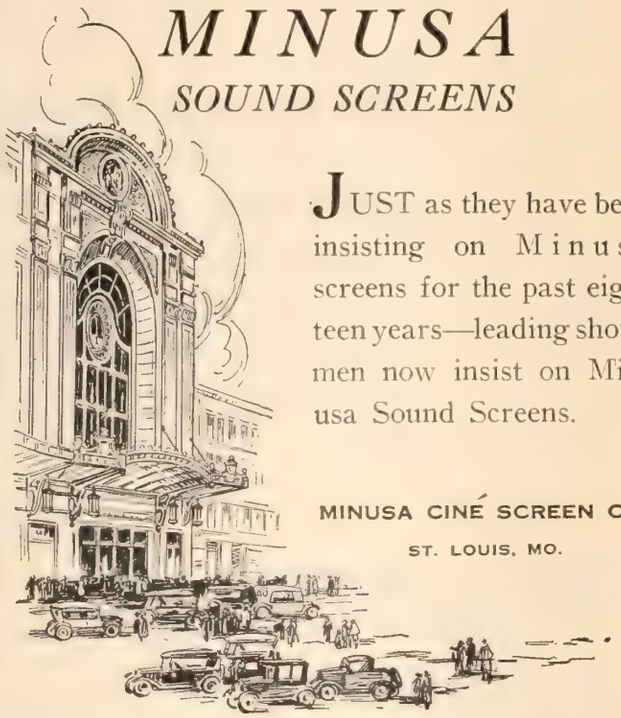
Depth, 36 inches
Bell, 40 x 40 inches

Air-column, 10 feet
Weights, 58 Lbs.

Leading Showmen Install

MINUSA

SOUND SCREENS



JUST as they have been insisting on Minusa screens for the past eighteen years—leading showmen now insist on Minusa Sound Screens.

MINUSA CINÉ SCREEN CO.

ST. LOUIS, MO.

Trailers

WILL CONTINUOUSLY BUILD BIGGER BUSINESS FOR YOU –

And Pile Up Additional Profits

TALKING TRAILERS SELL TALKING PICTURES

(They are "Paying Tellers" and you can "Bank" on them to "Wake Up" your business.)

NATIONAL SCREEN SERVICE

DISTRIBUTING TRAILERS THROUGHOUT THE UNITED STATES FROM

CHICAGO 845 S. WABASH AVE. NEW YORK 130-136 W. 46TH ST. LOS ANGELES 1823 S. VERMONT AVE.

ALSO

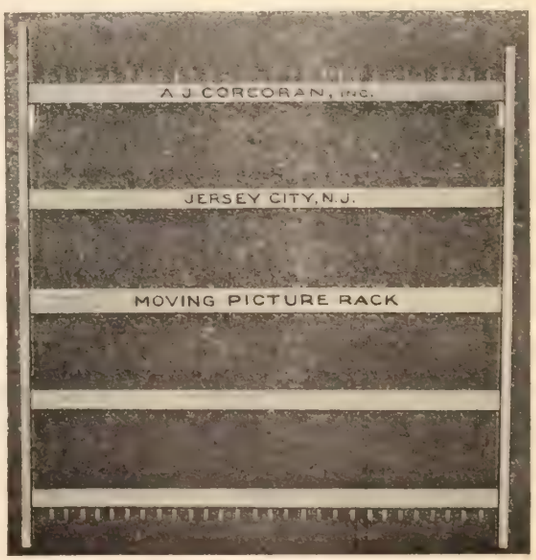
SPECIAL SERVICE DEPARTMENTS FULLY EQUIPPED TO MAKE ANY KIND OF FILM ANNOUNCEMENTS

AND

ARTISTIC ANIMATED LEADERS FOR FEATURE-COMEDY-NEWS-STAGE PRESENTATIONS-THEATRE TRADEMARKS, ETC.

CORCORAN RACKS

For Sound Film Development



We are Specialists in

TANKS, DRUMS, WINDING STANDS *and* PARAFFINING *of* RACKS

A. J. CORCORAN, INC.

Manufacturers and Patentees

753 Jersey Avenue Jersey City, N. J.

Telephone: Montgomery 238

Synchronous Reproducers—*Continued*

OLIVER SYNCHRONOUS
(Disc Reproducer)

Price Range: $780 and upward according to equipment required.
Terms: Sold outright.
Delivery: 30 days.
Service through local supply dealers.
Sold through local theatre equipment companies.

PHONO-KINEMA
(Disc Reproducer)

Price: $1,985 (synchronous and non-synchronous same turntable).
Terms: Sold outright.
Delivery: Predicated on production schedule.
PHONO-KINEMA, INC.
729 Seventh Ave., New York City

Q-PHONE
(Disc Reproducer)

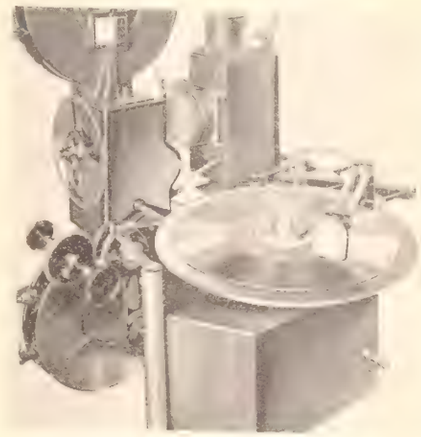
Price Range: $1,500. Also non-synchronous, price range $490 to $625 (immediate delivery on latter).
Terms: Sold outright for cash.
Service available from company, extra charge.
Delivery: 10 days.
W. M. DUTTON & SONS CO.
Hastings, Nebr.
District Agents: W. M. Dutton & Sons Co., 10th & Douglas St., Omaha, Nebr.; Tivoli Theatre Co., Spencer, Ind.; American Auto Supply Co., 529 Linden St., Scranton, Pa.

REELTONE
(Disc Reproducer)

Price Range: $2,250 to $2,500.
Terms: Leased.
Delivery: Fifteen days.
Service plans pending.
REELTONE CORP. OF AMERICA
220 W. 42nd St., New York City



Oliver Synchronous Turntable



Supertone Disc Reproducer

SUPERTONE
(Disc Reproducer)

Price Range: $995. Installation by company, $150 extra.
Terms: Sold outright, $350 cash with order balance in 10 monthly payments.
Delivery: 2 weeks.
Service through local distributors in key cities.
ADSWIN CORPORATION
727 Seventh Ave., New York City

TONE-O-GRAPH
(Disc Reproducer)

Price Range: $2,500 (for theatres up to 2,000 seats); $2,900 (capacities from 2,000 to 3,500 seats).
Terms: Sold outright.
Delivery: 10 days.
Serviced by owner.
NORTH AMERICAN SOUND TALKING PICTURE CORP.
565 Fifth Ave., New York City

THE VITATONE
(Disc Reproducer)

Price Range: $1,250 (up to 400 seats); $1,850 larger theatres.
Terms: Sold outright.
Delivery: Fifteen days.
Service available from company, extra charge.
THE VITATONE CO.
200 Film Exchange Bldg., Minneapolis

CINCROW
Disc Reproducer)

Price: $2,100 installed.
Terms: Sold outright.
Delivery: 10 days.
Service available from company when required, extra charge.
CINCROW CORPORATION
701 Seventh Ave., New York City

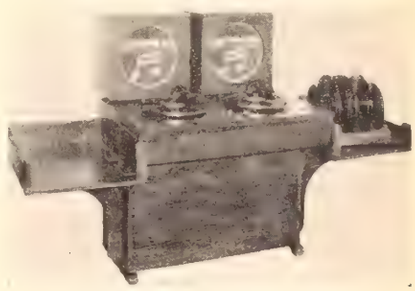
Non-Synchronous

DUOTONE

Price Range: $375 to $700.
Terms: Sold outright (through dealers only).
Delivery: 3 to 5 days.
Serviced by dealers.
WESTERN ELECTRIC PIANO CO.
District Agents: Schofield Auto Music Co., Charlotte, N. C.; F. A. Leatherman, Atlanta, Ga.; B. D. Jones Music Co., Birmingham, Ala.; J. G. Withington & Son, Los Angeles, Calif.; McKee Sales Co., Tacoma, Wash.; Ed. Palton Music Co., Omaha, Nebr.; L. W. Fly, Springfield, Mo.

COLUMBIA THEATREPHONE

Price: $850 f. o. b. Bridgeport, Conn. Immediate delivery. Sold outright. Service covered by branches and local dealers.
COLUMBIA PHONOGRAPH CO.
1819 Broadway, New York City



Above, Columbia Theatrephone

KINOTONE

Price Range: $324 (up to 600 seats); $395 (from 600-2,000 seats). Sold direct from factory f. o. b. on c. o. d. or cash basis, one third down with order, balance c. o. d.
Delivery seven days from date of receipt of order.
LE. PILOTE RADIO LABS.
Union City, Indiana

ORCHESTRAPHONE

Price Range: $550 to $2,500. Service available through distributor. Immediate delivery.
NATIONAL THEATRE SUPPLY CO.
Branches in all cities

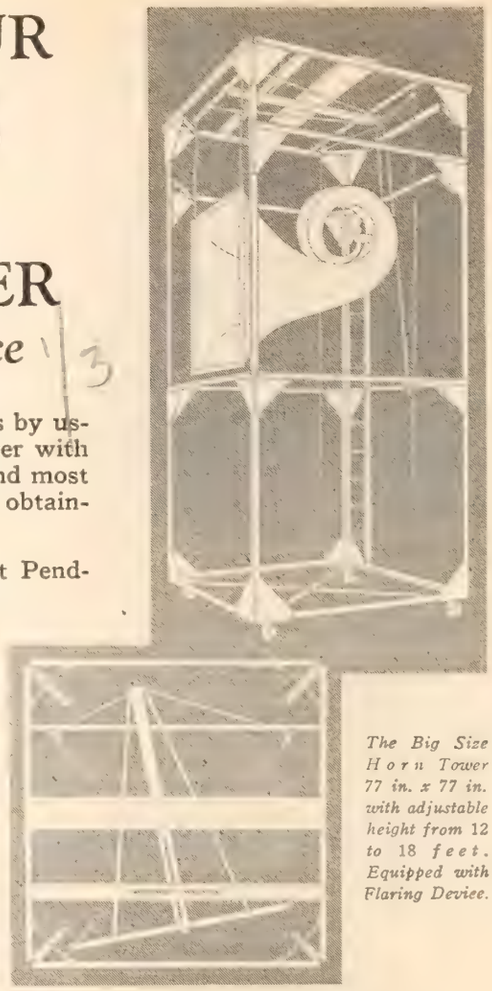
WESTERN ELECTRIC

Price Range: $1,950 up, according equipment required. Prompt delivery. Serviced by company at fixed charge.
ELECTRICAL RESEARCH PRODUCTS, INC.
350 W. 57th St., New York City



Above, Orchestraphone, Jr.

MOUNT YOUR HORNS *in the* *Big Size* TOWER *with Flaring Device*



The Big Size Horn Tower 77 in. x 77 in. with adjustable height from 12 to 18 feet. Equipped with Flaring Deviee.

Be sure of precise adjustment of horns by using the Littleford Big Size Horn Tower with Flaring Device—it is the best suited and most economical method of horn installation obtainable.

The Littleford Flaring Device (Patent Pending) has been developed to accurately adjust Horns used in connection with Sound Picture Installations. Its operation is simple, and all precise adjustments can be made from the stage.

Be sure that your sound equipment is efficient in every respect—write for full particulars about the Littleford Horn Tower and Flaring Device before installing your horns.

LITTLEFORD BROS.

505 E. Pearl St., Cincinnati, Ohio

Let Us Help You Put Your TALKING PICTURES OVER "BIG"

The Success of Your Sound Equipment Can Be No Better Than the Loud Speaker

TAKE TIME TO INVESTIGATE

AMPLION

42 Years of Enduring Quality

Amplion perfected sound apparatus will put your "talkies" before your audiences with power and volume, yet with a fineness of natural tone heretofore unattainable in any equipment.

Better installations are now offered with an AMPLION GIANT dynamic unit and an AMPLION matched exponential air column horn. Many installations originally made without these loud speakers have been brought up to par by replacing less efficient speakers with the latest Amplion matched equipment.



Amplion Exponential 10 ft. Air Column Horn

Specially designed to reproduce the human voice and orchestral music in talking picture and group address installations.

Amplion Corporation is the ONE place in America where you can purchase the COMPLETE installation or any part of the equipment as desired. You can pay more but cannot buy better quality.

CATALOG ON REQUEST

Let Us Solve Your Horn Problems, Our Acoustic Engineers Are at Your Service

AMPLION CORPORATION OF AMERICA

133-145 W. 21st St. New York

THE OLIVER SYNCHRONOUS REPRODUCER



Turntables only $500.00 a pair

$750.00

2 Turntables
2 Rola Dynamic Speakers
2 Wood Baffle Boards
1-5 Tube Powerizer Amplifier
New Type, Capacity 1000 seat house
2 Audak Pick-up Units
1 Rola Monitor Speaker
1 Fader Panel
2 Oliver Speedometers

Turntables only $500.00 a pair

Sold and serviced through your supply dealer. For full information address manufacturers.

OLIVER MANUFACTURING CO.

Film Building Cleveland, Ohio

Makers of the Oliver Speedometer.
Dealers write for open territory.

Firms advertising in Buyers Guide made a specialty of serving motion picture theatres, laboratories, studios, etc., and build equipment best suited for the needs of the motion picture industry.

Sound Equipment Accessories

Amplifier Units

Cinevox, 4432 West End Ave., Chicago, Ill.
Operadio Mfg. Co., St. Charles, Ill.
Racon Electric Co., 18 Washington Place, New York City.
Radio Receptor Co., Inc., (Powerizer) 106 Seventh Ave., New York City.
Samson Electric Co., Canton, Mass.
Silver-Marshal, Inc., 846 Jackson Blvd., Chicago, Ill.
Van-Ashe Radio Co., 10th & Pine, St. Louis, Mo.
Webster Co., 850 Blackhawk St., Chicago.

Controls & Faders

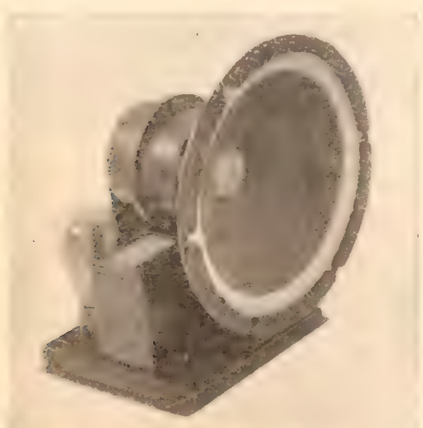
Clarostat Mfg. Co., Inc., 285 N. 6th St., Brooklyn, N. Y.
Operadio Mfg. Co., St. Charles, Ill.

Cueing Service

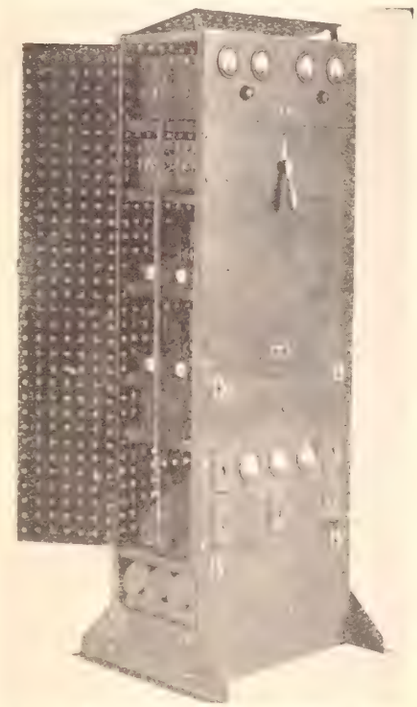
Amplion Corp. of America, 133 W. 21st St., New York City.
Columbia Phonograph Co., 1819 Broadway, New York City.
Motion Pictures Synchronization Service, Inc., 1650 Broadway, New York City.
Musical Discs, 1841 Broadway, New York City.
National Theatre Supply Company. Branches in all principal cities.
Platter Cabinet Co., North Vernon, Ind.
Synchronized Music Co., 608 S. Dearborn St., Chicago, Ill.
Victor Talking Machine Company, Camden, N. J.

Film Speed Indicators

Oliver Motion Picture Supply Co., manufacturer of Oliver "Speedometer" distributed through local theatre supply companies.
AC Spark Plug Co., Flint, Mich.



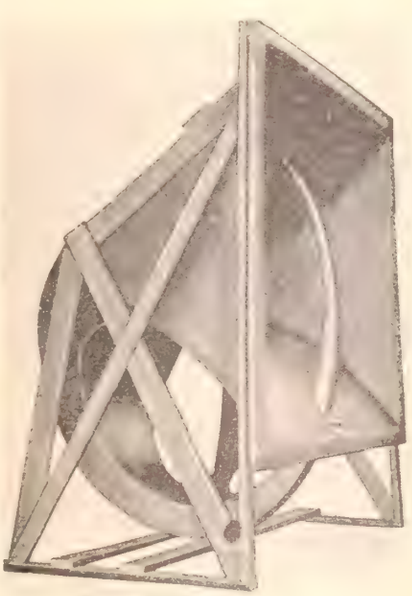
Silver-Marshall Dynamic Speaker Unit



Above, Samson Electric dual amplifier

Horns

Amplion Corp. of America, 133 W. 21st St., New York City.
Capehart Automatic Phonograph Corp., Huntington, Inc.
Macy Manufacturing Corp., 1451 39th St., Brooklyn, N. Y.
National Theatre Supply Company. Branches in all principal cities.
Platter Cabinet Co., North Vernon, Ind.
Racon Electric Co., Inc., 18 Washington Place, New York City.
The Baffle Board Co., 624 Madison Ave., New York City.



Racon Horn

Horn Towers

Bruckner-Mitchell, 532 W. 22nd St., New York City.
Gates Radio & Supply Co., Quincy, Ill.
Littleford Bros., Cincinnati, O.

Pickups

Audak Company, 565 Fifth Ave., New York City.
Oro Tone Co., 1010 George St., Chicago, Ill.
Van Ashe Radio Co., 10th & Pine, St. Louis, Mo.

Speaker Units

Amplion Corp. of America, 133 W. 21st St., New York City.
Capehart Automatic Phonograph Corp., Huntington, Ind.
Jensen Radio Mfg. Co., 338 Kedzie Ave., Chicago, Ill.
Kersten Radio Equipment Co., 115 N. 6th St., Kalamazoo, Mich.
Macy Manufacturing Corp., 39th St., Brooklyn, N. Y.
Miles Mfg. Corp., 31 W. 21st St., New York City.
National Theatre Supply Company. Branches in all principal cities.
Racon Electric Co., Inc., 18 Washington Place, New York City.
The Rola Company, 2570 E. Superior Ave., Cleveland, O.
Wright-DeCoster, Inc., St. Paul, Minn.

Sound Screens

American Silversheet Co., 800 Beamont St., St. Louis, Mo.
American Cine Screen Co., 2665 Morgan St., St. Louis, Mo.
Da-Lite Screen & Scenic Co., 922 W. Monroe St., Chicago, Ill.
Minusa Cine Screen Co., 2665 Morgan St., St. Louis, Mo.
National Theatre Supply Company. Branches in all principal cities.
Walker Screen Co., 85 35th St., Brooklyn, N. Y.



Macy Horn with Dynamic Unit

Sound Equipment Accessories—*Continued*



Above, Cinerow Disc Reproducer

Screen Masks

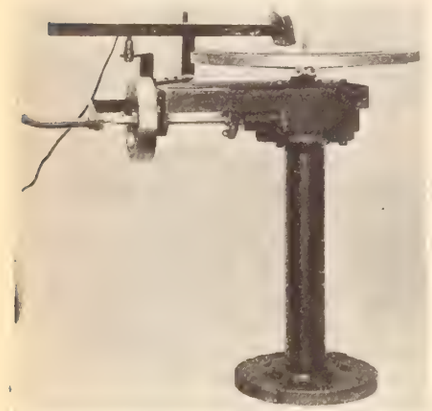
Vallen Electrical Co., Inc., Akron, Ohio.

Sound-Proof Doors

Irving Hamlin, 1500 Lincoln St., Evanston, Ill.

Sound Film Reels

E. J. Schaub, 30 No. Railroad Ave., Corona, N. Y.



Cinevox Synchronous Disc Turntable

Universal Electric Welding Corp., 90 Webster Ave., Long Island City, N. Y.

Trailers (Sound)

National Screen Service Corp., 126 W. 46th St., New York City (District offices: Chicago, Los Angeles, Oklahoma City, Kansas City, Philadelphia, Cleveland, Detroit, Omaha, Minneapolis, Buffalo, Boston, San Francisco.)

Turntables

Mellaphone Corporation, 33 Water St., Rochester, N. Y. Supply turntables with projector attachments, pickups, fader, for synchronous reproduction in connection with amplifiers and speakers of non-synchronous or film reproducer installations.

Cinevox, 4432 West End Ave., Chicago, Ill.

Theatre Acoustical Materials & Service

Celotex Company, 645 North Michigan Ave., Chicago, Ill.

Boston Acoustical Engineering Division of Housing Company, 40 Central St., Boston, Mass.

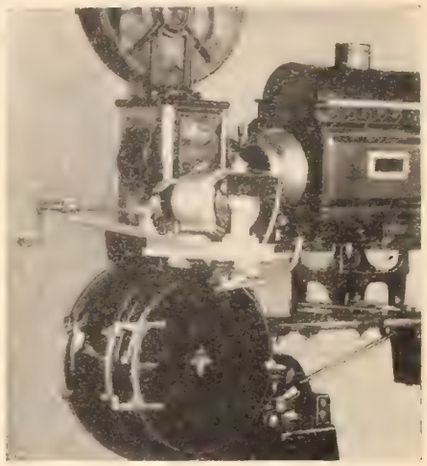
Johns-Manville Corporation, 292 Madison Ave., New York City.

Union Acoustical Company, 104 So. 17th St., St. Louis, Mo.

Western Felt Works, 4115 Ogden Ave., Chicago.

Reproducers

Among the makers and distributors of synchronous sound reproducers whose products are not listed under regular classification of the guide owing to new developments which could not be announced at the time of compilation, delayed reports,



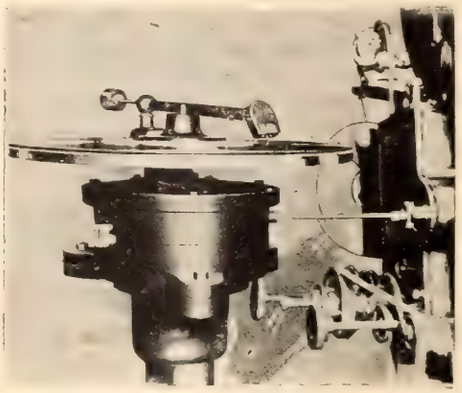
Above, Bristolphone Re-synchronizer Device Mounted

etc., are the following:

Chrest Sound Equipment Co., 301 Reeves Bank Bldg., Dover, Ohio, manufacturer of the Chrest Sound System, a synchronous disc reproducer.

General Sound Equipment Corp., Omaha, Nebr., manufacturer of the Gennett Synchronizer, synchronous disc reproducer.

S. & S. Enterprises, Inc., 46 Church St., Boston, Mass.



Mellophone Synchronous Turntable attached to Simplex Projector



LATEST IN SOUND EQUIPMENT

SUPERTONE

(Synchronous—Non-synchronous)

COMPLETE SYNCHRONIZED OUTFIT WITH TWO TURNTABLES

ONLY $995.00 F. O. B. N. Y. City

TWO WEEKS DELIVERY

SUPERTONE is Vibrationless, has tone of great clarity at high or low volume. It is compactly built, to fit into the smallest projection room at side of or under rear of projector. No rebuilding. No interruption of shows while installing. Fits ANY Power or Simplex projector.

SYNCHRONIZED TURNTABLES can be supplied by us to complete or replace your present equipment. *Send for illustrated descriptive literature*

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Theatre Equipment Buyers Guide

ACCESSORY RETAILERS

(See Supply Dealers, Motion Picture)

ACCOUNTING SYSTEMS, Theatre

Automatic Ticket Register Corp., 723 Seventh Ave., N. Y. City.
Finch & McCullouch, 76 S. La Salle St., Aurora, Ill.
Green, P. A., 52 Rumford Ave., Waltham, Mass.
Kardex-Rand Co., Main St., N. Tonawanda, N. Y.
Simplex Ticket Co., St. Louis, Mo.
World Ticket & Supply Co., 1600 Broadway, N. Y. City.

ACOUSTICAL ENGINEERING & CONTRACTING

Boston Acoustical Eng. Div. of Housing Co., 40 Central St., Boston, Mass.
Johns-Manville Corp., 292 Madison Ave., New York City.

ACOUSTICAL MATERIALS

(See Sound Equipment Section page 82)

ADAPTERS, Carbon

Best Devices Co., Film Bldg., Cleveland, Ohio.
Blue Seal Prod. Co., Inc., 264 Wyckoff St., Brooklyn, N. Y.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Mestrum, Henry, 817 Sixth Ave., N. Y. City.
National Theatre Supply Co., 624 So. Michigan Ave., Chicago, Ill.

ADAPTERS, Incandescent Projection

Best Devices Co., Film Bldg., Cleveland, Ohio.
Edison Lamp Works of General Elec. Co., Harrison, N. J.
Enterprise Optical Mfg. Co., 564 W. Randolph St., Chicago, Ill.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
National Lamp Works, Nela Park, Cleveland, Ohio.

ADAPTERS, Lens

Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Enterprise Optical Mfg. Co., 564 W. Randolph St., Chicago, Ill.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
Mestrum, Henry, 817 Sixth Ave., N. Y. City.
Spencer Lens Co., 19 Doat St., Buffalo, N. Y.
Sussfeld, Lorsch & Schimmel, 153 W. 23d St., N. Y. City.
Universal Camera Co., 361 W. Ontario St., Chicago, Ill.

ADDING, CALCULATING MACHINES

Burroughs Adding Machine Co., 1 Park Ave., N. Y. City.
Monroe Calculating Machine Co., 41 E. 42d St., N. Y. City.
Tabulating Machine Co., 50 Broad St., N. Y. City.

ADDRESSING AND MAILING MACHINES

Elliot Addressing Machine Co., 117 Leonard St., N. Y. City.
Rapid Addressing Machine Co., 225 W. 34th St., N. Y. City.
Wallace Addressing Machine Co., Inc., 116 W. 14th St., N. Y. City.

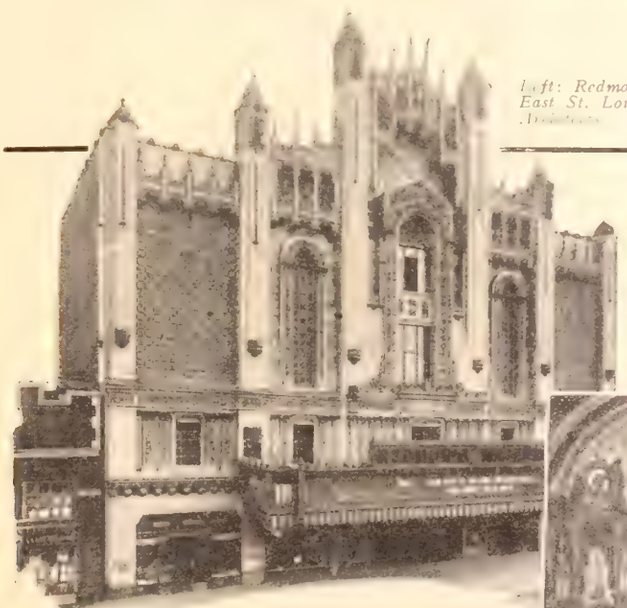
ADMISSION SIGNS

Chicago Electric Sign Co., 2219 W. Grand Ave., Chicago, Ill.
Federal Electric Co., 72 W. Adams St., Chicago, Ill.
Flexlume Corp., 1855 Military Road, Buffalo, N. Y.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Rawson & Evans Co., 710 Washington Blvd., Chicago, Ill.
Strauss & Co., Inc., 616 W. 43d St. N. Y. City.
Tablet & Ticket Co., 1015 W. Adams St., Chicago, Ill.
Viking Products Corp., 422 W. 42d St., N. Y. City.
Willey Sign Co., 1559 Church St., Detroit, Mich.

ADVERTISING NOVELTIES

Ay-Won Toy Novelty Co., 892 Broadway, N. Y. City.

(Listings continued)



Left: Redmon Majestic Theatre, East St. Louis, Boller Brothers, Architects



Right: Loew's Midland Theatre, Kansas City, Thos. W. Lamb, Architect, Boller Brothers, Associate Architects.

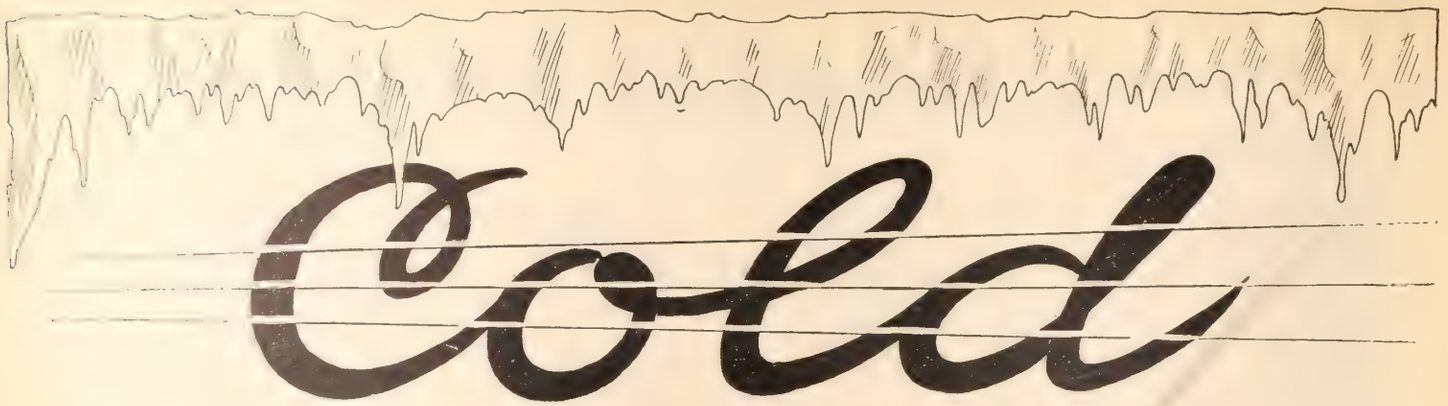
Comfortably cooled ... by Carbondale!

COOL clean air is demanded by the modern theatre. Comfortable healthy atmosphere ranks in importance with the beauty of a theatre and the excellence of its entertainment. Carbondale Refrigerating Machinery is conditioning air to please the patrons in theatres from coast to coast. A refrigerating experience of more than 35 years places The Carbondale Machine Company in the front ranks of those who are providing comfort for theatre-goers.

Carbondale CARMACO **Refrigeration**

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2.	Hamilton, Ohio	Palace	Memorial Day, Outside Temperature 90° Inside Theatre (KoolerAire) 77°
3.	Kansas City	Warwick Theatre	KoolerAire Reduced Inside Theatre Temperature 10° to 16°

Dozens of KOOLER AIRE Installations

Thruout the Entire Country all Report Satisfactory Temperature Reductions

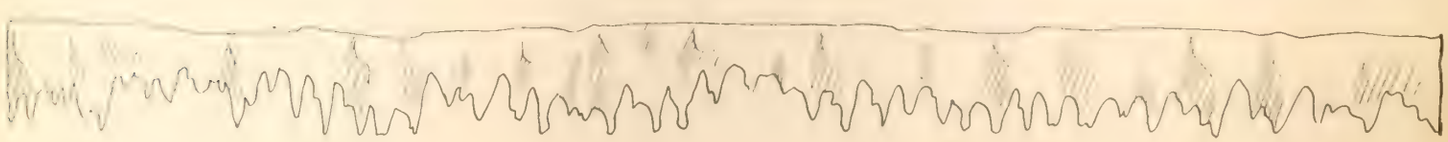
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ABSOLUTE COMFORT FOR THEIR PATRONS
WITH NATURE'S OWN WAY OF COOLING
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HEALTHFUL — REFRESHING

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NO ENGINEER REQUIRED



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151 Walton Street

DETROIT

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1237 Vine Street

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818 State Lake Building

KANSAS CITY
109 W. 18th Street

MINNEAPOLIS
2101 Kennedy Street

BOSTON
47 Algonquin Road
Chestnut Hill

MEMPHIS, TENN.
994 Stonewall Place

SEATTLE
2318 2nd Avenue

LOS ANGELES
1914 So. Vermont Avenue
Film Exchange Bldg.

OMAHA

DALLAS
307 Harwood Street

Coulter, C. A., 1658 Broadway, N. Y. City.
Doty & Scrimgeour Sales Co., Inc., 148 Duane St., N. Y. City.
Fibre Toy Mfg. Co., So. Gardiner, Me.
Hennegan Co., The, 311 Genesee St., Cincinnati, Ohio.
International Souvenir Import Co., 151 W. 26th St., N. Y. City.
Irwin-Lee Co., 1018 S. Wabash Ave., Chicago, Ill.
Jackson, Henry, 141 Fulton St., N. Y. City.
Kraus Mfg. Co., 220 W. 42d St., N. Y. City.
Mills Novelty Co., 221 S. Green St., Chicago, Ill.
National Novelty Co., 516 S. 3d St., Minneapolis, Minn.
Old Glory Mfg. Co., 210 W. Van Buren St., Chicago, Ill.
Philadelphia Badge Co., 942 Market St., Philadelphia, Pa.
Tangley Co., 100 Main St., Muscatine, Ia.
Thompson-Thorne Co., 1018 S. Wabash Ave., Chicago, Ill.

ADVERTISING PROJECTORS

Capitol Machine Co., 100 E. 42d St., N. Y. City.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
National Studios, Inc., 228 W. 56th St., N. Y. City.
Spencer Lens Co., 19 Doat St., Buffalo, N. Y.
Strauss & Co., Inc., 616 W. 43d St., N. Y. City.

ADVERTISING, Theatre

Advance Trailer Service, 111 Westchester Sq., N. Y. City.
Arkay Display Service, 409 Film Exchange Bldg., Cleveland, Ohio.
Filmack Co., 838 S. Wabash Ave., Chicago, Ill.
General Outdoor Advertising Co., 550 W. 57th St., N. Y. City.
Green, P. A., 52 Rumford Ave., Waltham, Mass.
Kansas City Slide Mfg. Co., 15th and Troost Sts., Kansas City, Mo.
Morgan Lithograph Co., Cleveland, Ohio.
Motion Picture Adv. Co., 1208 Vine St., Philadelphia, Pa.
Motion Picture Bulletin, 4472 Broadway, Chicago, Ill.
Strauss & Co., Inc., 616 W. 43d St., N. Y. City.

AIR CONDITIONING EQUIPMENT

American Blower Co., 6004 Russell St., Detroit, Mich.
Bentz Engineering Corp., 661 Frelinghuysen Ave., Newark, N. J.
Brunswick-Kroeschell Co., New Brunswick, N. J.
Carrier Engineering Corp., 850 Frelinghuysen Ave., Newark, N. J.
Cooling & Air Conditioning Corp., 11 W. 42nd St., N. Y.
General Refrigeration Co., Beloit, Wisc.
Shipley Construction & Supply Co., 42d St. and Second Ave., Brooklyn, N. Y.
Supreme Heater & Vent. Co., 1915 Pine St., St. Louis, Mo.
Typhoon Fan Co., 345 W. 39th St., N. Y. City.
Woodling, Miner D., 810 Midland Bldg., Kansas City, Mo.
York Ice Machinery Co., York, Pa.
Kooler-Aire Eng. Corp., Paramount Bldg., N. Y. City.

AIR DOME TENTS

Martin N. Y. Tent & Duck Co., 304 Canal St., N. Y. City.
Tucker Duck & Rubber Co., 515 Garrison Ave., Fort Smith, Ark.

AISLE LIGHTS

Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Brookins Co., The, Carnegie and E. 40th St., Cleveland, Ohio.
Chicago Electric Sign Co., 2219 W. Grand Ave., Chicago, Ill.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kausalite Mfg. Co., 8129 Rhodes Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
National Theatre Supply Co., 624 S. Michigan Ave., Chicago, Ill.

AISLE ROPE

(See Rails, Rope)

ALARM SIGNALS

Cinema Specialty Co., Inc., Gary, Ind.
E.-J. Electric Installation Co., 155 E. 44th St., N. Y. City.
Hulett Mfg. Co., E. W., 1772 Wilson Ave., Chicago, Ill.
Ostrander Co., W. R., 371 Broadway, N. Y. City.

AMMETERS

(See Volt Meters)

AMPLIFIERS

(See Sound Equipment Section, pages 62-82)

ANNUNCIATORS, Electric

Couch Co., Inc., S. H. Norfolk Downs, Quincy, Mass.
Hanover Electric Co., Inc., 80 Beaver St., N. Y. City.
Knickerbocker Annunciator Co., 116 West St., N. Y. City.
Ostrander Co., W. R., 371 Broadway, N. Y. City.
Patrick & Wilkins Co., 51 N. 7th St., Philadelphia, Pa.

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ST. LOUIS, MO.,

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AQUARIUM STANDS

Bing & Co.'s Successors, Inc., Ferdinand, 67 Irving Place, N. Y. City.
Fiske Iron Works, J. W., 78 Park Pl., N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Metalarts Studios, 451 E. Ohio St., Chicago, Ill.
Mikado Goldfish & Supply Co., 476 Third Ave., Brooklyn, N. Y.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.

ARC FEEDS, Automatic

Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Enterprise Optical Mfg. Co., 564 W. Randolph St., Chicago, Ill.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Hall & Connolly, 24 Vandam St., N. Y. City.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
McAuley Mfg. Co., J. E., 554 W. Adams St., Chicago, Ill.
Mestrum, Henry, 817 Sixth Ave., N. Y. City.
Strong Elec. Co., The, 2501 Lagrange St., Toledo, Ohio.

ARC LAMPS

(See Lamps, Arc)

ARC LAMPS, Reflecting Projector

(See Lamps, Mirror Arc Reflector Projection)

ARCS, High Intensity

Ashcraft Automatic Arc Co., 4214 Santa Monica Blvd., Los Angeles, Cal.
Enterprise Optical Mfg. Co., 564 W. Randolph St., Chicago, Ill.
General Electric Co., Schenectady, N. Y.
Hall & Connolly, 24 Vandam St., N. Y. City.
International Projector Corp., Powers Dvision, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.

ARCHITECTS, Theatre

Inwood, R. F., Heatwell Bldg., Long Beach, Calif.
Balche & Stanbery, Film Ex. Bldg., Los Angeles, Calif.
Boller, Carl, 340 Douglas Bldg., Los Angeles, Calif.
Davis, H. S., San Diego, Calif.
Lansburgh, G. A., 140 Montgomery St., San Francisco, Calif.
Durfee, M. Eugene, Builders Ex. Bldg., Santa Monica, Calif.
Cutler, Howard W., 1800 E St., N. W., Washington, D. C.
Ahlschlager, Inc., W. W., 65 E. Huron St., Chicago, Ill.
Graven, Inc., A. S., 100 N. LaSalle St., Chicago, Ill.
Hooper & Janusch, 879 N. State St., Chicago, Ill.
Pridmore, J. E. O., 38 S. Dearborn St., Chicago, Ill.
Rapp, Geo. L. & C. W., 190 N. State St., Chicago, Ill.
Callender, H. C., Central Nat'l Bank Bldg., Greencastle, Ind.
Buckley, G. H., 1st Trust Bldg., Hammond, Ind.
Graham, D., 1126 Hume Mansur Bldg., Indianapolis, Ind.
Voigt, S. S., 518 S. Lawrence, Wichita, Kans.
Weil, Inc., Emile, Whitney Central Bank Bldg., New Orleans, La.
Tuck, J. A., 162 Lincoln St., Boston, Mass.
Finkel M. H., 1333 Book Bldg., Ann Arbor, Mich.
Crane, C. H., Michigan Theatre Bldg., Detroit, Mich.
Trueman & Matinie, 420 N. Wall St., Joplin, Mo.
Boller Bros., 114 W. 10th St., Kansas City, Mo.
Kennerly & Stiegmeyer, Title Guarantee Bldg., St. Louis, Mo.
Henninger, A. A., Securities Bldg., Omaha, Nebr.
Rosensohn, H., 188 Market St., Newark, N. J.
Eberson, John, 200 W. 57th St., N. Y. City.
Hall, Inc., R. E., 152 W. 54th St., N. Y. City.
Lamb, Inc., Thomas W., 644 Eighth Ave., N. Y. City.
Rigaumont, Victor A., 1540 Broadway, N. Y. City.
DeAngelis, M. J., 49 East Ave., Rochester, N. Y.
Lemport & Sons, Leon, Mercantile Bldg., Rochester, N. Y.
Henthorn, H. E., 128 E. 6th St., Cincinnati, O.
Ferguson Co., W. S., 1900 Euclid Ave., Cleveland, O.
Morris & Weinberg, 3602 Euclid Ave., Cleveland, O.
Griffith, H. C., Castle Hills Bldg., Dayton, O.
Hulsken, P. M., 506 Savings Bank Bldg., Lima, O.
Cutts, Wm., Rivoli Theatre Bldg., Albany, Ore.
Hoffman-Henon Co., Finance Bldg., Philadelphia, Pa.
Hodgens & Hill, 130 S. 15th St., Philadelphia, Pa.
Magaziner, Eberhard & Harris, 1701 Walnut St., Philadelphia, Pa.
Marks & Kann, 541 Wood St., Pittsburgh, Pa.
Dunn, W. S., Melba Theatre Bldg., Dallas, Tex.
Voorhees, W. H., 1007 Lloyd Bldg., Seattle, Wash.
Faris, T. F., 1117 Chapline St., Wheeling, W. Va.
Oppenhamer & Obel, 503 Bellin Bldg., Green Bay, Wisc.
Balch & Lippert, 16 N. Carroll St., Madison, Wisc.
Logemann, Hugo, 685 Holton St., Milwaukee, Wisc.
Peacock, U. E., 445 Milwaukee St., Milwaukee, Wisc.



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ART TITLES
(See Titles, Film)

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Bodine-Spanjer Co., 1160 Chatham St., Chicago, Ill.
Decorative Novelty Co., 739 S. Broadway, Los Angeles, Cal.
Doty & Scrimgeour Sales Co., Inc., 148 Duane St., N. Y. City.
General Flower Decorating Co., Inc., 311 W. 50th St., N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Netschert, Inc., Frank, 61 Barclay St., N. Y. City.
Old Glory Mfg. Co., 210 W. Van Buren St., Chicago, Ill.
Randall Co., A. L., 729 S. Wabash Ave., Chicago, Ill.
Reising & Co., G., 227 W. Austin Ave., Chicago, Ill.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Universal Flower & Decorating Co., 158 W. 50th St., N. Y. City.

ARTISTS' MATERIALS
Bee-Ko Art & Drafting Co., 445 Lexington Ave., N. Y. City.
Glaser & Son, Julius, 806 Sixth Ave., N. Y. City.
Kolesch & Co., 138 Fulton St., N. Y. City.
Stencil Novelty Co., 13 E. 14th St., N. Y. City.
Weber Co., F., 1220 Buttonwood St., Philadelphia, Pa.

ATMOSPHERIC CONDITIONING EQUIPMENT
(See Air Conditioning Equipment)

AUTOMATIC CHANGE-OVER
Cinema Specialty Co., Inc., Gary, Ind.
Enterprise Optical Mfg. Co., 564 W. Randolph St., Chicago, Ill.
Essanay Electric Mfg. Co., 1012 S. 10th Ave., Maywood, Ill.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Hulett Mfg. Co., E. W., 1772 Wilson Ave., Chicago, Ill.
Protectall Co., The, 1324 East Front St., Fort Worth, Texas.

AUTOMATIC CURTAIN CONTROL
(See Curtain Machines, Automatic)

AUTOMATIC SPRINKLERS
(See Sprinklers, Automatic)

AUTOMATIC TEMPERATURE CONTROL
(See Temperature Regulation Systems)

BALLOONS, Advertising
(See Advertising Novelties)

BANDS, Reel
Green, P. A., 52 Rumford Ave., Waltham, Mass.
Tension Envelope Co., 87 34th St., Brooklyn, N. Y.

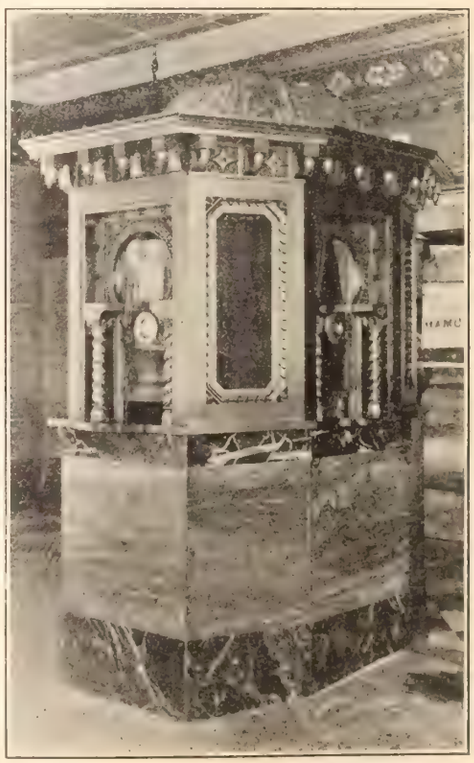
BANNERS, Announcement
Anhalt & Co., Inc., 23 E. 26th St., N. Y. C.
Dryfhout, H., 736 S. Wabash Ave., Chicago, Ill.
Grinnell Lithographic Co., Inc., 406 W. 31st St., N. Y. City.
Jackson, Henry, 141 Fulton St., N. Y. City.
Koster Co., C. H., 21 Park Pl., N. Y. City.
Moving Picture Adv. Co., 1208 Vine St., Philadelphia, Pa.
Old Glory Mfg. Co., 210 W. Van Buren St., Chicago, Ill.

BASKETS, Decorative
Doty & Scrimgeour Sales Co., Inc., 148 Duane St., N. Y. City.
Leistner, Oscar, 319 W. Randolph St., Chicago, Ill.
Netschert, Inc., Frank, 61 Barclay St., N. Y. City.
Randall Co., A. L., 729 S. Wabash Ave., Chicago, Ill.
Reising & Co., G., 227 W. Austin Ave., Chicago. Ill.
Worcester Artificial Decorative Plant Co., 194 Front St., Worcester, Mass.

BLOWERS, Organ
(See Organ Blowers)

BLOWERS AND EXHAUSTERS
American Blower Co., 6004 Russell St., Detroit, Mich.
Arctic Nu-Air Corp., 2101 Kennedy St., N. E., Minneapolis, Minn.
Blizzard Sales Co., 1514 Davenport St., Omaha, Neb.
Clarage Fan Co., Porter and North Sts., Kalamazoo, Mich.
Garden City Fan Co., 322 So. Michigan Ave., Chicago, Ill.
Ilg. Electric Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.
Lakeside Co., Hermansville, Mich.
Reynolds & Co., B. F., 118 West Ohio St., Chicago, Ill.
Seymour, Inc., James M., 51 Lawrence St., Newark, N. J.
Skinner Bros. Mfg. Co., Inc., 1474 S. Vandeventer Ave., St. Louis, Mo.
Sturtevant Co., B. F., Hyde Park, Boston, Mass.
Supreme Heater & Ventilating Corp., 1915 Pine St., St. Louis, Mo.
Typhoon Fan Co., 345 W. 39th St., N. Y. City.

BOARDS, Program
Braxton Frame Co., Inc., 3 E. 12th St., N. Y. City.
Davenport Taylor Mfg. Co., 412 Orleans St., Chicago, Ill.
Gorham Co., Bronze Division, Providence, R. I.
Libman-Spanjer Corp., 1600 Broadway, N. Y. City.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Tablet & Ticket Co., 1015 W. Adams St., Chicago, Ill.



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Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Johns-Manville Co., 292 Madison Ave., N. Y. City.
Keasbey & Mattison, Ambler, Pa.
Moeschl-Edwards Corrugating Co., 411 E. 5th St., Cincinnati, Ohio.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.

BOOTHS, Ticket
Froehlich Cabinet Works, Jacob 1041 Leggett Ave., N. Y. City.
Gorham Co., Bronze Division, Providence, R. I.
Libman - Spanjer Corp., 1600 Broadway, N. Y. City.
Lobby Display Frame Corp., 723 Seventh Ave., N. Y. City.
Markendorff, S., 159 W. 23rd St., New York City.
Menger, Ring & Weinstein, Inc., 306 W. 42nd St., N. Y. City.
Mid-West Ticket & Supply Co., Inc., 910 S. Michigan Ave., Chicago, Ill.
Moeschl-Edwards Corrugating Co., 411 E. 5th St., Cincinnati, Ohio.
National Ticket Case Co., 840 W. 35th St., Chicago, Ill.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Stanley Frame Co., 727 Seventh Ave., N. Y. City.
Strauss & Co., Inc., 616 West 43rd St., N. Y. City.

BOX OFFICE STATEMENTS
Arcus Ticket Co., 348 N. Ashland Ave., Chicago, Ill.
Automatic Ticket Register Corp., 723 Seventh Ave., N. Y. City.
Filmack Co., 838 S. Wabash Ave., Chicago, Ill.
Greene, P. A., 52 Rumford Ave., Waltham, Mass.

BOXES, Ticket
Automatic Ticket Register Corp., 723 Seventh Ave., N. Y. City.
Clark, Inc., Peter, 544 W. 30th St., N. Y. City.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
International Ticket Co., 50 Grafton Ave., Newark, N. J.
Libman - Spanjer Corp., 1600 Broadway, N. Y. City.
Lobby Display Frame Corp., 723 Seventh Ave., N. Y. City.
Markendorff, S., 159 W. 23rd St., N. Y. City.
Mid-West Ticket & Supply Co., 910 S. Michigan Ave., Chicago, Ill.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Stanley Frame Co., Inc., 727 Seventh Ave., N. Y. City.

BRASS GRILLES
Daniel Ornamental Iron Works, 4435 W. Division St., Chicago, Ill.
Hungerford Brass & Copper Co., U. T., 80 Lafayette St., N. Y. City.
Libman - Spanjer Corp., 1600 Broadway, N. Y. City.

McKenna-Horix Mfg. Co., 100 Wood St., Pittsburgh, Pa.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Palmenberg's Sons, Inc., J. R., 1412 Broadway, N. Y. City.
Smith Wire & Iron Works, F. P., 2340 Claybourn Ave., Chicago, Ill.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Triangle Iron Works, Inc., 433 Austin Pl., N. Y. City.
Tyler Co., W. S., Cleveland, Ohio.

BRASS RAILS

Central Brass Mfg. Co., Cleveland, Ohio.
Daniel Ornamental Iron Works, 4435 W. Division St., Chicago, Ill.
McKenna-Horix Mfg. Co., 100 Wood St., Pittsburgh, Pa.
Mirigold Brass Co., 1891 Washington Ave., N. Y. City.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Reliable Decorative Co., Inc., 17 N. 10th St., Philadelphia, Pa.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.

BROKERS, Play

Celebrated Authors Society, Ltd., 68 W. 56th St., N. Y. City.
Forrest, Mary, 55 W. 42nd St., N. Y. City.
Wall, Margaret V., 226 W. 47th St., N. Y. City.

BROKERS, Theatre

(See Theatre Brokers)

BRONZE AND IRON WORKS

Art Metal Construction Co., Jamestown, N. Y.
Chicago Architectural Bronze Co., 4740 North Clark St., Chicago, Ill.
Cornell Iron Studio, Inc., 4630 Paschall Ave., Philadelphia, Pa.
Empire Fire Proof Door Co., 145th St. and Southern Blvd., N. Y. City.
Gorham Co., Bronze Division, Providence, R. I.
Mott Iron Works, J. L., 118 5th Ave., N. Y. City.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Smith Wire & Iron Works, F. P., 2340 Claybourn Ave., Chicago, Ill.
Werner, George F., 5th & Vine Sts., Philadelphia, Pa.
Williams, Inc., John, 556 West 27th St., N. Y. City.

BRUSHES, Bill Poster

General Outdoor Advertising Co., 550 W. 57th St., N. Y. City.
Grumbacher, M., 160 5th Ave., N. Y. City.

BRUSHES, Carbon

Hertner Electric Co., 12694 Elmwood Ave., Chicago, Ill.
National Carbon Co., Cleveland, Ohio.
Phellis & Co., Inc., Charles W. 151 W. 33rd St., N. Y. City.
Reisinger, Hugo, 25 Murray St., N. Y. City.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

BRUSHES, Screen

American Silversheet Co., 800 Beaumont St., St. Louis, Mo.

BUBBLER FOUNTAINS

Central Brass Mfg. Co., Cleveland, Ohio.
Mott Iron Works, J. L., 118 Fifth Ave., N. Y. City.

BULLETIN BOARDS, Changeable

Liberty Mfg. Co., 101 W. 42nd St., N. Y. City.
Lobby Display Frame Corp., 723 Seventh Ave., N. Y. City.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Opalume Sign System, Box 288, Battle Creek, Mich.
Pick & Co., Albert, 1200 W. 35th St., Chicago, Ill.
Stanley Frame Co., 727 Seventh Ave., N. Y. City.

BURNERS, Acetylene

Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Kirschberger & Co., Inc., M., 1425 37th St., Brooklyn, N. Y.
Mestrum, Henry, 817 6th Ave., N. Y. City.

BUZZERS

(See Telephone, Inter-Communicating)

CABINETS, Film

American Film-Safe Corp., 1800 Washington Blvd., Baltimore, Md.
Atlas Metal Works, 2601 Alamo St., Dallas, Texas.
Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Columbia Metal Box Co., 226 E. 144th St., N. Y. City.
Duplex M. P. Industries, 74 Sherman Ave., L. I.. City, N. Y.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Sharlow Bros. Co., 442 W. 42nd St., N. Y. City.

CABINETS, Sanitary Device

(See Vending Machines)

CABINETS, Switchboard

Columbia Metal Box Co., 226 E. 144th St., N. Y. City.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Mutual Electric & Machine Co., 7610 Jos. Campau Ave., Detroit, Mich.
Wurdack Elec. Mfg. Co., Wm., 4444 Clayton Ave., St. Louis, Mo.

CABINETS, Towel

Best Chemical Co., 833 N. 17th St., Allentown, Pa.
Huntington Labs., Inc., 913 E. Tipton St., Huntington, Ind.
Rochester Germicide Co., Inc., Rochester, N. Y.
U. S. Sanitary Specialties Corp., 435 So. Western Ave., Chicago, Ill.
West Disinfecting Co., Barn St., Long Island City, N. Y.
Worrell Mfg. Co., 114 S. Main St., St. Louis, Mo.

CABLE, Asbestos,

Rockbestos Products Corp., New Haven, Conn.

CABLE, Motion Picture

International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
Rockbestos Products Corp., New Haven, Conn.

CALL SYSTEMS

Couch Co., Inc., S. H., Norfolk Downs, Quincy, Mass.
E.-J. Electric Installation Co., 155 E. 44th St., N. Y. City.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.

CAMERA SUPPLIES

(See Cameras, Motion Pictures)

CAMERAMEN'S SCHOOLS

New York Institute of Photography, 10 W. 33rd St., N. Y. City.

CAMERAMEN'S TEXT-BOOKS

Falk Publishing Co., 10 W. 33rd St., N. Y. City.
Willoughbys, 110 W. 32nd St., N. Y. City.

CAMERAS, Motion Picture

Akeley Camera, Inc., 175 Varick St., N. Y. City.
Bass Camera Co., 179 W. Madison St., Chicago, Ill.
Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.
Burke & James, 425 S. Wabash Ave., Chicago, Ill.
De Vry Corp., The, 1111 Center St., Chicago, Ill.
Eastman Kodak Co., Rochester, N. Y.
Gennert, Inc., G., 24 East 13th St., N. Y. City.
Herbert & Huesgen Co., 18 E. 42nd St., N. Y. City.
Mitchell Camera Corp., 6015 Santa Monica Blvd., Hollywood, Calif.
N. Y. Institute of Photography, 10 W. 33rd St., N. Y. City.
Seebold Invisible Camera Corp., 739 Clinton Ave. S., Rochester, N. Y.
Universal Camera Co., 361 W. Ontario St., Chicago, Ill.
Wilart Camera Co., New Rochelle, N. Y.
Willoughbys, 110 W. 32nd St., N. Y. City.

CAMERAS, Ultra Speed, Motion Picture

Bass Camera Co., 179 W. Madison St., Chicago, Ill.
Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.
Herbert & Huesgen Co., 18 E. 42nd St., N. Y. City.
Willoughbys, 110 W. 32nd St., N. Y. City.

CANOPIES

Architectural Metal Products, Inc., Covington, Ky.
Daniel Ornamental Iron Works, 4435 W. Division St., Chicago, Ill.
Edwards Mfg. Co., 409 E. 5th St., Cincinnati, Ohio.
Flexlume Corp., 1855 Military Road, Buffalo, N. Y.
Ideal Sign Co., Inc., 149 7th St., Brooklyn, N. Y.
Lu-Mi-Nus Signs, Inc., 2736 Wentworth Ave., Chicago, Ill.
Milwaukee Corrugating Co., 36th Ave. and Burnham St., Milwaukee, Wis.
Moeschl - Edwards Corrugating Co., 411 E. 5th St., Cincinnati, Ohio.
Nagler Bros., 38th & Poplar Sts., Philadelphia, Pa.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Philadelphia Sign Co., 305 Brown St., Philadelphia, Pa.
U. S. Electric Sign Co., 208 E. 27th St., N. Y. City.

CANS, Film

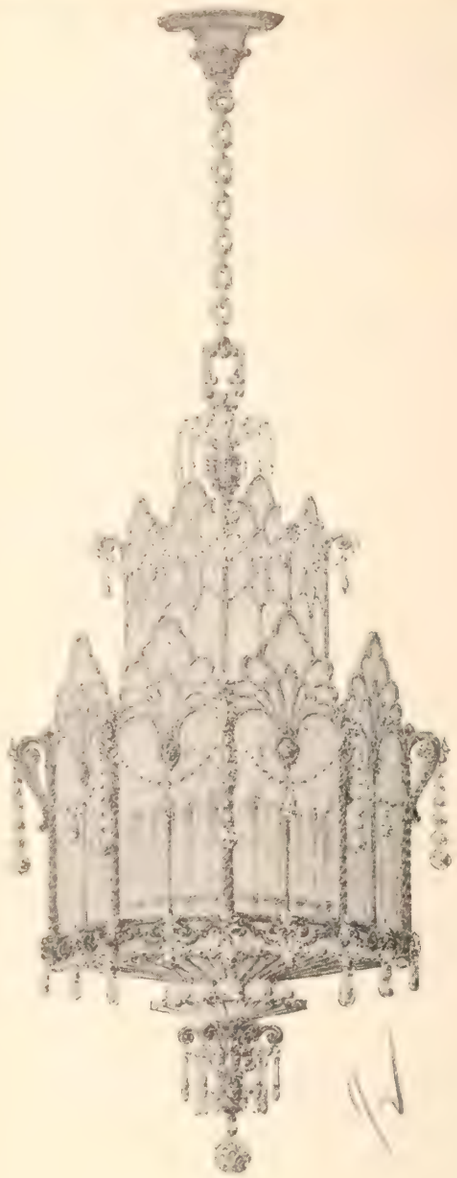
American Can Co., 120 Broadway, N. Y. City.
Bass Camera Co., 179 W. Madison St., Chicago, Ill.
Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Film Metal Box Corp., 123 W. 22nd St., N. Y. City.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Gotham Can Co., 57 Eagle St., Brooklyn, N. Y.
Moeschl - Edwards Corrugating Co., 411 E. 5th St., Cincinnati, Ohio.
Moss & Sons, J., 630 Hudson St., N. Y. City.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Pausin Engineering Co., 727 Frelinghuysen Ave., Newark, N. J.

CAPS, Color and Shade

Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Lu-Mi-Nus Signs, Inc., 2736 Wentworth Ave., Chicago, Ill.
Opalume Sign System, Box 288, Battle Creek, Mich.
Reynolds Electric Co., 2628 W. Congress St., Chicago, Ill.
Rosco Laboratories, 367 Hudson Ave., Brooklyn, N. Y.

CARBIDE, Calcium

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National Carbide Sales Corp., 342 Madison Ave., N. Y. City.
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CARBON SHARPENERS

(See Sharpeners, Carbon)

CARBONS, Projector

Arco Electric Co., 112 W. 42nd St., N. Y. City.
Felder Sales Co., M. G., 1560 Broadway, N. Y. City.
National Carbon Co., Inc., Carbon Sales Division, Cleveland, Ohio.
Phellis Co., Inc., Chas. W., 151 W. 33rd St., N. Y. City.
Reisinger Hugo, 25 Murray St., N. Y. City.
Speer Carbon Co., St. Mary's, Penn.

CARD SYSTEMS

Acme Card System Co., 116 S. Michigan Ave., Chicago, Ill.
Kardex-Rand Co., Inc., N. Tonawanda, N. Y.

CARDBOARD, Sign

Doty & Scrimgeour Sales Co., Inc., 148 Duane St., N. Y. City.
National Card Mat & Board Co., 4318 Carroll Ave., Chicago, Ill.
Pace Press, Inc., 207 W. 25th St., N. Y. City.
Runey Show Print Co., Runey Bldg., Cincinnati, Ohio.
Stafford Co., N., 96 Fulton St., N. Y. City.

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(See also Advertising Novelties)
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Pick & Co., Albert, 1200 W. 35th St., Chicago, Ill.

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Brown & Bigelow, Quality Park St., St. Paul, Minn.
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Electric Rotary Machine Co., Grand Central Terminal, N. Y. City.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.

CARPET COVERING

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Greater N. Y. Export House, Inc., 820 Eighth Ave., N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.

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Fee & McQuillan, Inc., 215 E. 34th St., N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Pick & Co., Albert, 1200 W. 35th St., Chicago, Ill.

CARPET LINING

(See Carpet Cushion)

CARPETS AND RUGS

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Brown & Bigelow, Quality Park St., St. Paul, Minn.
Fee & McQuillan, Inc., 215 East 34th St., N. Y. City.
Finck Co., Inc., S., 177 Broadway, N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Mohawk Carpet Mills, Inc., Amsterdam, N. Y.
Morton Bros., 330 Collinsville Ave., E. St. Louis, Ill.
Pick & Co., Albert, 1200 W. 35th St., Chicago, Ill.
Smith & Sons Carpet Co., Alex., 285 Fifth Ave., N. Y. City.

CARTOONS, Advertising

Bush Cartoon Service, M. S., 52 West Chippewa St., Buffalo, N. Y.
Lochren Film & Slide Co., W. A., 706 Film Exchange Bldg., Minneapolis, Minn.

CASES, Film Shipping

Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.
Film Metal Box Corp., 123 W. 22nd St., N. Y. City.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Moeschl-Edwards Corrugating Co., 411 East 5th St., Cincinnati, Ohio.
Moss & Sons, J., 630 Hudson St., N. Y. City.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Sharlow Bros. Co., 442 W. 42nd St., N. Y.
Willoughbys, 110 W. 32nd St., N. Y. City.

CASHIERS, Automatic

Brandt Automatic Cashier Co., 515 1st St., Watertown, Wis.
Hoefer Change-Maker Co., 3700 E. 12th St., Kansas City, Mo.
Lightning Coin Changer Co., 844 Rush St., Chicago, Ill.
Mid-West Ticket & Supply Co., 910 S. Michigan Ave., Chicago, Ill.
Universal Stamping & Mfg. Co., 2839 N. Western Ave., Chicago, Ill.

CEILING, Metallic

Berger Mfg. Co., Canton, Ohio.
Milwaukee Corrugating Co., 36th Ave. and Burnham St., Milwaukee, Wis.
Moeschl-Edwards Corrugating Co., 411 E. 5th St., Cincinnati, Ohio.

CEMENT, Film

Bass Camera Co., 179 W. Madison St., Chicago, Ill.
Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.
Duplex M. P. Industries, 74 Sherman Ave., Long Island City, N. Y.
Eastman Kodak Co., Rochester, N. Y.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.

Griffin, F. B., Oshkosh, Wis.
Hewes & Co., 1069 Myrtle Ave., Brooklyn, N. Y.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Weldon Film Cement Co., 301 Loeb Arcade, Minneapolis, Minn.

CHAIR COVERS, Theatre
(See Covers, Theatre Seat)

CHAIRS, Rattan, Reed and Willow
Albano Co., The, 119 W. 40th St., N. Y. City.
Heywood-Wakefield Co., 209 Washington St., Boston, Mass.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
National Rattan & Willow Co., 1 Park Ave., N. Y. City.
Universal Willow & Reed Ware Co., Vernon and Nott Ave., Long Island City, N. Y.

CHAIRS, Theatre
(See Seats, Theatre)

CHANDELIERS, Crystal
Bailey-Reynolds Chandelier Co., 1529 McGee St., Kansas City, Mo.
Guth Co., Edwin F., Jefferson & Washington Aves., St. Louis, Mo.
Pearlman, Victor S., 533 South Wabash Ave., Chicago, Ill.
Rialto Import Co., 135 W. 44th St., N. Y. City.
Shapiro & Aronson, Inc., 20 Warren St., N. Y. City.
Voigt Co., 1743 N. 12th St., Philadelphia, Pa.

CHANGE MAKERS
Brandt Automatic Cashier Co., 515 1st St., Watertown, Wis.
Hoefer Change Maker Co., 3700 E. 12th St., Kansas City, Mo.
Lightning Coin Change Co., 844 Rush St., Chicago, Ill.
Mid-West Ticket & Supply Co., 910 S. Michigan Ave., Chicago, Ill.
Universal Stamping & Mfg. Co., 2839 N. Western Ave., Chicago, Ill.

CHANGE-OVER DEVICES
(See Automatic Change-Over)

CHECKS, Door and Spring
Corbin, P. & F., 60 W. Lake St., Chicago, Ill.
Grand Specialties Co., 3101 Grand Ave., Chicago, Ill.
Norton Door Closer Co., 46 Warren St., N. Y. City.
Sargent & Co., New Haven, Conn.
Yale & Towne Mfg. Co., Stamford, Conn.

CHEMICALS, Air Purifying
(See Disinfectants and Sprays)

CHEMICALS, Photographic
Burke & James, 425 S. Wabash Ave., Chicago, Ill.
Duplex M. P. Industries, 74 Sherman Ave., Long Island City, N. Y.
Dupont De Nemours Co., Parlin, N. J.
Eastman Kodak Co., Rochester, N. Y.
Empire Chemical Co., 230 Morgan Ave., Brooklyn, N. Y.
Gennert, Inc., G., 24 E. 13th St., N. Y. City.

CHEWING-GUM REMOVER
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Pyrene Mfg. Co., 560 Belmont Ave., Newark, N. J.
Rochester Germicide Co., Inc., Rochester, N. Y.
Rosco Laboratories, 367 Hudson Ave., Brooklyn, N. Y.
Toch Bros., 443 Fourth Ave., N. Y. City.
West Disinfectant Co., Barn St., Long Island City, N. Y.

CHOPPERS, Ticket
(See Ticket Choppers and Racks)

CLAMPS, Carbon
Best Devies Co., Film Bldg., Cleveland, Ohio.
Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Mestrum, Henry, 817 Sixth Ave., N. Y. City.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.

CLEANERS, Film
Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.
Bennett, Geo. H., Argentine Sta., Kansas City, Kan.
Duplex M. P. Industries, 74 Sherman Ave., Long Island City, N. Y.
Dura Film Protector Co., Inc., 220 W. 42nd St., N. Y. City.
Duograph Co., 130 W. 42nd St. N. Y. City.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Lochren Film & Slide Co., Wm. A., 706 Film Exchange Bldg., Minneapolis, Minn.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Stewart-Teitel Film Process, 1600 Broadway, N. Y. City.

CLEANERS, Vacuum
(See Vacuum Cleaners)

CLOCKS, Advertising and Screen
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Seth Thomas Clock Co., 19 W. 44th St., N. Y. City.
Sterling Electric Clock Co., 30 Irving Place, N. Y. City.
Western Clock Mfg. Co., 107 Lafayette St., N. Y. City.

CLOTH, Poster
General Outdoor Adv. Co., 550 W. 57th St., N. Y. City.

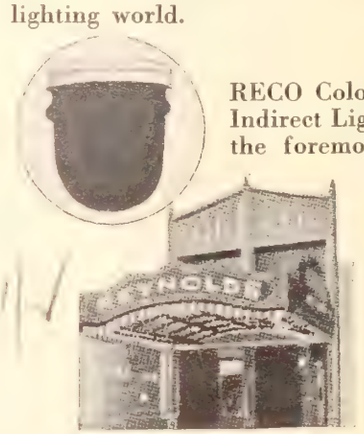
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Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Newton, Chas. I., 244 West 14th St., N. Y. City.
Opalume Sign System, Box 288, Battle Creek, Mich.
Reynolds Elec. Co., 2628 W. Congress St., Chicago, Ill.
Rialto Stage Lighting Co., 304 W. 52nd St., N. Y. City.

COLOR WHEELS

Bass Camera Co., 179 W. Madison St., Chicago, Ill.
Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Burke & James, 425 S. Wabash Ave., Chicago, Ill.
Channon Corp., J. H., 223 W. Erie St., Chicago, Ill.
Chicago Stage Lighting Co., 112 N. La Salle St., Chicago, Ill.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Mestrum, Henry, 817 Sixth Ave., N. Y. City.
Welsh, J. H., 503 W. 43rd St., N. Y. City.

COLORED LAMPS, Etched

Crown Coloring & Chemical Co., 33 W. 17th St., N. Y. City.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Opalume Sign System, Box 288, Battle Creek, Mich.
Strauss & Co., Inc., 616 W. 43rd St., N. Y. City.
Technical Color & Chem. Works, 523 Third Ave., Brooklyn, N. Y.

COLORED MOTION PICTURES

Handshiegl Color Progress Corp., 1040 McCadden Place, Los Angeles, Cal.
Kelly Color Laboratories, Fort Lee, N. J.
Technicolor Motion Picture Corp., 120 Brookline Ave., Boston, Mass.

COLORING, Incandescent Lamps

(See Lamp Dip Coloring)

COMPENSATORS, Current

(See Transformers, Alternating Current)

CONDENSER LENSES

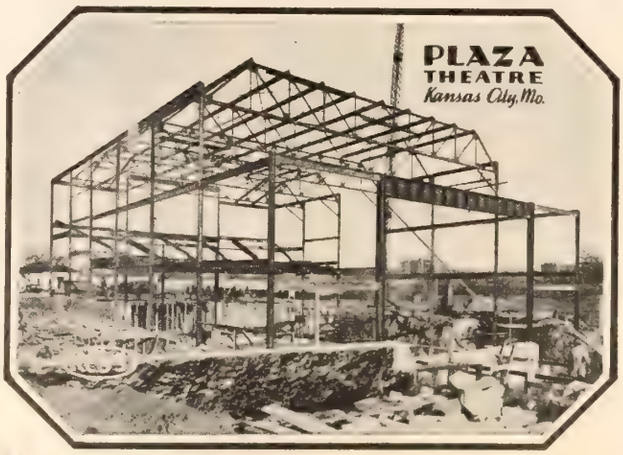
Bausch & Lomb Optical Co., 653 St. Paul St., Rochester, N. Y.
Beseler & Co., Chas., 131 E. 23d St., N. Y. City.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Burke & James, 425 S. Wabash Ave., Chicago, Ill.
Corning Glass Works, Corning, N. Y.
Fish-Schurman Corp., 45 West 45th St., N. Y. City.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Kollmorgen Optical Corp., 767 Wythe Ave., Brooklyn, N. Y.
Motion Picture Service Co., 417 W. 44th St., N. Y. City.
Solomon & Son, L., 199 Wooster St., N. Y. C.
Sussfeld, Lorsch & Schimmel, 153 W. 23rd St., N. Y. City.

CONSTRUCTION MATERIALS, Theatre

American Terra Cotta & Ceramic Co., 228 N. La Salle St., Chicago, Ill.
Atlantic Terra Cotta Co., 25 W. 44th St., N. Y. City.
Benedict Stone Corp., 420 Lexington Ave., N. Y. City.
Channon Corp., J. H., 223 West Erie St., Chicago, Ill.
Cox-Janeway Corp., 1610 Real Estate Trust Bldg., Philadelphia, Pa.
Federal Seaboard Terra Co., 101 Park Ave., N. Y. City.
Fort Scott Hydraulic Cement Co., Ft. Scott, Kans.
Kansas City Structural Steel Co., Kansas City, Kans.
Lathrop-Hoge Gypsum Const. Co., Neave Bldg., Cincinnati, Ohio.
Midland Terra Cotta Co., 105 W. Monroe St., Chicago, Ill.
Van Sciver Corp., Parkway at 24th St., Philadelphia, Pa.
Western Terra Cotta Co., 2nd and Franklin Sts., Kansas City, Mo.

CONSTRUCTION, Theatre

Chanin Construction Corp., 285 Madison Ave., N. Y. City.
Elvin Co., R. C., 852 Plymouth Bldg., Minneapolis, Minn.
Fuerst, Robert, Palace Theatre Bldg., Cincinnati, Ohio.
Fuller & Co., G. A., Flatiron Bldg., N. Y. City.
Hall Co., Inc., R. E., 152 W. 54th St., N. Y. City.
McClintic, Marshall Co., Pittsburgh, Pa.
McWilliams, Inc., James, 7 East 44th St., N. Y. City.
Pierce Elec. Co., 215 W. Randolph St., Chicago, Ill.
Shapiro & Son, M., 1560 Broadway, N. Y. City.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Thompson-Starrett Co., 250 Park Ave., N. Y. City.



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(See Arc Feeds, Automatic)

CONTROLS, Automatic Curtain

(See Curtain Machines, Automatic)

COOLING SYSTEMS, Theatre

(See Air Conditioning Equipment and Heating and Ventilating Equipment)

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(For Theatre Cooling Systems)

Cooling Tower Co., The, 15 John St., N. Y. City.
Marley Co., 1737 Walnut St., Kansas City, Mo.
Seymour, Inc., James, 51 Lawrence St., Newark, N. J.

COSTUMES, Theatrical

(See also Uniforms)

Beck & Sons Co., Wm., Highland St., cor. Dorchester Ave., Cnicinnati, Ohio.
Brooks Theatrical Costumers, 1439 Broadway, N. Y. City.
Chicago Costume Works, 116 N. Franklin St., Chicago, Ill.
Chicago Theatrical Costume Co., 24 W. Washington St., Chicago, Ill.
Dazian's Inc., 142 W. 44th St., N. Y. City.
Miller-Costumier, 236 S. 11th St., Philadelphia, Pa.
Oriental Costume Co., 6223 Santa Monica Blvd., Los Angeles, Cal.
Tam's, 318 West 46th St., N. Y. City.
Western Costume Co., 935 South Broadway, Los Angeles, Cal.

COVE LIGHTS

Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kliegl Bros., 321 W. 50th St., N. Y. C.
Reynolds Electric Co., 2628 W. Congress St., Chicago, Ill.

COVERS, Program

Derby Press, 1799 Jerome Ave.,
Hennegan Co., The, 311 Genesee St., Cincinnati, Ohio.
Hoover Sons & Co., Jos., 49th and Market Sts., Philadelphia, Pa.

COSTUMES FOR HIRE PRODUCTIONS EXPLOITATIONS PRESENTATIONS BROOKS 1439 Broadway Tel. 5580 Penn. N.Y.

COVERS, Theatre Seat

Albano Co., The, 119 W. 40th St., N. Y. City.
Hexter & Co., S. M., 2400 E. Superior Ave., Cleveland, Ohio.
Payne & Co., 841 E. Monument Ave., Dayton, O.

CUEING SERVICE., for Records

(See Sound Equipment Section, pages 65-82)

CUPS, Sanitary Individual

American Paper Goods Co., Kensington, Conn.
Boston Drinking Cup Co., 1000 Washington St., Boston, Mass.
Individual Drinking Cup Co., Inc., Easton, Pa.
Lily Cup Co., 167 41st St., Brooklyn, N. Y.
Tulip Cup Corp., 425 4th Ave., N. Y. City.
U. S. Sanitary Specialties Corp., 435 S. Western Ave., Chicago, Ill.

CURTAIN MACHINES, Automatic

Automatic Devices Co., 739 Hamilton St., Allentown, Pa.
Clark, Inc., Peter, 544 W. 30th St., N. Y. City.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Richards-Wilcox Mfg. Co., Third St., Aurora, Ill.
Tiffin Scenic Studios, Tiffin, Ohio.
Vallen Electrical Co., Inc., 225 Bluff St., Akron, Ohio.
Welsh, J. H., 270 W. 44th St., N. Y. City.

CURTAIN TRACKS

(See also Curtain Machines, Automatic)

Automatic Devices Co., 739 Hamilton St., Allentown, Pa.
Beck & Sons Co., Wm., Highland and Dorchester Aves., Cincinnati, Ohio.
Clark, Inc., Peter, 544 W. 30th St., N. Y. City.
Lee Lash Studios, 1818-38 Amsterdam Ave., N. Y. City.
Tiffin Scenic Studios, Tiffin, Ohio.
Twin City Scenic Co., 2819 Nicolett Ave., Minneapolis, Minn.
Vallen Electrical Co., Inc., 225 Bluff St., Akron, Ohio.
Volland Scenic Studios, Inc., 3737 Cass Ave., St. Louis, Mo.

CURTAINS, Fireproof

Beck & Sons Co., Wm., Highland and Dorchester Aves., Cincinnati, Ohio.
Bruckner-Mitchell, 532 W. 22nd St., New York City.
Central Asbestos & Magnesia Co., Chicago, Ill.
Channon Corp., J. H., 223 W. Erie St., Chicago, Ill.
Clark, Inc., Peter, 544 W. 30th St., N. Y. City.
Haug, Inc., Henry, 512-16 W. 41st St., N. Y. City.
Johns-Manville Co., 292 Madison Ave., N. Y. City.
Kuhn Studios, Inc., Louis, 105 W. 63rd St., N. Y. City.
Lee Lash Studios, 1818-38 Amsterdam Ave., N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Novelty Scenic Studios, 340 W. 41st St., N. Y. City.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Tiffin Scenic Studios, Tiffin, Ohio.
Volland Scenic Studios, Inc., 3737 Cass Ave., St. Louis, Mo.
Welsh, J. H., 270 W. 44th St., N. Y. City.

CURTAINS, Sound-proof

Clark, Inc., Peter, 544 W. 30th St., N. Y. City.

CURTAINS, Velour and Velvet

(See also Curtains, Fireproof)

Beck & Sons Co., Wm., Highland and Dorchester Aves., Cincinnati, Ohio.
Haug, Inc., Henry, 512-16 W. 41st St., N. Y. City.
Hexter & Co., S. M., 2400 E. Superior St., Cleveland, Ohio.
Landish Studios, 40 Ames St., Rutherford, N. J.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Payne & Co., 841 E. Monument Ave., Dayton, O.
Reliable Decorative Co., Inc., 17 N. 10th St., Philadelphia, Pa.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Tiffin Scenic Studios, Tiffin, Ohio.
Volland Scenic Studios, Inc., 3737 Cass Ave., St. Louis, Mo.

CUT OUT MACHINES

International Register Co., 15 S. Throop St., Chicago, Ill.
Wen-Wood Co., The, 220 W. 42nd St., New York City.

CUT OUTS, Advertising

(See also Posters, Advertising)

Goes Lithographing Co., 47 Warren St., N. Y. City.
McCallum Decorative Corp., 135 7th St., Philadelphia, Pa.
National Card, Mat & Board Co., 4318 Carroll Ave., Chicago, Ill.
Philadelphia Badge Co., 942 Market St., Philadelphia, Pa.
Reliable Poster Mfg. Co., 449 W. 61st St., Chicago, Ill.

CUTTING ROOMS, Public Film

Duplex Motion Picture Industries, 74 Sherman Ave., L. I. City, N. Y.
Lloyd's Projection, 130 W. 46th St., N. Y. City.

DATE STRIPS

Exhibitors Printing Service, 711 S. Dearborn St., Chicago, Ill.
Filmack Co., 838 S. Wabash Ave., Chicago, Ill.
Hennegan Co., The, 311 Genesee St., Cincinnati, Ohio.
Moving Picture Adv. Co., 1208 Vine St., Philadelphia, Pa.
Stafford Co., N., 96 Fulton St., N. Y. City.

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Bass Camera Co., 179 W. Madison St., Chicago, Ill.
Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.
Burke & James, 425 S. Wabash Ave., Chicago, Ill.
Universal Camera Co., 361 West Ontario St., Chicago, Ill.

DECORATIONS, Artificial Flower

(See Artificial Flowers)

DECORATIONS, Stage

(See also Decorations, Theatre Interior)

Angelo Studios, Michel, 212 E. Superior St., Chicago, Ill.
Beck & Sons Co., Wm., Dorchester and Highland Aves., Cincinnati, Ohio.
Kuhn Studios, Inc., 105 W. 63rd St., N. Y. City.
Landish Studios, Inc., 40 Ames St., Rutherford, N. J.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Novelty Scenic Studios, 340 W. 41st St., N. Y. City.
Reiser & Sons, M. E., City Bank Bldg., Kansas City, Mo.
Tiffin Scenic Studios, Tiffin, Ohio.

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Bing & Co.'s Successors, Inc., Ferdinand, 67 Irving Place, N. Y. City.
Bodine-Spanjer Co., 1160 Chatham Court, Chicago, Ill.
Doty & Scrimgeour Sales Co., 148 Duane St., N. Y. City.
Eckhart Studios, Inc., Wm., 366 Madison Ave., N. Y. City.
General Flower Decorating Co., 311 W. 50th St., N. Y. City.
Gibelli & Co., 1321 Vine St., Philadelphia, Pa.
Heinsberger Decorating Co., 7415 Beverly Blvd., Los Angeles, Calif.
Interior Decorating Co., Archer Ave., Chicago, Ill.
Kuhn Studios, Inc., Louis, 105 W. 63rd St., N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Netschert, Inc., Frank, 61 Barclay St., N. Y. City.
Novelty Scenic Studios, 340 W. 41st St., N. Y. City.
Power Studios, Robert E., Film Ex. Bldg., Los Angeles, Calif.
Reiser & Sons, M. E., City Bank Bldg., Kansas City, Mo.
Reising & Co., G., 227 W. Austin Ave., Chicago, Ill.
Torstenson, J. A., Co., 860 Fletcher St., Chicago, Ill.
Sarsi Studio, 4475 Santa Monica Blvd., Los Angeles, Cal.
Sosman & Landis Co., 416 S. Kedzie Ave., Chicago, Ill.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Volland Scenic Studios, Inc., 3737 Cass Ave., St. Louis, Mo.

DECORATORS, Theatre Interior

Angelo Studios, Michel, 212 E. Superior St., Chicago, Ill.
Battisti Studios, Inc., 226 W. 42nd St., N. Y. City.
Heinsberger Decorating Co., 7415 Beverly Blvd., Los Angeles, Calif.
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Rau Co., Inc., Henry S., 2018 Sansom St., Philadelphia, Pa.
Reiser & Sons, M. E., City Bank Bldg., Kansas City, Mo.
Schachne Studios Co., 106 Second St., West, Dayton, O.

DEODORANTS, Theatre

(See Disinfectants)

DEVELOPING, Film

(See Laboratories)

DIMMERS, Lighting

(See Theatre Dimmers)

DISINFECTANTS AND SPRAYS

Frank Disinfecting Co., 91 Bleecker St., N. Y. City.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Hewes & Co., 1069 Myrtle Ave., Brooklyn, N. Y.
Huntington Laboratories, Inc., 913 E. Tipton St., Huntington, Ind.
Rochester Germicide Co., Inc., Rochester, N. Y.
Sanozone Chemical Co., 1127 Roy St., Philadelphia, Pa.
U. S. Sanitary Specialties Corp., 435 S. Western Ave., Chicago, Ill.

DISPLAYS, Scenic Lobby

Acme Scenic Studios, 1507 N. Clark St., Chicago, Ill.
Arkay Display Service, 409 Film Exchange Bldg., Cleveland Ohio.
Bodine-Spanjer Corp., 1160 Chatham Court, Chicago, Ill.
Doty & Scrimgeour Sales Co., 148 Duane St., N. Y. City.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
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Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Novelty Scenic Studios, 340 W. 41st St., N. Y. City.

DOORS, Fireproof

Architectural Metal Products, Inc., Covington, Ky.
Art Metal Construction Co., Jamestown, N. Y.
Dahlstrom Metallic Door Co., 431 Buffalo St., Jamestown, N. Y.
Empire Fire Proof Door Co., 145th St. and Southern Blvd., N. Y. City.
Hamlin, Irving, 1500 Lincoln St., Evanston, Ill.
Milwaukee Corrugating Co., 36th Ave. and Burnham St., Milwaukee, Wis.
Missouri Fire Door & Cornice Co., 907 S. 2nd St., St. Louis, Mo.
Moeschl-Edwards Corrugating Co., 411 E. 5th St., Cincinnati, Ohio.
Philadelphia Fire Retardant Co., 110 W. 34th St., N. Y. City.
Variety Fire Door Co., 2958 Carroll Ave., Chicago, Ill.

DOORS, Rolling Steel

Brodie Co., Wm. H., 19 Park Pl., N. Y. City.
Kinnear Mfg. Co., 342 Madison Ave., N. Y. City.
Moeschl-Edwards Corrugating Co., 411 E. 5th St., Cincinnati, Ohio.
Obler Engineering Corp., D. M., 94 E. 10th St., N. Y. City.

DOORS, Safety

(See Doors, Fireproof)

DRAPERIES

(See also Decorations)
Acme Scenic Studios, 1507 N. Clark St., Chicago, Ill.
Beck & Sons Co., Wm., Highland and Dorchester Aves., Cincinnati, Ohio.
Bernhard Co., Morris, 18 W. 18th St., N. Y. City.
Broadway Decorating Studios, 1966 Broadway, N. Y. City.
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Great Western Stage Equip. Co., 817 Holmes St., Kansas City, Mo.
Haug, Inc., Henry, 512-16 W. 41st., N. Y. City.
Hexter & Co., Inc., S. M., 2400 E. Superior Ave., Cleveland, Ohio.
Kuhn Studios, Inc., Louis, 105 W. 63rd St., N. Y. City.
Landish Studios, Inc., 40 Ames St., Rutherford, N. J.
Lee Lash Studios, 1818-38 Amsterdam Ave., N. Y. City.
Lit Bros., 8th and Market Sts., Philadelphia, Pa.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Martin Studios, J. D., 4114 Sunset Blvd., Hollywood, Cal.
Novelty Scenic Studios, 340 W. 41st St., N. Y. City.
Payne & Co., 841 E. Monument Ave., Dayton, O.
Pick & Co., Albert, 1200 W. 35th St., Chicago, Ill.
Power Studios, Robert E., Film Ex. Bldg., Los Angeles, Calif.
Schachne Studios Co., 106 Second St., W., Dayton, O.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Twin City Scenic Co., 2819 Nicollet Ave, Minneapolis, Minn.
Volland Scenic Studios, Inc., 3737 Cass Ave., St. Louis, Mo.

DRAWING MATERIALS

Beling Co., H. M., 71 West 45th St., N. Y. City.
Glaser & Son, Julius, 806 Sixth Ave., N. Y. City.
Riebe & Co., Erwin M., 105 E. 59th St., N. Y. City.
Soltmann, Inc., E. G., 202 East 42nd St., N. Y. City.

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Crane Co., 836 S. Michigan Ave., Chicago, Ill.
Mott Iron Works, J. L., 369 Lexington Ave., N. Y. City.
Murdock Mfg. & Supply Co., 426 Plum St., Cincinnati, Ohio.
Voigt Co., 1743 N. 12th St., Philadelphia, Pa.
Wheeling Sanitary Mfg. Co., Main and 5th Sts., Wheeling, W. Va.,

DROPS, Stage

(See Decorations, Stage)

DRUMMERS' INSTRUMENTS

Leedy Mfg. Co., Barth Ave., Indianapolis, Ind.

DRUMS, Drying

Corcoran, Inc., A. J., 753 Jersey Ave., Jersey City, N. J.

DUPLICATING MACHINES

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Dick Co., A. B., 395 Broadway, N. Y. City.
Multigraph Mfg. Co., 20 Vesey St., N. Y. City.
Multistamp Co. of N. Y., 105 W. 40th St., N. Y. City.
Speedograph Duplicate Co., 476 Broadway, N. Y. City.

DYES, Film

DuPont Pathe Film Mfg. Corp., 35 W. 45th St., N. Y. City.
Eastman Kodak Co., Rochester, N. Y.
Gennert, Inc., G., 24 E. 13th St., N. Y. City.

EASELS, Picture

Braxton Frame Co., Inc., 3 E. 12th St., N. Y. City.
Markendorff, S., 159 W. 23rd St., N. Y. City.
McKenna-Horix Mfg. Co., 100 Wood St., Pittsburgh, Pa.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.

EFFECT PROJECTORS

Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.

ELECTRIC CIRCUIT TESTING INSTRUMENTS

General Electric Co., Schenectady, N. Y.
Hallberg, J. H., 29 W. 57th St., N. Y. City.
Square D. Co., 6060 Rivard St., Detroit, Mich.
Westinghouse Elec. & Mfg. Co., E. Pittsburgh, Pa.
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Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

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Leistner, Oscar, 319 W. Randolph St., Chicago, Ill.
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(See Lamps, Mazda)

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(See Lighting and Power Plants, Portable)

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Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Lu-Mi-Nus Signs, Inc., 2736 Wentworth Ave., Chicago, Ill.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
Milne Elec. Co., 614 Cherry St., St., Milwaukee, Wis.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Philadelphia Sign Co., 305 Brown St., Philadelphia, Pa.
Rawson & Evans Co., 710 Washington Blvd., Chicago, Ill.
U. S. Electric Sign Co., 208 E. 27th St., N. Y. City.
Viking Products Corp., 422 West 42nd St., N. Y. City.
Willey Sign Co., 1559 Church St., Detroit, Mich.

ELECTRICAL CONTRACTORS

Alexander, Inc., Harry, 20 W. 34th St., N. Y. City.
Edwards Electrical Construction Co., 70 E. 45th St., N. Y. City.
E-J Electric Installation Co., 155 E. 44th St., N. Y. City.
Electrical Lighting Supplies, 216 W. 3rd St., Los Angeles, Cal.
Fischbach & Moore, Inc., 226 E. 41st St., N. Y. City.
Fuller & Co., G. A., Flatiron Bldg., N. Y. City.
Hartmann Electric Co., 1051 Hall Pl., Mansfield, Ohio.
Hoffmann & Soons, 387 First Ave., N. Y. City.
Nelson Electric Co., W. J., Fort Scott, Kans.
Newmark & Bro., Morris, 1814 Ludlow St., Philadelphia, Pa.
Nusbaum & Bro., Elias, 2023 Sansom St., Philadelphia, Pa.
Pierce Electric Co., 215 W. Randolph St., Chicago, Ill.

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Otis Elevator Co., 11th Ave. and 26th St., N. Y. City.
Warsaw Elevator Co., Warsaw, N. Y.

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Crescent Emergency Safety Light Corp., Berwick, Pa.
Delco Light Co., Toledo, O.
E-J Electric Installation Co., 155 E. 44th St., N. Y. City.
Enslen Hydro & Electric Co., Inc., 1600 Broadway, N. Y. City.
Kohler Co., Kohler, Wis.
Roth Bros. & Co., 1400 West Adams St., Chicago, Ill.
Universal Motor Co., 79 Harrison St., Oshkosh, Wis.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

EMPLOYEES' CLOCKS

American Watchman's Clock Co., 150 Nassau St., N. Y. City.
Cincinnati Time Recorder Co., 11 West 42nd St., N. Y. City.
International Time Recording Co., 310 Fifth Ave., N. Y. City.
Pettes & Randall Co., 150 Nassau St., N. Y. City.

ENGINEERS, Lighting

Alexander, Inc., Harry, 20 West 34th St., N. Y. City.
Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Curtis Lighting, Inc., 1123 W. Jackson Blvd., Chicago, Ill.
Edison Lamp Works of General Electric Co., Harrison, N. J.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
National Lamp Works, Nela Park, Cleveland, Ohio.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

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Burford Theatre, Arkansas City, Kans.
Granada Theatre, Emporia, Kans.
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Fairbanks, Morse & Co., 900 S. Wabash Ave., Chicago, Ill.
Foos Gas Engine Co., 309 Linden Ave., Springfield, Ohio.

ENGINES, Gasoline, Portable

Homelite Corp., Grand Central Terminal, N. Y. City.

EXHAUST FANS

American Blower Co., 6004 Russell St., Detroit, Mich.
Arctic Nu-Air Corp., 2101 Kennedy St., N. E., Minneapolis, Minn.
Autovent Fan & Blower Co., 730 W. Monroe St., Chicago, Ill.
Buffalo Forge Co., 490 Broadway, Buffalo, N. Y.
Clarage Fan Co., Porter and North Sts., Kalamazoo, Mich.
Fidelity Electric Co., Lancaster, Pa.
Garden City Fan Co., 322 S. Michigan Ave., Chicago, Ill.
Ilg Elec. Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.
Reynolds & Co., B. F., 118 West Ohio St., Chicago, Ill.
Seymour, Jas. M., 51 Lawrence St., Newark, N. J.
Skinner Bros. Mfg. Co., Inc., 1474 S. Vandeventer Ave., St. Louis, Mo.
Supreme Heater & Ventilating Corp., 1915 Pine St., St. Louis, Mo.
Sturtevant Co., B. F., Hyde Park, Boston, Mass.
Typhoon Fan Co., 345 W. 39th St., N. Y. City.

EXIT LIGHT SIGNS

Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Guth Co., Edwin F., Jefferson & Washington Aves., St. Louis, Mo.
Hub Electric Co., 2219 West Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Lu-Mi-Nus Signs, Inc., 2736 Wentworth Ave., Chicago, Ill.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Viking Products Corp., 422 West 42nd St., N. Y. City.
Voigt Co., 1743 N. 12th St., Philadelphia, Pa.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.
Willey Sign So., 1559 Church St., Detroit, Mich.

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Burke & James, 425 S. Wabash Ave., Chicago, Ill.
Gennert, Inc., G., 24 E. 13th St., N. Y. City.
Herbert & Huesgen Co., 18 E. 42nd St., N. Y. City.

FANS, Advertising

(See Advertising Novelties)

FANS, Exhaust

(See Exhaust Fans)

FANS, WALL

(See Electric Fans)

FERNERIES

Albano Co., The, 119 West 40th St., N. Y. City.
Bing & Co.'s Successors, Inc., Ferdinand, 67 Irving Place, N. Y. City.
General Flower Decorating Co., 311 W. 50th St., N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Metalarts Studios, 451 E. Ohio St., Chicago, Ill.
Reising & Co., G., 227 W. Austin Ave., Chicago, Ill.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.

FILM CABINETS

(See Cabinets, Film)

FILM CLEANERS

(See Cleaners, Film)

FILM CLEANING FLUID

Bennett, Geo. H., Argentine Station, Kansas City, Kans.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.

FILM PACKERS

Lloyd's Film Storage Corp., 130 W. 46th St., N. Y. City.
Massce & Co., Inc., 115 Broad St., N. Y. City.

FILM PRESERVATION

Cleveland Film Protector Co., 811 Prospect Ave., Cleveland, Ohio.
Rex Film Renovator Co., 73 E. Naghten St., Columbus, Ohio.
Stewart - Teitel Film Process, 1600 Broadway, N. Y. City.
Werner Film Protector Mfg. Co., 4630 Seibert Rd., St. Louis, Mo.

FILM RACKS

Atlas Metal Works, 2601 Alamo St., Dallas, Texas.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Pacific Tank & Pine Co., Equitable Bank Bldg., Los Angeles, Cal.

FILM, Raw, Negative and Positive

Agfa Film, 6368 Santa Monica Blvd., Los Angeles, Cal.
Ansco Photoproducts Co., Inc., Binghamton, N. Y.
DuPont Pathe Film Mfg. Corp., 35 W. 45th St., N. Y. City.
Eastman Kodak Co., Rochester, N. Y.
Fish-Schurman Corp., 45 West 45th St., N. Y. City.
Powers Film Products, Inc., Rochester, N. Y.

FILM REELS

(See Reels, Film)

FILM SPLICING MACHINES

Bass Camera Co., 179 W. Madison St., Chicago, Ill.
Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.
Burke & James, 425 S. Wabash Ave., Chicago, Ill.
Duplex M. P. Industries, 74 Sherman Ave., Long Island City, N. Y.
General Machine Co., 820 E. 140th St., N. Y. City.
Gennert, Inc., G., 24 E. 13th St., N. Y. City.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Pausin Engineering Co., 727 Frelinghuysen Ave., Newark, N. J.
Willoughbys, 110 W. 32nd St., N. Y. City.

FILM STORAGE

Duplex M. P. Industries, 74 Sherman Ave., Long Island City, N. Y.
Dura Film Protector Co., Inc., 220 W. 42nd St., N. Y. City.
Empire Film Vaults, Inc., 723 7th Ave., N. Y. City.
Lloyds Film Storage Corp., 130 W. 46th St., N. Y. City.
Premier Fireproof Storage Co., 6372 Santa Monica Blvd., Los Angeles, Cal.

FILM WAXING MACHINES

Eastman Kodak Co., Rochester, N. Y.
Magic Film Protector Co., Muncie, Ind.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Werner Film-Protector Mfg. Co., 4630 Seibert Road, St. Louis, Mo.
Willoughbys, 110 W. 32nd St., N. Y. City.

FILTER LENS

Bausch & Lomb Optical Co., 653 St. Paul St., Rochester, N. Y.
Corning Glass Works, Corning, N. Y.
Herbert & Huesgen Co., 18 E. 42nd St., N. Y. City.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Kollmorgen Optical Corp., 767 Wythe Ave., Brooklyn, N. Y.
Seebold Invisible Camera Corp., 739 Clinton Ave. S., Rochester, N. Y.
Sussfeld, Lorsch & Schimmel, 153 W. 23rd St., N. Y. City.

FIRE ALARMS

Automatic Fire Alarm Co., 416 Broadway, N. Y. City.
Croker Electric Co., 22 W. 30th St., N. Y. City.
Garrison Fire Detecting System, Inc., 79 Madison Ave., N. Y. City.
Globe Automatic Sprinkler Co., 250 Park Ave., N. Y. City.
Pettes & Randall, 150 Nassau St., N. Y. City.
Signal Engineering & Mfg. Co., 154 W. 14th St., N. Y. City.

FIRE DOORS

(See Doors, Fireproof)

FIRE EXTINGUISHERS

American Chemical Co., Lebanon, Pa.
American-La France Fire Engine Co., Inc., Elmira, N. Y.
Croker Co., 22 West 30th St., N. Y. City.
Foamite-Childs Corp., 1010 Turner St., Utica, N. Y.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Globe Automatic Sprinkler Co., 250 Park Ave., N. Y. City.
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Philadelphia Fire Retardant Co., 1321 Arch St., Philadelphia, Pa.
Pyrene Mfg. Co., 560 Belmont Ave., Newark, N. J.

FIRE GUARD, Projection

Fire Guard Mfg. Co., Aurora, Ill.
Protectall Co., The, 1324 E. Front St., Ft. Worth, Texas.
Rosco Laboratories, 367 Hudson Ave., Brooklyn, N. Y.
Sentry Safety Control Corp., 13th & Cherry Sts., Philadelphia, Pa.

FIRE HOSE

American-La France Fire Engine Co., Inc., Elmira, N. Y.
Globe Automatic Sprinkler Co., 250 Park Ave., N. Y. City.
Goodyear Rubber Co., Akron, Ohio.
Quaker City Rubber Co., Wissinoming, Pa.
Safety Fire Extinguisher Co., 291 Seventh Ave., N. Y. City.
Woodhouse Mfg. Co., 156 Chambers St., N. Y. City.

FIRE PREVENTION, Projector

(See Fire Guard, Projection)

FIREPROOF CURTAINS

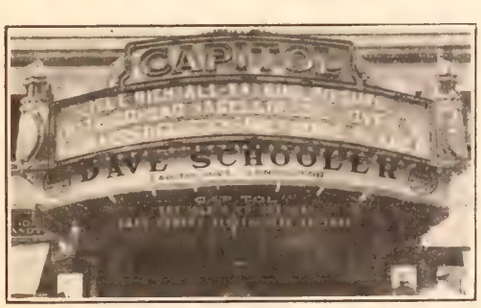
(See Curtains, Fireproof)

FIREPROOFING MATERIALS

American Insulator Co., Philadelphia, Pa.
Anchor Fireproofing Co., 1633 Dime Bank Bldg., Detroit, Mich.
Beaver Products Co., Inc., Military Road, Buffalo, N. Y.
Consolidated Sheet Metal Works, 661 Hubbard St., Milwaukee, Wis. (Windows and Doors.)
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Johns-Manville Co., 292 Madison Ave., N. Y. City.
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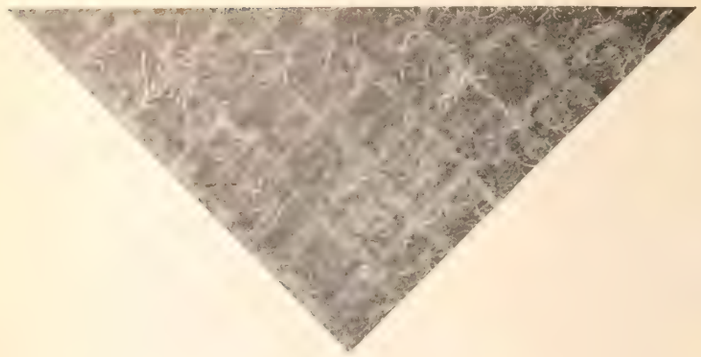
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Volland Scenic Studios, Inc., 3737 Cass Ave., St. Louis, Mo.

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A. B. C. First Aid Kit Co., 498 Seventh Ave., N. Y. City.
American-La France Fire Engine Co., Inc., Elmira, N. Y.
Johnson & Johnson, New Brunswick, N. J.
Rochester Germicide Co., Inc., Rochester, N. Y.
Safety First Aid Co., 137 W. 25th St., N. Y. City.
Universal Prescription Corp., 39 Broadway, N. Y. City.

FIXTURES, Brass

(See Brass Fixtures)

FIXTURES, Lighting

Bailey-Reynolds Chandelier Co., 1529 McGee St., Kansas City, Mo.
Benson Brass & Chandelier Works, 1417 Agnes Ave., Kansas City, Mo.
Black & Boyd Mfg. Co., 17 E. 47th St., N. Y. City.
Curtis Lighting Co., Inc., 1119 W. Jackson Blvd., Chicago, Ill.
Guth Co., Edwin F., Jefferson & Washington Aves., St. Louis, Mo.
Henderson & Son, Inc., N. E., 1320 Race St., Philadelphia, Pa.
Horn & Brannen Co., 427 N. Broad St., Philadelphia, Pa.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
MacBeth - Evans Glass Co., Chamber of Commerce Bldg., Pittsburgh, Pa.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Newcomb Mfg. Co., F. J., 42 W. 13th St., N. Y. City.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Pearlman, Victor S., 533 S. Wabash Ave., Chicago, Ill.
Pierce Elec. Co., 215 W. Randolph St., Chicago, Ill.
Quaker City Art Metal Works, 2445 N. 2nd St., Philadelphia, Pa.
Rialto Import Co., 135 W. 44th St., N. Y. City.
Shapiro & Aronson, Inc., 20 Warren St., N. Y. City.
Voigt Co., 1743 N. 12th St., Philadelphia, Pa.

FIXTURES, Plumbing

Crane Co., 836 S. Michigan Ave., Chicago, Ill.
Economy Plumbing Co., 4646 Holly Blvd., Los Angeles, Cal.
Kohler Co., Kohler, Wis.
Lieblich & Co., H., 517 W. 181st St., N. Y. City.
Mock, Inc., Chas., 200 W. 101st St., N. Y. City.
Mott Iron Works, J. L., 369 Lexington Ave., N. Y. City.
Pennsylvania Plumbing & Heating Co., 351 W. 38th St., N. Y. City.
Standard Sanitary Mfg. Co., Mfrs. Bldg., Pittsburgh, Pa.
Wheeling Sanitary Mfg. Co., W. 4th St., Wheeling, W. Va.

FLAG MAKERS

(See Advertising Novelties)
Annin Co., 85 5th Ave., N. Y. City.
Jackson, Henry, 141 Fulton St., N. Y. City.

FLASHERS, Electric Sign

Betts Co., H., 1397 Sedgwick Ave., N. Y. City.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
General Appliance Corp., 170 Otis St., San Francisco, Cal.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Lu-Mi-Nus Signs, Inc., 2736 Wentworth Ave., Chicago, Ill.
Missouri Electric Sign Works, 3926 Washington Blvd., St. Louis, Mo.
Opalume Sign System, Box 288, Battle Creek, Mich.
Reynolds Electric Co., 2628 W. Congress St., Chicago, Ill.
Sundh Electric Co., 5 Avenue C., Newark, N. J.
Time-O-Stat Controls Co., Elkhart, Ind.

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Curtis Lighting, Inc., 1119 W. Jackson Blvd., Chicago, Ill.
Edison Lamp Works of General Electric Co., Harrison, N. J.
E-J Electric Installation Co., 155 E. 44th St., N. Y. City.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
Mestrum, Henry, 817 Sixth Ave., N. Y. City.
National Lamp Works, Nela Park, Cleveland, Ohio.
Reynolds Electric Co., 2628 W. Congress Ave., Chicago, Ill.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

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Commercial Floors, Inc., 89 Warren St., N. Y. City.
Congoleum - Nairn, Inc., 1412 Chestnut St., Philadelphia, Pa.
Dreadnought Flooring Co., Inc., 177 Broadway, N. Y. City.
Fee & McQuillan, Inc., 215 E. 34th St., N. Y. City.
Finck Co., Inc., S., 177 Broadway, N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Pepper, Inc., G. H., 279 Fifth Ave., N. Y. City.
Philadelphia Tapestry Mills, Allegheny Ave. and Front St., Philadelphia, Pa.
Pick & Co., Albert, 1200 W. 35th St., Chicago, Ill.
Russelloid Co., 18th and Rudy Sts., Harrisburg, Pa.
Scott, West & Aitken, 15 East 40th St., N. Y. City.
Sloane, W. & J., Fifth Ave. and 47th St., N. Y. City.

FLOOR SCRUBBING & WAXING MACHINES

Electric Rotary Machine Co., Grand Central Terminal, N. Y. City.
Herr Mfg. Co., John, 44 N. 4th St., Philadelphia, Pa.
Pick & Co., Albert, 1200 W. 35th St., Chicago, Ill.

FLOORING, Mosaic

Howden Tile & Marble Co., 216 E. 42nd St., N. Y. City.
Linomosaic Co., 15 E. 40th St., N. Y. City.
Mueller Mosaic Co., 160 E. 56th St., N. Y. City.
Ravenna Mosaics, Inc., 101 Park Ave., N. Y. City.

FLOORING, Tile

Armstrong Cork & Insulation Co., 24th St. and Allegheny River, Pittsburgh, Pa.
Associated Tile Mfrs., Beaver Falls, Pa.
Bonded Floors Co., Inc., Long Island City, N. Y.
Kennedy, Inc., David E., 16 East 52nd St., N. Y. City.
National Floor Tile Co., Mobile, Ala.
Velvetile Floor Co., 231 S. Wells St., Chicago, Ill.

FLOWER BASKETS

(See Baskets, Decorative)

FLOWERS, Artificial

(See Artificial Flowers)

FOOTLIGHTS

(See Lighting, Stage Equipment)

FOUNTAINS, Decorative

Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Mott Iron Works, J. L., 369 Lexington Ave., N. Y. City.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Voigt Co., 1743 N. 12th St., Philadelphia, Pa.

FOUNTAINS, Drinking

(See Drinking Fountains)

FRAMES, Poster and Lobby Display

Adsign, Inc., 845 S. Wabash Ave., Chicago, Ill.
Daniel Ornamental Iron Works, 4435 W. Division St., Chicago, Ill.
Kraus Mfg. Co., 34 W. 33rd St., N. Y. City.
Libman - Spanjer Corp., 1600 Broadway, N. Y. City.
Lobby Display Frame Corp., 723 7th Ave., N. Y. City.
Markendorff, S., 159 West 23rd St., N. Y. City.
Menger, Ring & Weinstein, Inc., 306 W. 42nd St., N. Y. City.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Stanley Frame Co., 727 Seventh Ave., N. Y. City.

FROSTING LAMP

(See Lamp Dip Coloring)

FURNACES, Coal Burning

Reynolds & Co., B. F., 118 West Ohio St., Chicago, Ill.
Skinner Bros. & Co., Inc., 1474 South Vandeventer Ave., St. Louis, Mo.
Supreme Heater & Ventilating Corp., 1915 Pine St., St. Louis, Mo.

FURNACES, Oil Burning

(See Oil Burning Equipment)

FURNITURE, Theatre

(See also Seats, Theatre)

Albano Co., The, 119 West 40th St., N. Y. City.
Allied Furniture Mfg. Co., Inc., 1341 S. Michigan Ave., Chicago, Ill.
Bristol Co., 319 E. 62nd St., N. Y. City.
Bristol & Barber Co., Inc., 3 East 14th St., N. Y. City.
Gimbel Bros., Philadelphia, Pa.
Lit Bros., 8th and Market Sts., Philadelphia, Pa.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Morton Bros., 330 Collinsville Ave., E. St. Louis, Ill.
Newcomb Mfg. Co., F. J., 42 W. 13th St., N. Y. City.
Power Studios, Robert E., Film Ex. Bldg., Los Angeles, Calif.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.

FUSES, Electric

Chicago Fuse Mfg. Co., Laflin and 15th Sts., Chicago, Ill.
General Electric Co., Schenectady, N. Y.
Metropolitan Electric Mfg. Co., Boulevard and 14th St., Long Island City, N. Y.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

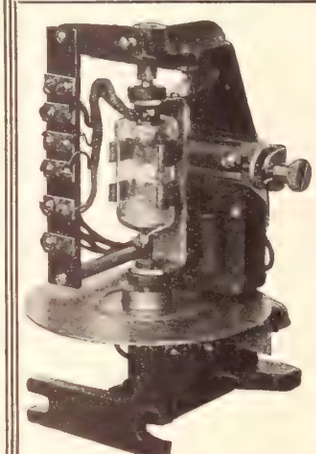
GAZING BALLS, Lobby

Architectural Decorating Co., 1600 S. Jefferson St., Chicago, Ill.
Bing & Co.'s Successors, Inc., Ferdinand, 67 Irving Pl., N. Y. City.
Sussfeld, Lorsch & Schimmel, 153 W. 23rd St., N. Y. City.

GELATINES

Belson Mfg. Co., 800 Sibley St., Chicago, Ill.

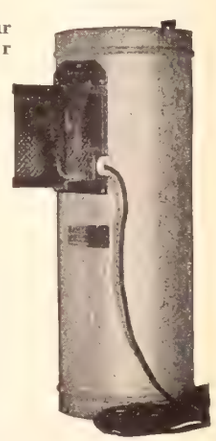
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Central Import Co., 1656 S. Central Park Ave., Chicago, Ill.
Chicago Stage Lighting Co., 112 N. La Salle St., Chicago, Ill.
Curtis Lighting, Inc., 1123 West Jackson Blvd., Chicago, Ill.
Essex Gelatine Co., 40 N. Market St., Boston, Mass.
Gelatine Products Co., Inc., 27 6th Ave., Brooklyn, N. Y.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
Rosco Laboratories, 367 Hudson Ave., Brooklyn, N. Y.
Sussfield, Lorsch & Schimmel, 153 W. 23rd St., N. Y. City.

GENERATORS, Motor

Allis-Chalmers Mfg. Co., Milwaukee, Wis.
Automatic Devices Co., 739 Hamilton St., Allentown, Pa.
Fidelity Electric Co., Lancaster, Pa.
General Electric Co., Schenectady, N. Y.
Hallberg, J. H., 29 W. 57th St., N. Y. City.
Hertner Electric Co., 12694 Elmwood Ave., Cleveland, O.
Liberty Elec. Corp., Stamford, Conn.
Northwestern Electric Co., 408 S. Hoyne Ave., Chicago, Ill.
Roth Bros. & Co., 1400 W. Adams St., Chicago, Ill.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

GLASS SPECIALTIES

Bache & Co., Semon, 636 Greenwich St., N. Y. City.
Hopcroft-Pringle Glass Works, 1530 Grand Ave., Kansas City, Mo.
Krakovitz & Son, M., 4th & Morris Sts., Philadelphia, Pa.
Pittsburgh Plate Glass Co., 1618 Frick Bldg., Pittsburgh, Pa.
Rau Co., Inc., Henry S., 2018 Sansom St., Philadelphia, Pa.

GOGGLES, Operators'

American Thermoware Co., Inc., 16 Warren St., N. Y. City.
Sussfeld, Lorsch & Schimmel, 153 W. 23rd St., N. Y. City.

GRANITE, Building

Dodds & Sons Granite Co., Geo., Pershing Square Bldg., N. Y. City.
Harrison Granite Co., 4 E. 43rd St., N. Y. City.
Haskel & Sons, Inc., S., Harrison Pl., Brooklyn, N. Y.
Presbrey-Leland Quarries Co., 681 Fifth Ave., N. Y. City.
Swenson Granite Co., John, 101 Park Ave., N. Y. City.

GRILLES, Brass

(See Brass Grilles)

GRILLES, Ticket Window

(See also Brass Grilles)

Daniel Ornamental Iron Works, 4435 W. Division St., Chicago, Ill.
Gorham Co., Bronze Division, Providence, R. I.
Moeschl - Edwards Corrugating Co., 411 E. 5th St., Cincinnati, Ohio.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Triangle Iron Works, Inc., 435 Austin Pl., N. Y. City.
Tyler Co., W. S., 3621 Superior Ave., N. E., Cleveland, Ohio.

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Columbia Printing Co., 1632 N. Halsted St., Chicago, Ill.
Green, P. A., 52 Rumford Ave., Waltham, Mass.
Metal Specialties Mfg. Co., 338 N. Kedzie Ave., Chicago, Ill.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Stafford Co., N., 96 Fulton St., N. Y. City.

HANGERS, Door and Curtain

(See Curtain Tracks)

HARDWARE, Theatre

Channon Mfg. Co., James H., 223 W. Erie St., Chicago, Ill.
Clancy, Inc., J. R., Syracuse, N. Y.
Great Western Stage Equip. Co., 817 Holmes St., Kansas City, Mo.
Henderson & Son, Inc., N. E., 1320 Race St., Philadelphia, Pa.
Kurzon, Charles, 97 E. Houston St., N. Y. City.
Power Studios, Robert E., Film Ex. Bldg., Los Angeles, Calif.
Russell & Erwin Mfg. Co., New Britain, Conn.
Soeffing & Co., Adolph, 833 Arch St., Philadelphia, Pa.
Solidhed Track Co., 39 Murray St., N. Y. City.
Sosman & Landis Co., 416 S. Kedzie Ave., Chicago, Ill.
Tiffin Scenic Studios, Tiffin, O.
Welsh, J. H., 503 W. 43rd St., N. Y. City.

HEATERS, Organ

Prometheus Elec. Corp., 356 W. 13th St., N. Y. City.
Time-O-Stat Controls Co., Elkhart, Ind.

HEATERS, Ticket Booth

Kausalite Mfg. Co., 8129 Rhodes Ave., Chicago, Ill.
Prometheus Electric Corp., 356 W. 13th St., N. Y. City.
Time-O-Stat Control Co., Elkhart, Ind.
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Blizzard Sales Co., 1514 Davenport St., Omaha, Neb.
Carrier Engineering Corp., 850 Frelinghuysen Ave., Newark, N. J.
Clarage Fan Co., Porter and North Sts., Kalamazoo, Mich.
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Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.
Johnson Service Corp., Milwaukee, Wis.
Keystone Heating & Equip. Co., 1317 S. Juniper St., Philadelphia, Pa.
Lakeside Company, 223 Main St., Hermanville, Mich.
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Sturtevant Co., B. F., Hyde Park, Boston, Mass.
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Woodling, Miner D., 810 Midland Bldg., Kansas City, Mo.

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(See Furnaces, Coal Burning and Heating and Ventilating Equipment)

HEATING SYSTEMS, Oil

(See Oil Burning Equipment)

HEATING, Theatre

(See Heating and Ventilating Equipment)

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Hennegan Co., The, 311 Genesee St., Cincinnati, Ohio.
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(See Arcs, High Intensity)

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(See Ticket Choppers and Holders)

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(See Color Hoods)

HORN TOWERS

(See Sound Equipment Section, pages 65-82)

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(See Sound Equipment Section, pages 65-82)

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(See Lamps, Mazda)

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Bray Productions, Inc., 729 7th Ave., N. Y. City.
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Pathescope Co. of America, 35 W. 42d St., N. Y. City. (Suite 1828.)
Phelpsfilms, Inc., 126 Meadow St., New Haven, Conn.
Douglas Rothacker Film Co., 1339 Diversey Parkway, Chicago, Ill.
Spoor & Ahbe Film Corp., 1345 Argyle St., Chicago, Ill.

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Bass Camera Co., 179 W. Madison St., Chicago, Ill.
Kansas City Slide Mfg. Co., 15th and Troost Sts., Kansas City, Mo.
Radio Mat Slide Co., Inc., 167 W. 48th St., N. Y. City.
Standard Slide Corp., 228 W. 56th St., N. Y. City.
Weber Co., F., 1220 Buttonwood St., Philadelphia, Pa.

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Atlas Metal Works, 2601 Alamo St., Dallas, Texas.
Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.
Duplex Motion Picture Industries, 74 Sherman Ave., Long Island City, N. Y.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.

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Hartford Fire Insurance Co., Hartford, Conn.
Massce & Co., Inc., 115 Broad St., N. Y. City.
Stebbins, Leterman & Gates, 1540 Broadway, N. Y. City.
Theatre Inter-Insurance Exchange, Drexel Bldg., Philadelphia, Pa.

INSURANCE, Rain
Massce Co., Inc., 115 Broad St., N. Y. City.
Stebbins, Leterman & Gates, 1540 Broadway, N. Y. City.

INTERIOR DECORATING SERVICE
(See Decorations, Theatre Interior)

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Daniel Ornamental Iron Works, 4435 W. Division St., Chicago, Ill.
Lederle & Co., Robert B., Witherspoon Bldg., Philadelphia, Pa.
Llewellyn Iron Works, Los Angeles, Cal.
Moss Iron Works, J. E., Wheeling, W. Va.
Mott Iron Works, J. L., 369 Lexington Ave., N. Y. City.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Perlman Iron Works, Inc., A., 1735 W. Farms Road, N. Y. City.
Rogers Schmitt Wire & Iron Works, 1815 23rd St., St. Louis, Mo.
Wehmeyer, Edwin W., 1700 Walnut St., Philadelphia, Pa.

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American Standard Mfg. Co., 2266 Archer Ave., Chicago, Ill.
Atlanta Cleansing Products Co., 443 W. 31st St., N. Y. City.
Chicago Products Co., 104 Hopkins St., Brooklyn, N. Y.
Ellis Davidson Co., 348 W. 52nd St., N. Y. City.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Huntington Laboratories, Inc., 913 E. Tipton St., Huntington, Ind.
Janitors' Supply Co., 301 Market St., Pittsburgh, Pa.
Nichols Mfg. Co., R. H., 38 17th St., Buffalo, N. Y.
St. Louis Janitors' Supply Co., 116 N. 9th St., St. Louis, Mo.
Sanozone Chemical Co., 1127 Roy St., Philadelphia, Pa.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
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Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Sargent & Co., New Haven, Conn.

LABELS, Film
Dennison Mfg. Co., Framingham, Mass.
Filmack Co., 838 So. Wabash Ave., Chicago, Ill.
Green, P. A., 52 Rumford Ave., Waltham, Mass.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.

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(See Gummed Labels)

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- Bennett Film, 6363 Santa Monica Blvd., Hollywood.
- Clunes, 5356 Melrose Ave., Hollywood.
- Consolidated Film Industries, Inc., 5515 Melrose Ave., Hollywood.
- Davidge & Co., Roy, 6701 Santa Monica Blvd., Hollywood.
- Dawes, Fred C., Negative Film Lab., 1426 N. Beachwood Drive, Hollywood.
- Handschiegl Color Process Corp., 1040 McCadden Pl., Hollywood.
- Horsley, Wm., 6060 Sunset Blvd., Hollywood.
- Little, 5874 Hollywood Blvd., Hollywood.
- Technicolor Motion Picture Corporation, 1006 Cole Ave., Hollywood.

CANADA:
- Dominion Film Co., Vancouver, B. C.

COLORADO:
- Ford's, 1029 16th St., Denver.

CONNECTICUT:
- Phelpsfilms, Inc., 126 Meadow St., New Haven.

D. C., WASHINGTON:
- Colonial Film Co., 606 Sixth St.

FLORIDA:
- Miami Studios, Miami.

GEORGIA:
- Hamilton Beach Film Co., 141 Walton St., Atlanta.

ILLINOIS:
- Holmes, Burton, 7510 N. Ashland Ave., Chicago.
- Spoor-Thompson Laboratories, 1333 Argyle St., Chicago.
- Atlas Educational Film Co., 1111 So. Blvd., Oak Park.
- M. P. A. Film Laboratory, The, Plano.

INDIANA:
- Coburn Photo & Film Co., 539 W. Meridian St., Indianapolis.

IOWA:
- Parrot Films, 1700 Kesauqua Way, Des Moines.

MARYLAND:
- Alpha Film Laboratories, 3437 Park Heights Ave., Baltimore.
- Lewey, Harry, Wizard Theatre Bldg., Baltimore.

MASSACHUSETTS:
- Commonwealth Cinema Co., 29 Middlesex St., Boston.
- Melkon Motion Picture Laboratory, 15 Stanhope St., Boston.
- Motion Picture Advertising Co., Boston.
- Technicolor Motion Picture Corp., 120 Brookline Ave., Boston.

MICHIGAN:
- H. N. Nelson, Film Bldg., Detroit.

MINNESOTA:
- Lochren Film & Slide Co., W. A., 706 Film Exchange Bldg., Minneapolis.
- Ray Bell Films, Inc., 817 University Ave., St. Paul.

MISSOURI:
- National Film Publicity Co., Sara & Duncan Sts., St. Louis, Mo.

NEW JERSEY:
- Pathe, Bound Brook.
- Paragon, John St., Fort Lee.
- Universal Film Mfg. Co., Fort Lee.
- U. S. Laboratories, Hudson Heights.
- Empire Laboratories, Inc., West New York.

NEW YORK:
- Hedwig Laboratories, Inc., 48 Congress Ave., Flushing.
- G. M. Laboratories, Inc., Long Island City.
- Fischer Studios & Laboratories, David, New Rochelle.
- Biograph Co., 807 E. 175th St., N. Y. City.
- Consolidated Film Industries, 203 W. 146th St., N. Y. City.
- Cromlow Film Lab., 220 W. 42nd St., N. Y. City.
- Duart Film Lab., 245 W. 55th St., N. Y. City.
- Empire Film Lab., 723 7th Ave., N. Y. City.
- Malcolm Laboratories, 244 W. 49th St., N. Y. City.
- Superlab Corp., 233 W. 42nd St., N. Y. City.

OHIO:
- Alpha M. P. Co., 2340 Euclid Ave., Cleveland.
- Pyramid Film Co., Pyramid Bldg., 121 E. 3rd St., Dayton.

OREGON:
- Kiser Studios, 773 Melrose St., Portland.

PENNSYLVANIA:
- Derr Lab., Wm., 2250 N. 7th St., Philadelphia, Pa.
- Atlantic Film Co., 1105 Washington Blvd., Pittsburgh.
- Howe Film Lab., Lyman, 175 W. River St.,Wilkes-Barre.

TEXAS:
- Austin Film Library, Inc., Austin.
- Jamieson, Film Lab., H. V., 1801½ Commerce St., Dallas.

WISCONSIN:
- Badger Film Co., 326 Grand Ave., Milwaukee.

LAMP DIP COLORING

- Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
- Gelatine Products Co., Inc., 27 6th Ave., Brooklyn, N. Y.
- Hewes & Co., 1069 Myrtle Ave., Brooklyn, N. Y.
- Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
- Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
- Rosco Laboratories, 367 Hudson Ave., Brooklyn, N. Y.
- Technical Color & Chemical Works, 523 Third Ave., Brooklyn, N. Y.

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- Caldwell & Co., Inc., E. F., 38 W. 15th St., N. Y. City.
- Gudeman & Co., 30 Irving Pl., N. Y. City.
- Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.

Metalarts Studios, 451 E. Ohio St., Chicago, Ill.
Pittsburgh Lamp, Brass & Glass Co., 32nd and Penn Ave., Pittsburgh, Pa.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.

LAMPS, Arc

Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
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Cinema Studios Supply Corp., 1438 Beachwood Drive, Hollywood, Cal.
Enterprise Optical Mfg. Co., 564 W. Randolph St., Chicago, Ill.
General Electric Co., Schenectady, N. Y.
Hall & Connolly, 24 Vandam St., N. Y. City.
Hallberg, J. H., 29 W. 57th St., N. Y. City.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Mestrum, Henry, 817 Sixth Ave., N. Y. City.
Motion Picture Service Co., 417 W. 44th St., N. Y. City.
Strong Elec. Co., 2501 Lagrange St., Toledo, Ohio.
Wohl & Co., Inc., M. J., 9-11 40th Ave., Long Island City, N. Y.

LAMPS, Incandescent

(See Lamps, Mazda)

LAMPS, Incandescent Projection

(See Lamps, Mazda Projection)

LAMPS, Lacquer

(See Lamp Dip Coloring)

LAMPS, Mazda

Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Edison Lamp Works of General Electric Co., Harrison, N. J.
National Lamp Works, Nela Park, Cleveland, Ohio.
Westinghouse Lamp Co., 150 Broadway, N. Y. City.

LAMPS, Mazda Projection

Edison Lamp Works of General Electric Co., Harrison, N. J.
National Lamp Works, Nela Park, Cleveland, Ohio.
Westinghouse Lamp Co., 150 Broadway, N. Y. City.

LAMPS, Mirror Arc Reflector Projection

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International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
McAuley Mfg. Co., J. E., 554 W. Adams St., Chicago, Ill.
Perfection Arc Co., Inc., 711 Wells St., Milwaukee, Wis.
Strong Elec. Co., The, 2501 Lagrange St., Toledo, Ohio.

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Benson Brass & Chandelier Works, 1417 Agnes Ave., Kansas City, Mo.
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Voigt Co., 1743 N. 12th St., Philadelphia, Pa.
West Side Wood Turning Co., 227 Tenth Ave., N. Y. City.

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Bass Camera Co., 179 W. Madison St., Chicago, Ill.
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LENSES, Condenser

(See Condenser Lenses)

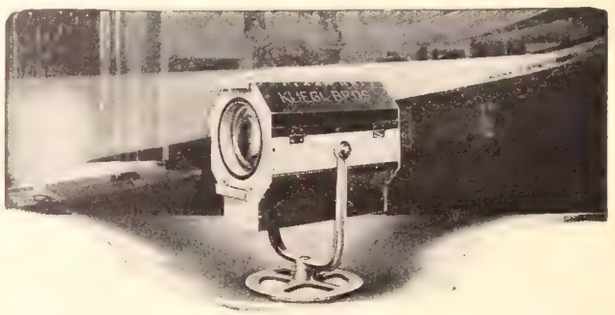
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Seebold Invisible Camera Corp., 739 Clinton Ave. S., Rochester, N. Y.
Sussfeld, Lorsch & Schimmel, 153 W. 23rd St., N. Y. City.
Willoughbys, 110 W. 32nd St., N. Y. City.

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LIBRARIES, Film

Dawes, Fred C., 6115 De Longpre Ave., Los Angeles, Cal.
General Film Library, 117 W. 46th St., N. Y. City.
Pathescope Co. of America, 35 W. 42nd St., N. Y. City.
Wafilms, Inc., 130 W. 46th St., N. Y. City.

LIGHTING, Acetylene

Commercial Acetylene Supply Co., Berkeley, Cal.
Mestrum, Henry, 817 6th Ave., N. Y. City.
National Carbide Sales Corp., 342 Madison Ave., N. Y. City.
Prest-O-Lite Co., Indianapolis, Ind.

LIGHTING ENGINEERS

(See Engineers, Lighting)

LIGHTING FIXTURES

(See Fixtures, Lighting)

LIGHTING, Stage Equipment

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Channon Mfg. Co., James H., 223 W. Erie St., Chicago, Ill.
Chicago State Lighting Co., 114 N. La Salle St., Chicago, Ill.
Curtis Lighting, Inc., 1119 West Jackson Blvd., Chicago, Ill.
Cutler-Hammer, Inc., 1255 St. Paul Ave., Milwaukee, Wis.
Duplex Stage Lighting Co., 334 W. 44th St., N. Y. City.
Great Western Stage Equip. Co., 817 Holmes St., Kansas City, Mo.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Lu-Mi-Nus Signs, Inc., 2736 Wentworth Ave., Chicago, Ill.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
Mestrum, Henry, 817 6th Ave., N. Y. City.
Mutual Electric & Machine Co., 7610 Jos. Campau Ave., Detroit, Mich.
Newton, Chas. I., 244 W. 14th St., N. Y. City.
Reynolds Electric Co., 2628 W. Congress Ave., Chicago, Ill.
Strauss & Co., Inc., 616 West 43rd St., N. Y. City.
Tiffin Scenic Studios, Tiffin, Ohio.
Ward-Leonard Electric Co., 37 South St., Mt. Vernon, N. Y.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

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Continental Electric Co., Inc., 140 Liberty St., N. Y. City.
Crane Co., The, 836 S. Michigan Ave., Chicago, Ill.
Delco Light Co., 304 N. Taylor St., Dayton, Ohio.
Enslen Hydro & Electric Co., Inc., 1600 Broadway, N. Y. City.
General Electric Co., Schenectady, N. Y.
Kohler Co., Kohler, Wisc.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

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Alexander, Inc., Harry, 20 West 34th St., N. Y. City.
Delco Light Co., 304 N. Taylor St., Dayton, Ohio.
Enslen Hydro & Electric Co., Inc., 1600 Broadway, N. Y. City.
Homelite Corp., Grand Central Terminal, N. Y. City.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

LIGHTS, Aisle

(See Aisle Lights)

LIGHTS, Border

(See Lighting, Stage Equipment)

LIGHTS, Cove

(See Cove Lights)

LIGHTS, Exit

(See Exit Light Signs)

LIGHTS, Orchestra

Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Channon Mfg. Co., James H., 223 West Erie St., Chicago, Ill.
Chicago Electric Sign Co., 2219 W. Grand Ave., Chicago, Ill.
Curtis Lighting, Inc., 1119 W. Jackson Blvd., Chicago, Ill.
Gallagher, R. E., Orch Equip., 616 W. Elm St., Chicago, Ill.
Kausalite Mfg. Co., 8129 Rhodes Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.

LIGHTS, Spot

(See Spotlights)

LIGHTS, Studio

Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Burke & James, 425 S. Wabash Ave., Chicago, Ill.
Cinema Studios Supply Corp., 1438 Beechwood Drive, Hollywood, Cal.
Cooper Hewitt Electric Co., 410 8th St., Hoboken, N. J.
E-J Electric Installation Co., 155 E. 44th St., N. Y. City.
General Electric Co., Schenectady, N. Y.
Hall & Connolly, 24 Vandam St., N. Y. City.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Mestrum, Henry, 817 Sixth Ave., N. Y. City.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.
Wohl & Co., Inc., M. J., 9-11 40th Ave., Long Island City, N. Y.
Wolff Mfg. Corp., 225 N. Hoyne Ave., Chicago, Ill.

LINKS, Fusible

Corbin, P. & F., 60 W. Lake St., Chicago, Ill.
Globe Automatic Sprinkler Co., 250 Park Ave., N. Y. City.
Metropolitan Elec. Mfg. Co., Boulevard and 14th St., Long Island City, N. Y.
Moeschl-Edwards Corrugating Co., 411 E. 5th St., Cincinnati, Ohio.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.
Yates, Inc., J. W., 49½ Eighth Ave., N. Y. City.

LINOLEUM

(See Floor Coverings)

LIQUID SOAP & SOAP CONTAINERS

American Standard Mfg. Co., 2266 Archer Ave., Chicago, Ill.
Best Chemical Co., 833 N. 17th St., Allentown, Pa.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Huntington Laboratories, Inc., 913 E. Tipton St., Huntington, Ind.
Nichols Mfg. Co., R. H., 38 17th St., Buffalo, N. Y.
Rochester Germicide Co., Rochester, N. Y.
U. S. Sanitary Specialties Corp., 435 S. Western Ave., Chicago, Ill.
West Disinfecting Co., Barn St., Long Island City, N. Y.
Worrell Mfg. Co., 114 S. Main St., St. Louis, Mo.

LISTS, Mailing

(See Mailing Lists)

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Artcraft Lithograph & Printing Co., 110 Seventh Ave., N. Y. City.
Edwards & Deutsch Lithographing Co., 2320 S. Wabash Ave., Chicago, Ill.
Forbes Lithographing Co., Boston, Mass.
Goes Lithographing Co., 47 Warren St., N. Y. City.
Grinnell Lithographic Co., 406 W. 31st St., N. Y. City.
Hennegan Co., The, 311 Genesee St., Cincinnati, Ohio.
Hoover & Sons Co., Joseph, 49th & Market Sts., Phila, Pa.
Milwaukee Lithographing Co., 2101 Sycamore St., Milwaukee Wis.
Morgan Lithograph Co., Cleveland, Ohio.
Stafford Co., N., 96 Fulton St., N. Y. City.

LOBBY DECORATIONS

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Old Glory Mfg. Co., 210 W. Van Buren St., Chicago, Ill.

LOBBY DISPLAY FRAMES

(See Frames, Poster and Lobby Display)

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Ficks Reed Co., 424 Findlay St., Cincinnati, Ohio.
Heywood-Wakefield Co., 209 Washington St., Boston, Mass.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.

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Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.

LOBBY WALLS
(See Wall Coverings)

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Sargent & Co., New Haven, Conn.
Steffens-Amberg Co., 260 Morris Ave., Newark, N. J.

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Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
International Metal Polish Co., Quill St. and Belt R. R., Indianapolis, Ind.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
Lidseen, Inc., Gustave, 830 S. Central Ave., Chicago, Ill.
New York Lubricating Oil Co., 116 Broad St., N. Y. City.
United States Graphite Co., Saginaw, Mich.

LUMINOUS SIGNS, Interior and Exterior
(See Electric Signs)

MAILING BAGS
Boyle & Co., Inc., John, 112 Duane St., N. Y. City.
Federal Bag Co., 3500 S. Morgan St., Chicago, Ill.

MAILING LISTS
Boyd's City Dispatch, 114 E. 23rd St., N. Y. City.
Motion Picture Directory Co., 709 6th Ave., N. Y. City.
Polk & Co., Inc., R. L., 524 Broadway, N. Y. City.
Ross-Gould Co., 483 N. 10th St., St. Louis, Mo.
Trade Circular Co., 166 W. Adams St., Chicago, Ill.

MAKE-UP, Theatrical
Emmelin, Alfred, 49 W. 48th St., N. Y. City.
Factor, Max, 326 S. Hill St., Los Angeles, Cal.
Shindhelm, G., 144 W. 46th St., N. Y. City.
Tam's, 318 West 46th St., N. Y. City.

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Henry Marble Co., 3208 Shields Ave., Chicago, Ill.
Martinelli, J., 1400 Broadway, N. Y. City.
Vitrolite Co., The, 133 W. Washington St., Chicago, Ill.

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Bing & Co.'s Successors, Inc., Ferdinand, 67 Irving Pl., N. Y. City.
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Comolli & Co., John, 85 5th Ave., Brooklyn, N. Y.
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Excelsior Marble & Tile Works, Inc., 896 East 141st St., N. Y. City.
Pittsburgh Plate Glass Co., 1618 Frick Bldg., Pittsburgh, Pa.
United Marble Co., Rutland, Vt.
Vermont Marble Co., Proctor, Vt.

MARQUEES, Theatre
(See Canopies)

MASKS, for Sound Picture Screens
(See Sound Equipment Section, pages 65-82)

MAT SERVICE
(See Service, Mat)

MATS AND RUNNERS
American Standard Mfg. Co., 2266 Archer Ave., Chicago, Ill.
Getman Leather Products Co., 109 Pearl St., Oshkosh, Wis.
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(See Projection, Mazda Lamp)

MAZDA LAMPS
(See Lamps, Mazda)

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Arcus Ticket Co., 348 N. Ashland Ave., Chicago, Ill.
Milwaukee Corrugating Co., 36th Ave. and Burnham St., Milwaukee, Wis.
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Stafford Co., N., 96 Fulton St., N. Y. City.

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Duplex M. P. Industries, 74 Sherman Ave., Long Island City, N. Y.
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Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Willoughbys, 110 W. 32nd St., N. Y. City.

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Bache & Co., Semon, 636 Greenwich St., N. Y. City.
Lobby Display Frame Corp., 723 Seventh Ave., N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Metalarts Studios, 451 E. Ohio St., Chicago, Ill.
Newcomb Mfg. Co., F. J., 42 W. 13th St., N. Y. City.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Rawson & Evans Co., 710 Washington Blvd., Chicago, Ill.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
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(See Disinfectants and Sprays)

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International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
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(See Generators, Motor)

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Hertner Elec. Co., 12694 Elmwood Ave., Cleveland, Ohio.
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Reynolds Elec. Co., 2628 West Congress St., Chicago, Ill.
Roth Bros. & Co., 1400 West Adams St., Chicago, Ill.
Westinghouse Elec. & Mfg. Co., E. Pittsburgh, Pa.
Wigginton Co., 434 N. Church St., Kalamazoo, Mich.

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National Card, Mat & Board Co., 4318 Carroll Ave., Chicago, Ill.
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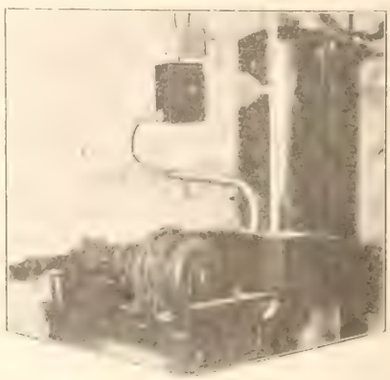
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Ditson & Co., C. H., 8 E. 34th St., N. Y. City.
Fox Publishing Co., Samuel Arcade, Cleveland, Ohio.
International Music Publishers, 326 W. 43rd St., N. Y. City.
Remick, Jerome H., 461 Fort St., Detroit, Mich.
Schirmer, Inc., G., 3 E. 43rd St. N. Y. City.
Von Tilzer, Harry, 1587 Broadway, N. Y. City.

MUSIC ROLLS for Organs and Pianos

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Filmusic Co., 6701 Santa Monica Blvd., Hollywood, Cal.

MUSIC STANDS, Orchestra

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Selmer-Conn, Inc., 237 W. 47th St., N. Y. City.

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(See Also Organs and Pianos)
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Holton & Co., Frank, Elkhorn, Wis.
King-Slater Co., 12 Union Sq., N. Y. City.
Martin Band Instrument Co., 401 Baldwin St., Elkhart, Ind.
Selmer-Conn, Inc., 237 W. 47th St., N. Y. City.
Wurlitzer Co., The Rudolph, 121 E. 4th St., Cincinnati, Ohio.

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(See also Organs and Pianos, Automatic)
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Ditson Co., Oliver, 178 Tremont St., Boston, Mass.
Kimball Co., W. W., 306 South Wabash Ave., Chicago, Ill.
Leatherman, F. A., 64 N. Pryor St., Atlanta, Ga.
Marquette Piano Co., 2421 Wallace St., Chicago, Ill.
Page Organ Co., 519 N. Jackson St., Lima, Ohio.
Tangley Co., 100 Main St., Muscatine, Iowa.

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(See Film, Raw, Negative and Positive)

NOTCHERS, Film

(See Film Notchers)

NOVELTIES, Advertising

(See Advertising Novelties)

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Miller Rubber Co., Akron, Ohio.

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(See Volt Meters)

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Caloroil Burner Corp., 225 West 34th St., N. Y. City.
Fuel Oil Burner Engineering Corp., 101 Park Ave., N. Y. City.
Gilbert & Barker Mfg. Co., 26 Broadway, N. Y. City.
MacLeod Co., 2227 Bogen St., Cincinnati, Ohio.
Reynolds & Co., B. F., 118 West Ohio St., Chicago, Ill.
Skinner Bros. Mfg. Co., Inc., 1474 Vandeventer Ave., St. Louis, Mo.
Supreme Heater & Ventilating Corp., 1915 Pine St., St. Louis, Mo.

OIL, Projector

(See Lubricants)

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Master Optical Co., 19 W. 36th St., N. Y. City.
Newton, Chas. I., 244 W. 14th St., N. Y. City.
Seebold Invisible Camera Corp., 739 Clinton Ave. S., Rochester, N. Y.
Spencer Lens Co., 19 Doat St., Buffalo, N. Y.
Sussfield, Lorsch & Schimmel, 153 W. 23rd St., N. Y. City.
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Bruckner-Mitchell, 532 W. 22nd St., N. Y. City.
Clark, Inc., Peter, 544 W. 30th St., N. Y. City.
Curtis Pneumatic Machinery Co., 1944 Kienlert Ave., St. Louis, Mo.
Gallagher, R. D., Orch. Equipment, 616 W. Elm. St., Chicago, Ill.
Warsaw Elevator Co., Warsaw, N. Y.

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(See Musical Instruments, Automatic)

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ORGAN HEATERS

(See Heaters, Organ)

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Otis Elevator Co., 26th St. and 11th Ave., N. Y. City.
Warsaw Elevator Co., Warsaw, N. Y.

ORGAN LIGHTS

(See Lights, Orchestra)

ORGAN MUSIC ROLLS

(See Music Rolls for Organ and Piano)

ORGAN NOVELTY SLIDES

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National Studios, Inc., 228 W. 56th St., N. Y. City.
Ransley Studios, 54 W. Randolph St., Chicago, Ill.

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(See Foutains, Decorative)

ORNAMENTAL IRON WORK

(See Iron Works, Architectural and Ornamental)

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(See Film Packers)

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(See Screen Paint)

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McCallum Decorative Corp., 135 Seventh St., Pittsburgh, Pa.

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PAINTS, Theatre Interior

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(See Artificial Flowers)

PANEL BOARDS, Lighting

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General Electric Co., Schenectady, N. Y.
Hub Electric Co., 2219 West Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St. ,N. Y. City.
Metropolitan Elec. Mfg. Co., 14th and Boulevard, Long Island City, N. Y.
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Wurdack Elec. Mfg. Co., Wm., 4444 Clayton Ave., St. Louis, Mo.

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(See Cups, Sanitary Individual)

PAPER TOWELS

(See Vending Machines)

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(See Poster Paste)

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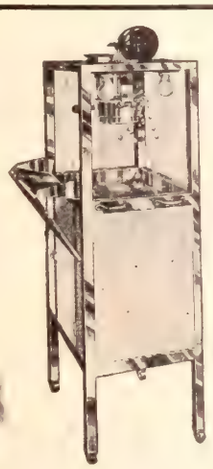
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(See Janitors' Supplies)

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North Tonawanda Musical Works, Payne Ave., North Tonawanda, N. Y.
Seeburg Co., J. P., 1510 Dayton St., Chicago, Ill.
Welte-Mignon Corp., 665 Fifth Ave., N. Y. City.
Wurlitzer Co., The Rudolph, 121 E. 4th St., Cincinnati, Ohio.

PICKS-UPS
(See Sound Equipment Section, pages 65-82)

PICTURE EASELS
(See Easels, Picture)

PIPE ORGANS
(See Organs, Theatre)

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Comolli & Co., Inc., John, 85 5th Ave., Brooklyn, N. Y.
Continental Plastering Co., 1934 Commerce St., Philadelphia, Pa.
Jacobson & Co., 241 E. 44th St., N. Y. City.
Jennens, W. H., Mfg. Co., 23rd and Harrison Sts., Kansas City, Mo.
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Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Voigt Co., 1743 North 12th St., Philadelphia, Pa.

PLAY BROKERS
(See Brokers Play)

PLAYER PIANOS
(See Pianos, Automatic)

PLAYROOM EQUIPMENT
(See Nursery Furnishings)

PLUMBING FIXTURES
(See Fixtures, Plumbing)

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(See Projectors, Portable)

POSITIVE RAW FILM
(See Film, Raw, Negative and Positive)

POSTER ART SERIVCE
Poster Art Design Service, 516 Newfield Bldg., Bridgeport, Conn.

POSTER FRAMES
(See Frames, Poster and Lobby Display)

POSTER LIGHTS
General Outdoor Adv. Co., 550 W. 57th St., N. Y. City.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Spencer Lens Co., 19 Doat St., Buffalo, N. Y.
Voigt Co., 1743 North 12th St., Philadelphia, Pa.

POSTER PASTE
General Outdoor Adv. Co., 550 W. 57th St., N. Y. City.

POSTERS, Advertising
Artcraft Lithograph & Printing Co., 110 7th Ave., N. Y. City.
Edwards & Deutsch Lithographing Co., 2330 S. Wabash Ave., Chicago, Ill.
Filmack Co., 838 S. Wabash Ave., Chicago, Ill.
General Outdoor Adv. Co., 550 W. 57th St., N. Y. City.
Grinnell Lithographic Co., Inc., 406 W. 31st St., N. Y. City.
Hennegan Co., The, 311 Genesee St., Cincinnati, Ohio.
Inter-City Press, 10 Ferry St., N. Y. City.
Morgan Lithograph Co., Cleveland, Ohio.
Runey Show Print Co., Runey Bldg., Cincinnati, Ohio.
Strauss & Co., Inc., 616 W. 43rd St., N. Y. City.
U. S. Printing & Lithographing Co., 85 N. Third St., Brooklyn, N. Y.

POWER PLANTS, Electric
(See Lighting and Power Plants)

PRESERVATION, Film
(See Film Preservation and Renovators)

PRESS BOOKS
(See Printing, Theatre)

PRINTERS, Film Machine
Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.
Duplex Motion Picture Industries 74 Sherman Ave., Long Island City, N. Y.

PRINTING, Theatre
American Lithograph Co., 52 E. 19th St., N. Y. City.
Arcus Ticket Co., 348 N. Ashland Ave., Chicago, Ill.
Beacon Press, Inc., 318 W. 39th St., N. Y. City.
Circle Press, Inc., 438 W. 37th St., N. Y. City.
Derby Press, The, 1799 Jerome Ave., N. Y. City.
Exhibitors Printing Service, 711 S. Dearborn Ave., Chicago, Ill.
Filmack Co., 838 S. Wabash Ave., Chicago, Ill.
Hennegan Co., The, 311 Genesee St., Cincinnati, Ohio.
Hoover & Sons Co., Jos., 49th and Market Sts., Philadelphia, Pa.
Simplex Ticket Co., 3120 W. Grand Ave., Chicago, Ill.
Universal Press, 729 7th Ave., N. Y. City.

PROGRAMS & COVERS
(See also Printing, Theatre)
Derby Press, The, 1799 Jerome Ave., N. Y. City.
Exhibitors Program Co., 1006 Forbes St., Pittsburgh, Pa.
Filmack Co., 838 S. Wabash Ave., Chicago, Ill.
Globe Type Foundry, 956-958 W. Harison St., Chicago, Ill.
Grinnell Lithographic Co., Inc., 406 W. 31st St., N. Y. City.
Hennegan Co., The, 311 Genesee St., Cincinnati, Ohio.
Hoover & Sons Co., Jos., 49th and Market Sts., Philadelphia, Pa.

PROJECTION LENSES
(See Lenses, Projection)

Hennegan
PROGRAM Covers
BUILD BOX OFFICE RECEIPTS
Write for Samples, The Hennegan Co, Cincinnati, O.

PROJECTION MACHINE PARTS

Baird Motion Picture Machine Co., 31 Runyon St., Newark, N. J.
Enterprise Optical Mfg. Co., 564 W. Randolph St., Chicago, Ill.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
Kaplan, Sam, 729 Seventh Ave., N. Y. City.

PROJECTION, Mazda Lamp

Edison Lamp Works of General Electric Co., Harrison, N. J.
Enterprise Optical Mfg. Co., 564 W. Randolph St., Chicago, Ill.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
National Lamp Works, Nela Park, Cleveland, Ohio.
Westinghouse Lamp Co., 150 Broadway, N. Y.

PROJECTION ROOMS, Public

Duplex Motion Picture Industries, 74 Sherman Ave., Long Island City, N. Y.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Lloyd's Film Storage Corp., 130 W. 46th St., N. Y. City.
National Studios, Inc., 228 W. 56th St., N. Y. City.
Simplex Projection Rooms, 729 Seventh Ave., N. Y. City.

PROJECTORS, Advertising

(See Advertising Projectors)

PROJECTORS, Portable

Bass Camera Co., 179 West Madison St., Chicago, Ill.
Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.
Capitol Machine Co., 100 E. 42nd St., N. Y. City.
De Vry Corp., The, 1111 Center St., Chicago, Ill.
Duplex Motion Picture Industries, 74 Sherman Ave., Long Island City, N. Y.
Enterprise Optical Mfg. Co., 564 W. Randolph St., Chicago, Ill.
Goerz American Optical Co., C. P., 317 East 34th St., N. Y. City.
Herbert & Huesgen Co., 18 East 42nd St., N. Y. City.
Holmes Projector Co., 1639 N. Halsted St., Chicago, Ill.
International Projector Corp., Acme Division, 90 Gold St., N. Y. City.
National Studios, Inc., 228 W. 56th St., N. Y. City.
Pathescope Co., Aeolian Bldg., 35 West 42nd St., N. Y. City..
Spencer Lens Co., 19 Doat St., Buffalo, N. Y.
Victor Animatograph Co., 527 W. 4th St., Davenport, Iowa.

PROJECTORS, Standard

Coxsackie Holding Corp., Coxsackie, N. Y.
Enterprise Optical Mfg. Co., 564 W. Randolph St., Chicago, Ill.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.

PROTECTION TREATMENT, Film

(See Film Preservation and Renovators)

PUBLICATIONS, Motion Picture Trade

Daily Review & M. P. Today, 25 W. 43rd St., N. Y. City.
Exhibitors Herald-World, 565 Fifth Ave., N. Y. City.
Film Daily, 1650 Broadway, N. Y. City.
Motion Picture News, 729 7th Ave., N. Y. City.

PUBLICATIONS, Projection

Cameron Publishing Co., Manhattan Beach, N. Y.
Falk Publishing Co., Inc., Dept. 625, 10 W. 33rd St., N. Y. City.
Scientific American (The Cinema Handbook), 24 W. 40th St., N. Y. City.

RACKS, Developing

Ajax Airlyt Welded Products Co., 315 Hancock St., Long Ave., Jersey City, N. J. Island City, N. Y.
Corcoran, Inc., A. J., 753 Jersey

RADIATOR COVERS

Art Metal Radiator Cover Co., 420 Lexington Ave., N. Y. City.
Columbia Metal Box Co., 238 E. 144th St., N. Y. City.
Mullins Mfg. Co., Salem, Ohio.
Sharlow Bros. Co., 442 W. 42nd St., N. Y. City.
Sodemann Heat & Power Co., 2300 Morgan St., St. Louis, Mo.
Winchester Cabinet Co., 551 W. Monroe St., Chicago, Ill.

RAILINGS, Iron, Steel and Brass

(See Iron Works, Architectural and Ornamental and Brass Rails)

RAILS, Rope

Ajax Rope Co., Inc., 117 Liberty St., N. Y. City.
American Mfg. Co., Noble and West Sts., Brooklyn, N. Y.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Pick & Co., Albert, 1200 W. 35th St., Chicago, Ill.

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(See Insurance, Rain)

RAW STOCK, Film
(See Film, Raw Negative and Positive)

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Gescheidt & Co., Inc., Jacob, 142 E. 43rd St., N. Y. City.
Milwaukee Corrugating Co., 36th Ave., and Burnham St., Milwaukee, Wis.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.

RECORDS, Sound Effect
(See Sound Equipment Section, pages 65-82)

RECTIFIERS, Alternating Current
Automatic Devices Co., 739 Hamilton St., Allentown, Pa.
Forest Electric Corp., New and Wilsey Sts., Newark, N. J.
General Electric Co., Schenectady, N. Y.
Hall & Connolly, 24 Vandam St., N. Y. City.
Liberty Electric Corp., Stamford, Conn.
Strong Elec. Co., The, 2501 Lagrange St., Toledo, Ohio.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

REDECORATING SERVICE
(See Decorators, Theatre Interior)

REEL ALARM SIGNALS
(See Automatic Change-over)

REELS, Film Shipping Projection
Acme Stamping & Mfg. Co., Pittsburgh, Pa.
Amusement Supply Co., 630 9th Ave., N. Y. City.
Geometric Stamping Co., 221 E. 131st St., Cleveland, Ohio.
Globe Machine & Stamping Co., 1250 West 76th St., Cleveland, Ohio.
Goldberg Bros., 1533-39 Blake St., Denver, Col.
Lloyds Film Storage Corp., 130 W. 46th St., N. Y. City.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Sharlow Bros. Co., 442 W. 42nd St., N. Y. City.
Willoughbys, 110 W. 32nd St., N. Y. City.

REFLECTORS, Billboard
Reynolds Elec. Co., 2628 West Congress St., Chicago, Ill.

REFLECTORS, Light
Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Chicago Stage Lighting Co., 112 N. LaSalle St., Chicago, Ill.
Curtis Lighting Co., Inc., 1123 W. Jackson Blvd., Chicago, Ill.
Frink, Inc., I. P., 239 Tenth Ave., N. Y. City.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.

REFLECTORS, Mirror Arc Lamp
Bausch & Lomb Optical Co., 653 St. Paul St., Rochester, N. Y.
Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Enterprise Opitcal Mfg. Co., 564 W. Randolph St., Chicago, Ill.
Goerz American Optical Co., C. P., 317 E. 34th St., N. Y. City.
Hall & Connolly, 24 Vandam St., N. Y. City.
International Projector Corp., 90 Gold St., N. Y. City.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
McAuley Mfg. Co., J. E., 554 W. Adams St., Chicago, Ill.
Sussfeld, Lorsch & Schimmel, 153 W. 23rd St., N. Y. City.

REFRIGERATING MACHINERY
American Carbonic Machinery Co., Wisconsin Rapids, Wis.
Brunswick-Kroeschell Co., New Brunswick, N. J.
Carbondale Machine Co., Carbondale, Pa.
Carrier Enginering Corp., 850 Frelinghuysen Ave., Newark, N. J.
Cooling & Air Conditioning Corp., 11 W. 42nd St., N. Y. City.
General Refrigeration Co., Beloit, Wisc.
Shipley Construction & Supply Co., 42nd St. and Second Ave., Brooklyn, N. Y.
Sodemann Heat & Power Co, 2300 Morgan St., St. Louis, Mo.
Wittenmeier Machinery Co., 30 Church St., N. Y. City.
Woodling, Miner D., 810 Midland Bldg., Kansas City, Mo.
York Ice Machinery Co., York, Pa.

REGISTERS, Ticket
(See Ticket Selling Machines)

RENOVATORS, Film
Bennett Film Renovator Co., Kansas City, Kans.
Dworsky Film Mach. Corp., Long Island City, N. Y.
Film Renovating Co. of America., Film Center Bldg., N. Y. City.
Rex Film Renovator Mfg. Co., 73 E. Naghten St., Columbus, Ohio.



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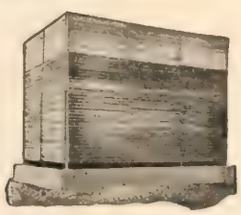
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Granada—Kansas City, Kansas.
Majestic—East St. Louis, Ill.
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(See Photos and Portraits)

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Heywood- Wakefield Co., 209 Washington St., Boston, Mass.

Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.

Vitrolite Co., The, 133 W. Washington St., Chicago, Ill.

REWINDERS, Film

Atlas Metal Works, 2601 Alamo St., Dallas, Texas.

Bass Camera Co., 179 West Madison St., Chicago, Ill.

Bell & Howell Co., 1827 Larchmont Ave., Chicago, Ill.

Best Devices Co., 1514 Prospect Ave., Cleveland, Ohio.

Duplex Motion Picture Industries, 74 Sherman Ave., Long Island City, N. Y.

Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.

International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.

Neumade Products Corp., 440 W. 42nd St., N. Y. City.

Willoughbys, 110 W. 32nd St., N. Y. City.

RHEOSTATS

Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.

Bull Dog Sales, 1223 S. Wabash Ave., Chicago, Ill.

Chicago Stage Lighting Co., 112 N. La Salle St., Chicago, Ill.

Cutler-Hammer, Inc., The, 1255 St. Paul Ave., Milwaukee, Wis.

Fulton Co., E. E., 1018 S. Wa- Co., Neave Bldg., Cincinnati, O.

Hertner Electric Co., 12694 Elmwood Ave., Cleveland, O.

Hoffmann & Soons, 387 First Ave,. N. Y. City.

Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.

Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.

International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.

Mestrum, Henry, 817 6th Ave., N. Y. City.

Sundh Electric Co., 5 Avenue C, Newark, N. J.

Ward Leonard Electric Co., 37 South St., Mt. Vernon, N. Y.

RIGGING, Stage

Acme Scenic Studios, 1507 N. Clark St., Chicago, Ill.

Bruckner-Mitchell, 532 W. 22nd St., N. Y. City.

Channon Mfg. Co., J. H., 223 W. Erie St., Chicago, Ill.

Clark, Inc., Peter, 544 W. 30th St., N. Y. City.

Great Western Stage Equipment Co., 817 Holmes St., Kansas City, Mo.

Landish Studios, Inc., 40 Ames St., Rutherford, N. J.

Lee Lash Studios, 1818-38 Amsterdam Ave., N. Y. City.

Martin Studios, J. D., 4114 Sunset Blvd., Hollywood, Cal.

New York Studios, 328 W. 39th St., N. Y. City.

Power Studios, Robert E., Film Ex. Bldg., Los Angeles, Calif.

Tiffin Scenic Studios, Tiffin, Ohio.

Volland Scenic Studios, Inc., 3737 Cass Ave., St. Louis, Mo.

ROOFING MATERIALS

Anchor Corrugating Const. Co., 145 W. 41st St., N. Y. City.

Barber Asphalt Co., 420 Lexington Ave., N. Y. City.

Beaver Products Co., Inc., 1440 Military Rd., Buffalo, N. Y.

Lathrop-Hoge Gypsum Const. Co., Neave Bldg., Cincinnati, O.

Milwaukee Corrugating Co., 36th Ave. and Burnham St., Milwaukee, Wis.

Nagler Bros., 38th & Poplar Sts., Philadelphia, Pa.

Sobel & Kraus, Inc., 517 East 136th St., N. Y. City.

SAFES, Burglarproof

York Safe & Lock Co., York, Pa.

SAFES, Film

(See Steel Lockers)

SCENERY, Stage

(See Stage Scenery)

SCENIC STUDIOS

(See Stage Scenery)

SCHOOLS

Herbert & Huesgen Co. (Cameramen's School), 18 E. 42nd St., N. Y. City.

Moving Picture Operators' School, 644 8th Ave., N. Y. City.

Moving Picture Theatre Managers Institute, Elmira, N. Y.

New York Institute of Photography, 10 W. 33rd St., N. Y. City.

Paramount Theatre Managers Training School, Paramount Bldg., N. Y. City.

SCREEN PAINT

Da-Lite Screen Co., 922 West Monroe St., Chicago, Ill.

Fulton Co., E. E., 1018 So. Wabash Ave., Chicago, Ill.

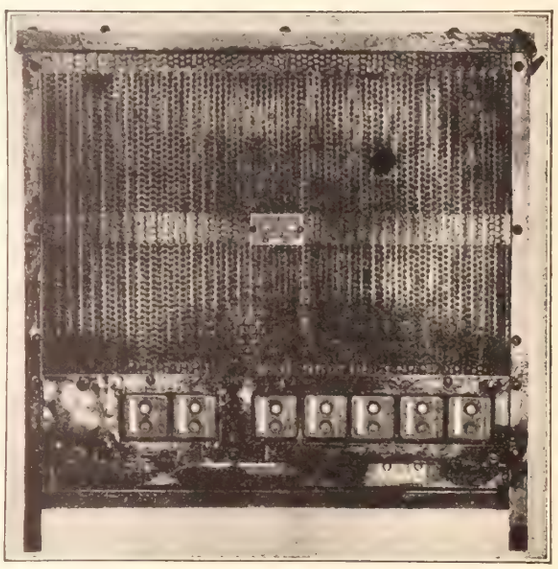
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Loew's Texas —Houston, Tex.
Loew's 86th St. —86th St., Brooklyn
Astor Theatre —New York City
Proctor's 86th St. —New York City
Cohan Theatre —New York City
Publix Theatre —Buffalo, N. Y.
New Capitol —Binghamton, N. Y.
Keith's Theatre —Philadelphia
Carman Theatre —Philadelphia
Proctor's Theatre —New Rochelle, N. Y.
Proctor's Theatre —White Plains, N. Y.
Fox's Washington —Washington, D. C. —St. Louis, Mo. —Detroit, Mich. —Brooklyn, N. Y.
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SCREENS, for Sound Installation

(See Sound Equipment Section, pages 65-82

SCREENS, Motion Picture

American Silversheet Co., 800 Beaumont St., St. Louis, Mo.
Da-Lite Screen Co., 922 West Monroe St., Chicago, Ill.
Diamond Screen Products Co., 1222 Ontario St., Cleveland, Ohio.
Gardiner Co., L. J., 1021 West Goodale Blvd., Columbus, O.
Minusa Cine Screen Co., 2665 Morgan St., St. Louis, Mo.
National Screen Co., 2100 Payne Ave., Cleveland, Ohio.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Raven Screen Corp., 1476 Broadway, N. Y. City.
Walker Screen Co., 85 35th St., Brooklyn, N. Y.
Wertsner & Son, C. S., 221 N. 13th St., Philadelphia, Pa.

SEAT COVERS

(See Covers, Theatre Seat)

SEAT INDICATORS, Vacant

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SEATS, Theatre

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Southern Desk Co., Drawer 630, Hickory, N. C.
Stafford Mfg. Co., E. H., 367 W. Adams St., Chicago, Ill.
Steel Furniture Co., 1475 Buchanan Ave., Grand Rapids, Mich.
Wisconsin Chair Co., Pt. Washington, Wis.
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SERVICE, Mat

Theatre Ad Mat Service, Inc., 243 W. 39th St., N. Y. City.

SETTEES, Lobby

(See Lobby Furniture)

SETTINGS, Stage

(See Decorations, Stage)

SHARPENERS, Carbon

Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Mestrum, Henry, 817 6th Ave., N. Y. City.

SHIPPING CANS

(See Cans, Film)

SHUTTERS, Iris

Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Burke & James, 425 S. Wabash Ave., Chicago, Ill.
Chicago Stage Lighting Co., 112 N. La Salle St., Chicago, Ill.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Goerz American Optical Co., C P., 317 E. 34th St., N. Y. City.
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Volland Scenic Studios, Inc., 3737 Cass Ave., St. Louis, Mo.

SHUTTERS, Metal Fire

Cunningham, H. B., 964 University Ave., St. Paul, Minn.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Mestrum, Henry, 817 6th Ave., N. Y. City.
Moeschl-Edwards Corrugating Co., 411 E. 5th St., Cincinnati, Ohio.
Richmond Engineering Co., 940 Brook Ave., Richmond, Va.
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Stafford Co., N., 96 Fulton St., N. Y. City.
National Studios, Inc., 228 W. 56th St., N. Y. City.
Strauss & Co., Inc., 616 West 43rd St., N. Y. City.

SIGN FLASHERS

(*See Flashes, Electric Sign*)

SIGNAL SYSTEMS, Usher

(See Seat Indicators, Vacant)

SIGNALS, Change-Over

(See Automatic Change-Over)

SIGNS, Admission

(See Admision Signs)

SIGNS, Changeable

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Flash-O-Lite Sales Co., 1102 Boylson St., Boston, Mass.
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Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
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U. S. Electric Sign Co., 208 E. 27th St., N. Y. City.

SIGNS, Electric

(See Electric Signs)

SIGNS, Enameled Steel and Iron

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Chicago Electric Sign Co., 2219 W. Grand Ave., Chicago, Ill.
Federal Electric Co., 72 West Adams St., Chicago, Ill.
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McLain, Inc., Wm. H., 2988 Archer Ave., Chicago, Ill.
Shank Sign Co., E. A., 243 W. 55th St., N. Y. City.
Sunlight Reflector Co., 226 Pacific St., Brooklyn, N. Y.
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(See Exit Light Signs)

SIGNS, Parking

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Superior Skylight Co., 95 Webster Ave., Long Island City, N. Y.

SLIDE MAKING OUTFITS

Bass Camera Co., 179 West Madison St., Chicago, Ill.
Kansas City Slide Mfg. Co., 15th and Troost Sts., Kansas City, Mo.
National Studios, Inc., 228 W. 56th St., N. Y. City.
Radio Mat Slide Co., 167 West 48th St., N. Y. City.

SLIDES, Glass

Reynolds Electric Co., 2628 W. Congress St., Chicago, Ill.

SLIDES, Ink and Pencil

(See Ink and Pencil Slides)

SLIDES, Lantern

Burt Automatic Slide Co., Inc., 2 Lafayette St., N. Y. City.
Cincinnati Motion Picture Co., Runney Bldg., Cincinnati, O.
Commercial Slide & Film Service, 209 West 48th St., N. Y. City.
Kansas City Slide Mfg. Co., 15th and Troost Sts., Kansas City, Mo.
National Studios, Inc., 228 W. 56th St., N. Y. City.
North American Slide Co., 122 N. 13th St., Philadelphia, Pa.
Quality Slide & Flashagraph Co., 6 E. Lake St., Chicago, Ill.
Paramount Publicity Corp., 111 Westchester Sqare, Bronx, N. Y.
Radio Mat Slide Co., 167 West 48th St., N. Y. City.
Sussfeld, Lorsch & Schimmel, 153 W. 23rd St., N. Y. City.
Unique Slide Corp., 125 W. 45th St., N. Y. City.

SLIDES, Mat

Bass Camera Co., 179 West Madison St., Chicago, Ill.
Kansas City Slide Mfg. Co., 15th and Troost Sts., Kansas City, Mo.
Radio Mat Slide Co., 167 West 48th St., N. Y. City.
Tablet & Ticket Co., 1015 W. Adams St., Chicago, Ill.

SLOT MACHINES

(See Vending Machines)

SOAP CONTAINERS, Liquid

(See Liquid and Soap Containers)

SOUND RECORDING EQUIPMENT

Synchronized on Disc

(See Sound Equipment Section, pages 65-82)

SOUND RECORDING EQUIPMENT

Synchronized on Film

(See Sound Equipment Section, pages 65-82)

SOUND REPRODUCING EQUIPMENT, Theatre

Synchronized on Disc

(See Sound Equipment Section, pages 65-82)

SOUND REPRODUCING EQUIPMENT, Theatre

Synchronized on Film

(See Sound Equipment Section, pages 65-82)

SOUND REPRODUCING EQUIPMENT, Theatre

Non-Synchronized Disc

(See Sound Equipment Section, pages 65-82)

SOUVENIRS

(See Advertising Novelties)

SPEED INDICATORS, Projection

Fulton Co., E. E., 1018 So. Wabash Ave., Chicago, Ill.
Halberg, J. H., 29 W. 57th St., N. Y. City.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
International Projector Corp., Simplex Division, 90 Gold St., N. Y. City.
Moon Film Speed Indicator Co., Beverly Hills, Calif.
Oliver Mfg. Co., 1705 E. 21st Street, Cleveland, Ohio.

SPLICERS, Film

(See Film Splicing Machines)

SPOTLIGHTS

Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Best Devices Co., Film Bldg., Cleveland, Ohio. (Baby Spotlights.)
Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Burke & James, 425 S. Wabash Ave., Chicago, Ill.
Chicago Electric Sign Co., 2219 W. Grand Ave., Chicago, Ill.
Chicago Stage Lighting Co., 112 N. La Salle St., Chicago, Ill.
DeBus, Al., 1072 N. Wilton Pl., Hollywood, Cal.
Duplex Stage Lighting Co., 334 W. 44th St., N. Y. City.
Erikson Electric Co., L., 6 Portland St., Boston, Mass.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Hall & Connolly, 24 Vandam St., N. Y. City.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
Mestrum, Henry, 817 6th Ave., N. Y. City.



National Theatre Supply Co., 624 S. Michigan Ave., Chicago, Ill.
Sun - Ray Lighting Products, Inc., 119 Lafayette St., N. Y. City.
Welsh, J. H., 270 W. 44th St., N. Y. City.
Wohl & Co., M. J., 9-11 40th Ave., Long Island City, N. Y.

STAGE EFFECTS

Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Chicago Stage Lighting Co., 112 N. La Salle St., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
Mestrum, Henry, 817 6th Ave., N. Y. City.
Novelty Scenic Studios, 340 W. 41st St., N. Y. City.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Welsh, J. H., 270 W. 44th St., N. Y. City.

STAGE HARDWARE

(See Hardware, Theatre)

STAGE LIGHTING EQUIPMENT

(See Lighting Equipment, Stage)

STAGE RIGGING

(See Rigging Stage)

STAGE SCENERY

Acme Scenic Studios, 1507 N. Clark St., Chicago, Ill.
Beaumont Studios, 443 W. 47th St., N. Y. City.
Beck & Sons Co., Wm., Highland and Dorchester Aves., Cincinnati, Ohio.
Great Western Stage Equip. Co., 817 Holmes St., Kansas City, Mo.
Landish Studios, Inc., 40 Ames St., Rutherford, N. J.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Martin Studios, J. D., 4114 Sunset Blvd., Hollywood, Calif.
N. Y. Studios, 328 W. 39th St., N. Y. City.
Novelty Scenic Studios, 340 W. 41st St., N. Y. City.
Power Studios, Robert E., Film Ex. Bldg., Los Angeles, Calif.
Theatre Reconstruction Studio, 212 E. Superior St., Chicago, Ill.
Tiffin Scenic Studios, Tiffin, O.
Twin City Scenic Co., 2819 Nicolett Ave., Minneapolis, Minn.
United Studios, 14 West Lake St., Chicago, Ill.
Volland Scenic Studios, Inc., 3737 Cass Ave., St. Louis, Mo.

STAIR TREADS

(See Treads, Stair)

STANDS, Music

(See Music Stands)

STATUARY

Caproni & Bro., Inc., P. P., 1914 Washington St., Boston, Mass.

STEEL LOCKERS

American Film Safe Corp., 1800 Washington Blvd., Baltimore, Md.

A-1 Locker Co., 27 W. 24th St., N. Y. City.

Moeschl - Edwards Corrugating Co., 411 East 5th St., Cincinnati, Ohio.

Neumade Products Corp., 440 W. 42nd St., N. Y. City.

STEREOPTICON LENSES

(See Lenses, Projection)

STEREOPTICONS

(See Lanterns, Slide)

STORAGE, Film

(See Film Storage)

SUPPLY DEALERS, Motion Picture

ALABAMA
- Mobile:
  - Mobile Theatre Supply, P. O. Box 1404.

ARIZONA
- Prescott:
  - Dieterich, Chester L., 100-A Pleasant St.

ARKANSAS
- Russellville:
  - Butler Theatre Sup. Co.

CALIFORNIA
- Los Angeles:
  - Fulton Co., E. E., Room 5, Film Ex. Bldg.
  - National Theatre Sup Co., 1961 S. Vermont St.
  - Pacific Amusement Sup. Co., 1910 S. Vermont St.
  - Slipper & Co., J., 838 S. Olive St.
- San Francisco:
  - Breck Photoplay Sup. Co., 98 Golden Gate Ave.
  - Fulton Co., E. E., 255 Golden Gate Ave.
  - Gennert, G., 917 Maple Ave.
  - National Theatre Sup. Co., 121 Golden Gate Ave.
  - Preddy, Walter G., 187 Golden Gate Ave.

COLORADO
- Denver:
  - National Theatre Supply Co., 2106 Broadway.

CONNECTICUT
- New Haven:
  - National Theatre Supply Co., 133 Meadow St.

DISTRICT OF COLUMBIA
- Washington:
  - L. & S. Theatre Sup. Co. (Lyle & Smeltzer), 908 G. St., N. W.
  - National Theatre Sup. Co., 937 H St., N. W.

FLORIDA
- Tampa:
  - Amusement Sup. Co., 312½ Twigg St.

GEORGIA
- Atlanta:
  - Fulton Co., E. E., 146 Walton St.
  - National Theatre Sup. Co., 187 Walton St.
  - Southern Theatre Equip. Co., 9 Nassau St.

ILLINOIS
- Chicago:
  - Fulton Co., E. E., 1018 S. Wabash Ave.
  - Movie Supply Co., 844 S. Wabash Ave.
  - National Theatre Sup. Co., 825 S. Wabash Ave.

INDIANA
- Indianapolis:
  - Fulton Co., E. E., 340 N. Illinois St.
  - National Theatre Sup. Co., 128 W. Ohio St.
- Muncie:
  - Muncie Film Sup. Co., 202½ E. Main St.

IOWA
- Des Moines:
  - Des Moines Theatre Sup., 922 Grand Ave.
  - National Theatre Sup. Co., 1004 Grand Ave.

KANSAS
- Wichita:
  - Southern Theatre Equip. Co.
  - Southwestern Theatre Equip. Co., 321 N. Main St.

KENTUCKY
- Louisville:
  - Blake Amusement Co., 435 S. 3rd St.
  - Louisville Film & Sup. Co. 555 S. 1st St.

LOUISIANA
- New Orleans:
  - Crescent City Film Exchange, 621 Poydras St.
  - Electrical Supply Co., 324 Camp St.
  - National Theatre Sup. Co., 220 S. Liberty St.

MAINE
- Portland:
  - Maine Theatre Sup Co.,

MARYLAND
- Baltimore:
  - National Theatre Sup. Co., 309 N. Gay St.
  - Townsend, H. S., 1625 E. 29th St.

MASSACHUSETTS
- Boston:
  - Fulton Co., E. E., 65 Broadway.
  - Independent Theatre Sup. Co., 90 Church St.
  - National Theatre Supply Co., 211 Columbus Ave.
- Worcester:
  - Worcester Film Corp., 340 Mason St.

MICHIGAN
- Detroit:
  - National Theatre Sup. Co., 2310 Cass Ave.
  - Service Theatre Sup. Co., 2115 John R St.

MINNESOTA
- Duluth:
  - General Dist. Co., 110 Lake Ave., S.
- Minneapolis:
  - National Theatre Sup. Co., 221 Loeb Arcade.
  - United Theatre Sup. Co., 34 Western Ave.
  - Western Theatre Equip. Ex., 35 Glenwood Ave.
- St. Paul:
  - Cunningham, H. B., 964 University Ave.

MISSISSIPPI
- Grenada:
  - Southern Theatre Service, P. O. Box 455.

MISSOURI
- Kansas City:
  - National Theatre Sup. Co., 108 W. 18th St.
  - Stebbins, Chas. M., 1820 Wyandotte St.
- St. Louis:
  - Erker Bros. Optical Co., 608 Olive St.
  - Fulton Co., E. E., 3403 Olive St.
  - National Theatre Sup Co., 3315 Olive St.
  - Sweig & Engel Theatre Supply.

MONTANA
- Billings:
  - Western Theatre Equip. Corp.

NEBRASKA
- Omaha:
  - National Theatre Supply Co., 1510 Davenport St.
  - Quality Theatre Supply Co., 1518 Davenport St.

NEW HAMPSHIRE
- Hillsboro:
  - Wadleigh Supply Co.

NEW JERSEY
- Newark:
  - Metropolitan M. P. Co., 116 Market St.

NEW MEXICO
- Clovis:
  - Eastern New Mexico Sup. Co., P. O. Box 584.

NEW YORK
- Brooklyn:
  - Greenbaum, Otto, 1682 Cornelia St.
- Buffalo:
  - National Theatre Sup. Co., 376 Pearl St.
- New York City:
  - Amusement Supply Co., 630 9th Ave.
  - Behrend M. P. S. House, 630 9th Ave.
  - Capitol M. P. Supply Co., 727 Seventh Ave.
  - Crown M. P. Sup. Co., 729 Seventh Ave.
  - Fulton Co., E. E., 115 W. 45th St.
  - Herbert & Huesgen, 18 E. 42nd St.
  - Kaplan, Sam., 729 Seventh Ave.
  - National Theatre Sup. Co., 1560 Broadway.
- Syracuse:
  - Syracuse Supply Co., 314 W. Fayette St.

NORTH CAROLINA
- Charlotte:
  - Carolina Theatre Supply Co., 206 S. Poplar St.
  - National Theatre Sup. Co., 222 W. 4th St.

NORTH DAKOTA
- Fargo:
  - McCarthy Sup. House, 619 N. P. Ave.

OHIO
- Canton:
  - M. P. Equip. Co., 208 Market Ave., So.
- Cincinnati:
  - Cincinnati M. P. Co., 1434 Vine St.
  - National Theatre Sup. Co., 524 Broadway.
- Cleveland:
  - National Theatre Sup. Co., 2112 Payne Ave.
- Dayton:
  - Dayton Theatre Sup. Co., 225 Jefferson St.

OKLAHOMA
- Oklahoma City:
  - Klock Theatre Sup. Co., 5 N. Dewey St.
  - National Theatre Sup. Co., 516 West Grand Ave.
  - Southern Theatre Equip. Corp.

OREGON
- Portland:
  - National Theatre Supply Co., 460 Glisan St.
  - Portland M. P. Machine Co., Rivoli Theatre Bldg.

PENNSYLVANIA
- Philadelphia:
  - Fulton Co., E. E. 1339 Vine St.
  - National Theatre Sup. Co., 1317 Vine St.
  - Williams, Browne & Earle. 918 Chestnut St.
- Pittsburgh:
  - Movie Supply Co., 1010 Forbes St.
  - National Theatre Sup. Co., 1006 Forbes St.
  - Superior M. P. Sup. Co., 1028 Forbes St.

RHODE ISLAND
- Providence:
  - Wright & Macumber, 76 Dorrance St.

SOUTH CAROLINA
- Greenville:
  - Independent Theatre Sup. Co., 111 W. Coffer St.

SOUTH DAKOTA
- Sioux Falls:
  - American Theatre Supply Co., 320 S. Phillips Ave.

TENNESSEE
- Bristol:
  - White Equipment Co., 26th St.
- Memphis:
  - Monarch Thea. Sup. Co., 395 S. 2nd St.
  - National Theatre Sup. Co., 400 S. 2nd St.

TEXAS
- Dallas:
  - Atlantic Sales Co., 1816 Main St.
  - National Theatre Sup. Co., 306 S. Harwood St.
  - Southern Theatre Equip. Co., 1815 Main St.
  - Thrash, R. D., 1311 S. Harwood St.

UTAH
- Ogden:
  - Alhambra Theatrical Co., Hudson Ave.
- Salt Lake City:
  - National Theatre Supply Co., 132 E. 2nd South St.
  - Utah Theatre Sup. Co., 125 E. 2nd South St.

VERMONT
- Burlington:
  - Boardman, H. P., 189 S. Winooski Avenue.

VIRGINIA
Roanoke:
Chocklett Co., A. Luther, over Mt. Trust Bank.

WASHINGTON
Seattle:
Fulton Co., E. E.
National Theatre Sup. Co., First & Battery Sts.
Shearer, Inc., B. F., 2318 2nd Ave.
Spokane:
Spokane Thea. Sup. Co., 724 First Ave.

WEST VIRGINIA
Charleston:
West Virginia Amuse. & Film Co., 113½ Capitol St.
Piedmont:
McGray & McGray Co., 329 Main St.

WISCONSIN
Milwaukee:
Fulton Co., E. E., 151 Seventh St.
National Theatre Sup. Co., 719 Wells St.
Wisconsin Thea. Sup. Co., 174 Second St.

SWEEPING COMPOUNDS

(See Janitors' Supplies)

SWITCHBOARDS, Theatre

Adam Electric Co., Frank, 3649 Windsor Pl., St. Louis, Mo.
Bull Dog Sales, 1223 S. Wabash Ave., Chicago, Ill.
Edwards Electrical Const. Co., 70 E. 45th St., N. Y. City.
E.-J. Electrical Installation Co., 155 E. 44th St., N. Y. City.
General Electrical Co., Schenectady, N. Y.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
Metropolitan Electric Mfg. Co., Boulevard and 14th St., Long Island City, N. Y.
Mutual Elec. & Machine Co., 7610 Jos. Campeau Ave., Detroit, Mich.
Strauss & Co., Inc., 616 West 43rd St., N. Y. City.
Trumbull Elec. Co., Plainville, Conn.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.
Wurdack Elec. Mfg. Co., Wm., 4444 Clayton Ave., St. Louis, Mo.

SWITCHES, Automatic

Adam Elec. Co., Frank, 3649 Windsor Pl., St. Louis, Mo.
Cutler-Hammer, Inc., 1255 St. Paul Ave., Milwaukee, Wis.
Hart Mfg. Co., Hartford, Conn.
Hartman Electric Mfg. Co., 1051 Hall Pl., Mansfield, O.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Metropolitan Electric Mfg. Co., Boulevard and 14th St., Long Island City, N. Y.
Sundh Electric Co., 5 Ave. C., Newark, N. J.
Western Electric Co., 195 Broadway, N. Y. City.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

SWITCHES, Remote Control

Cutler-Hammer, Inc., 1255 St. Paul Ave., Milwaukee, Wis.
Hart Mfg. Co., Hartford, Conn.
Hartman Elec. Mfg. Co., 1051 Hall Pl., Mansfield, Ohio.
Hoffmann & Soons, 387 First Ave., N. Y. City.
Hub Elec. Co., 2219 W. Grand Ave., Chicago, Ill.
Metropolitan Electric Mfg. Co., Boulevard and 14th St., Long Island City, N. Y.
Strauss & Co., 616 W. 43rd St., N. Y. City.
Sundh Elec. Co., 5 Avenue C, Newark, N. J.
Ward Leonard Electric Co., 37 South St., Mt. Vernon, N. Y.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.
Wurdack Elec. Mfg. Co., Wm. 4444 Clayton Ave., St. Louis, Mo.

TABLES, Film Rewinding, Inspection and Cutting

American Film-Safe Corp., 1800 Washington Blvd., Baltimore, Md.
Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Columbia Metal Box Co., 226 E. 144th St., N. Y. City.
Duplex Motion Picture Industries, 74 Sherman Ave., Long Insland City, N. Y.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Sharlow Bros. Co., 442 W. 42nd St., N. Y. City.

TALLY COUNTERS

Durant Mfg. Co., Milwaukee, Wis.
International Register Co., 15 S. Throop St., Chicago, Ill.
Schaeffer & Budenberg Mfg. Co., 338 Berry St., Brooklyn, N. Y.
Sussfeld, Lorsch & Schimmel, 153 W. 23rd St., N. Y. City.

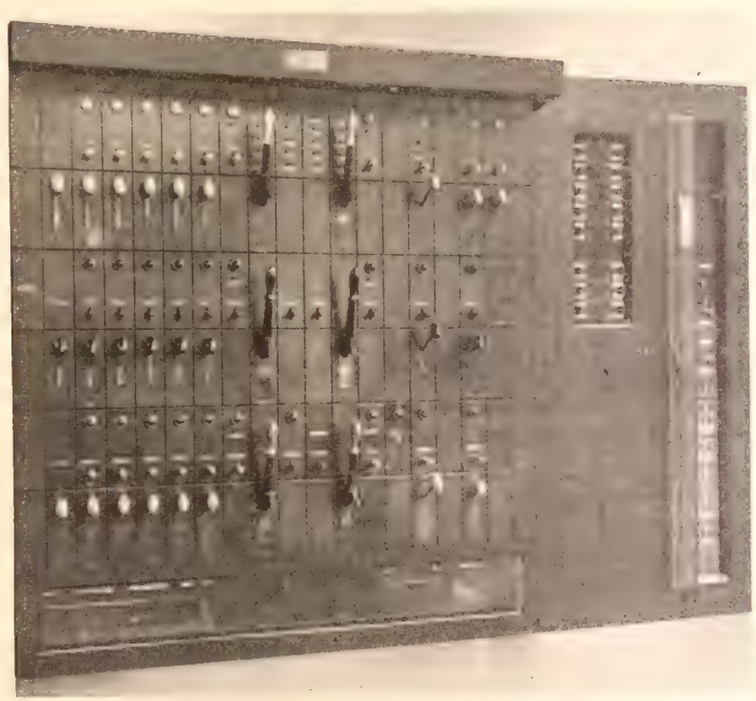
TANKS, Film Developing

Acme Tank Co., 39 Cortlandt St., N. Y. City.
Corcoran, Inc., A. J., 753 Jersey Ave., Jersey Ave., N. J.
Duplex Motion Picture Industries, 74 Sherman Ave., Long Island, N. Y.
Eagle Tank Co., 2426 N. Crawford Ave., Chicago, Ill.
Gennert, Inc., G., 24 E. 13th St., N. Y. City.

TAPESTRIES

Albano Co., The, 119 West 40th St., N. Y. City.
Bing & Co.'s Successors, Inc., Ferdinand, 67 Irving Place, N. Y. City.

(*Listings continued*)



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Famco Tapestry Mills, Inc., 130 W. 34th St., N. Y. City.
Hexter & Co., Inc., S. M., 2400 East Superior Ave., Cleveland, Ohio.
Louis Kuhn Studios, Inc., 105 W. 63rd St., N. Y. City.
Philadelphia Tapestry Mills, Allegheny Ave. and Front St., Philadelphia, Pa.
Saubiac & Son, B., 116 E. 27th St., N. Y. City.

TELEPHONES, Inter-Communicating

Couch Co., Inc., S. H., Norfolk Downs, Quincy, Mass.
Dictograph Products Corp., 220 W. 42nd St., N. Y. City.
Federal Telephone Mfg. Corp., Buffalo, N. Y.
Pettes & Randall Co., 150 Nassau St., N. Y. City.
Select-O-Phone Co. of N. Y., 551 Fifth Ave., N. Y. City.
Stromberg Carlson Telephone Co., Rochester, N. Y.

TEMPERATURE REGULATION SYSTEMS

Carrier Engineering Corp., 850 Frelinghuysen Ave., Newark, N. J.
Kausalite Mfg. Co., 8129 Rhodes Ave., Chicago, Ill.
Johnson Service Co., Milwaukee, Wis.

TERRA COTTA, Architectural

American Encaustic Tiling Co., 332 S. Michigan Ave., Chicago, Ill.
American Terra Cotta Co., 228 No. LaSalle St., Chicago, Ill.
Atlantic Terra Cotta Co., 25 W. 44th St., N. Y. City.
Conkling-Armstrong Terra Cotta Co., Wissahicken Ave. and Juniata St., Philadelphia, Pa.
Daniel Ornamental Iron Works, 4435 W. Division St., Chicago, Ill.
Federal Seaboard Terra Cotta Co., 101 Park Ave., N. Y. City
Midland Terra Cotta Co., 105 W. Monroe St., Chicago, Ill.
National Terra Cotta Society, 19 W. 44th St., N. Y. City.
New Jersey Terra Cotta Co., 299 Madison Ave., N. Y. City.
Northwestern Terra Cotta Co., 2525 Clybourn Ave., Chicago, Ill.
Terra Cotta Service Bureau, 128 N. Wells St., Chicago, Ill.
Western Terra Cotta Co., 22nd and Franklin Sts., Kansas City, Mo.

THEATRE ACCOUNTING SYSTEMS

(See Accounting Systems, Theatre)

THEATRE BROKERS

Associated Brokers, 8 S. Dearborn St., Chicago, Ill.
Blake, 308 Times Bldg., N. Y. City.
Cross & Brown, 270 Madison Ave., N. Y. City.
Krawitz, M. M., 1735 Welton St., Denver, Colo.
Lewis, 1002 Mutual Life Bldg., Buffalo, N. Y.
Sofferman, A., 1560 Broadway, N. Y. City.

THEATRE DIMMERS

Adam Electric Co., Frank, 3649 Windsor Pl., St. Louis, Mo.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Chicago Stage Lighting Co., 112 N. La Salle St., Chicago, Ill.
Cutler-Hammer, Inc., 1255 St. Paul Ave., Milwaukee, Wis.
Hub Electric Co., 2219 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Major Equipment Co., 4603 Fullerton Ave., Chicago, Ill.
Metropolitan Electric Mfg. Co., Boulevard and 14th St., Long Island City, N. Y.
Ward Leonard Elec. Co., 37 South St., Mt. Vernon, N. Y.

THEATRE FRONTS

(See Terra Cotta, Architectural, and Iron Works, Architectural)

THEATRE LISTS

(See Mailing Lists)

THEATRE SEATS

(See Seats, Theatre)

THEMATIC MUSIC CUE SHEETS

(See Music Cue Sheets, Thematic)

TICKET BOOTHS

(See Booths, Ticket)

TICKET CHOPPERS AND RACKS

Arcus Ticket Co., 348 N. Ashland Ave., Chicago, Ill.
Automatic Ticket Reg. Co., 723 Seventh Ave., N. Y. City.
Caille Bros., 6210 Second Blvd., Detroit, Mich.
Elliott Ticket Co., 12 Vestry St., N. Y. City.
Fulton Co., E. E., 1018 S. Wabash Ave., Chicago, Ill.
Globe Ticket Co., 116 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark, N. J.
National Ticket Case Co., 840 W. 35th St., Chicago, Ill.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
U. S. Ticket Co., Fort Smith, Ark.
Weldon, Williams & Lick, 701 N. A. St., Fort Smith, Ark.
World Ticket & Supply Co., 1600 Broadway, N. Y. City.

TICKET REGISTERS

(See Ticket Selling Machines)

TICKET SELLING MACHINES

Arcus Ticket Co., 348 N. Ashland Ave., Chicago, Ill.
Automatic Ticket Reg. Co., 723 Seventh Ave., N. Y. City.
Elliott Ticket Co., 12 Vestry St., N. Y. City.

Globe Ticket Co., 116 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark, N. J.
McClintock Co., O. B., 139 Lyndale Ave., N., Minneapolis, Minn.
National Elec. Ticket Reg. Co., 1806 Kienlen Ave., St. Louis, Mo.
National Ticket Case Co., 840 W. 35th St., Chicago, Ill.
World Ticket & Supply Co., Inc., 1600 Broadway, N. Y. City.

TICKETS, Admission

Ansell Ticket Co., 730. N. Franklin St., Chicago, Ill.
Arcus Ticket Co., 348 N. Ashland Ave., Chicago, Ill.
Automatic Ticket Reg. Co., 723 Seventh Ave., N. Y. City.
Columbia Printing Co., 1632 N. Halsted St., Chicago, Ill.
Elliott Ticket Co., 12 Vestry St., N. Y. City.
Globe Ticket Co., 116 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark, N. J.
Keystone Ticket Co., Shamokin, Pa.
Rees Ticket Co., 406 S. 10th St., Omaha, Nebr.
Simplex Ticket Co., 3120 West Grand Ave., Chicago, Ill.
Trimount Press, 115 Albany St., Boston, Mass.
U. S. Ticket Co., Fort Smith, Ark.
Weldon, Williams & Lick, 701 N. A. St., Fort Smith, Ark.
World Ticket & Supply Co., Inc., 1600 Broadway, N. Y. City.

TIMEKEEPING EQUIPMENT

(See Employees' Clocks)

TITLES, Film

Aston Motion Picture Title Co., 5723 Santa Monica Blvd., Los Angeles, Cal.
Consolidated Film Industries, Inc., 203 W. 146th St., N. Y. City.
Jacobsmeyer Co., 1123 Lillian Way, Los Angeles, Cal.
National Screen Service, Inc., 126 W. 46th St., N. Y. City; also Chicago, Ill., and Los Angeles, Cal.
Neumade Products Corp., 440 W. 42nd St., N. Y. City.
Phelpsfilms, Inc., 126 Meadow St., New Haven, Conn.
Q. Q. Motion Picture Titles, 873 6th Ave., N. Y. City.
Quality Title & Film Co., 1442 Beechwood Dr., Hollywood, Cal.
Radio Mat Slide Co., Inc., 167 W. 48th St., N. Y. City.
Douglas Rothacker Film Co., 1339 Diversey Parkway, Chicago, Ill.
Slobey, John, 727 7th Ave., N. Y. City.

TRAILERS, Film

Acme Film Co., 1540 Broadway, N. Y. City.
Ad-Vance Trailer Service Corp., 111 Westchester Sq., Bronx, N. Y.
Cincinnati Motion Picture Co., Runey Bldg, Cincinnati, Ohio.
Consolidated Film Industries, Inc., 203 W. 146th St., N. Y. City.
Filmack Co., 838 S. Wabash Ave., Chicago, Ill.
National Screen Service, Inc., 126 West 46th St., N. Y. City; also Chicago, Ill., and Los Angeles, Cal.
Semler Cinema Service, 1600 Broadway, N. Y. City.

TRANSFORMERS, Alternating Current

Allis-Chalmers Mfg. Co., Milwaukee, Wis.
Automatic Devices Co., 739 Hamilton St., Allentown, Pa.
Cutler-Hammer, Inc., 1255 St. Paul Ave., Milwaukee, Wis.
General Electric Co., Schenectady, N. Y.
Hallberg, J. H., 29 West 57th St., N. Y. City.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
Wagner Electric Corp., 6400 Plymouth Ave., St. Louis, Mo.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.
Weston Elec. Instrument Corp., Waverly Park, N. J.

TURNSTILES

Damon-Chapman Co., 234 Mill St., Rochester, N. Y.
Midwest Ticket & Supply Co., Inc., 910 S. Michigan Avenue, Chicago, Ill.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Perey Mfg. Co., Inc., 101 Park Ave., N. Y. City.

TURN TABLES

(See Sound Equipment Section, (pages 65-82)

HUB PRODUCTS FROM SERVICE TO SOCKET

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They produce lighting effects 50% more brilliant than reflectors of any other finish

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Milwaukee, Wis.
123 Second St.
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(See also Costumes, Theatrical)

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Browning King & Co., 260 4th Ave., N. Y. City.
Chicago Uniform & Cap Co., 208 E. Monroe St., Chicago, Ill.
Ford Uniform Co., 55 W. 45th St., N. Y. City.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Meier & Co., A. G., 205 W. Monroe St., Chicago, Ill.
National Uniform Co., 12 John St., N. Y. City.
Pettibone Bros. Mfg. Co., 626 Main St., Cincinnati, Ohio.
Russell Uniform Co., 1600 Broadway, N. Y. City.
Western Uniform Co., 101 S. Wells St., Chicago, Ill.

VACUUM CLEANERS

Edison Electric Appliance Co., 5600 W. Taylor St., Chicago, Ill.
Hoover Co., North Canton, Ohio.
Spencer Turbine Co., Hartford, Conn.
Sturtevant Co., B. F., Hyde Park, Boston, Mass.

VAUDEVILLE, Agencies

Amalgamated Vaudeville Agency, Inc., 1600 Broadway, N. Y. City.
Lewis & Gordon Producing Co., Inc., Times Bldg., N. Y. City.
Markus Fally Vaudeville Agency, 1531 Broadway, N. Y. City.

VELOUR CURTAINS

Landish Studios, 40 Ames St., Rutherford, N. J.
Novelty Scenic Studios, 340 W. 41st St., N. Y. City.
Payne & Co., 841 E. Monument Ave., Dayton, O.

VELOUR ROPE

(See Rails, Rope)

VENDING MACHINES, Automatic

Columbus Vending Co., Columbus, Ohio.

VENDING MACHINES, Soap, Towels, Etc.

Best Chemical Co., 833 North 17th St., Allentown, Pa.
Dennison Mfg. Co., Framingham, Mass.
Huntington Laboratories, Inc., 913 E. Tipton St., Huntington, Ind.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Rochester Germicide Co., Rochester, N. Y.
West Disinfecting Co., Barn St., Long Island City, N. Y.
Worrell Mfg. Co., 114 S. Main St., St. Louis, Mo.

VENTILATING SYSTEMS

(See Heating and Ventilating Equipment)

VENTILATORS

Arctic Nu-Air Corp., 2101 Kennedy St., N. E., Minneapolis, Minn.
Blizzard Sales Co., 1514 Davenport St., Omaha, Neb.
Knowles Mushroom Ventilator Co., 202 Franklin St., N. Y. City.
Lakeside Ventilating Co., Hermansville, Mich.
Sobel & Kraus, Inc., 517 E. 136th St., N. Y. City.
Supreme Heater & Ventilating Corp., 1915 Pine St., St. Louis, Mo.
Typhoon Fan Co., 345 West 39th St., N. Y. City.
Ventilating Products Co., 2800 Cottage Grove Ave., Chicago, Ill.

VOLT METERS

American Meter Co., 3112 N. 17th St., Philadelphia, Pa.
General Electric Co., Schenectady, N. Y.
International Projector Corp., Powers Division, 90 Gold St., N. Y. City.
Metropolitan Electric Mfg. Co., Boulevard and 14th St., Long Island City, N. Y.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.
Weston Electric Inst. Corp., Waverly Park, Newark, N. J.

WALL COVERINGS

Beaver Products Co., Inc., 1440 Military Road, Buffalo, N. Y.
McCallum Decorative Co., 135 Seventh St., Pittsburgh, Pa.
Mandel Bros., Inc., State and Madison Sts., Chicago, Ill.
Morene Products Co., 154 E. 47th St., N. Y. City.
Titus Blatter & Co., 162 Fifth Ave., N. Y. City.
Vitrolite Co., 133 W. Washington St., Chicago, Ill.

WATER COOLERS

Boston Water Purifier Co., 84 W. Broadway, N. Y. City.
Sanitary Supply & Specialty Co., 244 W. 23rd St., N. Y.
U. S. Sanitary Spec. Corp., 435 S. Western Ave., Chicago, Ill.

WAX FIGURES

Oates, L. E., 105 East 10th St., Los Angeles, Cal.
Palmenberg's Sons, Inc., J. R., 1412 Broadway, N. Y. City.
Spieles, Jos., 40 E. 8th St., N. Y. City.

WAXING MACHINES, Film

(See Film Waxing Machines)

WHEELS, Color

(See Color Wheels)

WICKETS, Cashier's Box Office

Daniel Ornamental Iron Works, 4435 W. Division St., Chicago, Ill.
Daunt Co., Wm. A., 110 E. 42nd St., N. Y. City.
Gorham Co., Bronze Division, Providence, R. I.
Newman Mfg. Co., Cleneay Ave. and N. & W. R. R., Cincinnati, Ohio.
Smith Wire & Iron Works, F. P., 2340 Clybourn Ave., Chicago, Ill.

WIRE, Asbestos Covered

Belden Mfg. Co., cor. 23rd St. and Western Ave., Chicago, Ill.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
General Electric Co., Schenectady, N. Y.
Keasbey & Mattison Co., Ambler, Pa.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. City.
Rockbestos Products Corp., New Haven, Conn.
Volland Scenic Studios, Inc., 3737 Cass Ave., St. Louis, Mo.

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Every vitaphone or movietone installation must have velour surrounding drapes in order to direct the sound. Our TOURAINE VELOUR is especially adapted to this use and we recommend it. It is 54 in. wide, and has been used by many theatres in such installations.

You will find it is the most reasonable buy on the market considering the quality of the velour.

Let us send you a free sample.

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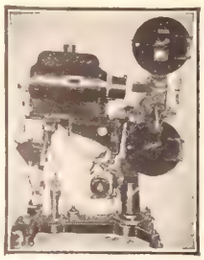
Twelve Issues Featuring Sound for the Theatre

The Showman section, appearing in the first issue each month of Motion Picture News, features sound for the theatre. These issues contain extremely valuable information on all phases of this subject, such as equipment, operation, accoustics, etc.

The editorial pertaining to sound in the Showman is so complete that managers and projectionists reading and studying these issues are assured of the successful operation of installation in their particular houses.

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SIMPLEX PROJECTORS

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"The Show Must Go On"

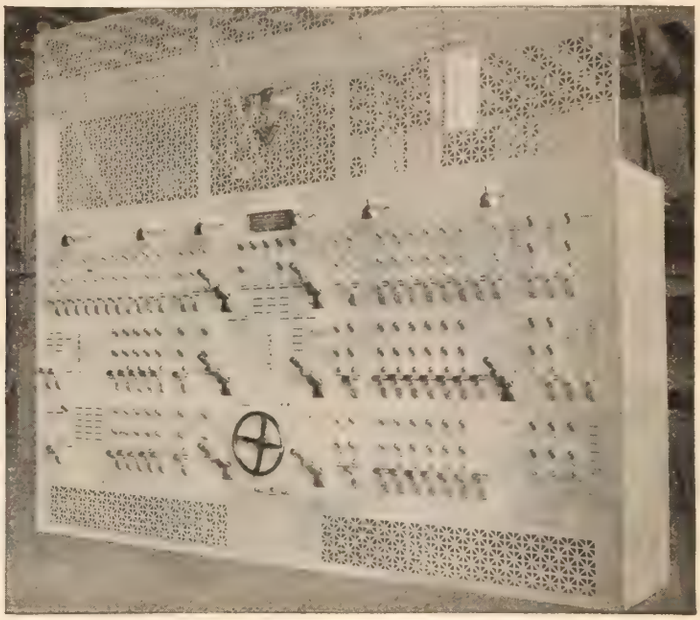
THREE HUNDRED AND SIXTY-FIVE DAYS AND NIGHTS OF THE YEAR

RELIABILITY PLUS IMPROVEMENT BASED UPON A THOROUGH UNDERSTANDING OF THE SPECIAL REQUIREMENTS OF THE MOTION PICTURE INDUSTRY ARE THE REASONS FOR

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Pre-Set Selective Theater Switchboard Installed in Keith's Rochester Theater, Rochester, N. Y.
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FLIP the SWITCH

--and the show is on



WESTINGHOUSE has a type of theater switchboard for every class of production. Seven distinct types, from the Multi-Pre-Set to the smallest manual tumbler-switch type, are fully developed.

In legitimate theaters, motion picture theaters, in lodges, schools, auditoriums and other places where lighting effects can be set in advance, Westinghouse theater switchboards will serve to coordinate the lighting effects, enhancing the effectiveness of the production.

The new edition of Circular 1702 fully describes the complete line of Westinghouse Theater Switchboards, including typical specifications. Obtain a copy of this publication from the nearest Westinghouse office.

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BROOKLYN WORKS BROOKLYN, N. Y.
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Motor-Generator Sets
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Safety Switches
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The New Improved

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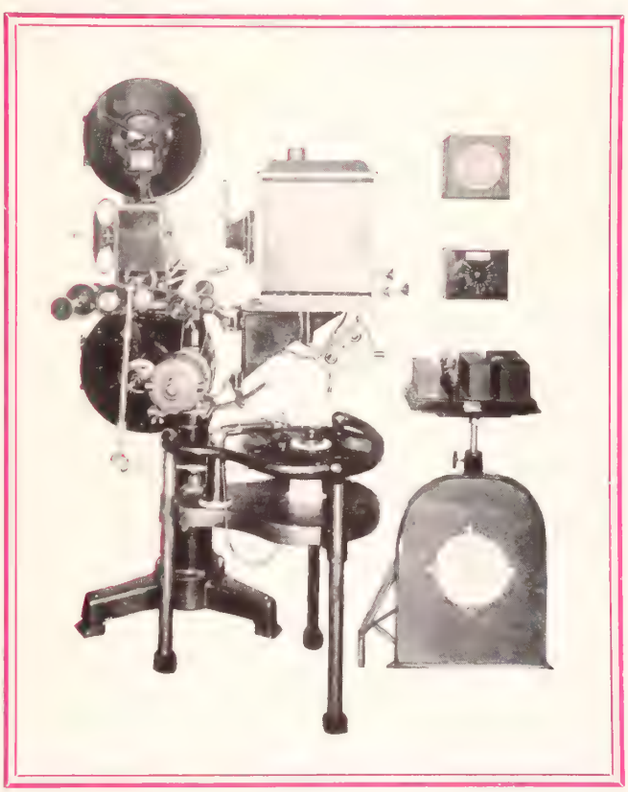
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Mr. Exhibitor!

There are 590 Goetz Movie-Phones installed in this country—all giving perfect service in theatres from 300 seats to 3300 seats.

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Two Machines Complete

The latest improved equipment—24 hour delivery—2 days to install—and a dealer near you to serve you

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No feature of the magnificent New FOX Theatre in Seattle, was more enthusiastically received than the wonderful Robert Morton Philharmonic Unit Organ.

Radically different from all other organs, it is an indispensable attraction in the successful operation of the motion picture theatre.

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FOX Theatre, *Seattle*
"Finest *in the* Northwest"

Robert Morton UNIT ORGAN

June 29, 1929

Motion Picture News

Reg. U. S. Patent Office

"THE MOST IMPORTANT ISSUE IN THE INDUSTRY TODAY!"



Vol. XXXIX No. 26

Entered as second-class matter April 22, 1920, at the Post Office at New York, N. Y., under act of March 3, 1879

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Los Angeles New York Chicago

FOREWORD

IN this issue of the Motion Picture News is contained a product announcement of Metro-Goldwyn-Mayer for the season 1929-30.

SUBSEQUENT to the completion of this announcement a piece of news has broken which has special significance to all enterprising theatre owners.

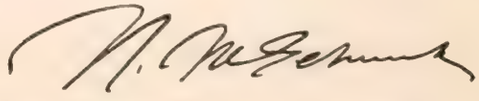
THE M-G-M News has merged with it the International News and will appear starting July 27th as the M-G-M International Newsreel, 104 issues yearly, produced by William Randolph Hearst.

THIS union of the industry's two leading newsreels will undoubtedly provide a screen news service which is greater than any other has been, or could possibly ever be, owing to its vast resources and its combined news channels and staffs.

OF tremendous importance is the inception of the Hearst Metrotone News, to be issued each Saturday starting September 28th. This sound and talking newsreel bids fair to take immediate leadership, for no sound newsreel thus far has commenced under such brilliant auspices, with such a giant organization of men at its command and with such favored entree to world personalities and events as is made possible by the Hearst globe-girdling enterprises.

WE wish at this time also to announce with pride the signing of a new contract with William Randolph Hearst whereby Metro-Goldwyn-Mayer continues to be the producer and distributor exclusively of all Cosmopolitan pictures and Marion Davies productions and all other screen subjects sponsored by America's foremost publisher.

THIS is assurance of a continuance, as in the past, of the invaluable publicity, advertising and promotional cooperation which Metro-Goldwyn-Mayer exhibitors have so profitably enjoyed through the backing of the Hearst newspapers and magazines.

(signed) 

President Metro-Goldwyn-Mayer



METRO-GOLDWYN-MAYER STARS ARE THE FANS' FAVORITES

EXHIBITORS who arrange to play the product illustrated in the accompanying pages may feel justified in telling their patrons that they are presenting, starting in August, a full year of THE GREATEST SHOWS ON EARTH.

The stars that are inseparably included under the M-G-M banner are acknowledged to be the leading luminaries of the screen. Just for fun—(no, just for business)—make a list of the leading movie favorites and you'll see how closely the first ten will approximate Metro-Goldwyn-Mayer's own.

These stars are, after all, what the public wants. Now consider this. Assembled at the famous Culver City studio are the greatest writers and directors, creators of the nation's songs—all gathered together for one purpose and that purpose is to augment the beauties and talents of M-G-M performers to the end of making pictures that will be *even greater* than heretofore.

M-G-M stars are great—talking or silent. M-G-M stars plus the greatest of picture creating talent are *even greater* . . . Yes, even greater.

"THE BROADWAY MELODY" not only saved the day for the talkies but it opened up musical possibilities hitherto undreamed of. It should be significant to you that M-G-M, the company that worked slowly (the one that allowed others to frantically rush into the new medium with pictures that could only survive through the novelty of the thing), should now be the acknowledged leader in the new audible field, making a product that is consistently



"HEART ACTION SPLENDID! YOU'RE IN GREAT SHAPE!"

"Yes, I worry less than I used to. I play Metro-Goldwyn-Mayer pictures.

superior just as in the silent era, and possessing a studio equipment that is far and away the best in the world. Our 1929-30 Product cannot help but widen the gap between this leader of movie-makers and its trailing rivals.

FOR those houses that have not yet gotten around to installation, a program of silent pictures is provided that in every way merits the pride of Metro-Goldwyn-Mayer. It is our policy to present the very best pictures that we can in whatever medium employed.

WE do not believe it necessary for us to make a resumé of the current and past successes that have been such happy engagements for our customers; nor is it necessary to repeat in these introductory paragraphs a list of the stars whose names appear above the titles. Their names are well engraved in the monuments of your memory . . . But one thing we do wish to point out. No matter how great the star, it is Metro-Goldwyn-Mayer that made him... When M-G-M releases a picture that has no tangible stars you can rely that sooner or later those scarcely featured



THEY ALL WANT THE GRETA GARBO HAIRCUT

At a recent National Convention of Master Barbers it was reported that Greta Garbo's coiffure is the most popular hair style of the day. Metro - Goldwyn - Mayer stars have a wider following than the players of any other company.



REACH FOR A TALKIE
INSTEAD OF A SQUEAK!

They pick out M-G-M's New Era, Road-Show-Size Talkies blindfolded!

players will become true stars. "The Big Parade" had no star *then*;—"The Broadway Melody" had no stars *then*;—"Our Dancing Daughters" had no star *then*.

The answer is that the greatest star on the screen is Leo the Lion, The Maker of Stars.

WE wish also to call your attention to the splendor of the production quality of Metro-Goldwyn-Mayer Shorts. In the twelve M-G-M Colortone revues you will receive musical presentations that no unitshow ever devised could compete with. In the Hal Roach layout you have talent for mirth that triumphantly blazons the fact that there is no substitute for laughter; in the Metro Movietone Acts you have vaudeville made by pioneers in the variety field; and in the M-G-M News you have a pictorial service that stems from the great Hearst name.

ANY theatre in any town, playing this program, is justified in telling all patrons that the show being presented is as great as anything that Broadway can offer.

Metro-Goldwyn-Mayer Presents in 1929-30
THE GREATEST SHOWS ON EARTH.



"WHY WAKE ME UP TO TELL ME A METRO-GOLDWYN-MAYER PICTURE HAS BROKEN THE HOUSE RECORD! *They always break records!*"

PRODUCERS *of The* GREATEST SHOWS ON EARTH



Louis B. Mayer



Irving G. Thalberg

THEY never rest on their laurels, this amazing group of showman producers. You will agree that the creators of Metro-Goldwyn-Mayer product have plenty of reason to swell their chests with pride.

But they believe it's much more important to forget the marvelous achievements of last year and the year before and every season since they joined to make industry history five years ago.

While the applause of your patrons is still ringing out in your theatre for the wonders of "The Broadway Melody" the boys-who-never-stop-delivering are plunged into the Giant Entertainments of tomorrow.

There is no studio in the world which functions so smoothly as the great M-G-M lot. To state that the same personnel remains intact to serve you in the coming season is to assure you that again M-G-M will lead all others.

How vitally important it is for you to know what lies behind the product announcements which are given you to read at this time of year! It is your duty to investigate the human element involved, the resources not alone of money and material things, but of man-power and brain-power and showmanship-power!

How reassuring to know that when you place your signature on a contract for M-G-M product you are buying the services of a group of picture-makers who for five years have clicked with unfailing precision. How comforting in these days of overnight change and upheaval to know



Harry B. Rapf



E. J. Mannix



Hunt Stromberg



Bernard Hyman



Paul Bern



Larry B. Weingarten



Al Lewin

that your business future is allied with a Rock-of-Gibraltar organization, alert to grasp the new mode, unconquerable in their aggressiveness to push ahead into rich, new fields of entertainment, prideful in their position of the first rank producers of the industry!

These gentlemen have given the industry "The Big Parade," "Ben-Hur," "The Merry Widow" and other never-to-be-forgotten Epics of the screen.

And when the call came from the American public for pictures worthy of the miraculous Talking screen, when it seemed that Sound was but a novelty for a day, the shrewd showmen of Metro-Goldwyn-Mayer quietly and without ostentation proceeded to deliver "The Broadway Melody" opening up a new era of motion picture history. Revolutionizing the entire show world, in fact!

Superb organization alone can achieve such results—and can follow up with the wonderful attractions that are to reap fortunes for M-G-M showmen in 1929-1930.

As you read through the pages to follow, you will understand why the showmen of Metro-Goldwn-Mayer are accredited with supreme generalship in this industry. You will see listed under the banner of Leo, the outstanding directors of the screen and the stage, geniuses of the drama who have world-wide reputations based on solid achievement. They have been called from far and near to build the mighty pictures of the new era of Metro-Goldwyn-Mayer.

You will read names that have won immortal places in the Show World's Hall of Fame, dramatists skilled in the uses of dialogue that thrills and sparkles, song-writers brought from the midst of their Broadway successes to furnish the songs for M-G-M hits that are to be heard the world over, just as now the tunes from "The Broadway Melody" are the biggest international hits of the day.

M-G-M never stops! M-G-M conscientiously guards the future for you. The vision of Metro-Goldwyn-Mayer showmen is creating for your theatre a New Era. Go forward with Metro-Goldwyn-Mayer, the leaders!

DIRECTORS

of the Screen's Greatest Product


Lionel Barrymore

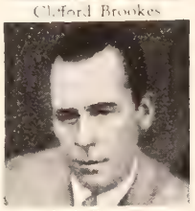

Harry Beaumont


Charles Brabin


Clifford Brookes


Clarence Brown


Tod Browning

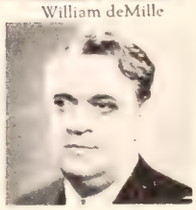

Jack Conway


Cecil B. DeMille

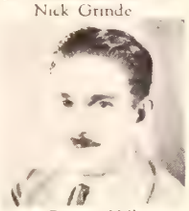

William deMille


Jacques Feyder

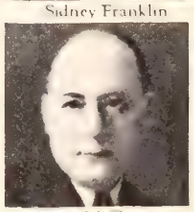

Nick Grinde


Bertram Harrison

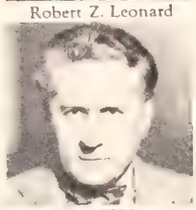

Sidney Franklin


George Hill


Robert Z. Leonard


Edgar McGregor


Willard Mack


Fred Niblo

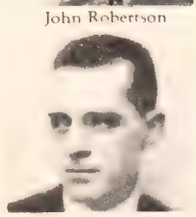

William Nigh

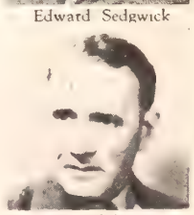

Chas. Riesner


John Robertson


Edward Sedgwick

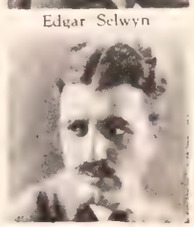

Hassard Short


W. S. Van Dyke


Edgar Selwyn


King Vidor


Sam Wood


Cedric Gibbons
Art Director

ELECTRIC LIGHT NAMES

These Greatest of Players in M-G-M Pictures

Metro-Goldwyn-Mayer's roster of names reads like a Who's Who of Stage and Screen! Who could foresee that ever there could be gathered by any one company such brilliant personalities! Only Metro-Goldwyn-Mayer, bringing you a New Era of Picture Business has the daring, the aggressiveness and the resources to do it!


Karl Dane


Geo. K. Arthur


Duncan Sisters


Charles King


Lewis Stone


Ruth Chatterton
in Madame X


Bessie Love


Polly Moran


Eleanor Boardman
in Our Modern Maidens


Conrad Nagel


Anita Page


Dorothy Sebastian


Lionel Barrymore


Gus Edwards


Robert Edeson
in Dynamite


Wallace Beery


Rod La Roque
in Our Modern Maidens


John Mack Brown


Josephine Dunn


Douglas Fairbanks, Jr.
in Our Modern Maidens


Ernest Torrence


Nils Asther



Renee Adoree



Tully Marshall
in Redemption



Roland Young
in The Green Ghost



Jack Benny



Charles Bickford



George Barraud



Sally Starr



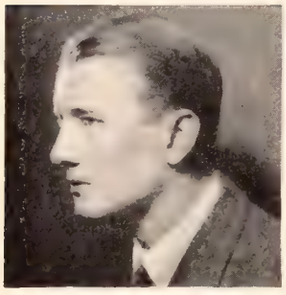
Duncan Renaldo



Basil Rathbone



Robert Ober



Elliott Nugent



Edward Nugent



Joyce Murray



James Murray



Robert Montgomery



George Marion



Nina Mae McKinney



Joel McCrea



Kay Johnson



Zita Johann



Leila Hyams



Raymond Hackett



Edwina Booth



Cliff Edwards



Raquel Torres



Mary Doran



Gwen Lee



Julia Faye



Margaret Wycherly
in The 13th Chair



Marie Dressler
in Hollywood Revue

METRO-GOLDWYN-MAYER MELODY MAKERS

The Greatest Aggregation of Composers and Lyric Writers in the World

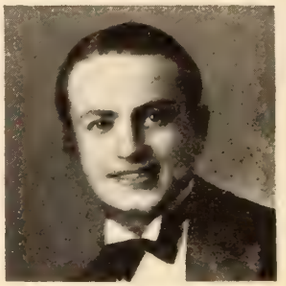
As the producer of the first Talking, Singing, Dancing picture, "The Broadway Melody," Metro-Goldwyn-Mayer revealed how important a place song-writing must take in the New Era of film business. With customary foresight M-G-M was quick to align the topnotchers of Tin Pan Alley, the composers and lyric writers whose names are prominent on the programs of Broadway's $6.60 shows. By this strategic move M-G-M has been able to outshine all other companies in this department and it is already apparent from the many song hits completed on the Coast that M-G-M's acumen has been amply justified. Listen in on Leo, the world's greatest melody maker.


Martin Broones


Nacio Herb Brown


Gus Edwards


Vincent Youmans


Joe Goodwin


Ballard Macdonald


George Ward


Reggie Montgomery


Raymond Klages


Herbert Stothart


Jo Trent


Jack King


Roy Turk


Jesse Greer


Arthur Freed


Fred Fisher


Dave Dreyer


Fred Ahlert


Lou Alter


Vincent Bryan


Lois Leeson

A

NEW ERA

1929



1930



Always Rely on the Favorite

An All-Talking Picture as the term is used in this announcement, shall be deemed to mean one having dialogue or talking or singing sequences, synchronized therewith.

Metro-Goldwyn-Mayer

STARS

acknowledged to be the outstanding drawing cards in the show world

To advertise an M-G-M star at your theatre is to insure business. To place the name of an M-G-M star on your marquee is guarantee of good attendance. With the advent of the Talking picture, the fame of some screen celebrities has been diminished, but Metro-Goldwyn-Mayer stars are enjoying an even more brilliant popularity than ever before. With the expert handling of M-G-M's shrewd showmen, Metro-Goldwyn-Mayer's million dollar stars have naturally assumed the unquestioned leadership of the new art. There are no stars in the entire industry to compare in drawing power with M-G-M's stars—and Metro-Goldwyn-Mayer has "More Stars Than There Are in Heaven."

GRETA GARBO

WILL APPEAR IN TWO ALL-TALKING AND ONE SILENT PICTURE

1–"ANNA CHRISTIE"–*ALL-TALKING*

2–TITLE TO BE ANNOUNCED–*ALL-TALKING, also SILENT*

GRETA Garbo in "Anna Christie." Her first All-Talking picture! There's a title that will blaze mightily from marquees all over this broad land in the coming season. Greta Garbo, the divine beauty, Talking to her vast public! In Eugene O'Neill's celebrated dramatic stage success one of the biggest international hits of New York's Theatre Guild. Direction by the genius of them all, Clarence Brown! It is as though Eugene O'Neill had written this masterpiece especially for Miss Garbo's Talking debut. Anna Christie, the haunting beauty in whose soul was the restless yearning of her Scandinavian ancestry, the little girl storm-tossed by life problems in the New World, who dreamed across misty nights at sea for the strong lover. Anna Christie as portrayed by Miss Garbo is destined to achieve a high place among the grandest romances of the screen, a new triumph of the speaking screen. George Marion and a cast of important names will support Miss Garbo. In addition to the All-Talking picture "Anna Christie" Greta Garbo will appear in a second All-Talking drama, title shortly to be announced. This second speaking role for Miss Garbo is a vividly colorful characterization uniquely suited to her extraordinary beauty and talents. It will also be a Silent production.



GRETA GARBO

JOHN GILBERT

WILL APPEAR IN TWO ALL-TALKING AND ONE SILENT PICTURE

1–REDEMPTION–*ALL-TALKING, also SILENT*

2–OLYMPIA–*ALL-TALKING*

OF all the stage romances which Broadway remembers for fiery, tempestuous love scenes and for vividly colorful backgrounds none is more imperishably fixed in memory than "Redemption" which brings John Gilbert to the world in his first All-Talking picture. It is the masterpiece of Tolstoi's romantic writing. There is a Silent Production of "Redemption." When John Barrymore played "Redemption" on Broadway, it was the sensation of the day. What a vehicle for John Gilbert's initial Talking appearance is this highly-charged drama of Russia before the revolution. Unforgettable is the sacrifice of the gay Russian officer, Fedya, who fearful of bringing unhappiness to his wife and son by his wild drinking and gambling, and afraid of ruining the life of the gypsy maid who loves him, pretends to commit suicide. Years later, his secret is discovered. His wife has meanwhile remarried. To shield her he performs an act of supreme heroism, gripping, heart-rending, superb! Supporting John Gilbert in "Redemption" are Renee Adoree, Conrad Nagel, Eleanor Boardman. Fred Niblo, the "Ben-Hur" master-creator of Epic films is directing. John Gilbert's second All-Talking picture is "Olympia," the Ferenc Molnar stage success. Lionel Barrymore, fresh from his directorial triumphs with "Madame X" is director of this gay, insouciant Viennese duel of love. Gilbert plays the role of Captain of Hussars, who flirtatiously wins the heart of a haughty princess, then poses as a notorious brigand thereby momentarily losing the royal favor, which he cleverly wins back in his own dashing fashion. A gala Gilbert role! It's a sure winner!



JOHN GILBERT

LON CHANEY

WILL APPEAR IN THREE PICTURES. THERE WILL BE A SOUND AND SILENT PRODUCTION OF EACH.

1–"THE BUGLE SOUNDS"–*SOUND or SILENT*

2–TITLE TO BE ANNOUNCED–*SOUND or SILENT*

3–TITLE TO BE ANNOUNCED–*SOUND or SILENT*

THE Man of a Thousand Faces now brings a brand new amazingly powerful characterization to draw thrilled audiences to your house. Lon Chaney in "The Bugle Sounds" reveals for the first time the inside of the Foreign Legion, that army of the living dead, commanded by the damned. This is dramatic reality that has been hitherto carefully guarded against theatrical adaptation. But now George Hill, director of "Tell it to the Marines" and "The Flying Fleet" will reveal it all. He has returned from Africa where he went secretly as guest of the French government. He has brought back with him atmospheric shots of the famed *Legion Etrangere* at work, in battle and at carouse. This is the first time the Foreign Legion has been filmed for feature picture purposes and against this moving background of actuality Lon Chaney plays the hard-bitten sergeant, reckless, grim-visaged, yet vulnerable finally in the combat of love. "The Bugle Sounds," which will have a stirring Sound synchronization with marvelous effects, is based on the biographical story by Major Zinovi Pechkoff. In addition to "The Bugle Sounds," Lon Chaney will appear in two other pictures for which elaborate plans are under way, assuring motion picture audiences new vistas of adventure-thrill, new character-portraitures by the master Lon Chaney who grips the world's imagination!



LON CHANEY





MARION DAVIES

You're delightful, Marion Davies! It's a pleasure to report that the American public votes you its favorite comedienne. You get their vote because you bring them happy hours. They love your antics, your clever pantomime, your shrewd ability to place false dignity in its proper place. "Marianne" (it's in silent form too) proves you're at the top of the Talking class. And they're watching for "Dumb Dora" and "The Five O'Clock Girl." Let's keep merry with Marion!





NORMA SHEARER

The irrestible charm, the patrician grace of beautiful Norma Shearer have built for her a devoted following of admirers who now applaud the new dramatic talents she has evidenced in her All-Talking pictures. "The Trial of Mary Dugan" and "The Last of Mrs. Cheney" are two potent reasons why picture-goers have rated this glorious personality among the most distinguished actresses of the Talking screen.

WILLIAM HAINES

WILL APPEAR IN THREE ALL-TALKING AND TWO SILENT PICTURES

1–"SPRINGBOARD"–*ALL-TALKING*
2–"NAVY BLUE"–*ALL-TALKING–also SILENT*
3–"SPEEDWAY"–*SOUND or SILENT*
4–TITLE TO BE ANNOUNCED–*ALL-TALKING*

WILLIAM HAINES in three wonderful All-Talking comedy-dramas is something to cheer about, especially when one recalls how expertly Bill Haines handled his first speaking role in "Alias Jimmy Valentine." You can begin to talk about William Haines in "Navy Blue." That's his initial All-Talkie in the new season. There's a silent production of it, too. In "Navy Blue" happy Bill Haines plays the role of Bozo Kelly, a rough-and-ready Gob from the destroyer fleet. He's in the navy and it's a gravy role for Bill, redolent with good humor, fast-moving in its dramatic story-telling, and brimful of the romantic dash that makes the name of Haines a magnet at the box-office with men folks, women folks, young folks, old folks, all folks! William Haines' second All-Talking picture is "Springboard," the most unusual vehicle he's ever had and made to fit his likeable personality like a glove. The title of the third William Haines All-Talkie will shortly be announced. William Haines will also appear in "Speedway," which is available either with Sound or Silent. Byron Morgan, who penned "The Flying Fleet" wrote "Speedway" especially for the fans who delight in Bill Haines' winning style and and it's a corking racing yarn which Harry Beaumont, "Broadway Melody" director is putting through its paces right on the spot at Indianapolis. Haines plays the role of a reckless, gallant young speed demon, who dares all to land the girl he loves. That girl is Anita Page, and they make a swell team of lovers. In the cast also are Ernest Torrence, Karl Dane and John Miljan. Count on Bill Haines when you're counting on profits!



WILLIAM HAINES

JOAN CRAWFORD

WILL APPEAR IN TWO ALL-TALKING AND TWO SILENT PICTURES

1–"OUR MODERN MAIDENS"–*SOUND or SILENT*
2–"JUNGLE"–*SOUND or SILENT*
3–TITLE TO BE ANNOUNCED–*ALL-TALKING*
4–TITLE TO BE ANNOUNCED–*ALL-TALKING*

GET that title "Our Modern Maidens" fixed in your mind. It's Joan Crawford's starring debut to an adoring public and it's the snappiest box-office number ever fashioned by any studio anywhere to captivate a public that loves life and gayety and youthful romance. "Our Modern Maidens" and "Jungle" are the two Joan Crawford subjects available, Sound or Silent. There will be two Joan Crawford All-Talking pictures to be announced. "Our Modern Maidens" outpaces "Our Dancing Daughters" in every department, cast, story, music, settings. And you know what "Dancing Daughters" did! Joan Crawford is superb in "Our Modern Maidens," exquisite to gaze upon, devastating in her feminine wiles, lightning-fast in her jazz capers. She is supported by Rod La Rocque, Douglas Fairbanks, Jr., Anita Page and Josephine Dunn. Jack Conway is directing. Josephine Lovett wrote the story. Great as is "Our Modern Maidens" you'll be delighted to know that in "Jungle," Joan Crawford has a role of equal power and appeal. She plays a beautiful, enticing girl, raised in the jungle and suddenly brought by her wealthy family into the complexities of civilized society life. The savage aspect of kid-gloved society awakens elemental forces within her. She blazes a flaming path of glory through this unusual story of love's conflicts in wealth's playgrounds. "Jungle" was adapted from C. E. Scroggins' popular Saturday Evening Post story by Sylvia Thalberg and Frank Butler. Jack Conway is director. Two All-Talking pictures are under way to bring this exotic star to the public which eagerly awaits her Talking appearance on the screen. Watch for details, for these will be unique among entertainments of the Speaking Screen.



JOAN CRAWFORD



RAMON NOVARRO

will appear in TWO ALL-TALKING and TWO SILENT PICTURES

After hearing the star with the Golden Voice in "The Pagan" and listening to his romantic singing of "The Pagan Love Song" all audiences are looking forward expectantly to the All-Talking debut of this handsome star, whose "Ben-Hur" fame lives forever in the world's memory. Metro-Goldwyn-Mayer has chosen Two Important All-Talking vehicles for Ramon Novarro. (There will be a Silent production of each.) These stories are eminently suited to his lovable, boyish personality and he will find ample opportunity to again sing to the world, heart-winning songs of love that more than ever endear him to your public.



CHARLES KING and BESSIE LOVE

in "ROAD SHOW" (*All-Talking*), "THE BROADWAY MELODY" (*All-Talking and Silent Version*)

It is great news to exhibitors that there is now a wonderful Silent Production of "The Broadway Melody." Charles King and Bessie Love "The Broadway Melody" team have won that sudden, sweeping fame which is vouchsafed to few personalities in pictures. So human, so true is their love affair in "The Broadway Melody" that with their new All-Talking, Singing, Dancing drama "Road Show," they have a name value of real money importance.



BUSTER KEATON

WILL APPEAR IN TWO ALL-TALKING PICTURES

THE advent of the Talking screen has uncovered many delightful surprises for picture audiences but one of the biggest personal thrills is yet to come when Buster Keaton brings to audible pictures the many talents which won him fame on the legitimate stage. In his theatrical work Buster was compared most often to Fred Stone and it will be the pleasure of Metro-Goldwyn-Mayer to reveal this new Keaton to the amusement world in Two Talking pictures that permit the popular star full comic play in dialogue, singing and dancing to the talents that made him sensational in his stage career.

Metro-Goldwyn-Mayer's

HOLLYWOOD REVUE

of 1929



THE TALKING SCREEN NOW BRINGS THE MIGHTIEST ACHIEVEMENT OF STAGE OR SCREEN HISTORY!

SURPASSING the dreams of the most optimistic, attaining a goal that was deemed impossible only a few months ago, Metro-Goldwyn-Mayer has created in its gigantic "Hollywood Revue of 1929" an entertainment that is to be a landmark in the annals of the amusement world. There has never been anything like it on stage or screen. It will be a mark for all producers to reach for, just as previously Metro-Goldwyn-Mayer set the pace with its "Big Parades," "Ben-Hurs," "Broadway Melodys." Watch what a world-sensation will follow its Road-Show presentation at Grauman's Chinese Theatre, Los Angeles, and in New York. Every important resource and talent of show business contributed to its making. It is star-studded with names, its choruses are picked beauties, its voices represent the choice of experts, its songs are from the genius of the country's most famed, its dialogue was conceived by the leaders of their craft, its settings and costumes, its recording, each element of this mighty entertainment is the product of the top-notchers!

The list of stars, writers, directors and song writers for Metro-Goldwyn-Mayer's "Hollywood Revue of 1929" reads like a Who's Who of Screen and Stage

Look at these names!



Metro-Goldwyn-Mayer's

HOLLYWOOD REVUE of 1929

Directed by CHARLES F. RIESNER *Dialogue by* AL BOASBERG *and* ROBERT HOPKINS

CAST: Conrad Nagel, Joan Crawford, William Haines, Bessie Love, Buster Keaton, Anita Page, Nils Asther, Dane and Arthur, Gwen Lee, Ernest Belchers Dancing Tots, Marie Dressler, Cliff Edwards, Charles King, Polly Moran, Gus Edwards, Jack Benny, Brox Sisters, Albertina Rasch Ballet, Natova and Company, The Rounders, John Gilbert. Marion Davies, Norma Shearer, Laurel and Hardy.

MUSIC: By Gus Edwards LYRICS: By Joe Goodwin

INTERPOLATIONS: By Nacio Herb Brown, Arthur Freed, Dave Snell, Jesse Greer, Ray Klages, Martin Broones, Fred Fischer, Andy Rice.

DANCES AND ENSEMBLES: By Sammy Lee, Assisted by George Cunningham.

ORCHESTRA AND MUSICAL ARRANGEMENT: Under personal supervision of Arthur Lange.

PHOTOGRAPHY: By John Arnold, Irving G. Reis and Maximillian Fabian.

SETTINGS: By Cedric Gibbons and Richard Day.

COSTUMES: By David Cox.

EDITED: By William Gray.

RECORDING ENGINEER: Douglas Shearer.





Announcing the

SILENT

Production of

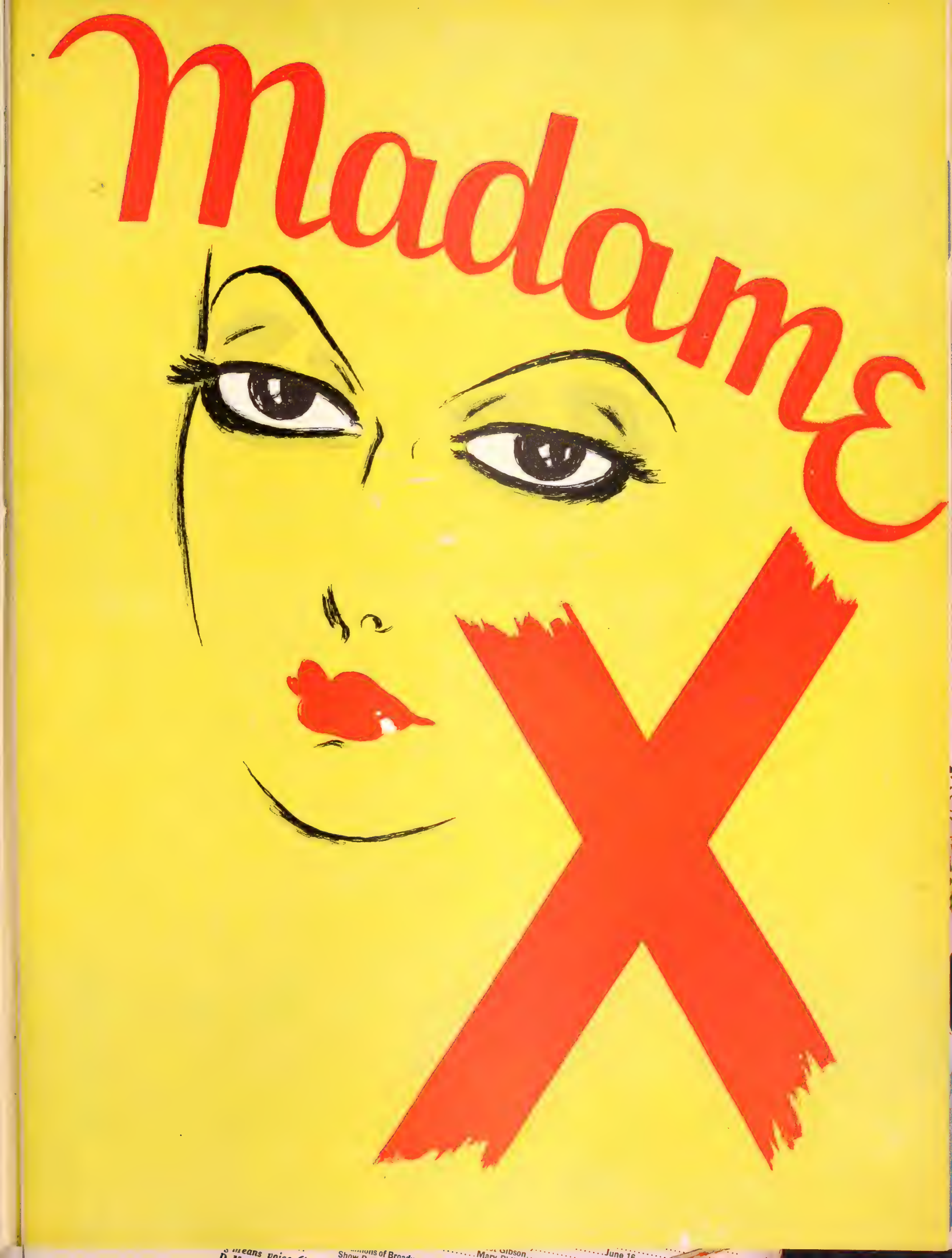
THE BROADWAY MELODY

The world's greatest Talking picture is now also available as a brilliant Silent attraction. It is important news for those houses not equipped with sound that they will be able to bring to their audiences this dramatic story of loves behind the footlights, this gripping narrative of the Great White Way. Its fame has swept across America to far parts of the world.

"The Broadway Melody" has opened up radical new conceptions of profit possibilities in exhibition circles. Houses that normally play the best attractions one week only have gone into extended runs with "The Broadway Melody." At the time of writing, here is a sample of some of the runs: 5th month Astor, N. Y. at $2; 5th month Grauman's Chinese, Los Angeles at $2; 6th week Detroit, Chicago, Pittsburgh, Baltimore, Milwaukee, Buffalo; 4th week Washington, D. C., Rochester, Boston; 2nd month Columbia, San Francisco at $2; 3rd week Omaha, Atlanta, etc.

All silent theatres will now cash in with the silent production of "The Broadway Melody." It is interesting to note how many newly wired houses are playing the All-Talking "Broadway Melody" for their opening attraction for truly no wired theatre is really in the Big time Talkie class until it has shown its audiences this Road-Show wonder picture.

With Charles King, Anita Page, Bessie Love. Directed by Harry Beaumont. Dialogue by Norman Houston and James Gleason. Story by Edmund Goulding. Continuity by Sarah Y. Mason. Music by Nacio Herb Brown. Lyrics by Arthur Freed.


Madame
X

THE SOUL OF THE SCREEN SPEAKS IN "MADAME X"

Your patrons have not really experienced the ultimate thrill of the Talking picture until they have heard the heart-gripping drama "Madame X." In estimating this powerful All-Talking picture before capacity houses at the $2 Sam H. Harris Theatre, New York's most exacting critics declare that in "Madame X" the speaking screen has reached its highest emotional expression. The Film Daily likewise advises this industry that "as a coiner of profits it stands unassailable and the return in dollars will be as terrific as the wallop of the picture itself." Here is drama that Talks. The young beauty cast out from her luxurious home by a husband whose heart is closed to forgiveness for her momentary indiscretion. Torn from her babe she wanders the world over, a prey to men in a man's world. Too late the remorseful husband seeks her! We follow her to China, to Sumatra, to South America . . . sinner, yes but in the eyes of humanity she is an angel. Then she is brought back to France by a scoundrel who hopes to collect blackmail from her family by threats of exposure of her character. The mother-courage within her asserts itself in one last heroic effort. She will never permit her own son to know that *this* was his mother. It is a climax of thunderous power. It is a denouement that will grip the hearts of men and women wherever this immortal picture is shown. "Madame X" comes now to challenge the profit records being established by "The Broadway Melody."

A METRO-GOLDWYN-MAYER
ALL-TALKING PICTURE

RUTH CHATTERTON

LEWIS STONE RAYMOND HACKETT

From the play by Alexandre Bisson
Dialogue by Willard Mack. Directed by

LIONEL BARRYMORE

CECIL B. DEMILLE'S

DYNAMITE



A new Cecil B. De Mille backed by the tremendous resources of Metro-Goldwyn-Mayer has made a Giant among Talking Pictures

DYNAMITE

by JEANIE MACPHERSON

ALL-TALKING *also* SILENT

For many months the channels of information which broadcast news of the California Studios have delivered to all points of the world the story of the progress of a great motion picture. Cecil B. DeMille's "Dynamite" his first production under the showmanship banner of Metro-Goldwyn-Mayer and his initial All-Talking offering (also a silent production) is the most eagerly awaited attraction of the coming season. Widespread publicity, striking photographs published everywhere have created an advance interest of valuable proportions. The finished picture, months in the making, will more than compensate the public for its eagerness. "Dynamite" is the greatest, the most brilliant, the most exciting effort Mr. DeMille has achieved in all his eloquent years of picture creation. Jeanie MacPherson's story is unparalleled for intense dramatic interest. Briefly it tells of an heiress who cannot touch her money until she marries. She falls in love with the husband of another woman and makes an agreement to buy him. But in order to get the money necessary for this bargain she marries a convict condemned to death. But on the very threshold of the death-house he is freed when another man confesses to the murder of which he is accused. He goes to the home of the rich woman who has wed him and claims her. What a situation! The unravelling of this masterful story is electrifying in its intensity. DeMille's mature genius is revealed in the telling. His exotic touch, his flair for the expression of beauty, physical and spiritual, are richly evident. The world has waited for "Dynamite." The world will shout its thrilled applause!

CECIL B. DE MILLE'S

Production featuring

CONRAD NAGEL

KAY JOHNSON

CHARLES BICKFORD

JULIA FAYE

directed by CECIL B. DE MILLE

Also a SILENT *Production*



THE MYSTERIOUS ISLAND

METRO-GOLDWYN-MAYER'S

TECHNICOLOR TALKING, SOUND

Dramatic Spectacle
Based on Jules Verne's
Immortal Novel

When "White Shadows in the South Seas" came to picture audiences it was hailed as a welcome novelty, a thoroughly different entertainment. You know what marvelous business "White Shadows" did wherever it played. Now comes another typical M-G-M stroke of brilliant ingenuity and daring, "The Mysterious Island." It is unique among any film attractions you may play. All the thrills, the vivid imaginative sequences, the charming love story of Jules Verne's classic companion-novel to "Twenty Thousand Leagues Under the Sea" are strikingly conceived in Technicolor in "The Mysterious Island." It has been made as both a Sound and Silent picture.

Also a SILENT *Production*

with LIONEL BARRYMORE

LLOYD HUGHES—JANE DALY

Screen Play and Direction by
LUCIEN HUBBARD





Duncan Sisters IN COTTON AND SILK

METRO-GOLDWYN-MAYER'S

ALL-TALKING—SINGING *Picture*

They're ready for you! The world's famed darlings! The most celebrated sisters on earth! The "Topsy and Eva" stars who have kept this giddy globe laughing for years! Naturally M-G-M brings you the electric-light Duncan Sisters, sought after by many producers but signed by Leo, the live-wire Lion. A marvelous story has been written for them. Sam Wood of "Rookies" fame who knows comedy values, will direct. And songs are by Ballard MacDonald and Dave Dryer, which means sure-fire hits that'll sing "Cotton and Silk" to a glorious success.

Musical Score by
BALLARD
MACDONALD
and
DAVE
DRYER

Directed by
SAM WOOD
Story by Leonard Praskins

The SONG WRITER

from the Broadway stage success by
CRANE WILBUR

RARELY does there happen such a combination of dramatic and song possibilities for an All-Talking picture as in Crane Wilbur's Broadway stage play. The love of this song-writer from the side-walks of New York for a blue-blood society beauty is a theme of intense human appeal. All of the yearning of his poetic soul he pours into impassioned ballads that win this daughter of the rich for his bride. Then the reality of their separate positions raises obstacles to their happiness. She leaves him and the heart-break of it expresses itself in the composition of his greatest song of love. Months later the song is played to her in a pleasure resort of the continent. Hearing it, she knows the man who has created this ballad is *her* man. She hastens back to him for a tender reconciliation. This drama you will hear! And these songs will come from your screen to thrill packed houses!

A Metro-Goldwyn-Mayer
All-Talking Picture



VAN and SCHENCK



The Pennant Winning Battery of Songland

Gus
VAN
Joseph
SCHENCK
among the highest paid performers in all show business

Their First Full Length All Talking Picture

THE PENNANT WINNING BATTERY

Metro-Goldwyn-Mayer uses its showmanship bean! Here's a pair of entertainers that stands 'em up on Broadway or Oshkosh! You're going to stick their name up in your electrics for their first feature length All-Talking hit. Thousands of theatres know how big they go over in all types of variety entertainment. Now they come in a grand baseball story that's money in the bank with new original songs from the Music Boxes of M-G-M's vast army of composers and lyric writers!

A METRO-GOLDWYN-MAYER
ALL-TALKING—SINGING
Picture

CHARLES KING BESSIE LOVE

The Stars of "The Broadway Melody"





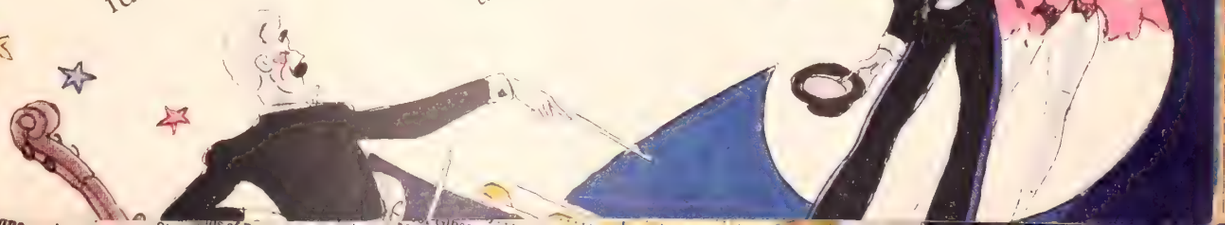
ROAD SHOW

METRO-GOLDWYN-MAYER'S
TALKING—SINGING—DANCING
Picture

Thousands who have laughed and wept with Charles King and Bessie Love in their unforgettable characterizations of "The Broadway Melody" will welcome the news that these two appealing personalities are to come together again in a new all-talking drama of show business "Road-Show." Charles Riesner, the director of "Hollywood Revue of 1929" is bringing new spectacular wonders, novel splendors of song and dance to the heart-stirring romance which Bess Meredyth has written. An eye-full! An ear-full! And a house-full to bring you "Broadway Melody" profits!

Story by Bess Meredyth
Directed by
CHARLES RIESNER
director of "Hollywood Revue of 1929"





THE VIKING

In the history of the amusement business it is ever the new and different that awakens public interest. The showmen of Metro-Goldwyn-Mayer have not only brought forward the ultimate development of the art of Technicolor in "The Viking" but they have put this marvelous color achievement into a drama so novel and of such a hitherto untouched locale as to make it an outstanding box-office attraction. From many splendid tributes paid "The Viking" during its $2 run at the Embassy, New York, these excerpts are typical: "The most exquisite production of this type thus far," said the Daily News. "A marvel to behold," said the Evening World. A passionate love story, tremendous spectacle, thrilling action combine to make this drama of the adventurous Vikings an Epic among films!

ENTIRELY IN
TECHNICOLOR
with thrilling
SOUND
lso a SILENT *Production*

Screen play by Jack Cunningham. Based on the novel "The Thrall of Lief the Lucky" by Ottilie A. Liljencrantz.

directed by
R. WILLIAM NEIL
presented by
HERBERT T. KALMUS

with PAULINE STARKE
DONALD CRISP *and*
LEROY MASON

Also a
SILENT
Production



COLLEGE LIFE



The Life of the Party! A Hit for Happy Houses!

COLLEGE LIFE

A METRO-GOLDWYN-MAYER ALL TALKING PICTURE

Get happy now! Leo, that jovial M-G-M Lion, has done it again! Yes sir, he's made the merriest entertainment that your folks are likely to see all next season. There's more pep in "College Life" than in ten football cheering sections! You've seen college pictures before—but this is something else again. Sam Wood, maker of "Rookies," "Fair Co-Ed" and "Telling the World" is the director. He's got a cast of All-Stars! He's got a story that's lightning-fast! He's got songs and dialogue and novelties that put new meaning into Talkies! And the result will pack that show-shop of yours as it's never been packed before. "College Life" is an education in showmanship!

with ELLIOTT NUGENT, ROBERT MONTGOMERY, CLIFF EDWARDS, SALLY STARR, PHYLLIS CRANE, MAX DAVIDSON, DOROTHY DEHN

An Original Story by Al Boasberg and Delmer Daves

Directed by
SAM WOOD




HALLELUJAH
A
KING
VIDOR
Production



HALLELUJAH

A Hymn to the Box-Office

Clap yo' hands! Slap yo' thigh! "Hallelujah!", the Golden is come! Time alone will verify the advance prophecy that in "Hallelujah" King Vidor has given the screen an immortal drama to take its place in Filmdom's Hall of Fame along with "The Big Parade," "Ben Hur," "The Broadway Melody" and a few other Road-shows of this mighty calibre. Novelty and intense drama combine to make it the first Epic film dealing with the lives of those "brethren" below the Mason-Dixon line torn between the flesh and the devil. King Vidor wrote and directed this stirring narrative of the South, this absorbing story of the colored boy, indirectly responsible for his young brother's death in a gaming house brawl, who becomes a negro revivalist, of his devotion to his ideals and of his craving for a seductive "yaller girl." The soul of the colored race is immortalized in "Hallelujah." Every phase of these picturesque lives, their fierce loves, their joyous, carefree pursuit of happiness, their hates and passions find dramatic expression against vivid backgrounds of cabarets, cotton fields, gaming houses . . . much of the picture having actually been photographed at Memphis, in authentic locations. Daniel Haynes, noted Negro singer, plays the central character. Nina Mae McKinney, a beauty discovered by Mr. Vidor in the night clubs of Harlem, has the leading feminine role. In addition, the celebrated Dixie Jubilee Singers, Victoria Spivey, well-known colored recording artist, and other noted performers appear in the picture. This picture has been made in silent form as well and it can be stated that either Silent or Sound it will be one of the great attractions of the coming season.

A METRO-GOLDWYN-MAYER
ALL-TALKING—SINGING PICTURE

A KING VIDOR

production. Scenario by Wanda Tuchock. Treatment by Richard Schayer. Dialogue by Ransom Rideout. Story and Direction by King Vidor.

Also a SILENT *Production*

IRIS

Based on the play by
SIR ARTHUR WING PINERO

A METRO-GOLDWYN-MAYER ALL TALKING *Picture*

In the record of contemporary English drama there are few plays which match in intensity the lustrous pages of this daring work by the celebrated Sir Arthur Wing Pinero. The important Talking picture of the future is to depend more and more on plot substance, on dramatic ingenuity and color of background, in addition to the power of its dialogue and in all these respects "Iris" is richly equipped. A variety of locales are covered in painting the picture of the fascinating Iris, who lives under the penalty of losing her inherited wealth if she marries. When an overpowering love claims her, she is called upon to make the choice between love and fortune. The man she adores leaves for the wilds of British Columbia to win wealth to make her independent of her inheritance. But while he is away Iris is sought by many men of London's brilliant society. Then he returns and with his arrival the primitive forces that lie dormant beneath the jewelled crust of civilized society break loose in a climax of tremendous power. A cast of important names and an unstinted luxury of production will stamp "Iris" as one of the outstanding All-Talking pictures of the new season.



Ordeal



A METRO-GOLDWYN-MAYER
ALL-TALKING PICTURE

from the best-seller novel
by DALE COLLINS

Now comes the first important Talking picture with a sea-voyage as background. "Ordeal" won wide success as a novel by virtue of a strikingly unusual plot, the mutiny aboard a pleasure yacht of a man who desired power over the orchid-like beauties whom it was his custom to serve. The tense, dramatic moments of the story lend themselves uniquely to the power of the Speaking Screen, and these absorbing qualities of dialogue are enhanced by the surging background of the sea and the luxurious atmosphere of the yacht and its wealthy occupants.

Directed by
CHARLES BRABIN

"Oh Bury Me Not On The Lone Prairee"

M-G-M does the unusual and does it first. Here's the first of its kind, a great Talkie of the wide open spaces. It's thrilling melodrama and yet at the same time it's embellished with those marvelous cowboy chants and ballads right from that romantic country. It's got buoyancy and interest and heart appeal. We confidently expect that "Montana" will be one of the most original offerings of the new season.

MONTANA

A METRO-GOLDWYN-MAYER
ALL-TALKING
SINGING
Picture



THE GREEN GHOST



WITH
ERNEST TORRENCE
DOROTHY SEBASTIAN
ROLAND YOUNG
STORY BY
BEN HECHT
SCREEN PLAY BY
DOROTHY FARNUM
DIALOGUE BY
EDWIN JUSTUS MAYER







ALL-
TALKING
also
SILENT

Directed by
LIONEL BARRYMORE
Creator of "Madame X"

As though to prove that his direction of "Madame X" was merely the beginning of a brilliant directorial career in Talking pictures, Lionel Barrymore has taken the fascinating threads of Ben Hecht's absorbing mystery story and has woven them into a veritable masterpiece of thrills. An ingenious story, involving the throttling of four officers of an English regiment, and a solution employing hypnotism and psychic experimentation, have been handled with a freshness of viewpoint entirely new to pictures. Both the Talking production and the Silent [illegible] to attract real attention in the new season.

Also a
SILENT
Production



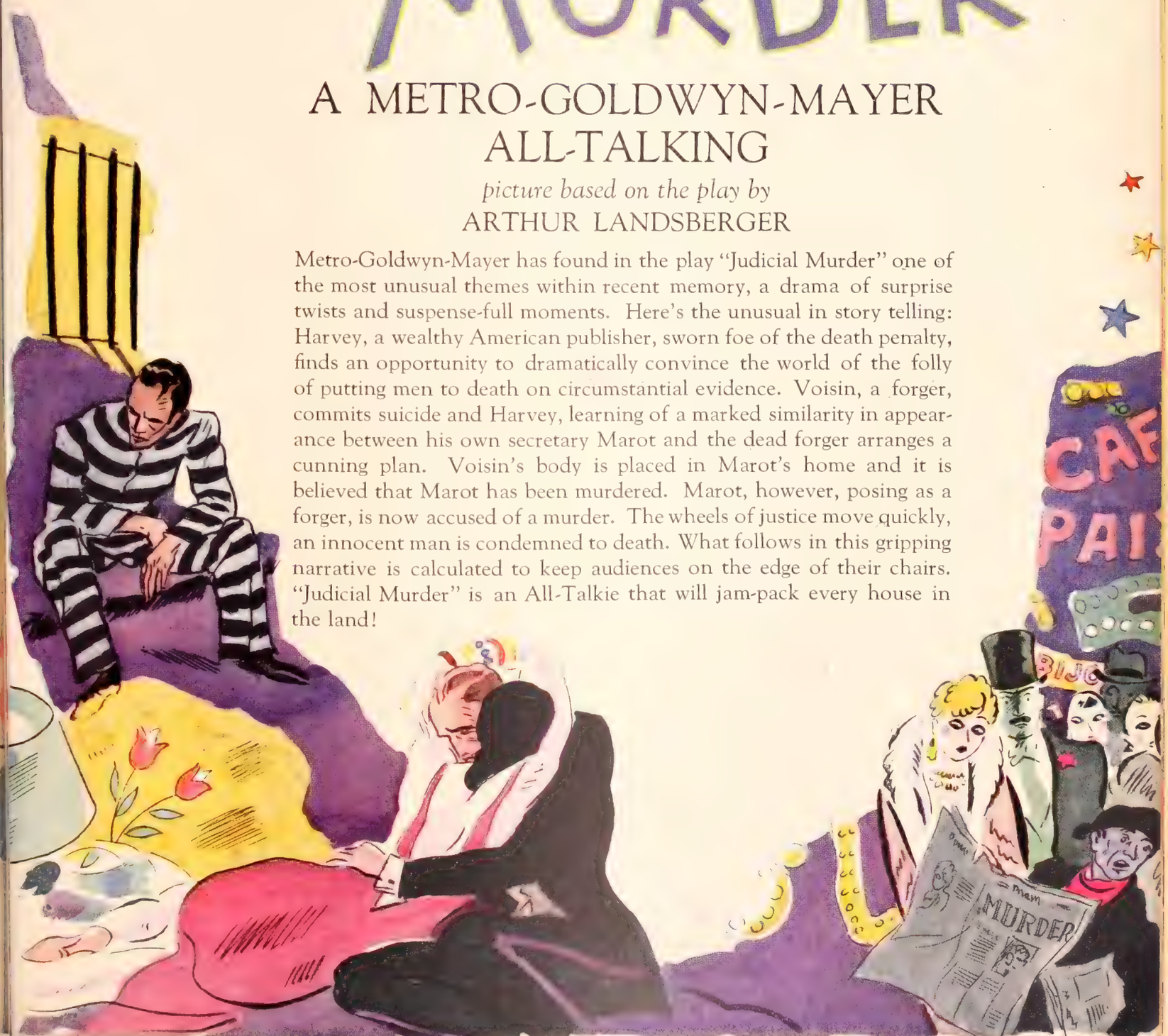


JUDICIAL MURDER

A METRO-GOLDWYN-MAYER ALL-TALKING

picture based on the play by
ARTHUR LANDSBERGER

Metro-Goldwyn-Mayer has found in the play "Judicial Murder" one of the most unusual themes within recent memory, a drama of surprise twists and suspense-full moments. Here's the unusual in story telling: Harvey, a wealthy American publisher, sworn foe of the death penalty, finds an opportunity to dramatically convince the world of the folly of putting men to death on circumstantial evidence. Voisin, a forger, commits suicide and Harvey, learning of a marked similarity in appearance between his own secretary Marot and the dead forger arranges a cunning plan. Voisin's body is placed in Marot's home and it is believed that Marot has been murdered. Marot, however, posing as a forger, is now accused of a murder. The wheels of justice move quickly, an innocent man is condemned to death. What follows in this gripping narrative is calculated to keep audiences on the edge of their chairs. "Judicial Murder" is an All-Talkie that will jam-pack every house in the land!



EVA The Fifth

A METRO-GOLDWYN-MAYER
ALL TALKING PICTURE

This Broadway stage hit is a play that just sits up and begs to be put into Talking pictures. It's a natural for the speakies. Edgar Selwyn, noted Broadway producer, has done a swell job directing the side-splitting story of the straggling road-company and the humors and tragedies of putting on the drama of Uncle Tom and Little Eva. The plot is a carriage for a flock of belly-laughs. Wait till they gaze upon Little Eva halted half-way to heaven owing to rope trouble in the wings! This opus is tenderly human, with a wonderful love story. Sure-fire anywhere!

With BESSIE LOVE, RAYMOND HACKETT, EDWARD NUGENT, MARY DORAN, JED PROUTY, FORD STERLING. *Directed by* EDGAR SELWYN. *From the play by* JOHN KENYON NICHOLSON *and* JOHN GOLDEN.

ASBESTOS





A METRO-GOLDWYN-MAYER
ALL TALKING
Picture

What it takes to "get" an audience—the tug at the heart, the spectacular appeal to the eye, the brilliance of clever dialogue—all these things "Lord Byron of Broadway" has in abundance. Nell Martin's popular book tells an absorbing story of a song writer of Broadway. Fame comes to him, and the din of Broadway's applauding night-life group deafens him to the sincere attempts of his young bride to set him straight. Feeling that he does not love her, the girl disappears. The song writer realizes that his one true and genuine friend has gone. Heart-broken, he composes a love song "Little Lost Lady." At last he finds her. It is in a Chicago vaudeville theatre—and she is singing his song! He attempts to see her, but she refuses. Then regretting her action and fearful of having lost him forever she becomes seriously ill. The song-writer seeks her out again and in the hospital where her life is despaired of he sings her back to health again with the enchantment of his "Little Lost Lady."


THE 13TH CHAIR
A METRO-GOLDWYN-MAYER
ALL-TALKING PICTURE
based on the stage play by
BAYARD VEILLER
The unquestioned masterpiece of all the mystery plays that Broadway has ever known! M-G-M bought it in the face of severest competition. America waits for the appearance of Bayard Veiller's long-run stage success as a Talking picture! It will be directed by that miracle-maker of thrills, Tod Browning, with the celebrated stage star Margaret Wycherly in a cast of well known personalities.
with MARGARET WYCHERLY
and a Great Cast; TOD BROWNING, Director

KEMPY



Here's the priceless play that Broadway still treasures in its memory as one of the happiest hits of all its years. And think of it, J. C. Nugent and Elliott Nugent, that remarkable father and son combination which authored the play, they appear in the Talking picture, playing the famous roles they created on the stage! The story is so human, so rich with laughter and uproarious situations! The rich girl who seeks a career, first as a novelist, then on the stage—the boy who falls under the spell of her book, who wants to be masterful and yet permits himself to be abducted by the girl—they're grand situations in a thoroughly joyous entertainment!

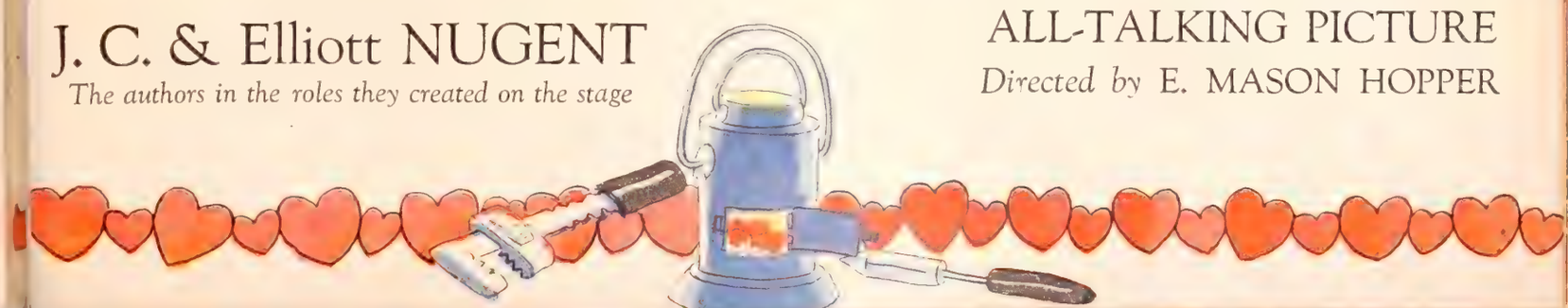
with

J. C. & Elliott NUGENT

The authors in the roles they created on the stage

A METRO-GOLDWYN-MAYER
ALL-TALKING PICTURE

Directed by E. MASON HOPPER



The BISHOP MURDER CASE

The Best-Seller Mystery Novel By

S. S. VAN DINE

author of "The Canary Murder Case," "The Greene Murder Case" and other well known detective mystery novels

S. S. Van Dine's name on a book is a symbol of the dollar sign to book-dealers and these men concur in stating that "The Bishop Murder Case" is one of the best-selling mystery novels they have ever handled. This is so important a vehicle that it is planned to have both a screen director, Nick Grinde, and a stage director, the well known Bertram Harrison. M-G-M brings it to you in Talking pictures, and it comes, backed by a million-copy advance promotion. In addition it appeared serially in the American Magazine. In this story the celebrated Philo Vance is called upon to solve a series of murders committed, it is discovered, by a mathematical genius. Evidence leads to a professor and a student, both remarkable mathematicians. The professor has a beautiful ward who is loved by the student—figure it out for yourself if you can, but in any event get ready to figure profits!

Directed by

NICK GRINDE *and* BERTRAM HARRISON

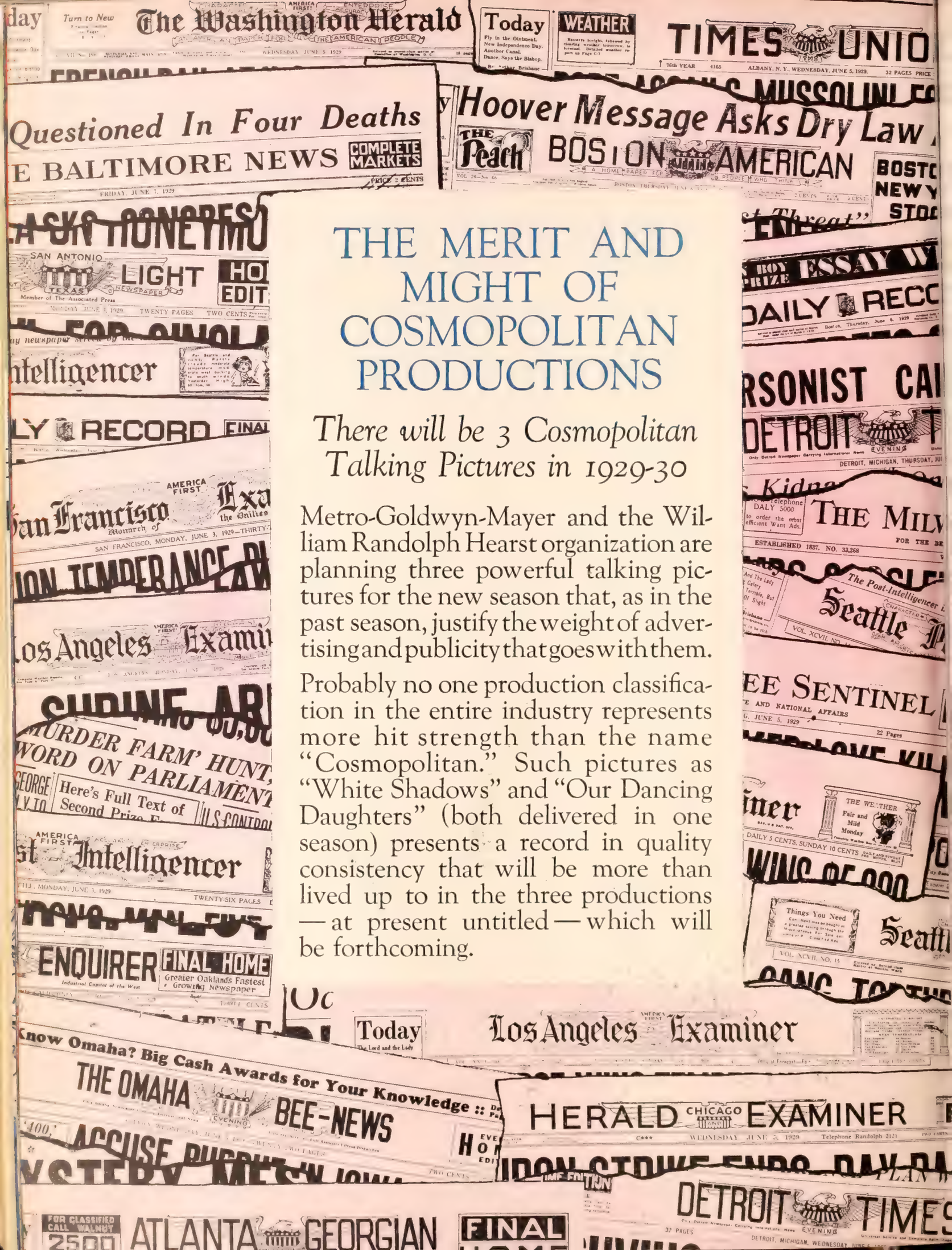
A METRO-GOLDWYN-MAYER

ALL-TALKING

Picture




INHUMAN
GROUND
with
BASIL RATHBONE—ZITA JOHANN
Watch for the coming of the first important war play in Talking pictures! The great French stage success is a mine of tense moments. War-torn Lorraine is the setting. We see an isolated house in which lives a French mother awaiting her soldier son. A courtly lady appears and is billeted in this house, apparently to await her husband, a high German officer. The son returns on an espionage mission. A battle of wits ensues between the son and the strange woman. Then follow a series of the most gripping situations you've ever seen in any picture. The locale of the story gives wide scope for pictorial development. The cast is headed by Basil Rathbone, the stage star, and Zita Johann, who is the year's theatrical discovery following her sensational work in "Machinal." Look for a Big One when "Inhuman Ground" is released!
WILLIAM DE MILLE, Director
Based on the French play by FRANCOIS de CUREL
A METRO-GOLDWYN-MAYER
ALL-TALKING
Picture



THE MERIT AND MIGHT OF COSMOPOLITAN PRODUCTIONS

There will be 3 Cosmopolitan Talking Pictures in 1929-30

Metro-Goldwyn-Mayer and the William Randolph Hearst organization are planning three powerful talking pictures for the new season that, as in the past season, justify the weight of advertising and publicity that goes with them.

Probably no one production classification in the entire industry represents more hit strength than the name "Cosmopolitan." Such pictures as "White Shadows" and "Our Dancing Daughters" (both delivered in one season) presents a record in quality consistency that will be more than lived up to in the three productions — at present untitled — which will be forthcoming.

Unquestionably

The *Only* Short Product
in the Business That
Has *Real Proven* Quality

Metro-Goldwyn-Mayer

JUNIOR FEATURES

Colortone Revues
Hal Roach Comedies
Metro Movietone Acts
M-G-M News

This is the product that has been tried and found to be the most successful on the market. It has raised the shorter film to the rank of feature and deserves prominent billing in every program. This Talking short output combined with M-G-M features equips any theatre with a full year of "The Greatest Shows on Earth."

HAL ROACH *presents Eight*

OUR GANG

METRO-GOLDWYN-MAYER ALL-TALKING COMEDIES

BILL THEM LIKE A FEATURE!

It is like a Personal appearance of "Our Gang" when you show their marvelous Talking comedies. To hear Fatty Joe Cobb, Farina, cunning Wheezer and the rest of them is to enjoy the most delightful entertainment that the screen can offer in any of its many phases. They are unique. Many theatres are billing the "Our Gang" Talkies above the feature. Their charming Talking hit "Small Talk" was only the beginning. In the new season Hal Roach has brand new tricks up his sleeve that will make these rascals bigger money attractions than ever!

8 "OUR GANG"
ALL-TALKING COMEDIES



HARRY LANGDON



IN A SERIES OF EIGHT

HAL ROACH ALL TALKING COMEDIES

Every picture fan in the land will cheer this announcement! For is not Harry Langdon returning to his first love, short features—the type of entertainment that gained fame for him and made him one of the greatest drawing cards of the theatre? It's true! In this series you get the inimitable, languid humor of Langdon, himself, plus the unsurpassed genius of Hal Roach and the Roach Studios. When audiences see Harry's thwarted-oyster expression surrounded by the stories, the production value which characterize Hal Roach comedies, you'll know that Harry Langdon is a bigger bet than ever. Years of stage and feature and short feature screen experience immediately qualify him for the greatest success of his career in this series. He's a great talking star.

METRO-GOLDWYN-MAYER
ALL-TALKING COMEDIES

CHARLEY CHASE

IN A SERIES OF EIGHT HAL ROACH ALL COMEDIES TALKING

Here he comes—there he goes! All dressed up—on his toes! Sophisticated society comedy, a thousand and one embarrassing moments, bevies of bright eyed beauties. His headline vaudeville experience made him a comedy star from the start—now it makes him a greater bet than ever in all-talking two-reelers. He sings, he dances, he plays every instrument in the band. And how! During the coming season no star will shine brighter, no comedian is assured of a more magnificent success.



METRO-GOLDWYN-MAYER
ALL-TALKING COMEDIES



STAN LAUREL OLIVER HARDY

The greatest of all motion picture comedy teams. In two years they have risen to heights of popularity unsurpassed in the short feature field (*as every exhibitor knows*). Stan Laurel who makes an art of stupidity with his hopeful, apprehensive smile and Oliver Hardy, rotund and infectiously humorous, always seeking to display his greater intelligence but ever failing to exhibit any. Having scored heavily in their first series of three two-reel all-talking comedies, it may be added that they are both products of the legitimate stage which no doubt accounts for the fact that their voices help to create even greater humor than that on which their fame is based. Laurel & Hardy—the absolute sensation of any program in any theatre.

IN A SERIES OF EIGHT HAL ROACH ALL-TALKING COMEDIES



METRO-GOLDWYN-MAYER
ALL-TALKING COMEDIES

New—smart—sensational in more ways than one! A list of artists that reads like a directory of "who's who" of the vaudeville, opera, legitimate and concert stages. Every one of the entire group "big time" headliners—like the big stars of feature pictures, they draw the extra business.

26 METRO MOVIETONE ACTS



Lavish sets, intimate photography and superlative sound recording; more atmosphere, color and interest than ever before. Variety of product and of talent nothing short of amazing: singers, dancers, comedians, operatic stars, choruses, orchestras. The most outstanding array of talent ever seen in short features. Made by M-G-M as only M-G-M knows how. Book and boast!

BIG NAMES FOR YOUR ELECTRIC LIGHTS: Van & Schenck, Phil Spitalny, George Dewey Washington, Titta Ruffo, Madame Maria Kurenko, Keller Sisters & Lynch, Yvette Rugel, Tom Waring Aaronson's Commanders, Jimmy Hussey, The Revellers, Walter Kelley — and others.

Metro-Goldwyn-Mayer

ANNOUNCES

12

COLORTONE REVUES



Metro-Goldwyn-Mayer's

COLORTONE REVUES

12 Brilliant Tabloid Musical and Dancing Entertainments that put your house in the Broadway de Luxe Class.

No unit show can compete with the splendor, the talent and the production lavishness of Metro-Goldwyn-Mayer's Colortone Revues. When you put these on your program you are no longer running a mere movie theatre. You are giving your public the same brilliant show that packs Broadway's de Luxe houses. They are gems of beauty, entirely in color and all-talking, singing and dancing. "Climbing the Golden Stairs," an M-G-M Colortone Revue featuring Charles King, the "Broadway Melody" star, is in the $2 class, playing at the Sam H. Harris Theatre with "Madame X." It's typical of the value you get. Watch for "The Doll Shop," "Mexicana" and "Manhattan Serenade." M-G-M Colortone Revues will revolutionize presentations in the new season. Just one more proof of Young Blood's Big Time showmanship ideas!



Metro-Goldwyn-Mayer *presents*

THE GREATEST NEWSREEL ON EARTH!



104 ISSUES—TWICE WEEKLY

The reason M-G-M News continues to add new accounts to its newsreel service is because we believe the principal function of a newsreel is to present *news*. That's what your audience wants in this form of entertainment and the M-G-M News, owing to its world-wide Hearst connection, is in a better position to get world events on the screen than any other organization.



produced by

WILLIAM RANDOLPH HEARST

A Short Subject Announcement!



"IT'S A BOY"

"I bet he'll be an M-G-M exhibitor when he grows up!"

SUMMARY

16 Pictures *available for* Theatres *without* installation

Joan Crawford

in "OUR MODERN MAIDENS"

with Rod La Rocque, Douglas Fairbanks, Jr., Anita Page, Josephine Dunn. Story and continuity by Josephine Lovett. Jack Conway, Director. The "Dancing Daughters" star in a gay and dashing romantic drama of Today's Youth!

and "JUNGLE" (new title to come)

2 Adapted from C.E. Scroggins' Saturday Evening Post story. Scenario by Sylvia Thalberg and Frank Butler. Jack Conway, Director. A beauty reared in primitive Africa discovers elemental forces in modern society—and likes them! A glamorous, colorful role for Joan Crawford!

Greta Garbo

The flaming orchid, whose seductive personality has made her a sure-fire audience draw, will appear in one silent picture, title of which is to be announced. 1

Ramon Novarro

Two silent pictures will be available from the handsome star who delighted packed houses in recent months with "The Flying Fleet" and "The Pagan." Titles are to be announced. 2

John Gilbert

in "REDEMPTION"

With Renee Adoree, Conrad Nagel, Eleanor Boardman. A Fred Niblo Production. Screen play by Dorothy Farnum. Russia before the war is the colorful background of Tolstoi's magnificent drama. Gilbert is the nobleman who forsakes gilded society for the love of a gypsy girl. 1

William Haines

in "NAVY BLUE"

Happy Bill Haines in the role of Bozo Kelly from the destroyer fleet. He's in the navy and it's a gravy role for the star that gets them into your house.

and in "SPEEDWAY"

2 With Anita Page, Ernest Torrence, Karl Dane, John Miljan. Story by Byron Morgan. Harry Beaumont, Director. Haines plays the role of a reckless, cheery young speed demon. Racing scenes taken at Indianapolis track.

Lon Chaney

in "THE BUGLE SOUNDS"

Lon Chaney in three thrilling silent pictures, the first "The Bugle Sounds." Adapted from the book by Major Zinovi Pechkoff, and based on his own life in the Foreign Legion. Director George Hill took scenes abroad of actual Legion, receiving permission from the French government, the first time ever granted for feature picture purposes. Titles of two more Lon Chaney silent pictures to be announced. 3

King Vidor's

"Hallelujah"

A King Vidor Production. Story and direction by King Vidor. Scenario by Wanda Tuchock. Treatment by Richard Schayer. Immortalizing the soul of the colored race in an Epic drama of the South. Photographed in actual locations with a cast of colored celebrities. 1

"The Broadway Melody"

The world's greatest Talking picture now available as a brilliant silent attraction. With Charles King, Anita Page, Bessie Love. Harry Beaumont, Director. Story by Edmund Goulding. Continuity by Sarah Y. Mason. The fame of this dramatic story of love behind the footlights of Broadway makes it a sure-fire attraction for all silent houses. 1

"The Mysterious Island"

The Technicolor dramatic and spectacular sensation. With Lionel Barrymore, Lloyd Hughes, Jane Daly. Lucien Hubbard, Director. From the novel by Jules Verne. Screen play by Lucien Hubbard. Photography by Technicolor process. Thrills in a charming love story, plus undersea action, make it the "different" picture of the year! 1

"The Green Ghost"

With Ernest Torrence, Dorothy Sebastian, Roland Young. Lionel Barrymore, Director. Story by Ben Hecht. Screen play by Dorothy Farnum. The masterful direction of Lionel Barrymore brings each vivid sequence of this startling mystery into bold relief resulting in a dramatic gem! 1

"The Viking"

All Technicolor and a rousing drama of a hitherto untouched subject, the romantic Vikings. With Pauline Starke, Donald Crisp, LeRoy Mason. Screen play by Jack Cunningham. Based on Ottilie A. Liljencrantz's novel "The Thrall of Leif the Lucky." R. William Neill, Director. Presented by Herbert T. Kalmus. 1

The following 47 Pictures are available for *Wired* Houses

"The Backslapper"

(ALL-TALKING)

Based on the Broadway play by Paul Dickey and Mann Page. Strong plot value and good comedy situations make "The Backslapper" a splendid bet for the Talking screen. The story concerns a sister and brother, who have inherited wealth under the trusteeship of a man who loves the girl. Instead of marrying him, however, she falls for the fake good-fellowship of a backslapper. The latter achieves political fame, but at a crucial moment the wife who has long suffered his cruelty exposes his true character. The guardian who has patiently waited now wins the girl's promise of marriage upon the granting of her divorce from the backslapper. The Broadway play as a Talking picture promises exceptional entertainment. It will have an important director and cast.

"The Big Scoop"

(ALL-TALKING)

The dramatic possibilities of the newspaper story in a Talking picture have by no means been adequately developed. Metro-Goldwyn-Mayer has a narrative in hand that bids fair to become the Epic drama of the newspaper world, more ingenious, more startling in its revelations than even the most celebrated plays of this nature that you might mention. It is a fertile background for the Talking screen this realm of the front page and Metro-Goldwyn-Mayer will convert its romance and thrills into an exciting and memorable entertainment. The studio exercises its discretion for the time being in withholding the details of the story, which owing to its unusual character, will not yet be revealed.

"The Bishop Murder Case"

(ALL-TALKING)

The best-seller detective novel. By S. S. Van Dine, author of "The Canary Murder Case," "The Greene Murder Case," etc. So important is this All-Talking vehicle that it is planned to have both a screen director, Nick Grinde, and a stage director, Bertram Harrison, to bring it to the Talking screen. It comes to audiences backed by a million-copy advance promotion, and is acknowledged to be the most cleverly ingenious of all the Philo Vance detective plots.

"Eva the Fifth"

(ALL-TALKING)

With Bessie Love, Raymond Hackett, Edward Nugent, Mary Doran, Jed Prouty, Ford Sterling. Directed by Edgar Selwyn, noted legitimate producer. Based on the successful play by John Kenyon Nicholson and John Golden. A side-splitting story of how a straggling road company puts on a Tom show, tenderly human, with a wonderful love story. A sure-fire hit!

"The Green Ghost"

(ALL-TALKING)

With Ernest Torrence, Dorothy Sebastian, Roland Young. Director, Lionel Barrymore. Story by Ben Hecht. Screen play by Dorothy Farnum. Dialogue by Edwin Justus Mayer. Lionel Barrymore, fresh from triumphs as director of "Madame X" has given a new and different touch to an amazingly dextrous mystery story. It is to be one of the talked-about-talkies of '29-'30.

"Inhuman Ground"

(ALL-TALKING)

The first important war story in Talking pictures. Watch! It has Basil Rathbone, famed stage star, and Zita Johann, who is the year's great theatrical discovery, her performance in "Machinal" having won her nationwide fame. William deMille is director. Based on the French stage success by Francois de Curel. A tense drama of France in war days that contains the most gripping dramatic situation you've ever experienced in your show career. The locale gives a wide scope for pictorial development. A Big One!

"Iris"

(ALL-TALKING)

One of the truly important dramatic works of our time. Sir Arthur Wing Pinero's celebrated stage success has plot structure, dramatic ingenuity and color of background that make it a superb Talking picture bet. This story of the fascinating society beauty, Iris, will have a cast of important names and an unstinted luxury of production that will stamp it as an outstanding attraction of the new season.

"Judicial Murder"

(ALL-TALKING)

One of the most interesting and unusual themes the studio has ever handled is Arthur Landsberger's play. A Viennese stage success, relating the efforts of a great newspaper publisher to expose the folly of putting men to death on circumstantial evidence. He develops a test case, involving a murder charge against an innocent man. What follows is sheer drama and high-voltage suspense.

"Kempy"

(ALL-TALKING)

M-G-M brings you the delightful stage hit by J. C. and Elliott Nugent, with this celebrated father and son appearing in the roles they made famous. E. Mason Hopper will direct it. "Kempy" with the Nugents, themselves, is something to cheer about in Talking pictures. The story is so human, so rich with laughter and uproarious situations! The rich girl who wants a career, her efforts as "novelist," her yearning for the "stage," the masterful youth whom she abducts—priceless situations in a joyous entertainment.

"Lights and Shadows"

(ALL-TALKING)

A distinct departure in Talking pictures! M-G-M has evolved a corking idea, utilizing potentialities of the audible screen hitherto undeveloped. The story background is New York's night life, and this will be presented with a new realism and breadth of scope. In this setting M-G-M will relate through the Talking medium a mystery novelty that is destined to be a hit of the season.

"Lombardy, Ltd."

(ALL-TALKING)

Who can ever forget this screaming comedy-romance that kept Broadway in good humor for months! Frederic and Fanny Hatton's celebrated stage hit is coming to you as a great All-

Talking picture. How your audiences will love the story of Lombardi, proprietor of a fashionable gown shop, his difficulties with women of all sizes and shapes, the scheming designer who seeks to land him, the love-lorn secretary to whom he turns for consolation. One of the grandest shows Broadway ever put on. As a Talking picture it's going to win the same rousing success!

"The Misleading Lady"

(ALL-TALKING)

1 A big stage hit that's absolutely perfect for Talking pictures! The Broadway success by Paul Dickey and Charles W. Goddard has every necessary qualification to make it a glorious entertainment of the audible screen. It's got plot twists that keep one utterly absorbed, it's got sparkling dialogue rich with humorous lines, it's got all manner of locales from backstage to an Adirondack lodge. The story concerns a young girl with stage ambition. She's promised a job if she can vamp the leading man. She gets the job and eventually the man, after a series of tremendously funny situations. A long-run play promises to become in Talking form one of the new season's extended run pictures!

"Montana"

(ALL-TALKING, SINGING)

1 Leave it to the far-seeing showmen of M-G-M to step out from the usual and do the unusual. In this case it's a melodrama of the West, a Talkie of the great open spaces that's thrilling storytelling, yet at the same time embellished with those marvelous cowboy chants and ballads right from where they originate. You may well look forward to one of the new season's most original offerings in "Montana." It's got everything of beauty and interest and heart appeal to make it a grand treat for your public.

"The Ordeal"

(ALL-TALKING)

1 The celebrated novel by Dale Collins will be directed by Charles Brabin. It will be the first important Talking picture with a sea-voyage as background. The story follows the adventures of a group of wealthy men and women aboard a pleasure yacht, cowed by the mutiny of a mate who desired power over the beautiful girl it was his custom to serve. An unusual theme dramatically told, with a background rich with pictorial qualities. An important cast to be announced.

"The Song Writer"

(ALL-TALKING, SINGING)

1 The Broadway stage success by Crane Wilbur with its fortuitous combination of dramatic action and song possibilities makes an exceptional Talking vehicle. The story is of a songwriter who marries a blueblood society beauty, their misunderstandings and separation, and their final reconciliation brought about by the power of a heart-song he has written. It's powerful audience stuff!

"The Thirteenth Chair"

(ALL-TALKING)

1 Bayard Veiller's famous mystery play. With Margaret Wycherly in the role she so successfully created on the stage. The unquestioned masterpiece of all the mystery plays Broadway has ever known. Tod Browning, who knows how to thrill, will direct.

"The Viking"

(SOUND, ALL-TECHNICOLOR)

1 There's a thrilling synchronization for "The Viking" and the combination of a wonderful Sound picture in All-Technicolor means an attraction that will do real business. "The Viking" comes to theatres following its $2 showing at the Embassy, N. Y. With Pauline Starke, Donald Crisp, LeRoy Mason. Screen play by Jack Cunningham. Based on Ottilie A. Liljencrantz's novel "The Thrall of Leif the Lucky." R. William Neill, Director. Presented by Herbert T. Kalmus.

The Duncan Sisters

in "COTTON AND SILK" (Title to be changed)

(ALL-TALKING, SINGING, DANCING)

1 The most celebrated sisters on earth are coming to your theatre in a Talking, Singing and Dancing attraction worthy of these "Topsy and Eva" stars. M-G-M gives you the Big Time names and attractions. You're in the top-notch class when you put the Duncan's name in your lights! They've got a marvelous story by Leonard Praskins which Sam Wood, of "Rookies" fame will direct. Songs by Ballard MacDonald and Dave Dryer.

"Hallelujah"

(ALL-TALKING, SINGING)

1 An immortal drama that takes its place in the screen Hall of Fame. The Epic of the colored race, their lives, loves, songs, humors, tragedies! A King Vidor production. Story and direction by King Vidor. Scenario by Wanda Tuchock. Treatment by Richard Schayer. Dialogue by Ransom Rideout. Cast includes Daniel Haynes, noted Negro singer, Nina Mae McKinney, discovery of Harlem's night clubs, the Dixie Jubilee Singers, Victoria Spivey, noted colored recording artist and others.

"The Mysterious Island"

(SOUND, DIALOGUE, TECHNICOLOR)

1 With Lionel Barrymore, Lloyd Hughes, Jane Daly. Director, Lucien Hubbard. Jules Verne's world-famous novel. Screen play by Lucien Hubbard. Photographed by Technicolor. Thrilling sound synchronization with dialogue sequences. All the thrills, the vivid imaginative ideas, the undersea spectacle, the charming love story of the great novel are immortalized in the picture. Another "White Shadows"!

"The Road-Show"

(ALL-TALKING, SINGING, DANCING)

1 With Charles King and Bessie Love, the famed "Broadway Melody" team. Director, Charles Riesner, creator of M-G-M's "Hollywood Revue of 1929." The story is an original by Bess Meredyth that brings new miracles of Talking, singing and dancing to your screen.

Van and Schenck

in "THE PENNANT WINNING BATTERY"

(ALL-TALKING, SINGING)

1 They are among the highest paid performers in the world. Their fame extends the world over. They stand 'em out wherever they play. Now they're appearing in a grand Talking, Singing picture, a wonderful baseball romance, that exploits their unusual talents and personalities, enabling them to sing and play as only these boys can!

"College Life"

(ALL-TALKING, SINGING)

1 With Elliott Nugent, Robert Montgomery, Cliff Edwards, Sally Starr, Phyllis Crane, Max Davidson, Dorothy Dehn. The director is Sam Wood who did "Fair Co-Ed," "Rookies." An original story by Al Boasberg and Deimer Daves. A hit for happy houses. Youth and beauty in a college yarn with songs, dialogue and novelties that put new pep and meaning into Talkies.

"Lord Byron of Broadway"

(ALL-TALKING, SINGING)

A heart-stirring story of Tin Pan alley. Based on the novel by Nell Martin. The song writer who gets the big head with success, loses his one true love and wins her back with a soul-song "Little Lost Lady." It's got everything that the human Talking screen can give!

"Madame X"

(ALL-TALKING)

Press and public hail it as an outstanding achievement of the audible screen at the $2 Sam H. Harris Theatre, New York. With Ruth Chatterton, Lewis Stone, Raymond Hackett. Lionel Barrymore's direction is superb. Based on Alexandre Bisson's celebrated stage play, the world's greatest emotional drama.

Greta Garbo

in "ANNA CHRISTIE" and One More

(ALL-TALKING)

Eugene O'Neill's celebrated stage success, one of the biggest hits of New York's Theatre Guild. Clarence Brown, director. Miss Garbo's first All-Talking role is that of a Swedish daughter of a barge captain and her problems in the New World. A second All-Talking Greta Garbo picture will be announced.

John Gilbert

in "REDEMPTION"

(ALL-TALKING)

With Renee Adoree, Conrad Nagel, Eleanor Boardman. A Fred Niblo Production. Screen play by Dorothy Farnum. Tolstoi's immortal play which reaches from the heights to the depths in Russia before the war and follows a handsome nobleman's sacrifice of wealth and position for the love of a gypsy girl.

and in "OLYMPIA" (Title to be changed)

(ALL-TALKING)

Adapted from the play by Ferenc Molnar, it will have the master hand of Lionel Barrymore in direction. A madcap story of a Captain of Hussars in Vienna and his amours.

Lon Chaney

in "THE BUGLE SOUNDS" and Two More

(SYNCHRONIZED)

Adapted from the book by Major Zinovi Pechkoff. Director is George Hill. A thrilling synchronization for this tense drama of the Foreign Legion. Two more synchronized Lon Chaney pictures. Titles to be announced.

William Haines

in "NAVY BLUE"

(ALL-TALKING)

A happy-go-lucky tale of the destroyer fleet, with Bill Haines in the talking role of Bozo Kelly—and how he talks! Good humor, good action, romance and the colorful background of the fleet make this a Talking pippin!

and in "SPRINGBOARD" and One More

(ALL-TALKING)

The second Bill Haines Talkie is "Springboard," one of the most unusual roles he's ever had. There will be a third All-Talking William Haines picture. Title to be announced.

and in "SPEEDWAY"

(SYNCHRONIZED)

With Anita Page, Ernest Torrence, Karl Dane, John Miljan. Director, Harry Beaumont. A thrilling racing story by Byron Morgan, filmed at the Indianapolis track. Wonderful sound synchronization for this fast-moving Bill Haines hit.

Joan Crawford

in "OUR MODERN MAIDENS"

(SYNCHRONIZED)

With Rod La Rocque, Douglas Fairbanks, Jr., Anita Page, Josephine Dunn. Director, Jack Conway. Story and continuity by Josephine Lovett. The "Dancing Daughters" star in a brilliant synchronized drama of today's flaming youth.

and in "JUNGLE" (Title to be changed)

(SYNCHRONIZED)

Adapted from C. E. Scroggins' Saturday Evening Post story by Sylvia Thalberg and Frank Butler. Director, Jack Conway. Beautiful Joan Crawford plays the girl from the wilds, brought into society. The production has a splendid synchronization. 4

and in TWO ALL-TALKING PICTURES

Miss Crawford will appear in Two All-Talking pictures suited to her dashing and radiant personality. Titles to be announced.

Ramon Novarro

Two All-Talking pictures are to come from Ramon Novarro. They have been chosen with a view to give full play to his dramatic and singing talents, the latter brought so successfully to public attention in "The Pagan." Titles to be announced. 2

Buster Keaton

He will appear in Two All-Talking pictures. These vehicles are being selected so that your public may see and hear the new Keaton who brings amazing talents of dialogue, singing and dancing which made him famous in his legitimate stage career. 2

Cosmopolitan Productions

There will be three All-Talking Cosmopolitan Productions, each of a size and stature to compare with great Cosmopolitan box-office successes of the current season like "White Shadows" and "Our Dancing Daughters." They will enjoy the invaluable cooperation of the Hearst newspapers in advertising and publicity. 3

Metro-Goldwyn-Mayer Short Features

Hal Roach All-Talking Comedies

8—CHARLEY CHASE 8—"OUR GANG"
8—LAUREL-HARDY 8—HARRY LANGDON 32

Hal Roach Synchronized Comedies 4

2—LAUREL-HARDY 2—"OUR GANG"

26 Metro Movietone Acts

The cream of the variety field, the electric light stars of vaudeville and theatre world in their world-famed entertainments. 26

12 M-G-M Colortone Revues

Brilliant tabloid entertainments singing, dancing, dialogue — entirely in Technicolor. No unit show can compare in talent and production lavishness! They put your show-shop into the Broadway class. 12

104 M-G-M News

Its enviable world-wide Hearst connections make M-G-M News the authoritative newspaper of the screen. 104



The Greatest Star on the Screen

Page Press, Inc., N.Y.C.

THE GOLDEN YEAR

1929



1930

WARNER BROS.

Announcement for 1929-30

¶ Warner Bros. Vitaphone Production schedule for 1929-30 will appear in the Trade Press in July.

¶ Warner Bros. revolutionized the industry with Vitaphone.

¶ Warner Bros. again lead the entire industry with the production of 100% Natural Color Pictures.

¶ Every exhibitor owes it to himself to wait for the most important announcement yet to come from Warner Bros.

¶ **What Warner Bros. Promise . . . Warner Bros. Deliver!**

THEY'LL DO IT AGAIN

AS THEY'VE ALWAYS DONE IT BEFORE!

IT'S AN OLD

UNITED

Joseph M. Schenck, Mary Pickford, Norma Talmadge, Gloria Swanson, Dolores Del Rio, Vilma Banky, Charlie Chaplin, Douglas Fairbanks, Ronald Colman, Lupe Velez, Fannie Brice, Harry Richman, D. W. Griffith, Samuel Goldwyn, Herbert Brenon, Henry King, Roland West, Edwin Carewe, Sam Taylor, John W. Considine, Jr., George Fitzmaurice, Lewis Milestone, F. Richard Jones, Edmund Goulding, Thornton Freeman, Irving Berlin and Hugo Reisenfeld.

Give to Exhibitors for 1929-1930 the GREATEST BOX-OFFICE pictures produced

ARTISTS CUSTOM ·

Helping to make patrons for your house . . . *a reprint of an advertisement appearing in the magazines listed below . . .*



71

THE SATURDAY EVENING POST

WIRES CARRY THE SOUND FROM CONTROL PANEL TO HORNS BACK OF SCREEN

HORNS
SCREEN
HORNS
HORNS
From behind the screen, these horns give the movies a voice—Maintaining the perfect illusion of human speech.

PROJECTOR
FILM SOUND UNIT
NEW ARTS DEMAND NEW EQUIPMENT
(I) The modern projector is equipped for sound reproduction by either the film or disc methods
(II) Film reproducing attachment in detail.

WHAT MAKES THE PICTURE TALK?

Your enjoyment of a Sound Picture depends largely on the quality of apparatus used. It pays to go to theatres equipped by the makers of your telephone—the Western Electric Company

WHEN you go to hear a Sound Picture you wish to be certain that the voices will be clear and natural; that the musical accompaniment and sound effects from the screen will be thoroughly pleasing.

Near you is probably at least one theatre which assures just that, because it is equipped with the Western Electric Sound System.

This apparatus is made by the makers of your telephone, and it is installed and inspected by engineers trained in this new art.

The reliable quality of this Sound System has been recognized by over 2,000 theatre exhibitors—exhibitors who have a habit of considering their patrons' satisfaction and who therefore believe that it is worth a little extra investment to secure equipment of proved results.

In selecting Western Electric these exhibitors knew that the correct transmission and reproduction of sound is an extremely difficult problem, as is evidenced by the wide differences in quality between various radios and phonographs. They knew that it was Western Electric's experience with this very problem which, after years of unsuccessful effort by others, finally made Sound Pictures possible.

This same organization which brought the telephone to its present excellence will likewise constantly seek to improve Sound Picture apparatus still further.

To Theatre Exhibitors

People know good Sound reproduction when they hear it. They are quick to appreciate the high quality assured by Western Electric equipment. If your theatre is thus equipped you will render a service by displaying that fact in your advertising and in lobby and outside signs. For additional information address Electrical Research Products, Inc., 50 Church Street, New York

The sensitive "condenser type" Sound Picture microphone (C). Especially designed for studio recording. A development of the familiar broadcasting microphone (B) and the telephone transmitter (A). It is one application of many how "Sound Pictures" came out of the telephone.

The loud speaking horn (C), placed behind the theatre screen, is a marked improvement over the cone loud speaker (B). It is a direct descendant of the telephone receiver which you place to your ear (A), and is made with the same care.

Western Electric SOUND SYSTEM — THE VOICE OF ACTION

Publication	*Date*	*Circulation*
American Boy	September, 1929	279,059
College Humor	September, 1929	239,276
Motion Picture Magazine	September, 1929	338,973
New Yorker	August 3, 1929	69,472
Photoplay	September, 1929	547,605
Popular Science Mo.	August, 1929	324,938
Saturday Evening Post	July 13, 1929	2,902,093
Scientific American	August, 1929	93,660
Time Magazine	August 12, 1929	180,465
	Total Circulation	4,975,541



NO TIME FOR AMATEURS

¶ Exhibitors and producing companies handing out the old line of stuff won't get by in the New Show World of 1929-30. The public is too smart. The type of talking picture that succeeded a year ago won't satisfy them this coming season. Three or four outstanding productions, with weeks of mediocre product in between, will get nothing but squawks and empty seats. The successful exhibitor this coming year will have to supply the new type of New Show World picture—week after week. ¶ There's one way of doing it: Buy PARAMOUNT! Tie up with the company that educated the public up to Quality Talking Pictures in 1928-9 and enriched exhibitors playing its product. Tie up with the big-time leader with the greatest talking screen stars in its line-up. The company that signed up the cream of the stage stars. The mighty production organization geared up to these changing

times. Supplying you with as many knockouts in a month as other producers offer in their entire season's product. ¶1929-30 will be fatal to the exhibitor who fools around with inferior product. Competition is too hot for that. There's one safe and easy way of being assured of doing the greatest box office business in history: Sign a PARAMOUNT contract quick!

P. S. That goes for unwired as well as wired houses. PARAMOUNT'S 40 silent pictures are New Show World type and the class of the market too!

HAROLD LLOYD
MORAN AND MACK
THE COCOANUTS
THE DANCE OF LIFE
DR. FU MANCHU
THE VAGABOND KING
THE LOVE PARADE
GLORIFYING THE AMERICAN GIRL
THE FOUR FEATHERS
THE VIRGINIAN
ILLUSION
APPLAUSE
THE CHILDREN
GREENE MURDER CASE
SWEETIE
THE GAY LADY
WOMAN TRAP
CHARMING SINNERS
POINTED HEELS
THE LADY LIES
BEHIND THE MAKE-UP
YOUTH HAS ITS FLING
KIBITZER
FAST COMPANY
SARAH AND SON
RETURN OF SHERLOCK HOLMES
ESCAPE
THE LOST GOD

GREATEST NAME IN THE NEW SHOW WORLD!

4 CLARA BOW
4 GEORGE BANCROFT
3 CHARLES "BUDDY" ROGERS
2 MAURICE CHEVALIER
3 GARY COOPER
1 RICHARD DIX
2 JEANNE EAGELS
3 RICHARD ARLEN
3 NANCY CARROLL
4 WILLIAM POWELL
4 EVELYN BRENT
2 RUTH CHATTERTON
1 HUNGARIAN RHAPSODY
1 SOUL OF FRANCE

52 PARAMOUNT SOUND NEWS
104 PARAMOUNT SILENT NEWS

Two-Reel shorts

24 CHRISTIE TALKING PLAYS
6 PARAMOUNT TALKING COMEDIES

One-Reel shorts

32 PARAMOUNT TALKING AND SINGING ACTS
12 SCREEN SONGS
6 TALKARTOONS

PARAMOUNT

GREATEST NAME IN THE NEW SHOW WORLD!

Member Motion Picture Producers & Distributors of America, Inc. Will H. Hays, Pres.

OVERTURES
MARCHES

On 16" Discs 33 1-3d rpm

With Motion Picture Art Trailer

Disc Subjects
Now Ready

1. *A-Peer Gynt Suite.....Grieg*
   B-Doll Dance

2. *1812 Overture....Tschaikowsky*
   B-Dancing Tambourine

3. *A-Dance of the Hours-from*
   La Giaconda
   B-Lucky Day

4. *A-Scarf Dance*
   The Flatterer ....Chaminade
   B-The Varsity Drag

5. *A-Merry Wives of Windsor....*
   Nicolai
   B-Under the Double Eagle....
   Wagner

6. *A-Casse Noisette Suite.....*
   Tschaikowsky
   B-Hallelujah

7. *A-Poet & Peasant...von Suppe*
   B-March of the Musketeers

8. *A-Hungarian Rhapsodie No. 2..*
   Liszt
   B-El Capitan .....Sousa

MUSICAL DISCS, Inc. announces that it is ready to supply Overtures of the finest classical music; also Marches and other highly desired selections.

16-inch records, 33 1/3d rpm are used.

Total playing time of each record averages 12 minutes. Each record will have an Overture of from 7 to 9 minutes, also an additional selection to be used as an exit-march or at some similar program-spot.

These records are of highest possible quality, pressed by Columbia Phonograph Company, Inc., by their special process, insuring clear reproduction and quiet surface.

Motion picture art-trailers, giving the name and composer of each selection, will accompany each record.

Until local distribution is arranged, shipments will be made direct from home-office.

Address

MUSICAL DISCS, Inc.

1841 Broadway, New York City

(Same Ownership & Management As Imperial Pictures, Inc., producers of Talking-Shorts)



WORLD WIDE PICTURES

with

TALKING

Prologue and Sound

E. A. DUPONT'S

Masterly Production of

Arnold Bennett's

Original Screen Play of
London Night Life

Piccadilly

Starring

Gilda Gray

with

Jameson Thomas and Anna May Wong

"One of the Finest Pictures to reach this Country."

Says the National Board of Review's Exceptional Photoplays Committee

Photography by
Werner Brandes





TALKING

Prologue and Sequences

A Woman's Picture from the Best Selling Novel

by the author of

Sorrell & Son

Rose Pelswick in the N. Y. Evening Journal says

"A rare treat is in store for Cameo patrons this week, that is for those on whose account pictures like "Hot Stuff" are not held over a second week, for 'Kitty,' transcribed into a part-sound film from the novel by Warwick Deeping, is an intelligent photoplay.



Directed by

Victor Saville

Exteriors made at Beautiful Henley on Thames, London's famous watering-place.

A Burlington Picture

Produced at
British International Studios,
Elstree, London.

BRITISH INTERNATIONAL PICTURES

Both "Piccadilly" and "Kitty" on

R. C. A.

Film and Disc

Silent Prints also on Both Pictures

Distributed thru Educational Film Exchanges

TIFFANY - STAHL presents

TWO OUTSTANDING BOX-OFFICE DIALOGUE PICTURES

"NEW ORLEANS"

A super vamp—a conscienceless woman who wantonly destroyed a man's friendship but whose greed was her own undoing—marvelously portrayed by Alma Bennett. Race track thrills, and Mardi Gras revelry in a swift, tense drama.

With RICARDO CORTEZ, WILLIAM COLLIER, JR., *and* ALMA BENNETT

A REGINALD BARKER
Special Production



"TWO MEN AND A MAID"



Vivid, heart-thrilling drama of a man whose faith in a good woman was restored by a bad woman's sacrifice. Told against a background of picturesque Algeria, burning Sahara sands, and the French Foreign Legion.

With WILLIAM COLLIER, JR., ALMA BENNETT, EDDIE GRIBBON *and* GEORGE E. STONE.

Directed by
GEORGE ARCHAINBAUD



Synchronized by RCA Photophone. Available on Sound Film, or on Disc, or Silent

TIFFANY-STAHL PRODUCTIONS INC.

729 SEVENTH AVE. NEW YORK CITY

Motion Picture News

Vol. XXXIX NEW YORK CITY, JUNE 29, 1929 No. 26

The Village Theatre

An Institution Fundamental To The Industry

By William A. Johnston

A PROMINENT first run exhibitor—level-headed, fair, experienced—has been attending some of the sound picture conventions of village exhibitors in the South.

He writes in confidence but I am going to quote his remarks nevertheless.

"I don't believe anything can save them (the small town exhibitors)" he says, "unless it is a right about face on the part of distributors in the matter of sound charges, even to an adjustment of existing contracts and a compromise on the unplayed silent product. Perhaps even that won't save them. Equipment, acoustical treatments, revised cooling systems and carpets have more than taken the bank roll."

He goes on: "You missed the whole point in your editorial of June 1st" (an editorial on score charges in which we defended the producer).

"Anyone is willing to join in admiration of the film companies' manner of meeting their production problems. And they seem to have been well rewarded, judging from the statements issued by the different producing organizations.

"But this (the matter of score charges) is a case of paying twice for one thing—clearly and unmistakably that.

"The distributor has a silent picture, already sold. He makes a sound version. He wants from 25% to 200%, or more, additional rental because of the sound or dialogue in it. Having got it, he then wants to sell that which he has just sold, all over again, this time as records.

"Without sound what's the first increase for? Is there sound without the records?"

In our editorial of June 1st, referred to, we contended that score charges will decrease as fast as installations increase. Since it is apparent that most every theatre that is to be sound equipped will be by the end of this year, the score charge of today cannot long be a distressing factor.

The plight of the village exhibitor, however, is a factor distressing to this entire industry.

In last week's issue, E. W. Hammons prophesied that the year will witness the closing of 4,000 small theatres. As matters now stand, it would appear that he is about right.

We doubt, however, that the big companies and the far-sighted men at the head of them, are going to permit this debacle if it is at all within their power to prevent it.

The village theatre may not be a heavy contributor of rentals but it is an institution fundamental to the industry and to the industry's growth.

The fans of every small town are the children and the adult patronage of tomorrow, the country over, is the children patronage of today. That's certain.

If, by the end of this year, we will have but ten thousand theatres it follows that next year, we will have still less; the building of big theatres in the large centres will go on draining the smaller communities and neighborhoods; and all this means that we are fast veering back to the old amusment concentration in the cities which the movies, with their far flung places of exhibition, displaced.

If this happens, there will be, there will have to be, a new form of small town entertainment.

Many Fly-By-Night Promoters Of Sound Reproducing Devices Fleece Individual Exhibitors

Theatres Should Make Certain That Company And Salesmen Are Responsible

A NUMBER of fly-by-night promoters have seized on the sound reproduction field for a quick clean-up and are victimizing the individual exhibitors in various parts of the country. A number of tales have drifted back to New York of the operations of those irresponsible companies, some of which have nothing more than a name, and all that they manage to extract from the exhibitor is the initial deposit on the machine which they promise to install for him.

In one case in the Southwest a high-pressure salesman has been working and as a lure he tells of numberless installations of his machine that have been made. The only trouble is that when the exhibitor asks where the installations are they are at such a distance that it would take him more than a week to travel back and forth to see it.

There have been some cases where the salesman has been working in good faith and making representations that have been made to him at his home office, only to find out later that he has been duped as well as the exhibitor, for these companies have taken the deposits that the salesman has turned in and disappeared into the night with the dough.

The chain theatres are not usually approached by the promoting type of salesmen but the individual theatre owner is the one that is generally selected by them for their operations. It is advisable that exhibitors before making deposits of any sort for the installation of sound equipment make thorough investigation of the salesman they are doing business with and the company he represents.

All Talkie Policy Flops At Omaha Paramount

OMAHA, NEB., June 27.—Failure of an all-talking picture policy in a deluxe house in Omaha, was indicated by the announcement of Raymond Jones, manager of the Paramount (formerly the Riviera) that the stage units would be resumed on June 28 after an absence of six weeks.

The Paramount found the going tough, especially as the same week the stage shows were abandoned the World Theatre inaugurated Fanchon and Marco shows.

Ted Claire will be master of ceremonies at the Paramount, and Herbie Koch goes back to the organ. The pit band resumed the overture last week.

The Rochester And The Eastman Go In For Sound Shorts

Rochester, N. Y., June 27.—Sound shorts as entertainment for film patrons are being seized upon by the Rochester and the Eastman, both in Rochester, N. Y.

The Rochester, downtown 4,000-seat house, largest film theatre in Rochester, last week adopted a new policy whereby vaudeville will be presented in a combination unit, leaving more time for sound features and film shorts. The new policy was adopted as the aftermath of a conference between H. M. Addison, manager, and W. H. Raynor, general manager of the La-Fayette, Buffalo.

Following up its recently announced all-sound film policy, the Eastman, downtown 3,400-seat Publix house, has dropped unit shows entirely, replacing the stage acts with short sound and song films.

"MOTION PICTURE NEWS is doing every exhibitor a great service in conducting the Managers' Round Table Club in its pages. I, for one enjoy reading every word in the Club section and hope that it will be with us always. So many things come and go in this business, some good and some bad, but this Club fills a need and should have the support of every manager in the country."

Golden State Theatre Circuit,
Wm. G. Smeltzer,
Manager, Riviera Theatre,
San Francisco, Calif.

W. E. Starts New Pacent Suit; Pacent Defending Exhibit

Alleged Infringement Action Is Now Directed Against Canadian Company

Institution by Western Electric of another suit for alleged patent infringement against Pacent, this time involving the Regent Theatre, Sudbury, Ontario, Canada, Pacent Reproducer Company's reply to this action and additional patent complaint by Western Electric against the Silverphone Corporation of Toledo, Ohio, are the latest developments recorded in this field.

Three suits, a separate suit for each patent upon which an infringement is alleged, have been brought by Western Electric Company and Northern Electric, Ltd., of Canada, against the Pacent Reproducer Corporation and Stevens Theatres, Ltd., of Canada, in the Exchequer Court of Canada at Ottawa. The specific ground upon which the suits are being brought is installation of alleged infringing Pacent equipment in the Regent Theatre of Sudbury, owned by Stevens Theatres.

Replying to the suit of Western Electric against the Regent Theatre of Sudbury for the above alleged use of Pacent equipment, Pacent Reproducer Corporation through its president, Louis G. Pacent, via telegram guaranteed Canadian exhibitors full protection against law suits of this nature, pointing out that it was a repetition of the suit brought against Ben Wallerstein of Buffalo, N. Y., and stating that the Buffalo suit had been dismissed out of court without prejudice. Pacent's attorneys in New York are to handle the Regent Theatre case.

Western Electric and Electrical Research Products, Inc., have brought four additional patent suits against the Silverphone Corporation of Toledo, Ohio, for alleged patent infringements. Plaintiff had previously brought suit against this company for alleged copying design of the Western Electric loud speaker unit. This action is still pending.

Famous Players Canadian Acquires 7 More Houses

Ottawa, Ontario, June 20.—Seven more theatres have been acquired by Famous Players Canadian Corp., Toronto, this giving the corporation no less than 165 theatres under its control across the whole of Canada. The latest group to be acquired are all situated in British Columbia and they were formerly operated as a chain by R. E. Berry who now becomes associated with Famous Players in an advisory capacity.

One of the former Berry houses is in Vancouver, this being the Kitsilano which has been added to the Famous Players suburban network of eight theatres under the direction of Frank Gow. The remainder of the houses are situated in Kamloops, Vernon, Kelowna, Penticton, Chilliwack, and other towns. The deal gives Famous Players complete control of the situation in British Columbia.

Electric Companies' Dictation To Producers-Distributors Alleged

DENIAL OF DICTATION

Fear Of Public Tiring Of Sound Through Faulty Reproduction, Is Defense

THE matter of protesting of alleged sales dictation on the part of the electrical companies was called to the attention of the officials of the Western Electric Company, and through their public relations department a verbal statement was issued to the effect that the company was not trying to dictate in the matter of sales to any of the producers.

"What we do wish to guard against," said one of the representatives of the company, "is the possibility of alienating the public interest in sound pictures through inferior reproduction of sound and dialogue produced by our licenses. We do not prohibit the reproduction of any of the records or film recordings of these licensees by any device, no matter by whom it is made, providing that the quality of sound produced by such device is pronounced up to the standard which we have set, not only through our own reproductions but those produced by other machines which we do not control or manufacture.

Safeguarding Public

"Our one aim is the safeguarding and the continuance of public interest in the talking and sound motion picture and in accordance with that we would naturally oppose any device that did not give the public the very best results obtainable."

At present Western Electric has as licensees the following producers of motion pictures, some of which are using both the disc and film methods of recording, others the disc method solely: Warner Bros. Pictures, Inc., Fox Film Corp., Paramount-Famous-Lasky Corp., Metro-Goldwyn-Mayer Pictures Corp., United Artists Corp., First National Pictures Corp., Universal Pictures Corp., Hal Roach Studios, Inc., Columbia Pictures Corp., Harold Lloyd Corp., and the Metropolitan Sound Studios, Inc. (Christies).

In its recent advertising the Electrical Research Products, Inc., the subsidiary of Western Electric, which handles the licensing and sales of the recording and reproduction equipment of the latter organization, states: "It is the world's standard—the system by which all others are judged" in speaking of its own product.

M-G-M Will Star Van And Schenck In Baseball Yarn

Hollywood, June 27.—Van and Schenck will be starred in a baseball picture, according to present plans of M-G-M. Arthur "Bugs" Baer and A. P. Younger are writing the original story for the noted vaudeville team.

Sound "Breaks" Often In B'way Houses

IN four different Broadway houses, visited by a representative of *Motion Picture News* this week, there was a break in the sound reproduction covering several minutes in each case. In every instance, the audience began to giggle or applaud, and the illusion of the pictures was destroyed.

U Seeks Vehicle; Whiteman Awaits Call To Cameras

Expensive Leader, Costly Band, Time Limited—Factors In Problem Facing Studio

(Hollywood Bureau, Motion Picture News)

Hollywood, June 27.—Universal has Paul Whiteman and his band on the coast and apparently does not know what to do with the aggregation, according to inside reports.

Whiteman was originally signed for a period of eight weeks for himself and band. He is said to have received $50,000 when he signed the agreement, with further provision that his salary would be $8,000 weekly for eight weeks for the proposed picture. In addition, the weekly salary of his band for that period was placed at $4,500.

It is reported that Whiteman's salary started Wednesday, and the studio did not have a suitable story prepared to shoot. Inside reports at Universal claim that Whiteman feels he should not take a chance on appearing before the camera as an actor—it is better to stick to his regular post as head of the band.

Just what will be the outcome if Universal is delayed in starting the picture and carries beyond the agreed eight weeks, depends on what future engagements Whiteman has lined up to follow the film production. If his eastern dates have been spotted close, Whiteman is said to be perfectly within his legal rights according to the contract to quit work at the studio, even though he may be in the middle of the picture.

Dix On The West Coast To Play "The Love Doctor"

Richard Dix has arrived on the West Coast from New York and begins work at once upon his next Paramount picture which will be "The Love Doctor," adapted from "The Boomerang," the stage play by Winchell Smith and Victor Mapes. Melville Brown will direct Dix. The play was adapted by Sam Mintz and J. Walter Ruben.

PROTESTS ARE VOICED

Interchangeability Question Again In Fore Front As Sales Season Starts

RESTRAINTS that sound companies are said to be applying to producers and distributors in the matter of dictating as to sales are becoming decidedly irksome to the makers and sellers of sound pictures. From two sources, during the past week, voicing of protest has been made.

An official of a large film distributing company stated that restrictions that were being imposed as to whom they could and could not sell their product were becoming decidedly burdensome.

"It is extremely unfortunate," he said, "that the industry did not have the foresight to act in cooperation in the matter of sound. We act together in the matter of bad accounts, cooperate in the matter of censorship legislation and things of that nature. When this most vital question came up, the producers rushed helter skelter to the electric companies and virtually signed over their birthright for a period of years They pawned their income that was to come, without even a thought of getting together to discuss what they should demand before they would permit the sound companies to come into the business. And now they are paying for their rashness, because they are being told that they cannot sell this or that exhibitor because he hasn't installed the machinery that the company that is the most powerful right now, is manufacturing."

What Sound Precipitated

He reviewed the history of the sound picture, recalling how the Vitaphone method was hawked from one producer to another by Western Electric and refused by all of them until the Warner Bros. finally accepted it. Then after one or two pictures with sound and talk proved box office sensations in certain key centers, the entire production field went mad and in a rush to sign contracts that bound them for as much as fifteen years to one company and its method of sound recording and reproduction.

Another sales executive stated this week that there would have to be a final showdown on the question of interchangeability in the very near future, predicting that if it did not come and with it a satisfactory solution he would not be a bit surprised to see a very drastic step arrived at by the producers.

"The public right now is betwixt and between on the question of sound pictures," he said. "The manner in which the market fans wish for the return of the old days of imperfection has made a great many of the fans wish for the return of the old day of silent films. A greater portion of the rush to the box office was due to the novelty of sound, now that novelty is wearing off, and it is quite possible that the producers by a

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Paramount Will Not Merge Zukor Tells Conventionites; Publix Takes Kunsky Chain

Katz Assures Cooperation Of Theatre Chain With PFL; Hoover's Secretary And Walker Speak

ATLANTIC CITY, June 28.—As forecast in an exclusive interview printed in last week's issue of the MOTION PICTURE NEWS, Adolph Zukor informed the home office delegation, representatives of Publix Theatres and the sales staff of Paramount at the Eastern Convention of the organization at the Ambassador Hotel here that the Paramount-Famous-Lasky Corporation would not merge with any other motion picture producing and distribution organization, but would continue solely on its own.

The convention was in session since last week and concluded with a banquet on Monday night at which George Akerson, secretary to President Hoover and the Hon. James J. Walker of New York City spoke and lauded both Mr. Zukor and S. R. Kent very highly.

On Friday night last one of the highlights of the convention took place in the form of a broadcast to Commander Byrd at the South Pole, messages being directed to the two members of the Paramount News staff who are with the expedition. Prior to the broadcast the conventionites were shown a number of shots which had been made by the cameramen with Byrd and congratulations on their work were vouched over the air by Jesse L. Lasky, Mr. Kent and others. Mayor Walker spoke to Byrd at great length and promised him a great reception when he returned to New York.

On Saturday announcement was made of the acquisition of the outstanding 70 per cent stock in the Kunsky Theatres Corp., and other corporations of the motion picture business owned by John B. Kunsky and George B. Trendle, operating theatres in Detroit, Mich. The remaining 30 per cent of the stock was already owned by Balaban and Katz, a subsidiary of the Paramount-Famous-Lasky Corp.

In announcing the taking over of the Kunsky interests it was stated that no cash had figured in the transaction but that the properties had been obtained by an exchange of stock. No changes are to be made in the managerial personnel and George Trendle is to continue as general manager of the circuit, which comprises among others the Michigan, Fisher, Adams, Madison, Capitol and State and operation of the United Artists theatres in Detroit.

At the banquet on Monday night A. M. Botsford acted as toastmaster. He introduced Mr. Akerson, who said:

"I bring you greetings from the President of the United States, who unfortunately cannot be present. I do not know anything about the motion picture business, but I do know that if anyone of you here follow the ideals as expressed by your leader, Sidney R. Kent, in the meeting this morning, you cannot help but succeed." He then paid a tribute to Mr. Zukor and to Emanuel Cohen of the Paramount News.

Distributor's Sound Information Bureau

OTTAWA, ONT., June 27.—Regal Films, Ltd., Toronto, one of the largest film distributors in Canada with branches in six key cities, has announced the opening of a free sound equipment information bureau for the guidance of independent exhibitors on installations. The company states that it does not sell equipment of any kind nor is it interested in any make of sound projector. The Regal company is interested to the extent that it desires its sound films presented under the best possible conditions. Regal is Canadian distributor for M-G-M, Pathe, British and other productions.

Radio Prize Winner Being Filmed By Photophone

"Hunt the Tiger," the prize winning play in the British Broadcasting competition and the work of Henry A. Hering, is now in production at the New York Gramercy Studios of RCA Photophone. A Broadway cast, including Alexander Kirkland, Veree Teasdale and Pedro de Cordoba, has been cast and J. Leo Meehan, producer and director, handling the megaphone.

"The Managers' Round Table Club alone has made your publication outstanding . . . . I have found that practically every idea or stunt suggested by the managers of this Club are practical and are valuable and will get results if executed"

Saenger Theatres, Inc.,
Columbia Theatre, Baton Rouge La.,
W. H. Hall, Manager.

Universal Will Not Be Merged Says Cochrane

Offers All Turned Down By Laemmle, He Asserts At Atlantic City Meet

Universal has rejected all offers to merge with other film companies and will retain its independence as a motion picture production company, according to a statement made by R. H. Cochrane, vice-president of the concern during an address this week before the eastern division sales force at Atlantic City.

Cochrane declared that Carl Laemmle has received a number of merger propositions but has turned them all down with the determination of being the "one real independent of this industry." At the same time Cochrane gave credit to the ability of Carl Laemmle, Jr., stating that he had "all the essential qualifications to produce pictures of quality."

Cochrane also spoke in appreciation of Lou B. Metzger, general sales manager of the company; M. Van Praag, Ted Schlanger and Fred McConnell, and predicted a banner year for salesmen.

Van Praag followed Cochrane with another discussion of company product and policies, "College Love" and "Broadway" were screened and McConnell's subject was the new Universal newsreel.

A following highlight of the convention was the arrival of Red Grange via airplane. Grange addressed the one hundred salesmen.

Next came the presentation of the Carl Laemmle Valuable Salesman cup to C. Witman, manager of the Philadelphia exchange. Speakers at the Wednesday session included Ted Schlanger, Fred McConnell, Paul Gulick,, Joe Weil, Milton Silver, Charlie Steele, Thos. Messiter, Herman Stern and Lee Balsly. This session was brought to a close with a banquet, Lou Metzger acting as toastmaster.

Maloney Launches Firm To Make Dialog Westerns

Hollywood, June 27.—Leo Maloney, former producer and star of several western series released by Pathe, has launched a company for production of sound and talking westerns. Harry Ramsey is associated with Maloney in the proposition.

First picture of the series, "Overland Bound" will have cast including Leo Maloney, Allene Ray, Charles K. French, Jack Perrin, Wally Wales and Lydia Knott.

Nebr. Agrees To Injunction Of 1921 Law In M-G-M Suit

Omaha, Nebr., June 27.—The business of being a circuit judge is perplexing at times, in the opinion of Circuit Judge William S. Kenyon of Fort Dodge, Ia., who was called to Omaha to hear the suit of Metro-Goldwyn-Mayer against Attorney General Sorensen and County Attorney Beal. The case lasted five minutes, the state agreeing to an injunction of a 1921 law.

Percentage Sales Plan In Operation; M. P. News Makes Small Town Survey

GUARANTEES NOW SOUGHT

Based On 60-40 Split With Exhibitor On Long End But Paying All Score Charges

GUARANTEES and percentages are the by-words of the sales plans of practically all of the major companies of the industry for the season of 1929-30. With the sales conventions of all of the larger companies now being held and the exchange managers returning to their headquarters to instruct their sales forces, it may be said that the guarantee and percentage sales season is already in operation.

In the percentage plan the sales executives of the bigger companies see the only equitable solution to the situation caused by the advent of sound and dialogue pictures. The hue and cry over increased picture rentals and score charges for records, etc., that exhibitors the country over have been voicing necessitated a change in the sales methods of the entire industry.

Seemingly, all the producing and distributing heads are in accord on the question of the percentage method to relieve the situation which the exhibitors are complaining of. As an initial move the plan is to ask for guarantees from the exhibitors so that the producer may be assured of at least a certain amount of revenue when he contracts to deliver a picture to the exhibitor. These guarantees will vary according to the theatre played. But the general basis of operation will be on a 60-40 split with the exhibitor taking the long end of the division, although in addition he will be asked to meet the score charges in the instances where records are necessary for the playing of the product contracted for.

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No Ottawa Vaudeville For First Time In 25 Years

Ottawa, Ont., June 27.—All vaudeville acts have been eliminated from the program of B. F. Keith's Theatre, Ottawa, and, for the first time in twenty-five years, the Canadian capital is doing without stage presentations of any kind. Starting June 28 Manager Joe Franklin starts an extensive all talking picture policy for Ottawa's largest theatre. The orchestra and stage crew have been released.

Sam Hardy Reelected By Masquers As Their Head

Hollywood, June 27.—Sam Hardy has been nominated for re-election as president of the Masquers Club. Other nominations are: Antonio Moreno, Pierrot; Robert N. Lee, Ponchinello Mitchell Lewis, Croesus; John Sainpolis, Pantaloon; George Cowl, reader. Jesterate nominations include Robert Armstrong, Melville Brown, Harvey Clark, Lawrence Grant, and Albert Ray.

Additional M-G-M Plans For New Season

TWO titles for new pictures and definite plans for another production are announced this week by Metro-Goldwyn-Mayer. All three are talking pictures and are scheduled on the 1929-30 program.

"Young Blood," from the play by James Forbes, will be made into a talkie with cast and director yet to be announced.

"Tabloid," another play acquired for production, is described as a newspaper story by Guy Forester Lee, newspaperman on the staff of the Daily News.

It has been definitely planned to produce "Kempy" as an all-talkie under the direction of E. Mason Hopper, rehearsals having already begun.

"M-G-M Revue" Takes Easy Lead At The Chinese

Tops Nearest Rival, "On With The Show" By 44 Points; "A Man's Man" Third

A new leader bobs up among the Los Angeles movie palaces. It is "The M-G-M Hollywood Revue of 1929," in its first week at Grauman's Chinese Theatre where "Broadway Melody" held out for nineteen weeks. The new M-G-M special attracted $34,000 worth of business, good for a percentage of 200. Night performances were packed with matinees light, however. In second place with $22,000, or 156 per cent, was "On With The Show," the Warner Bros. special in its fifth and final week at Warners Hollywood Theatre. William Haines' name drew them to the State where the week's gross was $28,000, or 104 per cent. "The Four Devils," playing for its second week to Carthay Circle audiences, collected $12,500 at its box office, which gives it a 100 per cent rating.

Below the normal mark were "The Fox Movietone Follies of 1929," at the Criterion, $,000, 80 per cent; "The Wheel Of Life," at the Paramount, $22,000, 88 per cent; "Eternal Love," in its nine days at the United Artists, $15,000, 75 per cent.

Ben Zeidman, Paramount Producer, Weds On Coast

Hollywood, June 27.—Ben Zeidman, Paramount associate producer, took a fast trip to Agua Caliente, Mexico, Sunday and was married to Beatrice Weinberg. Returning to Los Angeles, the pair had a second ceremony performed by Rabbi Magnin.

EXPLOITATION REQUIRED

Road Show Plan Of Operation Necessary For Percentage Profits Shown By Investigation

MOTION PICTURE NEWS during the last four weeks has had a special representative in the field covering the smaller towns in upper New York State to ascertain what success was attending the playing of sound and dialogue pictures on a percentage basis in those towns. The report that has been made on the survey points out the necessity of more intensive exploitation and advertising on the part of the managers of theatres in that particular territory. The names of the attractions and the towns played during the survey are withheld from publication for obvious reasons. Suffice to say that the dates were out of the Albany and Buffalo exchange of two companies.

The receipts that were played to by pictures that have been surefire box office hits on Broadway in most cases were pitiful. The reasons contributing to this state of affairs are many.

Chain Operation

In the first place, the average manager working for a chain house in the smaller towns is getting in the neighborhood of from $45 to $65 a week. He is poorly equipped in experience in most cases for the position that he occupies. The chain operator when confronted with this states that he cannot afford to pay the salary that more capable men demand. In this the chain operator is at fault for the average $100 man will develop enough box office strength to bring in the difference in his salary ten fold. This type of house manager has drifted into the picture business usually from a small clerkship where at best he was making $30 or $25 a week and to him an increase of $10 or $15 over his former income makes him believe he is sitting atop of the world. But he is lacking in initiative, progressiveness and exploitation. The chain operator knows that his manager doesn't know what it is all about and therefore does not permit him any leeway in the matter of expenditures, for if he was given leeway he would undoubtedly spend his money in the wrong direction.

From the producer and distributor standpoint there seems to be but one solution at present that will make it worth his while to play the average small town on a percentage basis, and that is to throw an exploitation man into those towns a week or so in advance of the showing of his product to awaken interest in it. It is possible that an exploiteer-checker combination may be found as the type that will work most effectively. The exploiteer need not be a writing press agent, but one who has sufficient personality to approach small town

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Silent Film in Sound Era Wins Highest Business Rating On Sizzling Broadway Last Week

"Four Feathers" At Criterion Leads With 126% Rating; "4 Devils" At Roxy Above 100%

BROADWAY furnished the industry with a freak last week in these days of sound and dialogue pictures and machine-cooled auditoriums. "Four Feathers," a silent picture, presented at the Criterion, a house that has no other cooling system than a series of electric fans, walked away with the highest business honors in the percentage ratings. The theatre registered the biggest business that it has done since last December on the initial week of the run of "Interference" there. The business in actual dollars and cents was $17,000, which gave the theatre an average of 126 3/5 per cent.

Of the seventeen screen attractions on the street only three registered above 100 per cent. The two others were "4 Devils," at the Roxy, with $109,300 for 106 4/5 per cent, and "Thunderbolt," at the Rivoli, which in the first four days of its run got $17,228, which gave it an equal rating with the Roxy.

At the Capitol "The Idle Rich" drew $57,615.50, which dropped the percentage at that house to 87 ½ per cent, while "Innocents in Paris," at the Paramount, took $70,300 for 97 per cent. At the Strand "The Desert Song" touched $31,800 for 91 per cent.

"Cocoanuts" at the Rialto dropped off considerably in its fourth week, getting $18,900 and left this week. The Rivoli split the week between two attractions. "She Goes to War" was there for the first three days playing to $8,193 for 65 4/5 per cent, while "Thunderbolt" finished out the week with the result above noted. At the little Cameo "The Village of Sin," an Amkino production was held over for a second week, after getting $5,976 the first week.

"Broadway Melody" Business Off

For the first time in the eighteen weeks that "The Broadway Melody" has been at the Astor the business last week dropped below 100 per cent. The receipts were $13,523, which called for a rating of 91 4/5 per cent. At that it led the field with the exception of "Four Feathers."

None of the others, with the exception of "Drag," the new First National arrival at Warner's, which on the first two days of its stay showed $4,091, showed anything above 70 per cent. "Bulldog Drummond," at the Apollo, dropped to $11,800 on its eighth week; "The Black Watch," at the Gaiety in its fourth week, did $5,973; "Broadway," at the Globe, also in its fourth week, did $11,782, while "On With the Show," at the Winter Garden, fourth week, had $16,827.25.

Columbia Acquires St. Louis Exchange

THE Columbia Pictures Corp. exchange in St. Louis, over which Barney Rosenthal has presided as franchise holder, has been taken over by Columbia, Messrs. Jack Cohn, treasurer of Columbia, and Rosenthal concluding the deal this week. By the terms of the agreement, Columbia will handle the actual operation of the distribution of its own product throughout Missouri and Southern Illinois. The exchange will continue under its old name and under the guidance of Mr. Rosenthal, who remains at his post of branch manager. No changes in personnel will be made.

"The Fall of Eve," which Columbia opened at the Embassy, pulled $4,987 on the week while "Broadway Babies," in its first day on the street, failed to show very much with $1,210.25. The latter got bad notices, while "Drag" and "Thunderbolt" were highly favored by the critics.

Butterfield Building 2 And Remodeling 2 Mich. Theatres

Two theatres are being remodeled and another two are being constructed in Michigan by the Butterfield organization.

The Fuller, Kalamazoo, on which $50,000 is being spent in remodeling and re-equipping, including Vitaphone sound apparatus, opens on August 29. The new remodeled Orpheum, Grand Rapids, which will be known hereafter as the New Kent, opens on September 5.

The Michigan, Jackson, seating 2,000, is a new theatre building which the Butterfield organization will open on Christmas Day. The new State, Muskegon, is now under construction and represents an investment of $500,000. It will open on January 15, 1930.

Will Hays Secures Decree Of Divorce In Indiana Court

Will H. Hays has been granted a divorce from Helen Thomas Hays and given custody of their 14-year-old son, William Harrison Hays, Jr. The divorce was granted in circuit court at Sullivan, Ind. The petition filed, last April, said Mr. and Mrs. Hays were married in 1902, but separated because of the incompatibility of their temperaments and had not lived together for several years.

The action was not contested by Mrs. Hays. She did not appear in court, but was represented by Michael Foley, a corporation attorney of Indianapolis, an old friend of the family. It is understood Mrs. Hays intends to live in Crawfordsville, Ind., her former home.

Tiffany-Stahl Buys Film Rights To "Journey's End"

Will Be Produced As Road Show With All-English Cast; No Women

Tiffany-Stahl has acquired talking picture rights on "Journey's End," an English play of the War and an outstanding dramatic stage play running currently in New York and other points.

It will be produced on a partnership basis with Gainsborough Pictures, Ltd., and the Walsh-Pearson-Elder Films, Ltd., of England, who own picture rights to the play, and will be ready for release as a road-show the early part of next year. Grant L. Cook, vice-president of Tiffany-Stahl, and Arthur Lee, representing the British companies, were the principals who negotiated the deal.

Tiffany-Stahl's present plans are to follow the action of the legitimate production as closely as possible. No women are in the stage play and it is believed that this will prove a novelty in the motion picture field. The scene of action takes place in a dugout during the late war and a constant tattoo of machine guns, etc., accompanies the dialogue. Via sound effects it is planned to create the same effect in the picture version. Also, like the original, an all-English cast will be used.

The picture will be produced at the Tiffany-Stahl studios. Michael Balcon, managing-director of Gainsborough Pictures, Ltd., now in England, will return to this country the early part of August to take hand in production.

Many Musicians In St. Louis Out With Summer Policy Shift

St. Louis, Mo., June 27.—Many musicians in St. Louis have been thrown out of employment as the result of the theatres in this territory entering upon their Summer policy which calls for a curtailment of the number of players in the orchestra.

Practically every house in St. Louis has cut the number of musicians employed and will continue with the reduced orchestras until the opening of the Fall season. Some houses that regularly used sixteen players are now struggling along with but nine. Others have reduced proportionately.

3 Va. Theatre Companies File Bankruptcy Petitions

Norfolk, Va., June 27.—Three moving picture theatre companies in Tidewater, Virginia, filed involuntary bankruptcy petitions in the United States district court here June 25.

The Theatres Corporation of Virginia, operating the new Gates in Portsmouth; the Virginia Enterprises, Inc., operating the American in Phoebus, Va.; and Attucks Theatre, Inc., operating a theatre for negroes in Norfolk, all filed petitions through Bertram S. Nusbaum, attorney. No schedule of assets or liabilities was filed.

Equity Fight Backed By A. F. Of L.; Sound Workers Now Being Organized

SOUND UNION NEXT

Organizers Working Among Technicians and Engineers At Coast Studios

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, June 27.—Film producers have just finished negotiations recognizing the cameramen's union, are now waging a fight to prevent installation of Equity contract and shop in the studios, and will soon be faced with complete unionization of workers, technicians and engineers engaged in the sound departments of the various studios.

It is understood that a union composed of sound film workers, mixers, recorders and technicians will be an accomplished fact within the next six weeks. Organizers have been working under cover among that class of studio employees for the past month, and have already applied for union affiliation.

The biggest factor for the swift organization of sound workers has been in the matter of hours. There are many employees in the studio sound departments who work many successive days from 12 to 18 hours at a stretch. When the unionization is effected, negotiations will be immediately opened with the producers to determine a maximum number of hours that will comprise a week's work; with additional time put in provided for by overtime pay. It is likely that the union will also hold out for additional compensation for night and Sunday work.

Present plans call for the union to be either a direct part of or closely affiliated with the I. A. T. S. E., or the Electricians' union, both of which are branches of the A. F. of L.

Bandit Works Fast, Robs 2 Theatres In Half Hour

San Antonio, Tex., June 27.—The same bandit robbed two San Antonio theatres in the short space of a half hour on June 16. The bandit, a young and well dressed man, appeared at the Princess, a downtown theatre a short time before closing time. Freda Vegel, cashier, had presence of mind enough to turn but a small portion of the day's receipts ($22) to the holdup. Thirty minutes later, the same holdup appeared at the Victor, more than two miles away from the Princess. His loot there was between $100 and $150.

Al Rockett Is Stricken With Sudden Heart Attack

Hollywood, June 27.—Al Rockett, producing head of First National Studios, was suddenly stricken with a heart attack Monday afternoon. Rockett was immediately removed to his home, and will be laid up for about three weeks.

RKO To Recognize Equity, Report

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, June 27.—Rumors are persistent here that RKO is planning to accept the Equity form of contract. If this should prove to be true, RKO will be the first big film concern to recognize the Equity shop.

Joseph I. Schnitzer, upon his return to New York, Thursday, from the RKO convention at Chicago, said, with reference to the rumored RKO acceptance of the Equity contract: "I have nothing to say."

It was reported in New York this week that a heated argument occurred at the Hays office recently, in which RKO and Hays organization officials participated. The subject of discussion could not be learned. In some quarters, however, it was said to involve the Equity situation.

Gilmore Methods Protested By Equity Group

Resolution Asks Closed Meeting To Discuss Present Situation

(Hollywood Bureau, Motion Picture News)

Hollywood, June 27.—Protesting against the methods of Frank Gilmore, Equity head, an open meeting was held at the Beverly-Wilshire Hotel at which a resolution signed by 34 Equity members in good standing requested Gilmore to call immediately a closed meeting of paid-up picture members to discuss the present situation and elect an advisory committee to work with Gilmore.

The meeting developed that many Equity members are not satisfied with Gilmore's stand in threatening the suspension of members who sign the present standard contracts, the contention being that the ruling strikes at the smaller-paid actors who are least able to turn down jobs.

Willard Mack made a significant statement to the effect that talking pictures enable stage players to break into big picture money, but by the Equity attitude 98 per cent of the stage players recently imported would find themselves not wanted in pictures a year from now.

Conrad Nagel and Ralph Forbes presided, stating that the resolution was not a move against Equity, but an attempt to link the Gilmore forces and those opposing him to a unanimous plan of action.

The Equity constitution provides that a resolution signed by thirty or more members can call a meeting for a specific purpose. Gilmore refused to make a statement Wednesday, saying he had not received the petition.

MANY UNION ANGLES

Green Wires Gilmore That Federation Will Give Full Co-operation

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, June 27.—That the ducers, having just finished negotiations recognizing the cameramen's ing Equity is becoming more apparent as the Equity battle for recognition is waged.

The American Federation of Labor is laying its own plans to put Equity over in the studios. The Central Labor Council of Los Angeles is making its own plans to carry the battle for Equity shop; and it was admitted by a Labor Council official that President Green, of the A. F. of L., will make plans to coordinate with those of the local council.

Union officials have many angles to work on. One is the famous "A. F. of L. blacklist." It is claimed that there are five million union members of the organization, each one the head of a family. If a blacklist should be broadcast naming various film producers or players, it it declared that the union members and their families would keep away from theatres showing the particular pictures listed, and the ban would involve twenty million theatre goers.

To Use Pressure

Then again, the unions may bring in the same pressure that was used several months ago to force cameramen into their own organization. By the terms of the international union agreement with the Hays organization, open shop must prevail in the picture studios, and in Los Angeles county. But if a producer sends a company on location outside of that territory, and electricians, carpenters or painters are required in the specific locality; union men in that city can and will refuse to work unless every actor can show an Equity card. The only alternative in such a case would be for the producer to send an entire crew of mechanics direct from the studio to the location, which would involve tremendous expense.

The American Federation of Labor apparently intends to use Equity as a wedge to extend union domination to Los Angeles and Southern California. This section has for years withstood the attempts of the A. F. of L. to gain a foothold, and Los Angeles is one of the few "open shop" cities in the country. With the union officials definitely declaring themselves in favor of the Equity fight, it is known that the A. F. of L. will not back out at this time and admit defeat. Union leaders realize that the institution of Equity shop in the picture studios will immediately make it possible to wage a vigorous campaign for the introduction of "union closed shop" throughout entire Southern California.

Equity is now holding regular mass meet-

(*Continued on page* 2340)

Paramount Executives, Division, Branch And Sales Managers



J. Unger and Milton Kusell of N. Y. exchange; J. Wynne Jones and F. Malitz, production



Max Fleischer, producer, Morris Gluck, Bernard Kranz and Paul Goldman



Albert Deane and Mel Shauer, of the foreign office; Eugene Zukor, home office; and Jerry Sussman, foreign office



G. H. Peterson, Messrs. Himmelleir and Ochs



Mike Landow, Leonard Cushing, Don Velde and Creed Neeper



M. Messeri, John C. Graham, E. E. Shauer and Jean LiMur



G. Beattie, H. Goldstein, C. Eastman and D. Brown



J. D. Power, J. B. Dugger, Frank Harris and H. Wilkes



Tom Saunders, G. A. Robb, H. Mandelbaum and M. Greenwald



Joe Seidelman, H. G. Ballance, Dave Prince and Phil Langden



R. Lowman, J. C. Goodson, Ralph Kay and S. R. Simpson



A. Adams, J. H. Stevens, O. L. Freeman and J. C. Calhoun.



C. E. House, W. G. Chester, Hugh Owen and E. G. DeHart



O. Geyer, J. Day and W. Fraser



H. Bassett, K. G. Robinson, R. Hayes and J. Evans

From Eastern States Hold Convention In Atlantic City



W. R. Marshall, Cliff Lewis and Marvin Kempner



V. Trotta, E. Sweigert, Paul Wilson and L. W. MacClintock



J. Moses, J. J. Fitzgibbons and A. M. Botsford, (adv. mgr. Publix)



M. Feld and Sam Dembow, sales executives; H. Hunter and Fred Meyers



A. Ritchie and L. Hatfield



Al Kane, J. Callahan, Tom Duane and H. Lund



L. Netter, S. Pinanski, T. Bailey and T. Young



J. W. Dorland, L. C. Lowe, Jack Price and O. G. Gryder



E. M. Adama, R. E. Parsons, E. Crowell and R. B. Wilbanks



L. D. Hatfield, W. Kelly and M. Milligan



E. Fontaine, J. J. Oulahan, M. R. Clark and E. Custer



Tom Murray, Leon Bamberger, Harry Rubin and L. Phillips



C. Wingfield, E. Ruff, W. Erbb and Chas. Karr



G. K. Haddow, H. Lorber, H. Sugarman and G. Welbuer



J. Murray, J. Moore, J. Joward and N. Houston

Photos courtesy Atlantic Photo Service

Accuses W. E. Of Threats To Foreign Exhibs

Powers Sends Protest To Hays On Tactics Of Representatives Abroad

P. A. Powers, President of Powers Cinephone, sent an open letter to Gabriel Hess of the Hays organization this week protesting against the activities of the representatives of Western Electric Company in foreign fields. Powers stated that he was acting in behalf of foreign motion picture interests who allege that the W. E. representatives had threatened them with refusal of service from picture producers in this country unless they were equipped with W. E. apparatus.

Powers states that he will place the matter before the State Department in the event that the Hays Association does not give its prompt attention to the matter and bring about relief to the foreign interests that have been in receipt of the alleged threats.

In his letter Powers states that "representatives of American manufacturers are endeavoring to coerce and influence citizens of other countries from their free choice of pictures and equipment."

He also states that if permitted to continue the result of the tactics employed will be the exclusion of American pictures from the foreign markets.

K. C. Strike Looms As T. O. And Union Are Now At Odds

Kansas City, Mo., June 27.—A contemplated "strike," figuratively speaking, on the part of both Kansas City exhibitors and projectionists is looming. The theatre owners have employed attorneys and are determined to obtain relief from the demands of the union that two projectionists instead of one be employed in the booth in sound houses. Complaints have been so widespread among the suburban houses that concrete action was decided upon this week.

The exhibitors contend no provision is made in the contract for the doubling of the number of operators in sound houses. Projectionists take an opposite viewpoint. If no peaceful agreement is reached it is not improbable that "open shops" will be declared by many Kansas City suburban houses. The projectionists, on the other hand, fearing the exhibitors will not renew their contract in September, are said to be contemplating a strike.

Jolson Song Selected As Ditty For Talmadge Film

"A Year From Today," composed by Al Jolson, Ballard MacDonald and Dave Dreyer, will be the theme song for "Tin Pan Alley," Norma Talmadge's starring debut in talking pictures. Dreyer has been engaged by Director Lewis Milestone to supervise the sequences featuring the number.

Harvard Recognizes Film As A Fine Art

BOSTON, June 27.—The motion picture has been nominated as one of the Fine Arts by Harvard University. A committee appointed by Dr. G. H. Chase, dean of the department of Fine Arts, has made its selection of the first of several groups of films, American and foreign, which the university will preserve in perpetuity because of their artistic merits. Through Will Hays, new prints of the first twelve choices have been secured from the producers. They were included in the annual list of art gifts to Harvard, although not named, which President A. L. Lowell accepted.

2 New Junior Sound Models From Pacent

Designed Especially For The Small Theatre; Delivery In August Promised

Two new junior synchronous talking picture reproducing machines have been announced by Louis G. Pacent, president of the Pacent Reproduced Corp. They will be ready for delivery in August, he stated.

Mr. Pacent said that the new machines have many features in common with the large Pacent Reproducers, the principal difference being that the new equipment is primarily designed for small theatres of 500 seats or less.

The first of the new Pacent junior models is for high quality disc reproduction. There will also be another model combining disc and sound-on-film reproduction as well as a non-synchronous reproducer for small houses.

Prices will be announced shortly, Mr. Pacent declares. "It is our policy to install the new junior models on extremely liberal extended terms. We are prepared to have orders on the new equipment delivered and installed in August."

Gertrude Lawrence Starts "Gay Lady" For Paramount

Her first film work has been started by Gertrude Lawrence, musical comedy queen, at the Paramount Astoria Studio, her vehicle being "The Gay Lady," which Gene Markey wrote and which John Meehan and Robert Florey are directing. In the course of the tale, Miss Lawrence will sing several songs written especially for her by Cole Porter. In the cast supporting the English comedienne are Walter Petrie, Blythe Daly, Charles Ruggles, Joe King, Arthur Treacher, Esta Rollo, Herbert Miller, Warren Ashe, J. H. McKinley, Luis Alberni, Louise McIntosh, Charles Esdale, Charles LaTorre, Jules Epailly, Jack Cronin, Curran and TaTenza, Apache daneing team, the New Yorkers, male quartet, and The Singing Marines, singing octette.

2 St. Louis First Runs Adhering To Stage Show Policy

Fox And Missouri Use Same Type Of Entertainment; RKO Orpheum Adopts Vaudeville

St. Louis, Mo., June 27.—The master of ceremonies-girl show type of entertainment will stay in St. Louis, at least for the present, due to unexpected opposition in the first run zone, according to word received this week. The Fox Theatre on Grand Boulevard has gone in for larger and better stage shows and the Missouri Theatre's policy, too, has been definitely fixed as favoring a continuation of the same type of show.

The situation is quite complicated in St. Louis at the present time. The American Theatre, an Erlanger house, has been wired for talking pictures and during the weeks when there are no available dramatic or musical comedy shows the house will resort to films to be provided by Fox. On the other hand, the Orpheum, an R-K-O house, will shortly reopen as a straight two-a-day vaudeville theatre. Showmen say frankly that the talking pictures are creating a new demand for vaudeville. The Grand Opera House in St. Louis hasn't been thriving since the installation of talkies and it is expected to be hard hit with the reopening of the Orpheum.

When Sam Katz, Publix chain head, visited St. Louis for the Paramount convention, it is understood that he favored the abandonment of stage shows for the Missouri, but Charley Skouras, who represents the Warner Brothers in the operation of the houses in the Skouras Enterprises, decided to keep pace with the Fox in the matter of stage entertainment.

Commencing on June 29, Frankie Masters will move into the Missouri from the Granada, of the St. Louis Amusement chain, and will continue on Grand Boulevard while Harry Rose is pinch hitting for Ed Lowry at the Amabssador.

L. E. Tillman Is Appointed Columbia West Coast Mgr.

Until recently Columbia's Portland, Ore., branch manager, L. E. Tillman steps up to the post of West Coast District Manager for his company. He will have under his supervision Columbia's offices in San Francisco, Los Angeles, Portland, Salt Lake City, Denver and Seattle. In recent sales drives, Mr. Tillman was second in the U. S. and first on the Coast and has made the best showing of any of the Columbia selling members.

Soviets Order Soundfilm Sets For Immediate Use

Soviet Russia (Meschrab-pom-Film) has ordered three sound-film sets from a British firm, a report says. One of the sets is intended for Leningrad, the other for Moscow and the third for use in an ambulating cinema. Meschrabpom's agreement for the purchase of sound-patents for Russia is being ratified and will soon be published in the trade.

Fifty Millions For RKO Theatres, Schnitzer Announces To Convention

THEATRE EXPANSION

Schnitzer Also Announces Several Millions For Stereoscopic Film

CHICAGO, June 27.—Radio Pictures will have first runs in every city in the country, Joseph I. Schnitzer, R-K-O vice-president, declared at the closing session of the company's sales convention. Fifty million dollars is available for the purpose, if necessary, he added. If first-run theatres are not to be obtained, they will be built, he announced.

Details of the building program are to be worked out by Schnitzer and Hiram Brown, who have already arrived in New York.

The announcement followed reports that R-K-O was dickering to acquire a large film concern by outright purchase. No information could be obtained as to which company was concerned in the negotiations. It was said that discussions were being conducted on one or more proposed deals in Chicago, but this could not be confirmed either.

A high spot of the convention was the announcement that production plans, involving several million dollars, are under way for the making of pictures with the new Spoor process of perspective vision.

Lee Marcus, sales manager, threw the meeting into an uproar with the announcement of a sales competition in which $20,000 will be hung up as the price. The contest will begin at once and will close December 14. The sum, which is said to be the biggest amount ever offered in a sales contest in the industry, will be divided into seven units.

It was revealed that the Earl Carroll Theatre in New York has been obtained for the opening of "Rio Rita." The Columbia Theatre, 47th and Broadway, has been acquired under a twenty-one-year lease and will be transformed into a modern picture house.

In addition to Schnitzer and Marcus, speakers at the meeting were Charles Rosenzweig, general sales manager; Jerry Safron, manager of the shorts department, and Larry Darmour, shorts producer.

(*Continued on page 2329*)

RCA To Launch "St. Louis" As All-Negro Talk Short

A story built around W. C. Handy's famous "blues" tune, "The St. Louis Blues," and the first of a series of O. Henry short dialogue pictures, are two new productions now getting under way at the studios in New York of RCA Photophone.

In "St. Louis Blues" will be an all-negro cast. Dudley Murphy will direct. A feature of the picture will be a "blues" cornet solo by Handy. The O. Henry stories that will be filmed by RCA include "A Little Speck in Garnered Fruit," "Past One At Rooneys," "The Song and the Sergeant" and "Something in Rubber."

Emphatic Denial Made By Hiram Brown

"ABSOLUTELY false," declared Hiram S. Brown, President of RKO, when his attention was called to a story in a New York evening newspaper of Thursday, which quoted Brown as telling the RKO convention that Fox and Paramount had refused to sell to RKO.

"I never said any such thing," he declared emphatically. The story purported to quote Brown's speech and went into detail, picturing Radio as having attempted to buy out the two companies named, and having failed.

RKO Featurettes For 1929-1930 Will Number 52

Darmour To Make "Musical Tab" Series; Balance Will Bear "Gramercy" Brand

FIFTY-TWO diversified short subjects will be produced by RKO during the 1929-30 season, consisting of twenty-six Gramercy Tabloid features, seven two-reel playlets, six two-reel Gramercy comedies, six one-reel Marc Connelly's, and seven Novelty single reels. The entire fifty-two will be under the sales supervision of Jerry Saffron, manager of short subjects, and all will be in sound and dialogue, synchronized by RCA Photophone.

Larry Darmour will present an innovation in the short subject field to be known as "Musical Tabs." These will consist of two series of comedy shorts from the Standard Cinema Corporation, one to be called "The Record Breakers" series from H. C. Witwer the other, "The Mickey McGuire" comedies based on the cartoons of Fontaine Fox. Silent comedy technique will be combined with dancing, singing and musical talent. There will be twenty-six in all.

Alberta Vaughn has been signed to a starring contract for the "Record Breaking" series, with Al Cooke playing the male lead, Lew Sargent, the juvenile and George Gray a comic support.

Mickey McGuire, "The Scorpion Club," "Tomboy" Taylor, "Hombone" Johnson, "Stinky" Davis and His Gang will supply action in the two-reel "Mickey McGuire" Musical Tabs series.

Release dates on these are as follows: "Witwer, "Record Breakers Musical Tabs" series, one every two weeks beginning about August 18, 1929; "Mickey

(*Continued on page 2329*)

NEW PRODUCT LINED UP

Thirty All-Talkies, Six Road Shows, and Fourteen Silent Versions

R-K-O PRODUCTIONS, INC., will present a total of thirty feature pictures for the new season, classified as road-shows and all-talking productions. They will all be done with dialogue, sound effects and music. Fourteen of the thirty will have silent versions.

In the present announcement of twenty-seven productions, six will be marketed as musical road-shows and the rest are classified by the company as major all-talking pictures. Titles for three pictures are yet to be announced.

Stars who will appear in Radio Pictures include Rudy Vallee, Rod La Rocque, Bebe Daniels, John Boles, Olive Borden, Sally Blane, Frank Craven, Owen, Tom and Matt Moore.

Additional talent includes Bert Wheeler, Robert Woolsey, Ned Sparks, Jack Oakie, Helen Kaiser, Dorothy Lee, Raymond Maurel, Ann Greenway, Morgan Farley, James Eagle, Anderson Lawler, Ken Murray and His Gang, Hedda and Will Rogers, Henry Armetta, Frank Sheridan, Emma Dunn, Kathryn Perry, Andre Beranger, Johnny Harron, Joseph Cawthorn, Ivan Lebedeff and Guy Buccola.

The musical productions, listed as Specials, are Florenz Ziegfeld's "Rio Rita"; Vincent Youmans' "Hit the Deck"; "High River," by C. Ranger Wormser; "Radio Revels," an original operetta by Harry Ruby and Bert Kalmer; "Vagabond Lover," with Rudy Vallee and band, and "Night Parade," by George Abbott, Hyatt Daab and Ted Paramore.

Among the major all-talking productions announced are: "Street Girl," with Betty Compson, by W. Carey Wonderly.

"Upperworld" by Ben Hecht.

"Gold Coast," by Charles MacArthur.

"Dance Hall," by Vina Delmar.

"The Very Idea," by William Le Baron.

"The Delightful Rogue," with Rod La Rocque, by Wallace Smith.

"Half-Marriage," by George Kibbi Turner.

"Crucible," from "The Fire-Walker," by John Russell.

"Tanned Legs," by George Hull.

"Wolves of the Waterfront" and "The Toast of the Bowery," by James A. Creelman.

"Hunted," from "Help Yourself to Happiness," by Francis R. Adams.

"House Party," with Richard Dix.

"Jazz Heaven," from "Broadway Blues."

"Side Street" and "The Big Wow," with Ken Murray, and "Framed."

In addition there will be an additional special with Betty Compson, another with Rod La Rocque and three above special Bebe Daniels productions.

The productions having silent as well as dialogue versions will be: "High River,"

(*Continued on page 2329*)

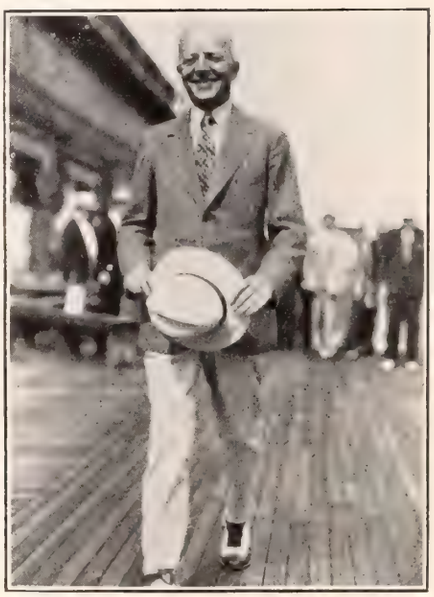
Atlantic City Convention Of Educational Film Exchanges



Top row, left to right: H. F. Brink, Buffalo; E. J. Weisman, Milwaukee; J. H. Butner, Atlanta; W. J. Cammer, Oklahoma City; N. P. Eberley, New Orleans; J. H. Morgan, Albany; Arthur Greenblatt, New York City; H. C. Dressendorfer, Indianapolis; M. H. Starr, Detroit; J. L. Winn, St. Louis; J. F. Burke, (Traveling Auditor); Jack Nelson, Los Angeles; Joseph Kaliski, Pittsburgh; J. A. Bachman, Philadelphia; B. W. Rucker, Seattle; J. H. Beaver, Washington; F. G. Sliter, Boston; R. C. Borg, Kansas City; A. P. Archer, Denver; C. H. Messenger, Salt Lake City; H. D. Noble, New Haven; Leo Blank, Omaha; Lee Goldberg, Louisville; Dave Dubin, Chicago; W. O. Galloway, Des Moines; Harry Skirboll, Cleveland; B. J. Kearny, Purchasing Agent; Jack Skirboll, Ohio Special Representative. Bottom row, left to right: Gordon S. White, Director of Advertising and Publicity; Robert W. Doidge, Publicity Dept.; W. B. Frank, Personal Representative of Mack Sennett; L. V. Calvert, Production Manager; F. X. Carroll, Sales Department; J. T. Wilson, Assistant Sales Manager; Harvey B. Day, Sales Manager Kinograms News Reel; Arthur Lucas, Special Southern Representative; A. S. Kirkpatrick, Assistant General Manager; E. W. Hammons, President; John A. Waldron, General Manager Mack Sennett Studios; Joe Merrick, Sales Manager; G. C. Blumenthal, San Francisco; J. Travis, Canadian District Manager; L. J. Klar, Cincinnati; H. L. Pfaff, Toronto; F. A. Tomes, Dallas; Max Stahl, Minneapolis.



L. to r.: E. J. Weisman, Milwaukee; F. A. Tomes, Dallas



E. W. Hammons, President of Educational Film Exchanges, Inc.



L. to r.: B. W. Rucker, Seattle, and F. G. Sliter, Boston



L. to r.: Joe Merrick, sales manager, and Harvey Day, of Kinograms



L. to r.: L. J. Klar, Cincinnati, mgr.; H L. Pfaff, Toronto; J. R. Wilson, asst. sales mgr., and J. Travis, Canadian dist. mgr.



L. to r.: Dave Dubin, Chicago; Arthur Greenblatt, New York



L. to r., Southern group: N. P. Eberley, New Orleans, mgr.; F. A. Tomes, Dallas, mgr.; Arthur Lucas, spec. rep.; J. H. Butner, Atlanta, mgr.; and W. J. Cammer, Oklahoma City, mgr.



L. to r.: N. P. Eberley, New Orleans; R. W. Doidge, adv. and pub. dept.; Gordon S. White, dir. of adv. and pub.



A. S. Kirkpatrick, asst. gen. mgr.

Photos courtesy Atlantic Photo Service

United Artists Announce Feature Line-up On New Season Schedule

REGIONAL CONVENTIONS

Frisco Meet At Palace Hotel June 27th; Executives From N. Y. Attend

UNITED ARTISTS' third sectional sales convention, following those already held in New York and Chicago, was held at the Palace Hotel in San Francisco, Thursday, June 27. Paul Burger, assistant to Al Liehtman, and David Bershon, western division manager, left New York and journeyed to Denver, Salt Lake City and San Francisco.

After the convention Mr. Bershon will remain in Los Angeles and Mr. Burger will return eastward, stopping at Dallas, New Orleans, Atlanta, Charlotte and Washington. He left New York City Thursday, June 20, and stopped at Pittsburgh en route to Chicago. Mr. Bershon left New York for Chicago Friday, June 21.

Those attending the Coast convention, in addition to Mr. Burger and Mr. Bershon, were D. J. McNerny, Guy Gunderson, Russell Egner, Frederic Gage, G. F. Madsden, Talbot, F. E. Benson, E. MacLean, J. P. Connors, Harry Levey, Abel Davis and E. L. Arthur H. Toffler, Jack O'Bryan, F. N. Walton.

Raytone Talking Pictures Formed; To Make 30 Shorts

A new talkie production company, called Raytone Talking Pictures, Inc., has been formed in New York. The new firm will produce at the Metropolitan Studios in Fort Lee, N. J., where several numbers are planned for immediate fillming. Offices will be located at 723 Seventh Ave., N. Y.

Signed for the company's all-talking program of 18 one-reelers and 12 two-reelers are Tommy Christian and his Palisades Orchestra; Mark Linder Production, whose first will be "Ankles," starring Robert Benchley; Fred Ardath, who will make a series of six the first to be "Cabaret Nights"; Al Linder in a group of presentation acts.

Paul Whiteman Is Insured For Million By Universal

Five hundred thousand dollars worth of insurance on Paul Whiteman's life and another five hundred thousand dollars worth for protection against injury or other mishaps to him during the production of "The King of Jazz" for Universal, have been placed on the jazz maestro by the Laemmle organization. E. Walter Mayer, of the firm of Behrendt and Levy, Hollywood insurance agents, flew to San Francisco by airplane to meet Whiteman and arrange for the insurance before Whiteman returned to Los Angeles for the picture.

Film Business In A Bad Way In Germany

By HEINRICH FRAENKEL
(Berlin Correspondent, Motion Picture News)

BERLIN, Germany, June 17.—The latest official figures of the Berlin Chamber of Commerce are far from pleasing. In May, five of the twenty available studios were unoccupied. Altogether out of the 575 available studio days, 268 were used fully and 21 only part of the time. As many as 216 were not used at all. As to the exhibiting business the takings of the Berlin houses averaged fifty per cent less than the corresponding period of last year. The exhibiting business is in so bad a plight that a closing down is contemplated by many.

F. N. Will Remain Separate Company, Says H. M. Warner

Parent Concern Will Lend, "Every Co-operation", He Tells Convention

First National will remain a separate company from Warner. This was the declaration of H. M. Warner, in a speech to the annual sales convention of First National, in New York. Warner Bros., the parent company, will lend "every co-operation," he told the First National division and branch managers.

Herman Starr, president of the company, delivered an address the keynote of which was the assured independence of First National.

Ned E. Depinet, general sales manager, who presided at the three-days' session, announced adoption of the guarantee-and-split percentage policy for the new season.

Sales plans for 1929-30 were explained in detail to the convention by Mr. Depinet and his two right-hand men, A. W. Smith, Jr., and G. L. Sears.

Victor Device Eliminates Blast For Recording Work

A system eliminating blasting on high pitched sound is said to have been achieved by Elmer R. Raguse, Victor Talking Machine Co. engineer in charge of the Roach sound-recording staff. "It is far easier to make a smooth record of ordinary dialogue than of fun-making sounds, says Mr. Raguse. "Slapstick comedy requires a skilled hand on the light valves, which vibrate with the volume of the sound. We have been able to construct a controlling apparatus which enables us to prevent the thundering blasts usually recorded by smashes, falls, bangs and loud voices."

MAJORITY ARE TALKIES

Twenty On List At Present; Ten Are Ready To Be Placed On Market

UNITED ARTISTS CORPORATION will offer a group of twenty feature-length pictures for the 1929-30 season, it is announced this week by the company. No others have been definitely decided upon at the present writing. Of this number, order of release has been determined on ten pictures, and they are already being sold to exhibitors.

Sixteen of the twenty are classified as all-talking pictures, containing either all-dialogue or a mixture of dialogue, song and orchestration. Two of this lot will also be made with color.

Two pictures, including the next Chaplin feature, will be made with sound and synchronized scores; another will contain singing throughout. The majority of productions will be recorded by the Western Electric system.

It has been decided to include silent versions of at least two productions. Whether or not more of new season product will be available for houses unequipped with sound is problematical at the present time. "Bulldog Drummond" and "Evangeline" are the two under this classification.

Productions In Detail

Order of release on the first ten pictures is as follows:

1. "Bulldog Drummond," Ronald Colman's first all-talking picture, a Samuel Goldwyn production, and now in the second month of its extended run engagement at $2 prices in the Apollo Theatre in New York, is the first United Artists release of the new season. It has a cast including Joan Bennett, Montagu Love, Lilyan Tashman and Claude Allister, F. Richard Jones directed. The dialogue is the work of Sidney Howard. The film is recorded by Western Electric devices.

2. "Evangeline," Edwin Carewe's production of the Longfellow story, with Dolores del Rio as the star. This is the second release of the season. Miss del Rio sings three times, and Roland Drew also sings. Alec B. Francis, Paul McAllister and Donald Reed are in the cast. This is not an all-talking picture. There is, in addition to the singing version, a silent version. W. E. recording.

3. "The Locked Door," George Fitzmaurice's picturization of "The Sign on the Door," Channing Pollock's play, is an all-talking picture in which Rod La Rocque, Barbara Stanwyck, William Boyd, Betty Bronson, Zasu Pitts and Mack Swain have roles. C. Gardner Sullivan wrote the scenario and Ray June photographed the picture, which has been completed at the United Artists Studio. W. E. recording.

4. "Lummox," Fannie Hurst's novel, an all-talking production by Herbert Brenon. Winifred Westover is Lummox, and the cast includes William Collier, Jr., Ben Lyon, Dorothy Janis, Edna Murphy, Myrtle Stedman and Bobby Ullman. Miss Hurst wrote the dialogue. Elizabeth Meehan wrote the scenario and Karl Struss is the camerman. The picture is completed. W. E. recording.

5. "Tin Pan Alley," the play by Hugh Stange, will bring to the screen the voice of Norma Talmadge, in her first all-talking picture, the title of which is not selected. Lewis Milestone is directing. Gilbert Roland talks for the first time in this picture. John Wray makes his film debut in the same role he played on the stage. Lilyan Tashman is in the cast, and so are Roscoe Karns and Mary Doran. Jules Furthman adapted the play. Now in production at United Artists Studio. W. E. recording.

6. "Condemned," Ronald Colman's second all-talking picture, a Samuel Goldwyn production, screen play by Sidney Howard, will be placed in production early in July. Dudley Digges, Theatre Guild actor-director, makes his film debut. He will also direct dialogue, F.

(*Continued on page* 2331)

Views of Warner Bros. Convention Activities



Warner Brothers Annual Sales Convention in session at the Hotel Pennsylvania, New York City, June 19, 20 and 21. Home office executives and a large gathering of division and branch managers were in attendance



Right to left above: Benjamin Warner, father of the Warner Brothers; Major Albert Warner, Harry M. Warner, and the Hon. Anthony Ruffo, Jr., Mayor



Crowd at premiere of Warner Bros. new theatre on Boardwalk at Atlantic City. At left is portion of the famous Million Dollar Pier



Left to right: Harry Warner, Benjamin Warner (his father), and Major Albert Warner at the opening of the new Warner theatre in Atlantic City during annual sales convention



On the arrival of the Warner convention delegates and their guests a parade was formed at the R. R. station and march was made up boardwalk past the new theatre to hotel

Photos courtesy Atlantic Photo Service

Pass On Dialog In Script, Urged At Eastern Meet

Philly Assembly Suggests Producers Name Board To Examine All Talk

Philadelphia, Pa., June 27.—The naming of a board of censors to consist of one member each from the Pennsylvania, Ohio and Chicago censor bodies was urged at the session of the Eastern Pennsylvania, Southern New Jersey and Delaware exhibitors assembled in Philadelphia. The gathering of showmen urged the producers to exercise care while making the pictures in order to prevent mutilation of talkers by censors. The feeling prevailed that if the Hays office did name such a board censorship would automatically be eliminated.

Members of the association of exhibitors feel so strongly about the situation that they unanimously decided to refuse to sign any contract for delivery of films with the phrase "As or if available." The availability suggestion was held to be the sole method of curing existing evils when the exchange could not force the first run to specify playing arrangements.

The convention cited United Artists for showing "Bulldog Drummond" at the Steel Pier, Atlantic City, where about 30 different entertainments are to be had for the one fifty cent ticket. United Artists was also cited for not making adjustment. Distributors holding out films were condemned, the convention endorsing Fox' policy of early playdates.

Merger Faw Down An' Go Boom In Chicago

WHAT'S the answer? Well, keed, I'll tell you—when there's guy called Ruby boosting the works.

That's what happened in Chicago. There was a convention in Chicago where they were going to talk about the moving pictures that they were going to make. So along comes Ruby! You know, Ruby, don't you? He once was an exhibitor, then he was an exploiteer; whatever he was, he was around the picture business.

So Ruby undertakes the job of letting the world know that RKO is on the map.

He goes to Chicago, and the only thing that hits his bean is to bunk the papers that there is goin' to be a merger. RKO is going to take over a big picture producing and theatre owning company. "Sure," sez Ruby, "they're in conference now. There's a couple of big guys on from New York, Dave Sarnoff and General Harbord, only I can't tell you where they are, but they are making a deal all right. I think it'll be closed this afternoon."

Then everyone goes haywire. Who can they be making a deal with? Nobody seems to know and everyone is denying that they are doing business with RKO.

Well, the convention finally ends and there ain't no merger after all. It's just the bunk.

Gee, punk, I'll tell you sumptin', it was just like the picture biz was fifteen years ago. All front and bunk and nuthin' underneath. I'll bet that guy Ruby'll have a headache when the big bosses git ahold of him, 'cause those guys ain't doin' business that way any more.

It ain't dignified, kid, it ain't dignified with the whole business so sensitive to merger rumors.

Columbia Sales Meet To Be Held On West Coast

Selling Force Will See The Pictures Actually In The Making At Co. Studio

If the men who sell the pictures see them in the making they will be better able to sell thm and if the distribution and production forces become more acquainted there will be a greater mutual understanding of production and distribution problems. Holding to this belief, Columbia Pictures Corp. has decided to hold its national sales convention in Hollywood.

Home office executives will leave New York City by special train on July 3, stopping off at various points during the trip across the continent to pick up exchange managers from out of town who will also attend the convention. The headquarters will be the Hotel Roosevelt.

Explaining Columbia's reason for accepting Hollywood as the center of this year's convention activities, Jack Cohn, treasurer of the corporation, said:

"The executives of Columbia studied the advisability of going such a great distance to hold a convention and unanimously approved of the plan, chiefly because we believe that a greater mutual understanding of production and distribution problems can be brought about to the profitable satisfaction of Columbia by having the men who sell the pictures come into a closer relationship with the artists, directors and production heads."



Group of Home Office executives and branch managers assembled for the annual sales convention of First National Pictures Corp., at the Hotel Commodore, New York City, June 19-21. At the speakers' table, left to right: Gradwell L. Sears, western sales manager; A. W. Smith, eastern and Canadian sales manager; Ned E. Depinet, general sales manager; A. W. Schwalberg, manager sales and contract departments; and W. C. Boothby, treasurer. Managers from all the First National branches, numbering 38, attended the sessions at the Commodore.

Universal's Eastern Sales Division Holds Convention



Following its convention at Kansas City, Universal Pictures Corporation's Eastern Sales Division gathered at Atlantic City for another session which began June 22nd and closed June 26th. Note the large turn-out and the knickerbockered gentleman on each end who managed to have his picture taken twice



Cleaver, McCoy, R. E. Moon (mgr.), Hackford, Fowser and Goodman, Detroit "Thunderbolts"



L. Lutzer, of Dallas, winner of Universal's Most Valuable Salesman prize which was awarded at Kansas City Convention



Titus, New Haven; Price, New York; Sam Freedman, Philadelphia (sales executives)



Conway, Law and Brint of Toronto



U's broadcasting truck, station UMP, heading the wheel chair parade along the A.C. boardwalk



Donnelly and Craig of Indianapolis



Mgr. Simpson and Colvan Bain of Jacksonville



N. L. Manheim, export mgr.; Sydney Singerman, program mgr., and Frank Mastroly, asst. export mgr.



Mgr. Leduc of Montreal; Sault (mgr.) and Welpley of St. John, N. B.



Dave Miller, gen. mgr. Big U; Claire Hague, gen. mgr. Canada, and Leo Devaney, division mgr.



T. H. Kitching, A. J. Frey, Geo. Naylor, Ted Schlanger, H. H. Weinberg and R. J. Cadman



Sterrit, Harry Young (mgr.) and Shoninger of Cleveland

Photos courtesy Atlantic Photo Service

R K O Lists New Product

(Continued from Page 2324-c)

"Night Parade," "Half-Marriage," "Side Street," "Delightful Rogue," "Tanned Legs," "Wandering Men," "Hunted," "Upperworld," "Framed," and three Bebe Daniel specials yet to be titled.

A detailed list of the productions follows:

"Street Girl," directed by Wesley Ruggles from the story by W. Carey Wonderly; dialogue by Jane Murfin; lyrics and music by Sidney Clare and Oscar Levant; chorus and dancing by Pearl Eaton. Musical background by Gus Arnheim's Ambassadors; featuring Betty Compson, with Jack Oakie, Net Sparks, Johnny Harron, Joseph Cawthorn and Doris Eaton and her chorus in the cast.

"Half Marriage," with dialogue direction by Russell Mack and screen direction by Charles Cowan; from the story by George Kibbe Turner; dialogue by Jane Murfin and lyrics and music by Sidney Clare and Oscar Levant; with Olive Borden, Ken Murray and His Gang, Morgan Farley, Sally Blane, Ann Greenway, James Eagle, Anderson Lawler and Gus Arnheim's Ambassadors in the cast.

"Hunted," direction by Wesley Ruggles from the story by Frank R. Adams to appear in Red Book Magazine.

"Rio Rita," with stage and camera direction by Luther Reed from the stage production by Florenz Ziegfeld; book by Guy Bolton and Fred Thomson; music by Harry Tierney and lyrics by Joseph McCarthy. Adapted by Luther Reed, dances and chorus by Pearl Eaton; singing chorus by Pietro Cimini; musical direction by Victor Barravalle. Bebe Daniels as "Rio Rita," John Boles as "The Ranger," Bert Wheeler as "Chick Bean," Bob Woolsey as Ed. Lovett, Dorothy Lee as Dolly. There are to be Technicolor sequences.

"The Very Idea," with dialogue direction by Frank Craven and screen direction by Wesley Ruggles from the stage play by William Le Baron.

"Side Street," to be directed by Mal St. Clair and from story by this director. Adapted by John Russell with dialogue by Jane Murfin, lyrics by Sidney Clare and music by Oscar Levant; chorus direction by Pearl Eaton; Tom, Matt and Owen Moore featured, with Kathryn Perry, Frank Sheridan, Andre Beranger and Emma Dunn in the cast.

"The Delightful Rogue," pictorial direction by Lynn Shore, under supervision of Henry Hobart; with dialogue direction by A. Leslie Pearce from the story by Wallace Smith; dialogue by Wallace Smith with lyrics and music by Sidney Clare and Oscar Levant; starring Rod La Rocque.

"Tanned Legs," directed by George B. Seitz from the story by George Hull. Screen adaptation by Tom J. Geraghty.

"The Night Parade," directed by Mal St. Clair from the play "Ringside," by George Abbott, Ted Paramore and Hyatt Daab.

Three Bebe Daniels Specials as yet untitled and with directors yet to be assigned.

"Hit the Deck," from the Vincent Youmans operetta by the same title, with director yet to be assigned. Book by Herbert Fields; music by Vincent Youmans; lyrics by Leo Robbin, Clifford Grey and Irving Caesar; chorus direction by Pearl Eaton. Star and cast not yet selected.

"Dance Hall," by Vina Delmar. personnel yet to be assigned.

Three Richard Dix Specials to be personally supervised by William Le Baron. Stories as yet untitled; personnel yet to be assigned.

"High River," directed by Herbert Brenon from the story by G. Ranger Wormser.

"Jazz Heaven," from the story by Pauline Forney and Dudley Murphy; lyrics by Sidney Clare and music by Oscar Levant; director, star and cast not yet assigned.

"The Vagabond Lover," with Rudy Vallee and his Connecticut Yankees. Director, cast and personnel yet to be selected.

Rod La Rocque, No. 2, temporarily titled, "Strictly Business," from the story by Wallace Smith with dialogue by Smith.

"Upperworld," from an original story by Ben Hecht, with dialogue by Ben Hecht.

"Radio Revels of 1929," with book and lyrics by Bert Kalmar and Harry Ruby; music by Harry Ruby.

"Framed," from an original story by Charles MacArthur with dialogue by MacArthur.

Six Radio Pictures, as yet untitled, complete the list of all-talking productions to be made by R-K-O Productions, Inc.

RKO Short Subject Line-Up

(Continued from Page 2324-c)

(himself) McGuire Musical Tabs" . . . one every month beginning about September 8, 1929.

"Curiosities," hitherto silent, will come in sound for the 1929-30 program. Known as the "Side Show of the Movies," they will continue to present strange facts. Monologues spoken from the side lines and prepared by humorists, scientists and authorities on the various subjects presented will be one of the dialogue features.

Twenty-six Gramercy Tabloid features are to be released in addition to the Larry Darmour series. Thirteen of the Gramercy shorts will be in one-reel and thirteen in two-reels. They will be produced at the RCA Photophone studios in New York. Talent from from the musical stage as well as writers and artists will figure in production. Story material from Eugene O'Neill, O. Henry, Marc Connelly, Milt Gross, and "Bugs" Baer are among this lot.

There will be 7 two-reel dramatic playlets: "Before Breakfast," by Eugene O'Neill; three O. Henry stories, "Last of the Troubadours," "The Song and the Sergeant," "A Little Speck of Garnered Fruit"; also "St. Louis Blues," by W. C. Handy, composer of the original song, and a story based on that song's theme. Handy is writing the motion picture version. It will have an all colored cast, including Bessie Smith, Recording Blue Singer, Jimmie Johnson's colored Syncopators will provide the music and Jimmy Mordeci and Miss Freddie Washington complete the cast. Rosamond Johnson is training the chorus.

Also in this list is "Hunt the Tiger," Prize Winning Radio Playlet for 1928. Cast will include Pedro de Cordoba, Veree 'Teasdale, and Alexander Kirkland. "Hunt the Tiger," is a story laid on the banks of the Seine.

Six Two-Reel Gramercy Comedies will include a humorous comedy in the Marc Connelly style, entitled "The Burglar"; a Musical Collegiate Tabloid with girls, new songs, dance and chorus specialties. Five more yet to be recorded.

Six One-Reel Marc Connelly's will be made, the first of which is "The Traveler," depicting the adventures of a timid soul on the subway.

Seven Novelty Single Reels will include: "Headwork," a comedy dealing with phrenology, authored by Messrs. Louis Brock and Al Boasberg; "Duke Ellington's Famous Band," colored orchestra and an act treated in modernistic fashion with trick camera angles and dancers and singers; "Age of Innocence," a humorous skit on the customs of the gay and naughty nineties, from "Grand Street Follies"; Godfrey Ludlow, violinist, in an overture, supported by the National Broadcasting Corporation's Symphony Orchestra; with Nos. 5, 6 and 7 to be announced.

New Type Portable Mike Now Perfected By RCA Photophone

A new type microphone for talking pictures which permits greater flexibility in michrophone installations for production work has been perfected by RCA Photophone. The new mike is an outgrowth of the old bullet-type originally used on the RCA Photophone trucks. It consists of the most perfected type of condensor microphone jointly mounted with the non-microphonic amplifier in one small portable unit. By means of interconnecting cable, it can be situated at almost an unlimited distance from the main recording amplifier. The new mike is wired to a battery box 100 feet away which is also capable of operating two other mikes simultaneously. This permits as much cable as is necessary to be connected between the battery box and the main amplifier. The amplifier's electrical system, mounted directly with the mike, operates through three vacuum tubes of a special design which makes them non-microphonic. Special spring and sponge rubber mountings are employed throughout to shock insulate the system.

Use Motor Laboratory For Exterior Recording Of Film

Paramount is making use of a motorized laboratory to record sound for "The Virginian" in the rugged Sierra Nevada locale where a film unit is now engaged in production activities. An enclosed truck housing all the sound recording apparatus traveled over little used roads and trails and Director Victor Fleming found it a flexibly working scheme for difficult outdoor work. In many instances microphones and cameras were placed at a considerable distance from the truck, but the voices of the players were transported from the mikes to the recorder by electric cables.

Plan To Expand Georgia M.P.T.O. To Other States

It Will Be More Than 1-State Body, Board Announces; To Fight Adverse Laws

Atlanta, Ga., June 27.—The Georgia M. P. T. O. and Managers Assoc. is to be more than just a one-state organization, the board of directors announced at their meeting here last week. The board voted to receive as members exhibitors in Florida, Alabama, Tennessee and South Carolina. A goodly number of applications for membership have been received, Secretary-Treasurer Harrell announced.

The meeting was an executive session and was held at the Fulton Hotel. Attending were George E. Ricker, of Fitzgerald, president of the association; Love B. Harrell, secretary-treasurer; Committeemen Adolph Gortatowsky, Albany; Walter J. Brackin, Bainbridge; E. F. Boyd, Adel; Roy E. Martin, Columbus; J. J. Powell, Toccoa; Nat M. Williams, Thomasville.

Discussed were ways for meeting and resisting efforts likely to be made in the Georgia General Assembly, which convenes this month, to put a tax on theatres. It is generally understood that legislation of this kind would be introduced. Members of the association will be urged to respond at once to the questionnaire sent out by Secretary Harrell in order that there may be no delay in formulating plans for defeating adverse legislation. Exhibitor members were also urged to send in their answers to arbitration cases.

It is understood that the question whether arbitrators appointed by the association would be permitted to sit on cases involving exhibitors not members of the organization came up for consideration.

It was definitely announced that there would be no convention of the association this year.

Carlton Buying Audiphone Laboratory And Patents

James L. Carlton, motion picture engineer and technical consultant in matters of sound transmission, recording and reproduction, is opening an independent research and development laboratory for the film industry. His organization will specialize in working electro-mechanical problems involving talking pictures and will also be in a position, it is announced, to manufacture and install non-infringing sound recording and reproducing apparatus for both disc and film work.

The new company's registered trade name is The Carlton Laboratories, pending incorporation, and negotiations have been begun for the acquisition of the patents and developments controlled by the Audiphone Corp., N. Y., the New York plant and equipment of the latter having been taken over by the Carlton group. The Audiphone holdings are said to include twenty-one developments, protected by basic patents, and covering various phases of sound science, and representing over twelve years of work and more than a quarter of a million dollars expenditure.



Metro sales executives, division managers and branch heads pay Leo the Lion a visit while attending the M-G-M Chicago meeting. Note Leo's countenance in the right hand side of cage. Left to right: C. E. Kessnich, F. C. Quimby, G. F. Dembow, T. J. Connors, H. P. Wolfberg, S. A. Shirley, W. F. Rodgers, F. F. Feist, J. E. Flynn, E. M. Saunders, M. N. Wolf, G. E. Hickey, S. N. Burger.

Percentage Plan Is Adopted

(Continued from page 2321)

The reason that the exhibitor is given the longer end of the split is the fact that out of his share he will have to meet the other costs of his program, such as his newsreels and short subjects. In the cases of the de luxe houses where there are expensive stage presentations the percentage playing will apply to the amount taken over and above the house "nut," which means the operating expenses other than the cost of the entertainment offered on the stage and screen.

Of course the exhibitor will also have to shoulder the advertising and exploitation costs, while all that the producer-distributor will deliver will be the feature attraction. However, the fact that the exhibitor will have the advantage of 20 per cent in the division of the receipts will more than cover that point.

Those who have been discussing the percentage plan and looking back on the old method of percentage playing that was operative in the playing of legitimate stage attractions, where the system applied to the smaller the town the higher the percentage that the producer received, were rather amazed that the picture producers and distributors should be willing to accept the short end.

At present the method that is to obtain in the matter of checking up the playing dates is one that is occupying the minds of a number of the executives. That is going to be considerable of a problem for them during the next six months.

At all of the conventions held in New York, Chicago, St. Louis, Kansas City and Atlantic City, within the last fortnight all the talk that was directed at the salesmen was to the effect that they would have to get out and sell on a percentage basis. In the instances where guarantees will be sought the question of the amount of the guarantees will be measured according to the seating capacity and the run played.

Road Show Plan Of Operation Found Necessary In Survey

(Continued from page 2321)

editors and plant mimeographed copy, arrange local tie-ups, and keep the local manager stirred up and alive to the importance of the engagement. For the present it will also be necessary that the representative with the picture have some knowledge of reproducing devices and machines, as the operators for the greater part are not any too familiar with them.

In one instance in a small town the opening day, which was the inauguration of the sound policy at the theatre, found the operator totally unfamiliar with the machine and more than four hours was required to run the initial show with the projection out of synchronization the biggest part of the time. For $10 the manager of the house could have had an expert operate the machine but he was not permitted to contract the extra expense. The result was that a picture that had been playing on Broadway at $2 for more than three months played to a little more than $400 the opening day and from that point the receipts dwindled to $122 on the fourth day, the last of the booking. So bad was the business generally in the territory that in most cases the four-day bookings were cut to two days, simply because of unfamiliarity with the sound reproduction machinery and the lack of work on the part of the local managers.

Only one instance of proposed crookedness was encountered in eighteen engagements played. In this case it was a cheaply paid manager for a chain operated house who wanted to take a cut off the gross which he wanted to split with the exchange

Hearst Remains With M-G-M; New Newsreel

M-G-M retains Hearst product and promotion by the terms of an agreement made last week in Los Angeles. M-G-M will distribute all of the films produced by Hearst, including the Marion Davies and the Cosmopolitan pictures, Hearst Metrotone News, new sound newsreel, and M-G-M International News, a silent news combination of M-G-M News and International News which Hearst has been releasing through Universal for the past ten years.

The first issue of the M-G-M International News will be on July 27. The first issue of Hearst Metrotone News will be on Sept. 22. Active work on the new sound newsreel has been in progress for the past few months.



The Metro-Goldwyn-Mayer sales force attending the convention at the Hotel Drake, Chicago, on June 16, 17 and 18 are shown grouped around the Metro "Round the World" ballyhoo. Home office and West Coast executives, district supervisors and branch managers gathered for the convention in the Windy City and made up a large attendance.

18 More Theatres On The Coast Are Acquired By Fox

Absorbs The Ed Dolan Circuit And Also Takes Over 4 From The U Chain

Eighteen more theatres were added to the Fox West Coast theatre holdings when Harold B. Franklin, acting for William Fox and Fox Wesco, this week closed negotiations that netted the Fox chain the 10 Ed Dolan houses in Washington, 4 of the Universal Chain Theatres holdings in California and other houses in the same state. The Doland houses are located in Aberdeen, Hoquiam, Chehalis and Centralia. The price is reported as $750,000.

The former Universal houses now flying the Fox banner are the Mission and Rialto, Fullerton, Cal., and the Scenic and the Strand, Whittier, Cal. Fox plans to completely renovate the structures and install the Western Electric sound system for talking films.. Other Fox West Coast acquisitions were the complete ownership of C. E. Walker's interest in the West Coast Walker, Santa Ana, and control of the West End, the Broadway, and the Spurgeon, Santa Ana.

In addition to the above acquisitions, Fox has also announced his intention of constructing a $225,000 theatre at Aberdeen and another, to cost $150,000, at Centralia.

Electrics' Dictation To Distributors Is Alleged

(*Continued from page 2319*)

concentrated action on their part could tie-up the works and leave the sound companies out in the cold. Of course, it would mean paying them their $100,000 annual guarantee for the next fifteen years, but that would only mean $1,500,000 per company, and maybe by that time the electric companies might develop pictures with sound to a degree where they would be more acceptable to the public. Right now, the studios are nothing more than experimental laboratories for the electric companies and the producers are financing the experimental work out of their own pockets without any hope of deriving any particular benefit from any of the refinements that they develop .

"The electrical companies had best watch their step and not assume too Czaristic an attitude for just as it changed to sound overnight this business is apt to swing away from it. All one has to do to get a real line on the situation is to keep one's finger on the pulse in the small towns and in those towns you'll find that the public is not any too hot for the talkies."

Even with these two expressions against the alleged policy on the part of the electrical companies it is hard to conceive that the producers would scrap their investment of about $30,000,000 which they have made in the past year in sound equipment and studios for a return to silent pictures. They may, however, find ways and means to free themselves from the alleged restraints in regard to their sales accounts.

Fans Turn Fire Fighters When A Home Burns

ALBANY, N. Y., June 27.—George Fisk, a farmer living near Winthrop, N. Y., took his family to the motion picture theatre one night last week. When he returned home he found the house afire and drove back to the theatre to give the alarm. The audience responded in a body, hurrying to the farm in their automobiles. Little could be done. After remaining for some time they returned to the theatre. Later on, it was discovered that the crowd had overlooked a fire in the barn, and a second structure was also destroyed.

United Artists' Product Line-Up Is Announced

(*Continued from page 2325*)

Richard Jones directing the entire picture. Ann Harding will be leading lady. Blair Niles' book, "Condemned to Devil's Island," is the basis of Mr. Howard's screen play. W. E. recording.

7. "The Taming of the Shrew," Shakespeare comedy, brings together in their first joint film Mary Pickford and Douglas Fairbanks. An all-talking picture, directed by Sam Taylor. Cast includes Edwin Maxwell, Dorothy Jordan, Geoffrey Wardell, Joseph Cawthorne and Clyde Cook. Sam Taylor adapted the comedy to films. W. E. recording. The picture is now in rehearsal.

8. "Three Live Ghosts," Max Marcin stage lay, has been made into an all-talking picture, with Joan Bennett, Robert Montgomery, Claude Allister, Charles McNaughton, Beryle Mercer, Harry Stubbs, Jack Cooper and Shayle Gardner in the cast. Thornton Freeland directed. The picture is now in production. W. E. recording.

9. "It's a Pleasure," Fannie Brice's first United Artists Picture, the story of which is an original from the pens of John McDermott and Billy Rose. Casting on the picture has been begun. It is an all-talking, all-singing film. W. E. recording.

10. "Song of Broadway," an original story by Irving Berlin, is the first Harry Richman film. Production will be begun soon; director and leading lady are not yet selected. This picture will be recorded on Western Electric apparatus.

The following pictures, among others not yet definitely set, are scheduled to follow the first ten:

Mary Pickford, individually stars in an all-talking picture. W. E. recording.

Gloria Swanson in "The Trespasser," all-talking and singing film that is now in production at the Pathe Studio in Culver City. Original story and direction by Edmund Goulding. Cast includes Robert Ames, Kay Hammond, William Holden, Purnell Pratt, Henry B. Walthall and Blanche Friderici. Miss Swanson's voice is heard for the first time, talking and singing. RCA recording.

Dolores del Rio in her first all-talking picture, a story with a French locale. It will be an Edwin Carewe production, though he will not direct the picture. W. E. recording.

Vilma Banky in her first all-talking picture, which Samuel Goldwyn will produce. W. E. recording.

Charlie Chaplin in "City Lights," now in production at Mr. Chaplin's studio. Not a talking picture. The picture will be synchronized with music and sound. Virginia Cherrill is the leading lady. The story is that of a tramp in a big city. Henry Clive will probably be included in the cast. Two sequences already have been completed. The story is an original by Mr. Chaplin, who also directs.

Douglas Fairbanks, individually starred in an all-talking picture that will follow "The Taming of the Shrew." W. E. recording.

Florenz Ziegfeld and Samuel Goldwyn will produce their first all-color, all-talking and singing musical show in Hollywood during the spring of 1930.

"Out of the Night," a Henry King production for Inspiration Pictures, an all-talking picture based on the novel of the same name by Rida Johnson Young. Adapted by Madame Fred de Gresac, and now being cast, with production scheduled to be begun August 1st at the Tec-Art Studio. Clarke Silvernail is author of the dialogue. The locale is the Carribean Seas. RCA recording.

Constance Talmadge in "Venus," a Louis Mercanton Production, directed by M. Mercanton and produced in original French and African locales. This synchronized film is completed. Miss Talmadge is supported by Jean Murat, Andre Roanne, Max Maxudian and Baron Fils.

"Hell's Angels" is not to be released until after its exhibition during an extended pre-release Broadway run at the George M. Cohan Theatre on Broadway, Howard Hughes, producer of the film, having engaged that theatre for a two-year period. Ben Lyon, Greta Nissen, James Hall, Thelma Todd and John Darrow are in the cast.

Sound Dominates M-G-M Program Of Shorts For 1929-30

Newsreel Only Silent; 70 Shorts And Metrotone News In Line-up

Metro-Goldwyn-Mayer's short subject line-up for 1929-30 will consist of seventy short features, one hundred and four issues of M-G-M International News and fifty-two issues of Hearst Metrotone News. With the single exception of International News issues the entire program will be done in sound, including Metrotone News for weekly release.

The all-talking group of Hal Roach comedies is diverted as follows:

Eight "Our Gang"; Eight Charlie Chase comedies; eight Laurel and Hardy comedies, and eight Harry Langdon comedies. They will be recorded under Western Electric system and supervision of Victor Talking Machine Co. The first group of twelve will consist of three "Our Gang," "Small Talk," Railroadin'" and "Boxing Gloves"; three Charlie Chase, "The Big Squawk," "Leaping Love," and "The Snappy Sneezer"; three Roach All-Stars, "Hurdy Gurdy," "Madame Q," and "Dad's Day"; three Laurel and Hardys, "Unaccustomed As We Are," "Berth Marks," and "Men O' War."

The addition of the Harry Langdon series marks that comedian's return to the two-reel field. Camera work has been completed on his first, "Red Hot," adapted from a vaudeville sketch, "The Messenger." This series will take the place of the Roach All-Stars.

The first of the Laurel and Hardy all-talking comedies for the new season has been titled "Step On It." Production has been completed and plans for their second series of eight are now being perfected.

Camera work on the first of Charlie Chase's all-talking comedies on next year's group is practically completed, but a final title is still lacking.

The series of twelve Colortone Revues will be two reels in length and be characterized by color, elaborate sets, dancing choruses and individual entertainers. They, too, are in sound and the first two releases "From Broadway to Heaven" and "Mexicana," directed by Gus Edwards, have been completed. Sammy Lee will probably direct the balance.

The twenty-six Movietone Acts, single reel dance and song subjects, will be made along the same lines as in the past, and will include the names of Van and Schenck, Phil Spitalny, George Dewey Washington, Titta Ruffo, Madame Maria Kurenko, Keller Sisters and Lynch, Yvette Rugel, Tom Waring, Aaronson's "Commanders," Jimmy Hussey, "The Revelers," Walter Kelly and others.

"Burglar" Started At RCA

Marc Connelly has started production on his second talkie short at the RCA Photophone studios in New York. His newest venture into the talking pictures field is "The Burglar."

Broadway Show Reviews

By Fred Schader

Capitol Has Strong Summer Show Headed By "Trial Of Mary Dugan"

"THE TRIAL OF MARY DUGAN," having its first Broadway showing at popular prices after its long run at $2 top, is the attraction at the Capitol this week and is apparently pulling strongly at the box office. Together with it is a charming summer time revue entitled "Blossoms" with a clever company of specialists.

Because of the length of the feature the stage and other supplementary entertainment is of necessity curtailed. The revue runs but thirty minutes, although it usually is allotted about forty-five minutes.

The classical selection serves as the overture running nine minutes and this is followed by the news reel for six minutes showing shots from Paramount and M-G-M weeklies and the Fox Movietone News. But one clip of the sound reel was shown.

"Blossoms" is an Arthur Knorr production which has John Griffin the Irish tenor and Martha Vaughan as vocalists; Gracella and Theodor, adagio dancers; Byron and Willis specialty dancers and the Rossi Midgets. These specialties are backed by the Chester Hale girls and ballet and Dave Schooler and his Capitolians.

The revue is presented in a setting that suggests an orchard in full blossom with light pastel shades of pink being used in all the hanging and lightings. The girls are prettily costumed and complete a nifty picture.

One weak spot in the show is the playing of the special arrangement of "The Pagan Love Song" by Schooler and the band. It dragged and should have been cut. Schooler's piano bit in it wasn't at all necessary.

At one point John Griffin, while singing the chorus of the number, cracked on a high note and a shudder ran through the audience. Miss Vaughan, however, acquitted herself creditably. A plug for the "Hollywood Revue" was used to open the offering when Griffin and Miss Vaughan sang "Sing a Song In The Rain," which proved a catchy melody.

Richard Dix In "The Wheel Of Life" Offers Thrills At The Paramount

RICHARD DIX in his second all-talk production, "The Wheel of Life," is the headlined attraction at the Paramount with the Boris Petroff Publix unit, "Honeymoon Cruise," offered on the stage. Dix does well enough in the picture which furnishes some genuine thrills, although it is rather hard to reconcile one's self to accepting Dix as a British Captain in the Indian Army. The real hit of the show developed during the course of the presentation of the revue and was scored by Roy Bolger, a loose jointed dancing individual. If you have never heard a Paramount audience applaud whole heartedly with a gusto that bespeaks enjoyment be sure to drop in this week and get a load of their appreciation of Bolger's efforts.

The whole show runs a little short of two hours. The revue takes fifty-two minutes and the feature fifty-four, with four minutes of the Paramount News and seven minutes of the Crawfords at the organs offering three numbers, including "Daddy Won't You Please Come Home," "The Pagan Love Song" and "I Kiss Your Hand Madame," the latter done as a double by Jesse and Mrs. Crawford.

There is a very elaborate boat deck setting for the revue with the Paul Ash band placed on shipboard and Paul acting as the Captain. There is a plot at the beginning, but it is lost after the first couple of minutes of dialogue and is never heard of again until the finish. A team of jugglers, Joe and Willie Hale, managed to get over some comedy that brought laughs, while Babe Morris, Luella Feiertag, Billy Myers and Eugene Remey were supposed to carry the plot as well as contribute in song and dances. They did their share.

Paul Ash introduced another "find" whose name sounded like Georgie Schaffer, a Brooklyn newsie, who sang a number that got over in good shape.

Early in the week a Mack Sennett comedy, "The Big Palooka," was shown, but was not shown at the night the show was reviewed.

A. H. Schwartz Plays Host At L. I. Country Club

Fresh Meadow Country Club, Long Island, was the scene of much activity on Sunday evening, June 23, when A. H. Schwartz, head of the Century circuit, entertained hundreds of members and their guests. Several reels of pictures were presented, an elaborate bill of entertainers afterwards taking the floor under a master of ceremonies.

Mr. Schwartz, an active figure in N. Y. theatre circles, was one of the charter members of the club and he is well known socially throughout the city and state. Mrs. Schwartz and their sons were present at the gathering, their younger boy. Milton, entertaining the throng.

"Two Weeks Off" And Five Sound Shorts At Strand

An all-sound bill of Jack Mulhall and Dorothy Mackaill in "Two Weeks Off" and five short sound subjects together with a Pathe Sound News makes an altogether acceptable warm weather program at the Strand.

The feature hasn't any great wallop but it has a few laughs and that helps. It is a picture that was made in silent form and had a couple of sound sequences added.

The opening offering is a Tiffany Color Symphony entitled "Songs of Spain" very well done. The musical numbers as well as the vocalizing are nicely synchronized in the color film. The Pathe Sound News follows and runs about five minutes with some very good parade shots.

Max Schmeling, the German heavyweight pugilist, is shown in a brief talk and some training stunts. Max looks as though he might be a sucker for a left hand from his bout with his sparring partner. Irene Franklin in two numbers with a piano accompaniment has the next nine minutes. She offers "The Waitress" and "The Flapper Mammy's Lullaby," both getting mild laughter.

Phil Baker, with his "In Spain" offering, got any number of laughs with his rapid chatter and cross-firing with the bullfighter.

Cameramen Plan Outing At Glen Cove, L. I., July 14

The second annual gambol of the N. Y. cameramen of the International Photographers of the M. P. Industries, I.A.T.S.E., will be held at Glenwood Landing, at Glen Cove, L. I., on July 14. The committee in charge of the affair are Edward Ruby, Herman Obrock, Jr., Sy Seidman, Otto Durholtz, A. Ansbacher, Edward Bagley and William Miller.

RCA Photophone Records Schmeling-Uzcudon Fight

The prize fight engagement between Max Schmeling and Paulino Uzcudon, which was held at the Yankee Stadium in New York last Thursday night, was recorded in sight and sound for the first time by RCA Photophone.

Duesern Managing L. A. State

Hollywood, June 27.—Upon the transfer of H. R. "Rasty" Wright to manager of Grauman's Chinese, Harold B. Franklin has appointed Ray Duesern manager of Loew's State, Los Angeles.

Weekly Box Office Check-Up And Showmen's Ad. Tips

In Figuring Percentage Rating On Pictures, The Normal Or Average Business Of The Theatre Is Taken As 100%

Alibi (U.A.)

TACOMA, WASH.—Pantages Theatre (1,500), 7 days, 25c-75c, 3 acts of vaudeville, Pathe Sound News and sound comedy, "Collegians." Weather, very bad. Rating, 100%.

Ad Tips—Exploited the unusual angles and mystery as well as the underworld feature. Audience appeal: for adults, men especially.—Pantages Theatre, C. D. Miller, Mgr., Tacoma, Wash.

All At Sea (M-G-M)

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 25c-60c, Al Wolhman unit vaudeville show, Fox Movietone. Weather, hot. Rating, 105%.

AD TIPS—Best advertising slant on picture is Dane billed as star, and Moran mentioned as conspicuous in cast. Dane is big pull here. Appeals to the young and old, every class.—Loew's State Theatre, Houston, Tex.

Bachelor Girl, The (Col.)

TROY, N. Y—Lincoln Theatre (1,000), 3 days, 25c-35c, 1 Vitaphone act, Kinograms. Weather, hot. Rating 71%.

AD TIPS—Characterized this as a modern, peppy story of youth and its present-day frenzy, and did not lose sight of the fact that Logan and Collier were stars. Audience appeal: all classes.—Lincoln Theatre, Louis Saperstein, Mgr., Troy, N. Y.

Bellamy Trial, The (M-G-M)

OTTAWA, ONT.—Avalon Theatre (990), 3 days, 15c-35c, Fox Movietone News, "The Campus Vamp." Weather, hot with storms. Rating, 65%.

Bridge Of San Luis Rey (M-G-M)

OTTAWA, ONT.—B. F. Keith's Theatre (2,596), 6 days, 15c-60c, Five Vaudeville Acts, Orchestra Overture, Pathe News. Weather, hot with storms. Rating, 70%.

Black Watch, The (Fox)

NEW YORK CITY, N. Y.—Gaiety Theatre (808), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2, Fox Movietone News and Movietone Short Subjects. Weather, hot. Rating, 64%. (4th week.)

MILWAUKEE, WIS.—Strand Theatre (1,297, 7 days, 25c-50c, comedy, Fox News. Weather, hot. Rating, 85%.,

PROVIDENCE, R. I.—Victory Theatre (1,600), 7 days, 15c-50c. Rating, 80%.

AD TIPS—Played up spectacular in this picture, the struggle a man faces in choosing between love and duty; emphasized the name of McLaglen. Audience appeal: the average audience.—Strand Theatre, William E. Mick, Mgr., Milwaukee, Wis.

Black Watch, The—Cont.

McLaglen again, the unforgettable Captain Flagg of "What Price Glory" fame. He again appears as a gay soldier embroiled in amorous intrigue. Title is strong but McLaglen's name should overshadow all. Appeal: to all classes and ages from 8 up to 80.—Victory Theatre, Providence, R. I.

Broadway (U.)

NEW YORK CITY, N. Y.—Globe Theatre $1,418), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2-$2.50. Weather, hot. Rating, 58 3/5%. (4th week.)

Broadway Melody, The (M-G-M)

NEW YORK CITY, N. Y.—Astor Theatre (1,120), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2, M-G-M Talking Short "Confession." Weather, hot. Rating, 91 4/5%. (19th week.)

Broadway Babies (F.N.)

NEW YORK CITY, N. Y.—Central Theatre (922), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2-$2.50, Vitaphone Shorts. Weather, hot. Percentage based on business for day after opening. Rating, 46 2/5%. (1st week.)

Bulldog Drummond (U.A.)

NEW YORK CITY, N. Y.—Apollo Theatre (1,270), 7 days, two shows daily, three Sat. & Sun., $1-$2, Paramount Sound Shorts. Weather, hot. Rating, 70 3/10%. (8th week.)

Careers (F.N.)

KANSAS CITY, MO.—Mainstreet Theatre (3,067), 7 days, 35c-60c, vaudeville acts, Pathe News. Weather, fair and warm. Rating, 95%.

PROVIDENCE, R. I.—Strand Theatre (2,200), 7 days, 15c-50c. Rating, 80%.

OKLAHOMA CITY, OKLA.—Empress Theatre (1,250), 7 days, 10c-50c, Pathe Talking News. Weather, warm. Rating, 125%.

HOUSTON, TEX.—Kirby Theatre (1,654), 7 days, 25c-50c, 4 Vitaphone acts. Weather, hot. Rating, 100%.

SEATTLE, WASH.—Fox Fifth Avenue Theatre (2,750), 7 days, 25c-35c-50c-60c-75c, Fox Movietone News, Fanchon-Marco stage unit. Weather, rainy. Rating, 90%.

OMAHA, NEB.—Orpheum Theatre (3,000), 7 days, 25c60c, Pathe News, Van & Schenck on RKO bill. Weather, hot. Rating, 125%.

AD TIPS—Miss Dove, speaking for first time, and Moreno with her, were drawing points of the picture. Appeal is strictly to adults.—Publix Theatres, Houston, Tex.

Name of Dove is magic. Bill the dainty star as the most beautiful girl in Hollywood in a picture giving her plenty of latitude for sartorial splendor. Cuts of Miss Dove should occupy greater part of ads.—Ed Reid, Mgr., Strand Theatre, Providence, R. I.

Careers—Cont.

The line, "Is any price too big to pay for a career when happiness hangs in the balance? Her beauty alone could save her husband from failure. Should she use it?" was used under a large cut of Dove in newspaper advertising. Audience appeal: all classes.—Mainstreet Theatre, Lawrence Lehman, Mgr., Kansas City, Mo.

Bewitching star you have loved in silent drama for the first time on the screen as a talkie, and such a talkie. She is far more beautiful and appealing when she speaks, and the play will spellbind you. A wonder supporting cast, with Moreno and Beery, Todd, Frazer, Myers, Herbert, Sojin, Sigurola. Audience appeal: all classes.—Empress Theatre Oklahoma City, Okla.

Play up talkie debut of Dove, romance angles, Oriental theme, etc. Audience appeal: general.—Fox Fifth Avenue Theatre, James Q. Clemmer, Mgr., Seattle, Wash.

Plugged in advertisement as Dove's first talker. Audience appeal: sophisticated class.—Orpheum Theatre, Ralph Thayer, Mgr., Omaha, Neb.

Children Of The Ritz (F.N.)

MINNEAPOLIS, MINN.—Lyric Theatre (1,238), 7 days, 7 shows daily, 15c-25c-35c, Movietone News, Vitaphone Shorts. Weather, fair. Rating, 150%.

AD TIPS—Exploited as a "daring tale of Merry-mad Youth." It had the zip and the stars that appealed to the younger set and they were not a bit loth in laying down the admission price at the box-office window. Give this film a boost as a tale of modern youth that finds itself in a jam, pauses a moment and then by its own efforts comes out on top. Play up the names of its stars and the film will be a gold mine. Audience appeal: from high school age up.—Lyric Theatre, E. C. Prinsen, Mgr., Minneapolis, Minn.

Chinatown Nights (Par.)

OTTAWA, ONT.—Imperial Theatre (1,200), 6 days, 15c-40c, Paramount News, Comedy. Weather, hot and storms. Rating, 70%.

Cocoanuts, The (Par.)

NEW YORK CITY, N. Y.—Rialto Theatre (1,960), 7 days, 35c-65c-75c-85c-$1, Paramount News and Paramount Sound Shorts. Weather, hot. Rating, 65 4/5%. (4th week.)

Coquette (U.A.)

ALBANY, N. Y.—Mark Strand Theatre (2,000), 6 days, 35c-50c, two Vitaphone presentations, Fox Movietone News. Weather very hot. Rating 79%.

AD TIPS—Featured the star and that it offered her admirers their first opportunity of hearing her talk. Audience appeal: all classes.—Mark Strand Theatre Byron Farley, Mgr., Albany, N. Y.

Dangerous Woman, A (Par.)

COLUMBUS, O.—RKO Palace (3,200), 7 days, 25c-50c, 5 acts vaudeville, Pathe News. Rating, 85%.

AD TIPS—Baclanova in a talkie, beautiful tropical setting in African jungle. Audience appeal: all ages, all classes.—Burns O'Sullivan, Mgr., RKO Palace Theatre, Columbus, O .

Desert Song, The (W.B.)

NEW YORK CITY, N. Y.—Strand Theatre (2,900), 7 days, 35c-50c-75c, Pathe Sound News, Vitaphone Shorts. Weather, hot. Rating, 91%.

MILWAUKEE, WIS.—Majestic Theatre (1,500), 7 days, 25c-50c, Comedy, M-G-M News. Weather, hot. Rating, 105%.

KANSAS CITY MO.—Newman Theatre (2,000), 7 days, 25c-50c, two Movietone acts, selected news. weather, fair and warm. Rating 100%. ,

HOUSTON, TEX.—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix Unit, Paramount News. Weather, hot. Rating, 135%.

SEATTLE, WASH.—Music Box Theatre (950), 50c-75c, Fox Movietone News. Weather, rainy. Rating, 90% (5th week).

CLEVELAND, O.—Allen Theatre (3,300), 7 days, 30c-60c, Fox Movietone News, "Fresh from Hollywood" (Movietone act). Weather, very hot. Rating, 100%.

SAN FRANCISCO, CAL.—Marion Davies Theatre (1,150), 6 days, 35c to 90c, Vitaphone short. Weather, fair and rainy. Rating, 100%.

AD TIPS—We advertised this as romance in song, and played the theme song and "Desert Song" melodies in the lobby throughout the engagement. Papers stressed the production as the first operetta of screen. Ushers were dressed as the Red Shadow. Appeal is to everybody, young and old.—Metropolitan Theatre, Houston, Tex.

Fact that the picture included 132 singers, 116 dancers and 109 musicians was played up, along to reference to the stage play of the same title. Audience appeal: all classes.—Newman Theatre, Holden Swiger, Mgr., Kansas City, Mo.

This was a return engagement at a first-run house, and was billed as returned by popular demand, the spectacular singing success of the stage play of the same name. Audience appeal: all classes.—Majestic Theatre, Herb. Israel, Mgr., Milwaukee, Wis.

Play up as elaborate picturization of stage success, with good music, cast, comedy, singing, etc. Audience appeal: everyone.—Music Box Theatre, Bob Murray, Mgr., Seattle, Wash.

Song tie-ups, window displays, heavy bill board advertising, and advance newspaper notices.— Audience appeal: all.—Allen Theatre, W. E. Burton, Mgr., Cleveland, Ohio.

Exploited as screen's first operetta. Artists played up. Turned into colorful desert scenery and character of leader and all brought out in songs and to the public. Always stated thousands had seen it the week before. It was first shown at the Embassy Theatre, a Wagnon Theatre. Audience appeal: all classes and ages.—Marion Davies Theatre, Al Pratt, Mgr., San Francisco, Cal.

Divine Lady, The (F.N.)

HOUSTON, TEX.—Kirby Theatre (1,654), 7 days, 25c-50c, 4 acts Vitaphone, Movietone News. Weather, hot. Rating, 100%.

AD TIPS—Griffith, the historic romance, and spectacular effects are the best selling points. We advertised "the siren of the ages brought to life in song and sound." Replicas of Nelson's fleet used in all advertising. Appeal is to young people and adults.—Publix Theatres, Houston, Tex.

Divorce Made Easy (Par.)

KANSAS CITY, MO.—Royal Theatre (900), 7 days, 25c-50c, two Movietone acts, Selected News. Weather, fair and warm. Rating, 90%.



Roland Young and Natalie Moorhead play brother and sister in M-G-M's "The Green Ghost," having been cast for their roles because of the resemblance of their eyes

Divorce Made Easy—Cont.

AD TIPS—MacLean played up big, along with the line, "Could you be hired to compromise the beautiful wife of your best friend?" Audience appeal: all classes.—Royal Theatre, C. S. P. Coppock, Mgr., Kansas City, Mo.

Drag, The (F.N.)

NEW YORK CITY, N. Y.—Warner's Theatre (1,300), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2, Vitaphone Shorts. Weather, hot. Rating, 89%. (1st week.)

Duke Steps Out, The (M-G-M)

OMAHA, NEB.—Paramount Theatre (2,900), 7 days, 25c-60c, "Dear Teacher" (Par.); "The Pusher-in-the-Face" (W.B.); Jack White & His Syncopators (W.B.); Paramount and Fox News. Weather, hot. Rating, 108%.

AD TIPS—Held lobby radio and refrigerator show in connection with local department store. Drew very well and was a great stunt. Store paid for several large newspaper ads. Plugged Haines' name as best draw in picture. Audience appeal: general.—Paramount Theatre, Raymond Jones, Mgr., Omaha, Neb.

Eternal Love (U.A.)

KANSAS CITY, MO.—Loew's Midland Theatre (4,000), 7 days, 25c-50c, M-G-M sound presentations, Selected News. Weather, fair warm. Rating, 85%.

BALTIMORE, MD.—Loew's Stanley Theatre (3,654), 6 days, 25c-60c, Fox Movietone News, Paramount News, Van and Schenck, Duci Kerekjarto, violinist, (M-G-M song and musical shorts), Organ, Orchestra. Weather, clear and torrid. Rating, 59%.

LOS ANGELES, CAL.—United Artists Theatre (2,100), 35c-50c-65c, Organ Concert, "Belle of Samoa." Rating, 75% (1st week).

AD TIPS—Barrymore was played up as the aristocrat among the screen actors in a drama full of romance, two women loving him, but he loving only one. Audience appeal: all classes. —Loew's Midland Theatre, H. H. Maloney, Mgr., Kansas City, Mo.

Acclaim the Prince of Lovers, Barrymore, with Horn. Hear, See, Live It! A great love, a fearless adventure, made immortal by a Niagara of thrills. An avalanche of emotions. With sound and music. Audience appeal: high love and romantic theme coupled with drama makes film with fine appeal for younger element. Barrymore carries an appeal for all ages.—Loew's Stanley Theatre, Charles Raymond, Gen. Mgr., Baltimore, Md.

Father And Son (Col.)

MILWAUKEE, WIS.—Merrill Theatre (1,167), 7 days, 25c-50c, Comedy, Fox News. Weather, hot. Rating, 80%.

BALTIMORE, MD.—Rivoli Theatre (1,981), 6 days, 25c-50c, Fox Movietone News, Lloyd Hamilton in "His Big Minute" (Educ.), The Variety Three in "Blue Streaks of Rhythm" (Song short), El Brendel and Flo Bert in "Beau Night" (Talkie short), Special midnight show on Fathers' Day. Weather, clear and torrid. Rating, 45%.

AD TIPS—Play up unusual triangle, a father, a son and the woman, with the three stars, Holt, Revier and McBan. Audience appeal: all classes.—Merrill Theatre, William E. Mick, Mgr., Milwaukee, Wis.

Emphasize as a Columbia Talking Picture. With a superb cast including Holt, McBan, Revier, Oakman and Chadwick. A forceful drama of father and son love (if played on or near Fathers' Day). Dedicated to Fathers' Day. Audience appeal: to all who have children, particularly those who have sons and more particularly to fathers.—Rivoli Theatre, Frank Price, Jr., Mgr., Baltimore, Md.

Four Devils, The (Fox)

NEW YORK CITY, N. Y.—Roxy Theatre (6,205), 7 days, 50c-75c-$1-$1.50, Inauguration of new Summer Policy at this house. Lou Holtz, master of ceremonies, and a revue. Fox Movietone News, Stage prolog to feature. Weather, hot. Show held over for second week. Rating, 106 4/5%. (1st week.)

LOS ANGELES, CAL.—Carthay Circle Theatre (1,650), 75c-$1.00-$1.50, Elinors Orchestra, Skeleton Dance musical cartoon, Conan Doyle, Movietone News. Rating, 100% (2nd week).

Four Feathers (Par.)

NEW YORK CITY, N. Y.—Criterion Theatre (861), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2, Paramount Sound Shorts and Sound Song Cartoon. Weather, hot. Rating, 126 3/5%. (1st week.)

Fox Movietone Follies of 1929 (Fox)

BALTIMORE, MD.—New Theatre (1,600), 6 days, 25c-50c, Fox Movietone News, George LeMaire and Louis Simon in "Go Easy Doctor" (Pathe Talkie comedy). Weather, clear and torrid. Rating, 85% (3rd week).

PORTLAND, ORE.—Fox Broadway Theatre (1,912), 7 days, 25c-60c, Fox News, Fanchon & Marco's "Wheels Idea and Fuzzy Knight," Sam Jack Kaufman and Broadway Band. Weather, rain and cooler. Rating, 120%.

LOS ANGELES, CAL.—Criterion Theatre (1,652), 35c-50c-65c, Our Gang Talking Comedy, Movietone News. Rating, 80% (5th week).

AD TIPS—Played up 23 song hits, 36 principal players, 14 dance frolics, 6 specialty acts. ove and laughter galore. Billed as extravanganza. Fair appeal to younger generation. —Fox Broadway Theatre, Floyd Maxwell, Mgr., Portland, Ore.

Fall Of Eve (Col.)

NEW YORK CITY, N. Y.—Embassy Theatre (596), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$1.50, Columbia Short Subjects in Sound. Weather, hot. Rating, 63 9/10%. (1st week.)

Gentlemen Of The Press (Par.)

OKLAHOMA CITY, OKLA.—Criterion Theatre (1,750), 10c-50c, 7 days, Paramount News, Charley Chase in "The Big Squawk," The Paragons. Weather, warm. Rating 150%.

AD TIPS—Exploited as thrilling story of newspaper life. Living version of Broadway play. Infatuation for women and love of game.

Gentlemen Of The Press—Cont.

Play up fact that Huston, who created original role, plays principal part and is aided by five other members of the original New York company; 100% all talking. Audience appeal: general, all ages and classes.—Criterion Theatre, Oklahoma City, Okla.

Girl On The Barge (U.)

DALLAS, TEX.—Capitol Theatre (1,044), 7 days, 15c-25c, Vitahone Acts, Klein Brothers in "Jest Moments," Billie & Elsa Newhall in "Hot Tamales," Stern Comedy and Int'l News. Weather, hot. Rating, 95%.

AD TIPS—Exploit fact that the feature is Hughes' dynamic story brought to the talking screen. Billed as a tremendous drama and a sweet love story of a girl who knew nothing of life, learned a lot from—Dan Cupid. Exploit O'Neil, Hersholt and MacGregor. Audience appeal: all classes.—Capitol Theatre, Ray J. Stinnett, Mgr., Dallas, Texas.

Glad Rag Doll, The (W.B.)

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 7 days, 30c-40c-75c, Publix unit (Cool Off), organ offering, overture presentation, stage band, Movietone News. Weather, fair. Rating, 67%.

AD TIPS—Costello was played up heavily. She was pictured as a poor little show girl misunderstood by everybody. How could she help it if men fell in love with her? This angle appealed to the skeptics with a large sense of humor. For those who could not see the point it appeared to be that Dolores was being given a dirty deal by the rich boy friend's relations and they came to see what the star did about it. Audience appeal: from high school age up.—Minnesota Theatre, Harry Watts, Mgr., Minneapolis, Minn.

Guilty (Ufa)

BALTIMORE, MD.—Little Theatre (267), 6 days, 35c-50c, Paramount News, Charlie Chaplin in "Sunnyside." Novelty. Weather, clear and torrid. Rating, 70%.

AD TIPS—Exploit as a smashing drama of modern life coming from the great Ufa studios of Germany. Newer . . . More fascinating . . . Swifter . . . More beautiful than "Variety." With Suzy Vernon, of "Waltz Dream," Willy Fritsch, of Metropolis," Bernard Goetzke, of "Siegfried." Audience appeal: melodrama of the old style with German atmosphere that may appeal to those who care for that type of play.—Little Theatre, Clyde V. McKay, Mgr., Baltimore, Md.

Hard-Boiled Rose (W.B.)

MINNEAPOLIS, MINN.—Lyric Theatre (1.238), 7 days, 7 shows daily, 15c-25c-35c, Movietone News, Vitaphone shorts. Weather, fair. Rating, 125%.

AD TIPS—Exploited this film as a "New Sensation in Talking Pictures." We declared that it was "Teeming with Thrills!!! Excitement! Mystery! Romance!" Heaviest exploitation put on names of stars with Myrna Loy getting the majority of this. Audience appeal: adult.—Lyric Theatre, E. C. Prinson, Mgr., Minneapolis, Minn.

High Voltage (Pathe)

DALLAS, TEX.—Majestic Theatre (2,680), 7 days, 25c-35c-60c, Interstate Vaudeville, Aesop's Fables, Fox Movietone News. Weather, hot. Rating, 100%.

MINNEAPOLIS, MINN.—Hennepin-Orpheum Theatre (2,900), 7 days, two shows daily from Monday to Saturday, Sunday continuous, 25c-50c-75c, 6 acts vaudeville, headlined by Olsen and Johnson, Scandinavian comedians. Weather, fair. Rating, 70%.

AD TIPS—Exploit Boyd as talking his greatest role in an all talking picture. Bill as a dramatic romance and a story that is as big as all out doors. In copy stress fact that two women and four men are snow bound in an abandoned cabin. Lombard and Moore will also help to bring in business. Audience appeal: adult patronage.—Majestic Theatre, Sid Henry, Mgr., Dallas, Texas.

High Voltage—Cont.

In our advertising copy stressed that Boyd was starred in a film offering filled with action and excitement. Audience appeal: all ages and classes.—Hennepin-Orpheum Theatre, Frank Burke, Mgr., Minneapolis, Minn.

His Lucky Day (U.)

BALTIMORE, MD.—Keith's Theatre (3,016), 6 days, 35c-65c, Universal, Int'l and Fox Movietone News, Five acts of RKO vaudeville headed by Irene Rich in person. Weather, clear and torrid. Rating, 75%.

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows daily, 25c-50c-75c Pathe Sound News, 5 acts Vaudeville. Weather, fair. Rating, 70%.

AD TIPS—Denny at his glorious best. Hear them talk, see them act. His sweetheart turned him down and ignited the spark that changed a meek lover into a roaring Romeo. From chorines to society girls, he wooed them all in hilarious fashion. He just couldn't go wrong on "his lucky day." Audience appeal: a good comedy which should have a big appeal for all in general.—Keith's Theatre, J. Lawrence Schanberger, Mgr., Baltimore, Md.

Advised theatre patron "Don't Walk—But Run to See and Hear Denny in "His Lucky Day." This and the exploitation of this film as a super-comedy did much to bolster the box-office. Audience appeal: all ages and classes.—Pantages Theatre, E. C. Bostick, Mgr., Minneapolis, Minn.

Hole In The Wall, The (Par.)

TROY, N. Y.—Lincoln Theatre (1,000), 4 days, 25c-35c, one Vitaphone, Kinograms. Weather, hot. Rating, 80%.

ALBANY, N. Y—Mark Ritz Theatre (1,146), 6 days, 25c-35c, one Vitaphone, Pathe Sound News. Weather, hot. Rating, 80%.

AD TIPS—Stressed fact that this was a worth-while mystery play in a talkie. Audience appeal: mature.—Mark Ritz Theatre. Charles Smakwitz, Mgr., Albany, N. Y.

Idle Rich, The (M-G-M)

NEW YORK CITY, N. Y.—Capitol Theatre (4,620), 7 days, 35c-50c-75c-$1-$1.50, M-G-M and Fox Movietone News, Hal Roach Our Gang talker "Small Talk," Dave Schooler and stage band; stage revue "Flapperette." Weather, hot. Rating, 87½%.

DES MOINES, IA.—Des Moines Theatre (1,600), 7days, 25c-50c, two Vitaphone acts, Movietone News. Weather, warm. Rating, 100%.

SEATTLE, WASH.—Fox Theatre (2,350), 7 days, 25c-35c-50c-60c-75c, Clark & McCullough, Fox Movietone News. Weather, rainy. Rating, 90%.

DALLAS, TEX.—Greater Palace Theatre (2,350), 7 days, 25c-35c-60c, Publix Presentation "Southern Belles" with Jimmie Ellard, Humorous Flights, a Paramount all-talking comedy, Organ Novelty "Swing Low Sweet Chariot" with Billy Muth, Paramount News. Weather, hot. Rating, 110%.

CLEVELAND, O.—State Theatre (3,400), 7 days, 30c-60c, Publix Presentation, "Say It With Flowers," with Sammy Cohen, "Cross-Country Run" (U.), "Outlandish Manners" (MGM), "Sweethearts on Parade" (Advance Trailer Song). Weather, very hot. Rating, 85%.

AD TIPS—Nagel as a former Des Moines boy is good for big exploitation here. They also like his talking. The fact that the picture is taken from the stage success, "White Collars," is also good. General appeal.—Lionel Wasson, Mgr., Des Moines Theatre, Des Moines, Ia.

Idle Rich, The—Cont.

Feature as picturization of former stage success; play up angle of rich vs. poor in love; feature cast. Audience appeal: all classes.—Fox Theatre, Lew Golden, Mgr., Seattle, Wash.

Nagel, Love and Hyams are three good reasons why this picture will get the business. Exploit these stars big and carry cut of each in newspaper copy. Bill the picture as an all talking comedy drama, romance with an all star cast. Also play up the fact that it is another great stage success transferred to the talking screen. Audience appeal: all ages and classes.—Greater Palace Theatre, Ernest W. Morrison, Mgr., Dallas, Texas.

Ran a short hand contest in the newspaper. Stenographers who submitted correct answer to short hand paragraph were given tickets for the show. Audience appeal: all.—State Theatre, Sanford Farkas, Mgr., Cleveland, Ohio.

Innocents Of Paris (Par.)

NEW YORK CITY, N. Y.—Paramount Theatre (3,666), 7 days, 40c-65c-85c-$1, Paramount News, Johnny Burke and Publix Revue "Over the Top," Paul Ash and stage band, Mr. and Mrs. Jesse Crawford, organists. Weather, hot. Rating, 97%.

Iron Mask, The (U.A.)

TROY, N. Y.—Troy Theatre (2,000), 4 days, 25c-40c, one Vitaphone, Fox Movietone News. Weather, hot. Rating, 80%.

AD TIPS—Featured the name of Fairbanks in all newspaper advertising. Audience appeal: all classes.—Troy Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Joy Street (Fox)

SEATTLE, WASH.—Coliseum Theatre (1,650), 7 days, 25c, Fox Movietone shorts, Fox Movietone News. Weather, rainy. Rating, 80%.

AD TIPS—Exploit as picture of jazz mad youth, in hot romance. Don't praise it too much. Audience appeal: limited to those that want censorable sex stuff.—Coliseum Theatre, Seattle, Wash.

Kid Gloves (W.B.)

SALT LAKE CITY, UTAH—Victory Theatre (1,287), 7 days, 15c-50c, Paramount News, Vitaphone singing and talking acts. Rating, 95%.

Lady Of The Pavements (U.A.)

BALTIMORE, MD.—Loew's Parkway Theatre (1,092), 6 days, 15c-35c, Fox Movietone News, Johnny Marvin, Gus Edwards' color revue (M-G-M Sound Acts). Weather, clear and torrid. After one week at Loew's Century. Rating, 78%.

Lucky Boy (T-S)

OKLAHOMA CITY, OKLA.—Rialto Theatre (750), 3 days, 10c-15c-25c, Vitaphone acts. Weather, warm. Rating, 75%.

Standard
VAUDEVILLE
for
Motion Picture Presentation
THE FALLY MARKUS AGENCY
Astor Theatre Building
N. W. Cor. 45th St. & Broadway
Lackawanna 7876

Making The Grade (Fox)

PORTLAND, ORE.—Blue Mouse Theatre (657), 25c-35c, Fox News, Vitaphone Acts. Weather, rain and cooler. Rating, 85%.

Man I Love, The (Par.)

ALBANY, N. Y.—Proctor's Theatre (1,800), 3 days, 25c-75c, vaudeville units. Weather, hot. Rating, 70%.

DES MOINES, IA.—Strand Theatre (1,096), 4 days, 20c-30c, Pathe Sound News, "Newlywed's Angel Child." Weather, warm. Rating, 100%.

AD TIPS—Brian and Arlen played up. Picture has general appeal.—George Watson, Mgr., Strand Theatre, Des Moines, Ia.

Man's Man (M-G-M)

LOS ANGELES, CAL.—Loew's State Theatre (2,418), 35c-50c-65c-75c-$1, Emil Boreo in Fancho-Marco Idea, Rube Wolf and band, Movietone News. Rating, 104%.

Man Who Laughs, The (U)

SALT LAKE CITY, UTAH—Paramount Empress (1,400), 7 days, 15c-50c, Vitaphone acts and news events. Weather, fair. Rating, 110%.

AD TIPS—"Victor Hugo's Great Love Story," "Produced on an unprecedented scale of splendor." Audience appeal: all classes enjoying the spectacular.—Paramount Empress Theatre, Carl A. Porter, Mgr., Salt Lake City, Utah.

M-G-M Hollywood Revue of 1929 (M-G-M)

LOS ANGELES, CAL.—Grauman's Chinese Theatre (2,023), 75c-$1.00-$1.50, Symphony Orchestra "Curiosities," Movietone News. Rating, 200%.

Mother's Boy (Pathe)

TACOMA, WASH.—Blue Mouse Theatre (601), 7 days, 25c-75c, Vitaphone acts, two-reel all-talking comedy, Rice Sportlight and Movietone News. Weather, very bad. Rating, 80%.

SEATTLE, WASH.—Blue Mouse Theatre (950), 7 days, 25c-35c-50c-75c, Vitaphone Acts, Fox Movietone News. Weather, rainy. Rating, 90%.

PORTLAND, ORE.—Music Box Theatre (1,837), 25c-50c, Fox Movietone News, Vitaphone Acts. Weather, rain and cooler. Rating, 130%.

AD TIPS—All-musical attraction, popular radio and stage singer starred. Play up title and not theme. Audience appeal: those that will go for mediocre attractions based on Jolson films.—Blue Mouse Theatre, John Hamrick, Mgr., Seattle, Wash.

A gripping story maternal love. The rich masterful voice of Downey, singing sentimental songs carried powerful appeal all classes.—Music Box Theatre, Andrew Saso, Mgr., Portland, Ore.

Movietone Follies Of 1929 (Fox)

OKLAHOMA CITY, OKLA.—Liberty Theatre (1,100), 7 days, 10c-50c, Int'l. News, Movietone News, Dr. Sigmund Spaeth in "Old Tunes for New." Weather, warm. Rating, 120%.

SALT LAKE CITY, UTAH—Granada Theatre (2,600), 7 days, 15c-50c, News events and singing and talking acts. Rating, 100%.

AD TIPS—Featured as entertainment of a lifetime, with prettiest girls, catchiest songs and snappiest dances, blended into musical revue. A singing, dancing, acting story of show life that will appeal to all ages and classes.—Liberty Theatre, Oklahoma City, Okla.



Thelma Todd, beautiful blonde, is Hal Roach's new feminine player in talkie shorts he is producing for Metro.

Movietone Follies Of 1929—Cont.

"The greatest, showiest entertainment of the year," "More stars than in the Milky Way." Audience appeal: those enjoying light musical comedy.—Granada Theatre, Ray Hendry, Mgr., Salt Lake City, Utah.

Napoleon's Barber (Fox)

KANSAS CITY, MO.—Pantages Theatre (2,166), 7 days, 25c-50c-75c, five acts of vaudeville, Pathe News. Weather, fair and warm. Rating, 100%.

AD TIPS—The picture was advertised as being the screen adaptation of the finest one-act play ever written. Audience appeal: all classes.—Pantages Theatre, Louis Charninsky, Mgr., Kansas City, Mo.

New Year's Eve (Fox)

OKLAHOMA CITY, OKLA.—Orpheum Theatre (2,100), 7 days, 10c-50c, Fox News, Æsop's Fables, Topics of the Day, Davey White Unit Show, featuring "Palm Beach Frolics." Weather, warm. Rating, 100%.

AD TIPS—Exploit as story of gay White Way at its gayest. Feature Astor and Morton. Audience appeal: all classes and ages.—Orpheum Theatre, Oklahoma City, Okla.

Noah's Ark (W.B.)

MILWAUKEE, WIS.—Garden Theatre (1,200), 7 days, 25c-50c, comedy, Movietone News. Weather, hot. Rating, 110%.

PROVIDENCE, R. I.—Majestic Theatre (2,400), 7 days, 15c-50c. Rating, 100%.

SALT LAKE CITY, UTAH—Capitol Theatre (2,000), 7 days, 15c-50c, News events and Vitaphone acts. Rating, 125%.

SAN FRANCISCO, CAL.—Embassy Theatre (1,250), 7 days, 35c-90c, Fox Movietone Weekly. Weather, sunny and heavy rain. Rating, 110%.

BALTIMORE, MD.—Warner's Metropolitan Theatre (1,500), 6 days, 15c-50c, Kingrams, Rudy Vallee and his orchestra (Vitaphone musical act), third week ending Friday. Weather, clear and torrid. Rating, 75%.

AD TIPS—"The Spectacle of the Ages," "The most thrilling, massive production ever filmed. Amazing. Spectacular." Audience appeal: all ages and classes.—Capitol Theatre, G. E. Carpenter, Mgr., Salt Lake City, Utah.

Costello's name is so big that it should be co-featured with the title. Spectacular nature of film likewise should be exploited in splash ads. Audience appeal: to all adults.—Sol Braunig, Mgr., Majestic Theatre, Providence, R. I.

Exploited as spectacular production with Costello as star. Play up title. Audience appeal: all classes, especially those religiously inclined.—Garden Theatre, L. K. Brin, Mgr., Milwaukee, Wis.

Noah's Ark—Cont.

Advertised as a thriller, which made the people come. It should be advertised as the first "All-Natural Color, All-Talking, All-Singing, Vitaphone, Production with the several stars and 100 beauties in a chorus. This helped to a wonderful extent here.—Embassy Theatre, B. Wagnon, Mgr., San Francisco, Cal.

On With The Show (W.B.)

LOS ANGELES, CAL.—Warners Hollywood Theatre (3,000), 35c-50c-65c, Rudy Vallee and band. Rating, 156%. (5th week.)

NEW YOKK CITY, N. Y.—Winter Garden (1,492), 7 days, 2 shows daily, 3 Sat. & Sun., $1-$2, Vitaphone Shorts. Weather, hot. Rating, 45 1/5%. (4th week.)

Outcast Souls (Sterling)

BALTIMORE, MD.—Hippodrome Theatre (2,500), 6 days, 20c-55c, Pathe News, Bert Smith Players in "Way Down East" with chorus and vaudeville acts, "Puckering Success" (Pathe). Weather, clear and torrid. Rating, 55%.

AD TIPS—Exploit Bonner and Lewis. A Father's Vengeance! Cast out into a cold world—friendless, homeless—by a selfish, indifferent son. It was a different situation when that son faced prison and needed his father's aid! Don't miss this treat. Audience appeal: has fine appeal for middle aged parents. Jazz life sequences carry fine moral lesson for youngsters.—Hippodrome Theatre, Nat Keene, Mgr., Baltimore, Md.

Pagan, The (M-G-M)

PROVIDENCE, R. I.—Loew's State Theatre (3,800), 7 days, 15c-50c. Weather, hot. Rating, 90%.

MINNEAPOLIS, MINN. — Hennepin-Orpheum Theatre (2,900), 7 days, 2 shows daily. Monday to Saturday reserved seat policy. Sunday continuous, 25c-50c-75c, 6 acts vaudeville headlined by Gilda Gray. Pathe Sound News, Overture Presentation. Weather, fair. Rating, 80%.

AD TIPS—Biggest publicity fact in this picture is that Navarro sings. Play up news of his opera debut, and stress his vocal powers as most audiences are weary of voice doubling. Star's pictures were generously sprinkled throughout ad displays. Audience appeal: to all classes over 18.—E. J. McCarthy, Mgr., Loew's State Theatre, Providence, R. I.

With Gray as our headliner it was only good showmanship to give her the biggest play. But we were showing "The Pagan" and this picture was strong enough to merit considerable pushing. We, therefore, ballyhooed the fact that Navarro sings for the first time in this film. Stressing that the picture was a flaming romance of the South Seas. Audience appeal: from high school age up.—Hennepin-Orpheum Theatre, Frank Burke, Mgr, Minneapolis, Minn.

Rainbow Man, The (Par.)

OKLAHOMA CITY, OKLA.—Capitol Theatre (1,200), 7 days, 25c-50c, Pathe Talking News, "Meet the Wife," Eddie Orth, pianist. Weather, warm. Rating, 150%.

TACOMA, WASH.—Fox Rialto Theatre (1,350), 7 days, 10c-35c-50c-75c, Clark and McCollough "Diplomats," Fox Movietone News. Weather, very bad. Rating, 105%.

AD TIPS—When Dowling sings "Sleepy Valley" and "Little Pal" you'll forget everything but the emotion welling up within you, and when he proposes to Nixon, never before has there been such a proposal. No jazz, no whoopee, it's clean, it's human, it's all heart and soul. Will please the entire family and all of their relatives.—Capitol Theatre, Oklahoma City, Okla.

Dowling played up and the producer. Also Nixon and musical comedy idea. Audience appeal: all classes.—Fox Rialto Theatre, Doug Kimberley, Mgr., Tacoma, Wash.

Red Dance, The (Fox)

OKLAHOMA CITY, OKLA.—Ritz Theatre (1,000), 3 days, 10c-35c. Weather, warm. Rating, 90%.

AD TIPS—Exploited Del Rio-Farrell combination and used catch lines: "She desired his death, but more, she desired his lips." Audience appeal: all classes.—Ritz Theatre, Oklahoma City, Okla.

Scandal (U)

MILWAUKEE, WIS.—Alhambra Theatre (2,000), 7 days, 25c-50c, Collegian comedy, cartoon, Int'l. News. Weather, hot. Rating, 90%.

AD TIPS—Use name of La Plante, the Magnolia of "Show Boat," and Boles, the leading man of "The Desert Song" in exploiting this picture. Both stars will draw well. Audience appeal: the average adult audience.—Alhambra Theatre, Harry Wren, Mgr., Milwaukee, Wis.

Scarlet Lady, The (Col.)

ALBANY, N. Y.—Clinton Square Theatre (800), 6 days, 25c-35c, M-G-M Sound News, comedy. Weather, hot. Rating, 60%.

AD TIPS—Featured name of de Putti, the star. Audience appeal: all classes.—Clinton Square Theatre, Howard Looney, Mgr., Albany, N. Y.

She Goes To War (U.A.)

HOUSTON, TEX.—Loew's State Theatre (2,700), 7 days, 25c-60c, 5 acts vaudeville, Movietone News. Weather, hot. Rating, 75%.

COLUMBUS, O.—Loew's Ohio Theatre (4,000), 7 days, 25c-50c, Publix Unit Stage Show, orchestra and organ presentation, Fox Movietone News. Rating, 95%.

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-65c-75c-85c-$1, Paramount News and Paramount Sound Shorts. Weather, hot. Percentage based on three days, picture closing Wednesday night in second week of run. Rating, 67 7/10%.

AD TIPS—A "different" war picture, play up good cast. Audience appeal: all ages, all classes, women especially.—Edw. Melniker, Mgr., Loew's Ohio Theatre, Columbus, O.

The public is burned out on war pictures, and title does not appeal. However, Boardman is well liked here, and St. John's name carried some weight. We played up the picture as "glorifying the American girl of war time." Appeal is general.—Loew's State Theatre, Houston, Tex.

Shopworn Angel, The (Par.)

OTTAWA, ONTARIO.—Rex Theatre (750), 3 days, 15c-25c, Paramount News, "Chasing Husbands," "Eligible Mr. Bangs." Weather, hot with storms. Rating, 65%.

Show Boat (U)

COLUMBUS, OHIO—Neth's Grand Theatre (1,200), 7 days, 25c-50c, Fox Movietone News, Zeigfeld stars in singing prelude. Rating, 105% (second week).

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 5 shows daily, 25c-50c-60c, Movietone News, selected shorts. Weather, fair. Rating, 62%.

SAN FRANCISCO, CAL.—California Theatre (2,358), 6 days, (second week), 35c-65c, Paramount News. Weather, sunny and heavy rains. Rating, 125%.

OTTAWA, ONTARIO.—Regent Theatre (1,225), 6 days, 25c-60c, Fox Movietone News, Orchestra Overture. Weather, hot with storms. Rating, 70%.

Show Boat—Cont.

BALTIMORE, MD.—Loew's Valencia Theatre (1,500), 6 days, 25c-35c, M-G-M News. Weather, clear and torrid. After one week at Loew's Stanley Theatre. Rating, 64%.

MINNEAPOLIS, MINN.—State Theatre (2,300), 7 days, 5 shows daily, 25c-35c-60c, Movietone News, Selected Shorts. Weather, fair. Rating, 60%.

AD TIPS—Played up success of show, popularity of book and popular song numbers. Audience appeal: all ages, all classes.—Neth's Grand Theatre, Columbus, O.

Played this up as a glamorous romance of "Show Boat" troupe on their tours down the river. We featured the songs, the cast, the sequence from the Follies show, and the fact that this was the screen version of the Ferber novel. We secured numerous tie-ups from book marks in the library to fabric displays in the department stores. Tie up with as many angles as possible. Audience appeal: all ages and classes.—State Theatre, G. E. Greene Minneapolis, Minn.

Exploited in Ziegfeld's name as well as names of artists. Note that "Show Boat Melodies" played attracted many. Talking-Singing features played up. Audience appeal: all ages and classes, especially those with education.—California Theatre, Nat Holt, Mgr., San Francisco, Cal.

This feature has real Southern appeal with an unusual setting. It should be classed as a picturization of Ferber's book rather than a link with Ziegfeld's show. The show boat idea is strange to Northern theatre-goers. Audience appeal: adults.—Regent Theatre, T. R. Tubman, Mgr., Ottawa, Ontario.

Held film over carrying in our ad copy the fact that public demand was something this theatre always hearkened to. We stressed that La Plante, Schildkraut and Ziegfeld Follies stars were to be seen and heard. Also that this screen adaptation of the Ferber novel and the Ziegfeld stage play was crammed with ear satisfying melodies. Audience appeal: all ages and classes. Our tie-ups on this film ranged from bookmarks in the public library to printed notices on laundry slips.—State Theatre, G. E. Greene, Mgr., Minneapolis, Minn.

Speakeasy (Fox)

HOUSTON, TEX.—Majestic Theatre (2,250), 7 days, 25c-60c, 5 acts vaudeville, Fox Movietone News. Weather, hot. Rating, 100%.

OTTAWA, ONT.—Centre Theatre (1,200), 6 days, 25c-60c, "In a Music Shoppe," "Sound Your A," Fox News. Weather, hot with storms. Rating, 75%.

AD TIPS—Good picture well liked, but a bit trite, because others of like character have taken the edge off the theme. Title, prize fight and speakeasy atmosphere are best selling points. Appeal is the young folks and adults.—Majestic Theatre, Houston, Tex.

Squall, The (F.N.)

BALTIMORE, MD.—Loew's Century Theatre (3,221), 6 days, 25c-60c, Fox Movietone News and M-G-M News, Loew-Publix Unit "Circus Cabaret," headed by Teddy Joyce; Organ, Orchestra, "What a Day" (Educ.) Weather, clear and torrid. Rating, 89%.

AD TIPS—Exploit as 100% talking! 100 degrees Loving. A Whirlwind of Passion with an all-star cast. Reckless in her loves! Daring in her deeds! Cyclonic in her caresses! The fury of her passion lays waste the souls of men! Audience appeal: especially to those who have seen the stage play, but it has wide general appeal to all who like good drama.—Loew's Century Theatre, Baltimore, Md., Charles Raymond, Gen. Mgr.

Studio Murder Mystery, The (Par.)

DALLAS, TEX.—Melba Theatre (1,800), 7 days, 25c-35c-50c, Organ Song Novelty "Song I Love," Vitaphone "June" Musical Comedy Star, Bernie Cummins and His Biltmore Boys, Melba Talking News and "The Bee's Buzz," an all-talking comedy. Weather, hot. Rating, 105%.

SEATTLE, WASH.—Seattle Theatre (3,150), 7 days, 25c-35c-50c-60c, Paramount Sound Shorts, Paramount News. Weather, rainy. Rating, 105%.

PORTLAND, ORE.—Portland Theatre (3,068), 7 days, 25c-60c, Paramount News, Hatton and Hardy in 2 reel satire "When Julius Caesar Ran a Newspaper," "Now and Then," a comedy contrast, "Vital Subjects" presented Charles Butterworth, in clever dialogue; Stanleigh Malotte at Wurlitzer. Weather, rain and colder. Rating, 90%.

AD TIPS—Exploit mystery angle and advertise picture as an all-talking thriller from the famous *Phtoplay Magazine* story. Ad copy—Who Killed Hollywood's Most Popular Star? One of the Five Suspects Must Be Guilty—Which One Is It? Play up Neil Hamilton, Doris Hill and Frederic March. Audience appeal: all classes.—Melba Theatre, Geo. S. Baker, Mgr., Dallas, Texas.

Tease on mystery angles; use plenty of advance teaser stuff, feature studio inside stuff, link with "Canary Murder Case," talk about cast. Audience appeal: all types.—Seattle Theatre, Bob Blair, Mgr., Seattle, Wash.

Studio Murder Mystery—Cont.

Syncopation (RKO)

OKLAHOMA CITY, OKLA.—Folly Theatre (750), 10c-15c-25c, 4 days, Movietone News, Æsop's Fables, Topics of the Day. Weather, warm. Rating, 75%.

This Is Heaven (U.A.)

COLUMBUS, O.—Loew's Broad Theatre (3,000), 25c-50c, Vitaphone shorts, Fox Movietone News. Rating, 95%.

PORTLAND, ORE.—United Artists Theatre (957) 7 days, 25c-60c, Fox News, Vitaphone Acts. Weather, rain and cooler. Rating, 90%.

AD TIPS—Banky in good, warm weather drama. Audience appeal: all ages, all classes.—Loew's Broad Theatre, Columbus, O.

Thru Different Eyes (Fox)

OMAHA, NEB.—World Theatre (2,500), 7 days, 25c-60c, "Happy Birthday" (Fox), F&M "Beauty" Idea. Weather, hot. Rating, 90%.

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Thru Different Eyes—Cont.

CLEVELAND, OHIO.—Keith's Palace Theatre (3,600), 7 days, 35c-75c, "The Studio Pest" (Educ.), "Steamboat Season" (Disney cartoon), Pathe Sound News, Pathe Sound Review, Pathe Sound Topics of the Day, Pathe Silent News, Paramount Silent News, Fox Silent News, 5 Acts Vaudeville. Weather, very hot. Rating, 90%.

SAN FRANCISCO, CAL.—Loew's Warfield Theatre (2,671), 7 days, 35c to 65c, Fox All-Talking Movietone, "Beach of Nights" by Fanchon & Marco, M-G-M Latest News. Weather, rain and sunshine. Rating, 90%.

AD TIPS—Advertised this as distinctly different in plot, bill boards, window cards, lobby display. Audience appeal: for all who enjoy intelligent drama.—Keith's Palace Theatre, Frank A. Hines, Mgr., Cleveland, O.

Thought that more business would have been done had this mysterious play been advertised as a special and different one and not as the kind of the past as all are getting tired of them. Audience appeal: those who care for mystery.—Loew's Warfield Theatre, Dick Spier, Mgr., San Francisco, Cal.

Used 30 24-sheets on billboards for this picture, but played down title in all other exploitation, as it is meaningless. Sold as a different and unusual murder trial talkie, with all of cast, especially Duncan of "Shaghai Gesture," good for a real draw. Audience appeal: general. —World Theatre, Ralph D. Goldberg, Mgr., Omaha, Neb.

Thunderbolt (Par.)

NEW YORK CITY, N. Y.—Rivoli Theatre (2,200), 7 days, 35c-65c-75c-85c-$1, Paramount News and Paramount Sound Shorts. Weather, hot. Picture opened on Thursday morning, report based on business for last four days of week, with strong newspaper notices. Rating, 106 4/5% (last week).

MINNEAPOLIS, MINN.—Minnesota Theatre (4,025), 7 days, 4 shows daily, 30c-40c-75c, Publix Unit "Carnival Cocktail," stage band, concert orchestra, organ presentation, Movietone News. Weather, fair. Rating, 78%. ,AD TIPS—With Bancroft's name to conjure with the house exploited him to the fullest extent. The supporting cast, Richard Arlen, Fay Wray and Fred Kohler, also were given prominence. Audience appeal: adult.—Minnesota Theatre, Harry Watts, Mgr., Minneapolis, Minn.

Time, The Place And The Girl, The (W.B.)

CLEVELAND, OHIO.—Cameo Theatre (1,200), 7 days, 25c-50c, "Down Hawaii Way" Fischer, "The Wicked West" (U.), Movietone Acts. Weather, very hot. Rating, 83%.

Trial Marriage (Col.)

HOUSTON, TEX.—Majestic Theatre (2,250), 7 days, 25c-60c, 5 acts vaudeville, Movietone News. Weather, hot. Rating, 115%.

NATIONAL SCREEN SERVICE SOUND AND SILENT TRAILERS



Edwina Boothe, new Metro-Goldwyn-Mayer player who is playing the leading feminine role in "Trader Horn," the best selling story of adventure in which Harry Cary plays the title role of the patriarch. W. S. Dyke, who made "White Shadows in the South Seas," is directing the unit in Africa

Trial Marriage—Cont.

AD TIPS—Title is best bet of this film. Play up racy romance of trick marriage and modern courtship. Eilers liked, and this will mean popularity for her. Appeal is to young people and adults.—Majestic Theatre, Houston, Tex.

Trial Of Mary Dugan (M-G-M)

SALT LAKE CITY, UTAH—Pantages Theatre (2,500), 15c-50c, 10 days, vaudeville and news events. Weather, fair. Rating, 110%.

AD TIPS—Had a lobby display, using articles as "Evidence in the 'Trial of Mary Dugan.'" Exploited as Norma Shearer's first talking picture. Audience appeal: practically all classes.—Pantages Theatre, Grant Pemberton, Mgr., Salt Lake City, Utah.

Two Weeks Off (M-G-M)

DES MOINES, IA.—Strand Theatre (1,096), 3 days, 20c-30c, Paramount News. Weather, warm. Rating, 100%.

DALLAS, TEX.- Old Mill Theatre (1,400), 7 days, 20c-25c-35c, 2 Vitaphone Acts and Laurel-Hardy Comedy. Weather, hot. Rating, 95%.

AD TIPS—Mackaill and Mulhall were played up. Appeals to youthful audiences especially.—George Watson, Mgr., Strand Theatre, Des Moines.

Exploit Mulhall and Mackaill as they will get the business. Stress the fact that it is their first talking picture together. Audience appeal: the younger set.—Old Mill Theatre, Al. R. Lever, Mgr., Dallas, Tex.

Valiant, The (Fox)

TROY, N. Y.—Troy Theatre (2,000), 3 days, 25c-40c, one Vitaphone, Fox Movietone News. Weather, very hot. Rating, 76%.

Albany, N. Y.—Leland Theatre (1,400), 6 days, 25c-35c, Grantland Rice Sport picture in sound, Fox Movietone News. Weather, hot. Rating, 76%.

TACOMA, WASH.—Fox Colonial Theatre (965), 7 days, 25c-35c, Kentucky Jubilee Singers (sound), Billy Bevan comedy, Fox News Weekly. Weather, very hot. Rating, 95%.

CLEVELAND, OHIO.—Hippodrome Theatre (4,500), 7 days, 25c-50c, "Ask Dad" (Educational), "Song of Spain" (Tiffany-Stahl), "Daisy Bell" (Paramount), Fox Movietone News. Weather, very hot. Rating, 93%.

Valiant, The—Cont.

MINNEAPOLIS, MINN.—Pantages Theatre (1,575), 7 days, 3 shows daily, 25c-50c-75c, Pathe Sound News, 5 Acts Vaudeville. Weather, fair. Rating, 85%.

AD TIPS—Played up opening of sound picture; Paul Muni as new screen star; strong on change from silent to noise. Audience appeal: adults.—Fox Colonial Theatre, Doug Kimberley, Mgr., Tacoma, Wash.

Declared this as the screen's most powerful underworld heart drama and all-talking production. Audience appeal: all classes.—Troy Theatre, Benjamin Stern, Mgr., Troy, N. Y.

Found this picture one that would stand for much exploitation and went the limit in newspaper advertising. Audience appeal: all classes. —Leland Theatre, Alec Sayles, Mgr., Albany, N. Y.

Play this over the board as "The Talking Screen's Most Powerful Heart Drama," capitalize on Muni and Brown. To fans who had never heard the name Muni this notation was slipped in for identification purposes in the ads: "Note: Muni new Fox star, has made a name for himself overnight in this powerful heart drama." Audience appeal: all ages and classes. —Pantages Theatre, E. C. Bostick, Mgr., Minneapolis, Minn.

Village Of Sin (Amkino)

NEW YORK CITY, N. Y.—Cameo Theatre (549), 7 days, 50c-75c, Pathe Sound News, Cartoon Comedy. Weather, hot. Feature held over for second week. Rating, 100½%.

Wheel Of Life, The (Par.)

MILWAUKEE, WIS.—Wisconsin Theatre (2,902), 7 days, 25c-75c, Fanchon and Marco "Fantasma" presentation with four acts of vaudeville, Fox News. Weather, hot. Rating, 90%.

DES MOINES, IA.—Capitol Theatre (1,700), 7 days, 25c-50c, Vitaphone acts, including George Broadhurst, Fox comedy, "Bath Between," Educ. special, "Runaway Train," Fashion News, special "Sleepy Valley" with special lights and record singing. Weather, warm. Rating, 110%.

HOUSTON, TEX.—Metropolitan Theatre (2,512), 7 days, 25c-60c, Publix Unit, Paramount News, organ and orchestra. Weather, hot. Rating, 100%.

LOS ANGELES, CAL.—Paramount Theatre (3,595), 35c-50c-65c, Paramount Orchestra, Milton Charles Organ Concert, "Hot Lemonade" (Christie), "Runaway Train," Paramount News. Rating, 88%.

AD TIPS—Play up the name of Dix. He has a large following and draws good houses. Audience appeal: The Dix fans and the usual theatre patrons.—Wisconsin Theatre, W. O. James, Mgr., Milwaukee, Wis.

Dix is the first drawing point in this picture, Ralston next. We advertised an "all-talking love romance," and "a love that knew no bounds." Dix is not well liked, however, in this characterization. Appeal is to young people and adults.—Metropolitan Theatre, Houston, Tex.

Why Be Good (F.N.)

OMAHA, NEB.—Rialto Theatre (2,247), 7 days, 25c-50c, "When Caesar Ran a Newspaper" (Paramount), Paul Tremaine Band (W.B.), James Barton (Paramount), Pathe News. Weather, hot. Rating, 75%.

AD TIPS—Good picture but badly hurt by hot weather. Used several music store tie ups, and sent postcards to a special mailing list. Plugged hard on Moore. Audience appeal: younger crowd of high school age.—Rialto Theatre, John Howard, Mgr., Omaha, Neb.

HOLLYWOOD

LAWRENCE A. URBACH
Western Representative

WALTER R. GREENE
Western News Editor

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Talk In Hollywood

By Walter R. Greene

PARAMOUNT has finally definitely decided to shelve preparations for "The Genius," more recently titled, "Youth Has Its Fling." The picture was slated to go into production several months ago with O. P. Heggie coming to the coast for the lead. Studio executives decided, however, that the story could not be suitably developed and the picture was abandoned. It was later revived and given to the scenario department to fix up, and Jean Hersholt was signed for the lead. Now the story has been thrown in the vault, and Hersholt will be featured in another picture instead.

LEW CODY, seriously ill for several months since his return from a vaudeville tour, saw his first all-talking picture last week, when he attended a matinee at Grauman's Chinese to witness "Broadway Melody."

PATHE has purchased the title of "Greenwich Village Follies" from Jones and Green, producers of the stage revues. The deal provides that Pathe will not use either the songs, material, or dance numbers used in any former or future Greenwich Follies shows. If a film edition is produced by Pathe, everything will be original, with only the old title being used.

A NEW feature for premiere openings was introduced at Grauman's Chinese for the first performance of "M-G-M Hollywood Revue of 1929." A loud speaker was installed on the side of the stage, and various picture celebrities were announced to the audience as they walked down the three aisles of the theatre. The stunt made a big hit with the first night audience. Idea is credited by Harold B. Franklin, president of Fox West Coast Theatres.

NOAH BEERY refuses to allow the wild and wooly tales of California pass into history. When Los Angeles county attempted to dig a ditch directly through his fourteen-acre ranch in the San Fernando Valley, Beery hired a couple of two-gun men to guard the property with shot guns against any trespassers. Beery has held up the county for three weeks, and now the officials have decided to institute condemnation proceedings according to law.



Something new—the living billboard—which preceded the opening of M-G-M's "Hollywood Revue" in Los Angeles. Members of the "Revue" chorus stand in hollow, eight foot letters, brilliantly lighted and spelling out the title of the picture. The sign measures 40 feet in length and 35 feet in height. At the base is a silhouette of the Hollywood skyline with an effigy of the Grauman's Chinese Theatre in the center. Bright colored lights were played on the raised silver letters and colored photos of the girls later took the place of the living models. Pete Smith, M-G-M Coast publicity chief, put over the stunt which got a lion's share of publicity.

PAUL WHITEMAN is driving around Hollywood in a new Cadillac car with a special body and extra trimmings that brought the total cost up to $12,300. The machine is nickeled all over and has a radio set permanently built in. Whiteman ordered the car in Detroit, and made arrangements to take delivery in Los Angeles. It will return East with him when he finishes his picture for Universal.

WILLIAM S. HART is due to return to the screen, and in talking western. After his contract with Hal Roach was canceled, several producers started seriously considering Hart for the talkers. From under-cover information, it is understood that Hart will sign with Tiffany-Stahl for one feature, with option for a series after the first is completed.

M-G-M sent a portable sound truck to Africa for use by the "Trader Horn" unit in the jungles. A wisecracker at the studio remarked that instructions would probably be isued to the staff that anyone hearing a lion's roar in the jungle should immediately grab a microphone and run in the direction of the roar to properly record the sound effects.

HOWARD HUGHES' "Hell's Angels" will carry entire dialogue and sound when it is finally completed and released. The picture was started nearly two years ago, and all dramatic action was photographed in silent form at that time. Then Hughes started on his air spectacle scenes, and has spent fifteen months on that work alone. Now he has decided to re-film all the dramatic action which was made at first with complete dialogue. The picture is slated to be released in October, but with the talk to be inserted, it is unlikely that the picture will make its appearance much before the first of next year.

AIMEE SEMPLE McPHERSON, showwoman-evangelist of Los Angeles, may yet make her appearance in a sound film based on her life story. A deal was practically closed for her to star in a picture for Tiffany-Stahl a few months ago, but it went suddenly cold when she was summoned to appear before the State Senate in Sacramento. The film producers are said to have been afraid to risk cost of production in view of possible future story "breaks" on the evangelist's episode of three years ago.

Hollywood

FRANK PAYNE, editor of the Theatrical Press Representatives' official bulletin is in Los Angeles. Report has it that the T.P.R.O.A. is intending to unionize the studio press agents on the coast within a very short time. During the past several months, many members of the organization have been brought west for studio assignments, and others have made the trip on speculation.

EDWARD SMALL will only make one picture for Columbia, instead of four as called for in the original contract. Small's production will star Belle Baker in "The Cradle of Jazz," while Columbia will produce "The Broadway Hoofer," which was scheduled as Small's initial release. It is understood that Edward Small refused to be dictated to on production plans by Harry Cohn, producing head of Columbia.

WILLIAM LE BARON, head of R-K-O Studios, has both a piano and phonograph in his private office. Le Baron figures the instruments save his time when in conference with song writers and singers. The song writers can play their newly composed ditties during lapses in a music conference; and singer applicants can either bring a record along or sing their numbers with a piano accompaniment.

SINCE the Cedric Gibbons—Virginia Valli engagement announcement was reported by Louella Parsons in the Hearst papers, the film colony is questioning any other engagements printed under the Parsons by-line. Her latest report is to the effect that Marion Nixon is engaged to Edward Hillman, Jr., son of a Chicago millionaire. Perhaps Miss Parsons is right this time.

STRONGHEART, the first film dog star, died last week. The animal, owned by Jane Murfin, was 13 years old, and had not appeared in pictures for several years.

Hollywood Notes

William J. Craft is directing Reginald Denny in the latter's final starring feature for Universal, "No, No, Napoleon."

Mel Brown will direct Richard Dix in "The Boomerang" for Paramount, instead of "Fast Company" as originally intended. "The Boomerang" was produced by Preferred Pictures several years ago.

Arthur "Bugs" Baer has arrived on the Coast to start on his contract with M-G-M as writer of talking picture dialogue.

E. H. Calvert has been signed to long-term stock contract by Paramount.

"The Cohens and Kellys in Scotland" is the next of that series to be made by Universal. George Sidney and Charles Murray will be co-starred.

Emmett Flynn will direct Laura La Plante in her next talker feature.

Richard Dix has returned from the East to start on his last picture for Paramount, before moving over to become an R-K-O star.



Raquel Torres, young Mexican film player, and a Metro-Goldwyn-Mayer featured artist

Fox is producing "Harmony at Home," an all-talker with William Collier, Sr., Owen Davis, Jr., Helen Chandler, and Elizabeth Patterson. The story is adapted from "The Family Upstairs," made by Fox three years ago in silent form. Harry Delf is adapting, with Al Werker assigned to direct.

Clarke Silvernail will write the dialogue for Henry King's next production for Inspiration, "Out of the Night." Silvernail will also assist King in the direction of the talker sequences.

A. Leslie Pearce will direct Rod La Rocque in "The Delightful Rogue" for R-K-O. Lynn Shores will assist Pearce on the pictorial direction.

Walter Woolf, light opera star, will make his Vitaphone debut in "Golden Dawn" for Warner Brothers. "Golden Dawn" was produced last season as an operetta by Arthur Hammerstein.

James Cruze has completed production of his first musical talker "The Great Gabbo," which will be released as a road show special by Cruze through his own organization.

"The Aviator," a play by James Montgomery which was turned into the musical comedy, "Going Up," has been acquired by Warners for the new season. Edward Everett Horton will play the title role with Patsy Ruth Miller opposite. In the cast under Roy Del Ruth's direction will be Armand Kaliz, Bert Roach, Walter Heirs and Douglas Gerrard.

"Handcuffed," featuring Virginia Brown Faire and Wheeler Oakman, Rayart's first all-talking picture which completes their 1929 program, has been finished at the Phil Goldstone studios in Hollywood.

George Arliss will begin working on the Vitaphone production of his famous stage vehicle, "Disraeli." Joan Bennett will have the feminine lead while others in support will be David Torrence, Doris Lloyd, Ivan Simpson and David Tearle. Julian Josephson is preparing the adaptation and Alfred Green has been scheduled to direct.

Ruth Taylor will play the title role in Columbia's "The College Coquette." She will make her debut in a talking role in this college all-dialogue production. George Archainbaud is directing.

Warners have engaged Al Dubin and Joe Burke to compose the musical numbers which will be heard in Warner Bros.' next all-Technicolor, Vitaphone talking, singing and dancing film, "The Gold Diggers of Broadway." Their songs will be sung by Ann Pennington, Winnie Lightner, Nick Lucas and others who appear in the picture which Roy Del Ruth directs.

"Flight," Columbia's air story, had two more players added to its cast last week when Allan Roscoe and Harold Goodwin signed for two of the featured roles. Lila Lee has the only feminine role in this picture.

"So Long, Letty," based on the stage play in which Charlotte Greenwood made her greatest triumph, is being transferred to the screen by Director Lloyd Bacon for Warner Bros. Gant Withers will be the masculine lead and Patsy Ruth Miller the girl. Other support will be furnished by Helen Foster, Claude Gillingwater, Bert Roach, Marion Byron, Harry Gribbon and Hallam Cooley. A new song, "My Strongest Weakness Is You" will be introduced in the story.

Davey Lee, Warners' young star, is appearing in "Say It With Songs" and "Skin Deep," the first starring Al Jolson and the second Monte Blue.

Equity Fight Backed By Amer. Federation of Labor

(*Continued from page 2323*)

ings Monday and Thursday evenings at the Hollywood Women's Club to hold up the morale of its members who are turning down picture engagements.

Monday night's meeting started off with the Equity battle song, which was decidedly psychological in its effect on the thousand actors present. Frank Gilmore immediately read a wire from William Green, A. F. of L. head, who stated that the Equity cause was the A. F. of L. cause, and full cooperation would be given.

Gilmore then stated that very significant negotiations were being consummated which would make immediate recognition of Equity a necessity. He further stated that the non-Equity players now accepting work in pictures that had been turned down by association members would find themselves involved in the terms of the original Equity resolution, and be forced to refuse further engagements during the fight.

In addition to Frank Gilmore, Emma Dunn, Robert Edeson, and Louis Wolheim spoke briefly. Great stress was laid on bolstering up the courage of the members to continue the battle, as there have been undercurrents of unrest, and many members of the organization have been tempted to jump the association and sign proffered contracts.

Son Born To The Porters

Mr. and Mrs. William Z. Porter announce the birth of a son, Myron Richard, on June 4. Both mother and baby are doing nicely. Mr. Porter is the office manager of the Philadelphia office of Tiffany-Stahl.

Opinions on Pictures

Drag

A Great Domestic Drama

(Reviewed by Freddie Schader)

(Dialogue Version)

RICHARD BARTHELMESS is in again and with a picture that is going to be as big a hit as was "Weary River," a picture that is decidedly more human that was "Weary River" as far as story is concerned, and one that will make your audiences sit up and take notice. Right here let it be said that the star had to be on his toes all the way to keep Lila Lee from stealing the picture from him. This girl, after all her years in pictures, though she is still young, is coming into her own at last, and if she isn't starring material after the fans have seen "Drag" then she will be with one more like it to her credit. Her performance is great. From the box office this one can't miss.

There is a story of a young newspaper man who tries to build up small town paper, finds himself eased into a marriage with the daughter of the family with whom he is boarding only to find that he has placed a millstone about his neck and that the whole family are spongers of the first water and he has the job of being the bread-winner for the whole caboodle of them. Finally when he cannot go on and the paper is forced to suspend publication, he starts out on his own, comes to New York and has a play produced. It is a hit and he sends along some money to the wife at home, and she comes on bringing her whole damned family with her to start sponging all over again.

By this time, however, the young man has come to a realization that he really loves another girl, one who has made possible his success, so he walks out on the wife and her relations after telling them exactly where they get off at.

As a picture it is about as good a combination of dialogue and action as has come along to date. Frank Lloyd, who directed, needs to be given a full measure of credit for a really good picture and production. His handling of the scenes and delivering the punch just where it is necessary is a work of art. The dialogue, too, written by Bradley King, is decidedly worth while and a very workmanlike job of writing.

A crackerjack cast was selected to support the star and in addition to Lila Lee the performance of Alice Day as the wife was a work of art.

Produced and **distributed** by First National. A Vitaphone recording. **Length**: 7,642 feet. **Running time**: an hour and fifty-eight minutes. **To Be Released**: July 21, 1929. From the **Novel** by William Dudley Pelly. **Adaptation** and **dialogue** by Bradley King. **Directed** by Frank Lloyd.

THE CAST

David Carroll	Richard Barthelmess
Pa Parker	Lucien Littlefield
Ma Parker	Alice Day
Allie Parker	Alice Day
Charlie Parker	Tommy Dugan
Dot	Lila Lee
Clara	Margaret Fielding

Two Weeks Off

A Romantic Comedy With Laughs

(Reviewed by Freddie Schader)

(Part Dialogue Version)

THIS is another of the First National releases starring Dorothy Mackaill and Jack Mulhall, a team which seems just about what the flappers crave in this day and date, and Dotty gets a chance to wear pants, so it looks as though everything ought to be all right. It is a light romantic comedy which will get by although it won't cause any great crush at the box office.

It is the time worn tale of the mistaken identity between a boy and a girl during a summer vacation at the beach. You know one of those things where the plumber is mistaken for a movie star, feted and made much over with the girl falling for him and believing that he really is a star. In the end even though she is sore and leaves him flat for a time, she is about to pass out of the picture when he walks into her life again and all ends happily.

In all there has been a very adequate cast placed around the two principal players, with Kate Price and Jimmy Finlayson furnishing comedy and Eddie Gribbon, as a blustering beach life-saver who is always inflating his chest, getting a couple of socks on the beezer from the hero at just the right minute. Gertrude Astor, in a role of a hard hearted Hannah who slaves in a department store, also comes in for her share of laughs, while Jed Prouty, Dixie Gay and the kid playing the boss plumber's son all lend to the general ensemble.

Some of the beach scenes and dance hall stuff has been done time and time again but it still manages to get laughs. There is one bit on the merry-go-round that is worth while from a direction standpoint.

Both Jack Mulhall and Miss Mackaill give a good account of themselves in the talking sequences, which come at the opening and closing of the picture. It is seen that in adding these scenes the story has been somewhat hashed, but not to an extent that a lay audience would notice it.

Drawing Power: The team of Mulhall and Mackaill in a young romance should be enough to attract fair business, but nothing beyond that.

Produced and **distributed** by First National. **Length**: sound version, 8,081 feet. **Running time**: an hour and twenty-eight minutes. **Released**: May 12, 1929. **Directed** by William Beaudine.

THE CAST

Kitty Weaver	Dorothy Mackaill
Dave Pickett	Jack Mulhall
Agnes	Gertrude Astor
Pa Weaver	Jimmie Finlayson
Harry	Jed Prouty
Sid Winters	Eddie Gribbon
Mazie Loomis	Dixie Gay
Tessie McCann	Gertrude Messinger

Winnipeg's Amusement Tax

Ottawa, Ont., June 27.—The amusement tax collected by the Manitoba Government from theatres in Winnipeg during the past fiscal year totalled $405,206.

The Wheel Of Life

It Goes Around With A Thrill

(Reviewed by Freddie Schader)

(Part Dialogue Version)

THIS is the second all-talking feature in which Richard Dix has appeared. From a box office viewpoint this one doesn't rate with "Nothing But the Truth," but it has some thrilling moments and if your audiences can reconcile themselves to Dix acting the role of an English officer well and good. There isn't anything very hot about the picture except that Dix does give a good enough performance in the role of Capt. Yeullet to rate him as a good stock leading man, nothing more than that though. Esther Ralston, playing opposite the star, manages to come through nicely in the talk and gets over in good shape.

It is a tale of India, although the opening scenes take place in London where the star is enjoying the last day of his leave of absence. He stops a girl from committing suicide and takes her to his apartment, but she slips out and disappears and he is unable to find her. When he returns to his regiment he discovers that she is the wife of his colonel and, of course, that doesn't make matters any too pleasant for he is in love with her, so he asks to be transferred to active duty in the hills. A year later and he has to go to the rescue of a party in which she is included when they are beset by hillmen. At the last minute when the colonel realizes the true state of the hopeless affair between his young wife and his favorite officer, he very conveniently lets himself give a home to a wandering bullet which clears the road for the young lovers.

The story is told in rather halting fashion and one cannot give Victor Schertzinger any medals on his direction of this one.

The dialogue too is rather lame in spots, although the chances are that if a playwright who was seasoned in his craft had handled it it might have been developed into something. There is the suggestion in the title that the story has something to do with reincarnation, and reference is made to this in the dialogue, but only a reference and then it is left to slide right out of the story and the picture. There was a chance here that was overlooked.

Drawing Power: Just Dix' popularity and that is about all. The company with him stands up well enough and perhaps there are some who lay down their money to take a peek at Esther Ralston.

Produced and **distributed** by Paramount-Famous-Lasky. **Length**: dialogue version, 5,193 feet; silent version, 5,305 feet. **Running time**: fifty-four minutes. **Released**: June 15, 1929. From the **story** by James Bernard Fagan. **Adapted** by John Farrow and **dialogue** by Julian Johnson. **Directed** by Victor Schertzinger.

THE CAST

Capt. Yeulett	Richard Dix
Ruth Dangan	Esther Ralston
Col. Dangan	O. P. Heggie
Faraker	Arthur Hoyt
Mrs. Faraker	Myrtle Steadman
Major	Larry Steers
Buddhist Priest	Nigel de Brulier
Boy Officer	Regis Toomey

Opinions on Pictures

Hollywood Revue Of 1929

Positive Record Smasher

(Reviewed by Walter R. Greene)

"HOLLYWOOD REVUE OF 1929" will be a box office smash—of that there is no question. It rates as a long run attachment at $2 in the biggest cities and smallest towns. There is everything in it to appeal to the seekers of entertainment—tuneful music; clever dialogue; brilliantly staged dance ensembles; comedy in abundance; and glorious backgrounds.

The production is a distinct triumph for Harry Rapf, who planned and produced the film-musical against the advice of his associates. It also establishes a new field for the production of sound and musical films.

No less than thirty stage and screen "names" of more or less prominence participate in the "Revue." A few of the screen players are on for only a few moments, but the big majority of filmites have special numbers—and each one scores.

Eighteen original song numbers are presented; three of which rate as potential big sellers in the popular music field. "Singing in the Rain" is a cinch hit, but is followed closely by "Your Mother and Mine" and "Orange Blossom Time."

The "show" opens with a minstrel chorus and fast-stepping dance routine that is made particularly effective by trick photography. Jack Benny is introduced as master of ceremonies, and he in turn introduces Conrad Nagel as interlocutor.

Joan Crawford sings a song "Gotta Feeling for You" and then goes into a dance specialty. She finishes with the Biltmore trio assisting as a chorus background. Charles King then puts over "Your Mother and Mine" in front of the minstrel chorus. Conrad Nagel comes on, and King kids him about the ability of film actors to sing. Nagel proves that he can by singing "You Were Meant For Me" to Anita Page; and King makes a hasty exit.

Cliff Edwards and his famous "Uke" then presents "Nobody But You," with the chorus background. William Haines and Jack Benny put on a comedy bit that is just average.

Bessie Love makes her first appearance effectively. Trick photography is brought in so that Bessie comes out of Jack Benny's pocket in miniature, and "grows up." She then sings "I Never Knew I Could Do A Thing Like That," and puts it over like a stage veteran. She is assisted by a male chorus, and then does some whirlwind dancing that easily makes her the biggest individual hit of the revue up to this point.

Miss Love's splendid performance is immediately topped, however, by Marie Dressler and Polly Moran in a smashing comedy number. Marie sings a song "For I'm the Queen" for plenty of laughs.

Stan Laurel and Oliver Hardy put on a slapstick sketch as a pair of small-time magicians, and provide a lot of comedy.

Marion Davies next sings "Tommy Atkins On Parade" with a male chorus assisting. From the song, Miss Davies goes into a tap dance of better than usual merit.

For the finale of the first part, the Brox Sisters introduce the Brass Band number, a particularly effective song and dance ensemble that is spotted in the right place. This utilizes the wide screen for greater effectiveness, but something went wrong with the curtain controls the opening night, and the wide screen could not be used at that time.

"The Tableau of Jewels" opens the second half; and is followed by "The Dance of the Sea" in which Buster Keaton scores a comedy hit.

The next number, "Lon Chaney Will Get You If You Don't Watch Out" is sung by Gus Edwards, and is followed by an unusual dance ensemble. Natova and Company next present an adagio dance of outstanding merit.

"Romeo and Juliet By Comparison" is next presented as a short sketch by Norma Shearer, John Gilbert, and Lional Barrymore. Miss Shearer and Gilbert do a short balcony scene from Shakespeare's famous classic, with Lionel Barrymore directing. But a wire is received from the sales department stating that the theme is too old and the picture will have to have modern dialogue and be changed to "The Necker." Then Miss Shearer and Gilbert go through the same scene with present-day flapper dialogue. It was very cleverly written and staged.

"Singing in the Rain" is by far the most effective number ever staged in either sound or silent films. The background is outstanding in itself. The floor is of glass, which reflects the dancing figures and raindrops, and the whole effect is further enhanced by unusual lighting. Cliff Edwards and his ukelele go through one verse and chorus of the song, and then the Three Brox Sisters duplicate. The dance done by the chorus ensemble is of high calibre and the entire number is put over to make it the outstanding hit of an excellent show. Everyone in this number appears in rubber helmets and slickers.

Charles King, Gus Edwards and Cliff Edwards then put on a comedy novelty, "Charlie, Ike, and Gus." They are followed by Marie Dressler, Polly Moran, and Bessie Love with "Marie, Polly and Bess." After plenty of laughs, Polly Moran stops the show with a imitation of Al Jolson singing "Sonny Boy." Jolson never sang it louder or funnier. The two trios then combine for an old time number, "Strolling Through the Park One Day."

The finale is in Technicolor, with Charles King singing "Orange Blossom Time." King is followed by the Albertina Rasch Ballet for two dance numbers. From this, there is an immediate shift to a replica of Noah's Ark, with the chorus "Singing in the Rain" and the front line of principals presented for the final fade-out.

Bessie Love, in her two appearances, forecast that she is starring material for film musical comedies. She can sing and dance, and in addition has a wealth of vivaciousness and personality that ideally fits the requirements of a musical comedy lead.

The hand of Gus Edwards showed itself in various spots. Gus composed the music to several of the tuneful numbers, and appeared in several spots himself. Herb Brown and Arthur Freed, composers of the three "Broadway Melody" song hits, have a cinch popular number in thier "Singing in the Rain." Joe Goodwin was responsible for the lyrics of most of Gus Edwards' numbers.

Sammy Lee staged every one of the dances and ensembles in masterful style. Brought to pictures from the musical show field, Lee is a positive bet to stay in motion pictures from now on. Charles Reisner is credited with the direction, if there was such a thing.

Drawing Power: A $2 attraction in any spot. A filmusical with a flock of stage and screen names; plenty of tuneful music for

(*Continued on following page*)

Embarrassing Moments

Not Very Hot

(Reviewed by Walter R. Greene)

(*Silent Version*)

THERE is not much to Reginald Denny's latest picture from Universal. Its theme is based on the "phantom husband" idea, which has been overdone in pictures for many years. The story is nothing to get warm about; and neither is the picture. Direction is very ordinary, and the laughs are few and far between.

As a regular program offering, the picture might do average business on account of Denny, but it shapes up as ordinary entertainment.

Marion Fuller arrives in the small town from a season in the big city college. In order to get out of her engagement to Jasper Hickson, a hometowner, she states she is companionately married to a man in New York. She gives a fake name, but her father finds a man of that name in the city telephone directory, and wires him to come on immediately.

Reginald Denny is Thaddeus Cruickshank, the phantom husband. He goes to the small town, and is informed by the irate father that a legal marriage will be immediately performed. While waiting for the minister, there are a series of incidents developed for laughs, but there are not many laughs.

Finally, Denny falls in love with the girl, so that the pair are violently in love when the minister arrives late in the evening.

Reginald Denny works hard to put things over, but does not get very far with the mediocre story. Virginia Sale and William Austin are able to put over several laughs in comedy roles. Greta Granstead, flapper blonde, gives perhaps the best performance of the picture outside of Denny. She has a fine personality on the screen, and shows potentialities for future featuring in films.

Drawing Power: Depends entirely on power of Reginald Denny name. Not likely to stand up for full week runs unless given other assistance on stage or screen.

Produced and **released** by Universal. **Story** by Earl Snell. **Scenario** by Earl Snell and Gladys Lehman. **Directed** by William J. Craft. **Titles** by Albert De Mond. **Photography** by Arthur Todd. **Length:** about six reels. **Release date:** not yet determined.

THE CAST

Thaddeus Cruickshank	Reginald Denny
Marion Fuller	Myrna Kennedy
Adam Fuller	Otis Harlan
Betty	Greta Granstead
Aunt Prudence	Virginia Sale
Jasper Hickson	William Austin
Mrs. Hickson	Mary Foy

Opinions on Pictures

Silent Shorts

"Just The Type"
(Universal-Sterns—Two Reels)
(Reviewed by Raymond Ganly)

MIKE and Ike, the comedy twins, do a fast number and net a goodly total of laughs in this new Stern Bros. production, which was megaphoned by Gus Meins. The two Rube Goldberg characters, as brought to the screen by a dapper pair, have been handed some gags that can be counted as chuckle procurers.

The boys are enamored of the movies, and being in a locality where they are filming scenes just around the corner, and where a big studio is a chief attraction, they are just aquiver to pry into the secrets of movie magic. They happen to elude the studio watchman, and, inside, bluff their way as a pair of extras. They break up at least half a dozen scenes in as many minutes, and are a delightful pair of dunces running about from set to set and causing directors to fume and sputter.

This Mike and Ike should have no trouble in striking up a friendly acquaintance with the movie fans, as its laugh tonnage is quite sufficient to break the ice.

"Stage Struck Susie"
(Paramount-Christie—Two Reels)
(Reviewed by Raymond Ganly)

THIS Christie comedy shakes a speedy leg. It is one of the "Confessions of a Chorus Girl" sketches that are now being currently released, and it has the petite Frances Lee as the fair Susie and Eddie Burns as her cavorting professor. With its snap and fast break in the laughs, it readily passes as a satisfactory giggle confection.

Eddie Burns is quite effective as Susie's teacher, out to remove her from the chorus ranks to which he had strayed from boarding school. Eddie supplies most of the comedy embellishments and Frances the good looks. The gal gets her wish to enter upon a stage career, her father being hamstrung when his daughter discovers that he is the sugar daddy of one of her fellow chorines.

"Greece Thru a Doughnut"
(Four Stars—One Reel)

HERE'S a refreshing little novelty reel. It shows an American gob, the champion cruller manufacturer of his ship, seeing the sights of Ancient Greece and paying his way around Athens with a trunkful of sinkers. It's really a mixture of comedy and scenery, the sailor putting over some fun with a goat, and the glories of ancient Greece, the Acropolis and the Parthenon, being caught in some dandy shots. This one is sure to please.—RAYMOND GANLY.

Hollywood Revue of 1929
(*Continued*)

the ear; gorgeous settings and dances for the eye.

Produced and **distributed** by Metro-Goldwyn-Mayer. **Dance ensembles** by Sammy Lee. **Dialogue** by Robert Hopkins and Al Boasberg. **Song interpolations** by Nacio Herb Brown, Arthur Freed, Dave Snell, Louis Alter, Jessie Greer, Ray Klages, Martin Broomes, Fred Fisher, Jo Trent, Andy Rice, Ballard McDonald. **Photography** by John Arnold, Irving G. Ries and Maximillian Fabian. **Produced** by Harry Rapf. **Running time:** two hours.

The Dance of Life

Great Entertainment
(Reviewed by Walter R. Greene)
(100% *Dialogue*)

PARAMOUNT'S talker production of "Burlesque" is a fine dialogue picture with a wealth of genuine entertainment. It rates high as a substantial box office attraction.

Unlike the current run of stories with a stage background, no attempt was made to drag in musical settings or stage performances that had no part in the continual forward movement of the picture. There are, to be sure, several stage scenes, but each one creates something for the story itself, and is not inserted just for added "production value."

The production will undoubtedly stand up as a $2 attraction in New York; but does not show sufficient strength to go out generally as a two-a-day picture. This is in no way a criticism of the production, because it easily rates profitable long run engagements in every key spot in the country, and will do plenty of business in both large and small theatres. "Dance of Life" is far and away the best talker production that Paramount has to offer at this time for next season bookings.

The screen story of "Burlesque" is highly entertaining in every respect. The script and dialogue has been excellently handled, and the direction by John Cromwell and Eddie Sutherland shows a smoothness of development and humanness of characterization that had not been presented in the talkers up to the present time.

Hal Skelly, the original "Skid" of the stage production, gives a sterling performance as the comedian. Nancy Carroll is excellent as the girl, and will easily rate as a star "draw" after this production gets on the market. In fact, Paramount has already decided to star her in a series of talking musicals for the coming season; and she is entitled to that promotion. The entire cast is of high calibre with Ralph Theodore, Charles Brown, Dorothy Revier, Al St. John and May Boley entitled to special mention.

Drawing Power: Good for extended runs in the big spots, and a potential money-maker in any theatre. From the successful play "Burlesque," with a better-told human interest story. Hal Skelly and Nancy Carroll will help draw, but go after it strong with a good advertising campaign.

Produced and **released** by Paramount. From play "Burlesque" by George Manker Watters and Arthur Hopkins. **Adaptation** and **dialogue** by George Manker Watters. **Directed** by John Cromwell and Edward Sutherland. **Associate Producer,** David Selznick. **Photographed** by J. Roy Hunt. **Running time:** one hour and fifty minutes. **Length** and **release date** undetermined.

THE CAST

Bonny Lee King	Nancy Carroll
"Skid" Johnson	Hal Skelly
Harvey Howell	Ralph Theodore
Lefty	Charles Brown
Sylvia Marco	Dorothy Revier
Bozo	Al St. John
Gussie	May Boley
Jerry	Oscar Levant
Miss Sherman	Gladys Du Bois
Jimmy	James T. Quinn
Champ Melvin	James Farley
Minister	George Irving

Sound Shorts

"Hurdy Gurdy"
(Roach-Metro Talkie—Two Reels)
(Reviewed by Raymond Ganly)

THIS Hal Roach all-dialogue comedy with Ed Kennedy Max Davidson, Thelma Todd, Eddie Dun, Oscar Apfel, and others is a crackerjack affair. Fans are sure to respond to its laugh compelling qualities. The cast is quite a capable bunch and the material that they manipulate is up to the Roach standard of clever and skilful laugh retrieving.

The beautiful Thelma has had the iceman busy all day long bringing ice up to her top floor tenement and her neighbors, Irish, Jewish, German and Italian, are just dying to know why she should require so much ice. The iceman wonders too, but Thelma won't reveal a thing. Finally, one of the neighbors starts a rumor that a murder has been committed on the top floor and they compel Ed Kennedy, a tired out cop trying to procure a little rest amid the bedlam of the tenement's rear fire escapes, to investigate. After stretching your curiosity to a breaking point, it is revealed that Thelma has been keeping a trained seal and that that's where all the ice has been going to.

The dialogue, the pantomime and contrasts offered by the neighbors, the curiosity that is quickened by the iceman's continual round of visits to Thelma's flat, the few melodies that Thelma and Dunn warble are all good qualities that go to make up an attractive comedy.

Other players in the large cast are Nellie V. Nichols, Ann Brody, Aileen Carlyle, May Milloy, Tony Campanaro, Gertrude Messinger.

Roach personally directed.

"The Varsity Drag"
(Universal Collegians—Two Reels)
(Reviewed by Raymond Ganly)

SENIORS and Juniors out for fun, bright, snappy collegiate tunes and songs and youthful revelry build up this Collegians to a position where it can sit pat, secure in its knowledge that real lively entertainment is contained in its scenes adorned with dialogue. Nat Ross directed, and the usual trio—George Lewis, Dorothy Gulliver and Eddie Phillips—take the spotlight, although the girl is used for but one scene this time.

Except for but two lines in the dialogue that could be labeled a trifle raw, it is all good, clean fun, deserving of nods of approval.

The Juniors, planning to put on a play, go to the college infirmary instead of a theatre auditorium, when the Seniors, led by Phillips, lock them in coal cellar all night, and then place itching powder on their towels when they emerge to rid themselves of the coal dust in the cooling waters of the bath. But the Juniors finally break out of the infirmary and vent their spleen upon the frolicking Seniors by locking them out on the roof where they are pelted by rain.

"Weary Willie"
(Universal Cartoon—One Reel)

THE bright, extremely clever, the unexpected and agreeable, the skillful manipulation of comedy quirks are not very often met with in pictures. Here, though, is a cartoon, one of the Oswalds turned out by the Winkler boys, that has plenty of these rare ingredients that are conducive to laughter. And it contains them in profusion. Ninety-nine out of every one hundred persons should get a laugh out of the rabbit's adventures with a tramp bear. Touched up with sound effects, this one hurdles all obstacles and grabs a laurel wreath labeled: first-rate cartoon comedy.—RAYMOND GANLY.

Sound And Projection

Conducted By James R. Cameron

Damping

(Continued from last week)

A PENDULUM swinging in a vacuum and free from all friction would continue to swing indefinitely, each swing carrying it to the same height as the starting point. Similarly, electric oscillations would persist indefinitely in a circuit —that is, they would be "undamped" if there were no resistance to the current.

Actually, electric oscillations die down in a circuit and finally cease altogether, just as an actual pendulum will make shorter and shorter swings and finally come to rest. Since the occurrence of free oscillations in a circuit presupposes no interference with the circuit from outside, the circuit receives no energy beyond that imparted to it at the moment when the oscillations begin. Thereafter the circuit is self-contained, and any loss of its energy in heat and electromagnetic waves reduces by just so much the energy available for maintaining the oscillations. This loss of energy goes on continuously and the oscillations die away to nothing. They are said to be "damped" oscillations.

At the start there is a definite amount of energy present in a circuit, namely, the energy of the charge given the condenser. The amount of this energy depends upon the capacity of the condenser and the square of the potential difference between its plates (e.m.f. to which it is charged). This energy exists in the dielectric of the condenser, which is in a strained condition due to the charge. As soon as the current begins to flow the condenser gives up some of its energy, and this begins to be associated with the current and is to be found in the magnetic field around the current; that is, principally in the region around the inductance coil.

Energy Loss

As the current rises in value under the action of the e.m.f. of the condenser, energy is continually leaving the condenser and being stored in the magnetic field of the inductance coil. When the plates of the condenser have no potential difference, the whole energy of the circuits resides in the magnetic field of the coil and none in the condenser. Energy is then drawn from the coil as the current decreases and energy is stored up in the condenser as it is recharged.

If the resistance of the circuit were zero and no energy were radiated in waves or dissipated in other ways, the total energy of the circuit would be constant. The energy dissipated in the electric waves is, however, lost to the circuit, so that the total amount of energy, found by adding that present in the condenser to that in the inductance, steadily decreases. Finally all the original store of energy given the circuit has been dissipated and the oscillations cease.

The energy lost when a steady current is flowing in a circuit depends not only on the value of the current, but on the resistance of the circuit, and in a radio circuit this resistance is replaced by a somewhat larger quantity of the same kind, the "effective resistance." The greater the effective resistance the greater the amount of energy dissipated per second when a given current flows.

Ohm's law shows that to keep a current, I, flowing through a resistance, R, an e.m.f., RI, is necessary, and this has to be furnished by the battery, generator, or other source. In an oscillating circuit the same is true, and that portion of the e.m.f. in the circuit which is employed in forcing the current against the resistance is, of course, not available for charging the condenser or building up the discharge current. The changes of current in the circuit described above are thereby hindered, and the current does not rise to as great a value as it would in the absence of resistance. The maximum of e.m.f between the plates of the condenser is less each time the condenser is discharged, and thus the oscillations of the current die away.

A Good Analogy

A good analogy to damped electrical oscillations in a circuit is found in the vibrations of a flat spring, clamped at one end in a vise, and then bent to one side and released. The spring vibrates from side to side with decreasing amplitude, until finally it comes to rest in its unbent position. When the spring is bent energy is stored up in it—the energy of bending. On being released the spring moves and gains energy of motion, while the energy of bending decreases.

If there were no friction the loss of one kind of energy would be just offset by the gain of the other kind and the sum total would remain constant. The spring would move past the natural undisturbed position, under the influence of its energy of motion, and would be brought to rest at a position just as far to the other side as was the starting point.

Friction has, however, the effect of opposing the motion and causing a dissipation of energy in heat, and each excursion away from the resting point is smaller than the one preceding.

Free oscillations, then, can take place in a circuit containing inductance and capacity. These would be undamped in the ideal case where the resistance can be regarded as zero. In all practical cases of free oscillations, however, the oscillations are damped. To produce undamped waves it is necessary to provide some source of power to make good the energy dissipated in the oscillating circuit. Strictly speaking, undamped free oscillations are impossible in actual circuits. It is of importance to study the effect of the resistance in determining the rapidity with which the oscillations die away.

Oscillation

ANY device which will produce and emit alternating radio waves or oscillations is called an oscillator. Oscillators are used as sources of either radio frequency or audio frequency energy. Oscillators may be operated either by means of a magnetic buzzer and battery or by means of a vacuum tube of the same kind generally used for amplifying or detecting in receivers.

A source of either radio or audio frequency which is always available and ready for use makes it possible to do practically all of the testing and experimental work that might be done while listening to broadcasting stations, but without the necessity of receiving signals from such a station. Such a source, in the form of a suitable oscillator, also makes possible many tests that otherwise could not be performed at all.

An oscillator may be used in calibrating frequency meters, in making predetermined logs or calibrations of receivers, in balancing radio frequency amplifying circuits and in testing the operation of a receiver in almost any way that it might be tested while in its accustomed use.

Various radio devices and units may be tested with the help of an oscillator. An audio oscillator may be used in trying out loud speakers and all audio frequency amplifying units. The oscillator is also useful in comparing high frequency resistances and losses in coils and condensers and with the help of a suitable bridge it is possible to measure capacity and inductance.

In effect an oscillator is a miniature broadcasting station which may be made to operate at any desired frequency or tone for any length of time required in the completion of tests and experiments.

Everyone who has operated a receiver, unless it is of some thoroughly balanced type, such as any of the bridge circuits, has found that there is a decided tendency to howling and squealing when tuning in stations at low wavelengths or high frequencies. Most receivers have some means of controlling this howling or squealing which is caused by oscillation.

When a part of the signal strength in the output or plate of a vacuum tube circuit is sent back to the input or grid side of this circuit it increases the strength of signal fed into the grid and increases the amplification. This is called regeneration.

(To be continued)

NEW COLOR MOODS

FOR THE SCREEN

A spectrum of sixteen delicate atmospheric colors, keyed to the moods of the screen, in the new series of EASTMAN

SONOCHROME

TINTED POSITIVE FILMS FOR SOUND PICTURES

NEW COLOR *with* EASTMAN SONO

ROSE DOREE—A rose pink that quickens the respiration. The tint of passionate love, excitement, abandon, fête days, carnivals, heavily sensuous surroundings.

PEACHBLOW—*Allegretto vivace.* A tint for brief, joyous moments, buoying up scenes of light, sensuous content. The spirit of coquetry. An excellent tint for close-ups.

AFTERGLOW—Less radiant than Peachblow, yet warm and stimulating. Café, banquet scenes, gardens, sunsets, late autumn.

FIRELIGHT—A cheerful orange tint—in interiors suggestive of warmth, intimacy, comfort. A mellow autumnal light.

CANDLEFLAME—In the middle tempos, but blending happily with all active moods. For general use in interiors. For exteriors morning and afternoon, with but little sky area.

SUNSHINE—The generous brilliancy of mid-day sunlight. Of use where the light of the sun plays prominently in fixing the locale or the mood . . . sunlight streaming through windows, Mexican patios, the desert.

VERDANTE—In the *larghetto* range. Refreshing. The sunny green of vegetation in spring and early summer. Simply furnished interiors.

AQUAGREEN—Emotionally cool, soothing, relaxing. Especially suited to water scenes outside the tropics. One of the wettest colors imaginable.

A Complete Gamut of Colors

SIXTEEN expressive tints — new to the screen, embracing the entire color spectrum, rich and varied in their emotional effects — comprise the new series of Eastman tinted base films known as Sonochrome.

Eastman Sonochrome provides a relief from the black and white of the present sound film and a wider range of expressive hues than the motion picture ever before possessed!

In hue and atmospheric quality Eastman Sonochrome can closely simulate the actual lighting of any exterior or interior scene. Lighting of realistic color content is a primary emotional source to which the motion picture never before has had such free access.

Sonochrome colors have definite affective values. Some excite, some tranquilize, some repress. Properly used, they enhance the moods of the screen and aid the powers of reproductive imagination in the observer, without making a distinct impression on the consciousness.

In Sonochrome, the maker of motion pictures will find an efficient and highly refined instrument for achieving dramatic effects, and the audience a new emotional experience.

MOODS FOR THE SCREEN

SONOCHROME FILM

The First for Sound Pictures

PREVIOUS attempts to use color on sound film have resulted in cutting off the light that excites the photoelectric cell, so interfering with the reproduction of sound. With the new Sonochrome tints this difficulty has been overcome, for they are so adjusted as to position in the spectrum that they do not blind the photoelectric eye.

The light to which the photoelectric cell responds passes freely through Sonochrome film, and the response is uniform over the entire gamut of tints.

For this reason Sonochrome tints, including the hueless argent substitute for clear positive, may be used in any sequence, permitting absolute freedom in the shifting of moods, without affecting the sound.

The Eastman Sonochrome tinted films are available at no greater cost than the regular clear base positive film.

Eastman Kodak Company, Rochester, N. Y., will gladly send you further information about
EASTMAN SONOCHROME FILM

TURQUOISE—With the liquid characteristics of Aquagreen, but cooler . . . the Mediterranean, the cool of dawn, bright moonlight.

AZURE—The tint of reserve and distance. In exteriors spacious, atmospheric—the blue of tropical skies. In interiors cold, formal, repressive.

NOCTURNE—For night effects, murky interiors. Maximum repression. The color mood of sadness, defeated expectation, dark intrigue, the underworld.

PURPLEHAZE—Rising somewhat in pitch from Nocturne. For dim interiors and outdoor settings obscured with haze. Languorous, dreamy, narcotic.

FLEUR DE LIS—*Tempo di marcia pomposo.* The time-honored hue of the ceremonial, the ritualistic. Pompous, solemn, stately. The purple of royalty.

AMARANTH—A less austere purple than Fleur de lis. Suggestive of gentility, aristocracy. Heightening the elegance and luxury of certain interiors. Balcony scenes at night illuminated from within.

CAPRICE—In the range of rapid tempos. An audacious magenta. The mood of fickleness, impulsive action, rash adventure.

INFERNO—*Agitato.* Intensely stirring with strong sounds and movements . . . fiery revolt, riot, conflagration, disaster, unrestrained passion.

ARGENT—A silvery hueless tone, less harsh than that of ordinary black and white positive. Of general utility for all untinted scenes.



They warm love, inflame passion, heighten joy, strengthen courage, deepen sadness . . . . .

FOR the first time, all the serviceable associations of color tones are brought to the aid of the sound picture in the new Eastman Sonochrome Films, a chromatic series of sound positives.

Sonochrome has sixteen color moods, keyed so that a smooth transition is always possible from one to another, or back to the basic argent tone, without perceptible change in sound level.

Pictures in Sonochrome tints have a variety and a sustained interest that can not be achieved with black and white positive alone.

The most imaginative productions of the year will be screened in Sonochrome.

EASTMAN SONOCHROME

A PRODUCT OF THE COLOR LABORATORY OF THE

EASTMAN KODAK COMPANY

MANAGERS' ROUND TABLE CLUB

MANAGERS' ROUND TABLE CLUB OF MOTION PICTURE NEWS

CHARLES E. LEWIS
Chairman and Editor

A National Association of Showmen Meeting in
MOTION PICTURE NEWS
Every Week—for Mutual Benefit and Progress



CONDUCTED BY AN EXHIBITOR FOR EXHIBITORS

"Our Skirts Are Clean"

FOR the many months that we have been functioning as a Clearing House for the Showmen of the industry, we have religiously adhered to the principle of keeping out of all angles whereby this producer or that exchange or some theatre chain was criticized or in any way attacked.

It is not our business to tell anyone how to run their business or to pick their business methods to pieces.

Our particular aim in life has been, and we hope it continues to be, for the general welfare of the managers and exhibitors.

Through intercommunication, through our Club editorials, through our personal contacts, we have consistently tried to drive home the idea that we can all profit by lending a willing ear to what the other fellow is doing and trying to convert his ideas to improving both the theatre and the receipts.

Through encouragement we have prompted many hundreds of managers to come out in the open and air their thoughts to their brother managers and exhibitors so that all may profit thereby.

Through surveys and letters we have found out about various angles in the business and then passed on the general concensus of opinion to the show-world at large.

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Some New Members

Through citing the good and bad examples of others we have tried, and we hope we have succeeded, to correct some general faults among many managers.

But through all this activity "we still kept our skirts clean," as the saying goes.

We have no desire to mix ourselves up in the affairs of others and with this thought in mind we have stuck to our guns. That our resolution was good policy is best shown by the fact that despite all of our activities we have brought no criticism down upon the Club.

On the contrary, we have succeeded in winning the favor of the biggest men in the business today. The Club commands a wonderful respect from every phase of the industry. We have attracted the attention of the entire show-world.

And what's more, they are all boosters for this great organization of ours.

Succeeding as we do in accomplishing so much for the managers and exhibitors makes us all the more determined to keep up the good work we have started. To keep on plugging until our membership includes every real showman in the country and to continue our efforts to make the MANAGER'S ROUND TABLE CLUB the greatest, the finest and the most helpful agency in the show business.

So why should we get "our skirts dirty" when we can accomplish so much and keep them clean?

C. E. L.

MANAGERS' ROUND TABLE CLUB

Your Theatre Inspection

THE accompanying article on theatre inspection by Earl M. Holden, of the Vivian, Florida and Crystal Theatres, Daytona Beach, Florida, will be of interest to all theatre managers. House inspection is often classed as a tiresome job but done in Holden's method it becomes a simple, easy task that involves but a short time each day and insures the theatreman against those accidents which occur from time to time in theatre routine and so often prove to have a damaging effect on the prestige of the house.—C. E. L.

TO make a thorough inspection of the theatre, means that the manager must certainly have some system to follow when he looks over the house. If possible he should be accompanied on his tour of inspection by the chief janitor, so that any fault can be pointed out to the man that is responsible for the cleaning.

Some managers will start in the auditorium, check a few rows of seats to see if any are loose, will probably pass to the projection room, and call it a day. Such an inspection reflects upon the ability of the manager; he is either not interested or is not on the job, or maybe he really is sincere but does not know how to make an inspection.

Start Inspection Right From Front

The inspection should, by all means, start at the front. The point of entry for the patrons. He should check the appearance of the entire front of the theatre and also the building. And how does it look? Is it clean and tidy? Or is it dirty and an eye sore to those who even pass. Remember a neat theatre front will help to draw attention to your theatre just as much as the paper that you have on display. And while checking the front don't miss that sign on top of the marquee, or wherever it might be located. How long has it been since it had its last cleaning? Remember, even a sign gets dirty, sand and dust blow up from the street and there's many a crack and crevice in a sign that will catch this dirt. Are all the bulbs burning, or are some out? If it is a flashing sign check it to see if the flasher is working too fast or to slow. And, by all means, once in a while check the braces and wires holding the sign. A check in time on this important item may save a law suit.

Don't Overlook The Sidewalks

Now we will take a look at the sidewalk. Are there dirt and dust on it? And don't pass up the curbs and the gutter. Dirt that collects in these is sure to eventually get on the sidewalk. How about the lamps in the marquee? Are all of them burning or are some out? Do you think you have the proper size and wattage? This is a very important item, as a marquee can be overlighted and it can be underlighted.

Frames And Signs Are Important Too

Next check up the front display and frames, also cut outs if any are used. What is their appearance? Has your sign artists performed a good job, or a half hazard one? Are the glass doors to the frames free of dust and are they clean? Have you the proper dates on the paper displayed? If tacks are used to hold the dates on the paper, are they ordinary thumb tacks that shortly become rusty or are they neat looking glass headed tacks?

Don't Forget Your Inside Displays

And now we pass into the lobby. Is it clean? This is very important. Is it well lighted? It should be bright and neat appearing at all times. Remember, that a lobby filled with excessive amount of paper and display frames does not always make an inviting lobby. If the box office is located in the lobby look it over carefully. Check the fixtures and the curtains of the box office. They should certainly be clean at all times.

What is the inside appearance of your box office? This is just as important as the outside. Check the ticket box if one is used. Is it shiny and attractive, or just a mere box in which the doorman puts the tickets? And how about the stand out ropes and stands—what is their condition? Are they neat or are the ropes if covered with velvet torn and ragged? If so they should be replaced at once. If artificial flowers are used, keep them neat, and as near natural looking as possible. If you have a flasher box in the lobby look it over. Are there any burned out bulbs in it? Is it flashing too slow or too fast? Are the proper photographs being displayed and have they the proper date of showing?

Then be sure and check the floor of the lobby. If the show is on, it should be kept clean of cigarette stubs and programs that have been discarded. If the weather is damp see that the porter keeps it dry. A wet lobby floor, especially if tile is used might cause some patron to slip and fall.

(The second portion of Mr. Holden's story will appear in next week's issue of the Club pages. Watch for it.)

A Welcome to All Members!

Says Harold C. Lee in a recent letter:

"The Round Table Club is getting more interesting every week and if any of its members happen in or around Bath, N. Y. I would sure like to have them call at the Babcock Theatre anytime between the hours of 8 A. M. and 11 P. M."

Lew Preston Knows How Theatre Ought To Be Conducted

While roaming around the wilds of Brooklyn the other evening we happened by the Republic Theatre, and, of course, we stopped in to say hello to our friend Lew Preston.

Lew has been managing the Republic for a long time and making a darned good job of it, too. As a matter of fact, the appearance of the staff from front door right on through the theatre was more like Times Square than the neighborhood surrounding Loew's theatre, but that speaks well for him and the way he runs his house. We like to select these exceptions to the rule in the operation of most neighborhood houses because they are really outstanding.

With all these mergers, consolidations and what have you, it would not surprise us one bit to learn that Lew Preston finds himself occupying a fine position when the smoke clears away. And when we say smoke, we mean smoke.

For the present we will bid Lew good-bye, but you will read more about him before very long.

MANAGERS' ROUND TABLE CLUB

Eddie B. Haley Of Star Theatre In Concord, N. H.

Here is one story that we ought to have had the member's picture for. It not only introduces a new Round Tabler but also tells about some of his recent activities. Why the devil didn't you send your picture along with it, Eddie? I'll only forgive you providing you shoot it along by return mail. Oak?

But let's get back to business. This is about Eddie B. Haley, enterprising manager of the Star Theatre in Concord, N. H. And before we forget about it we must tell you that he was once assistant manager to J. J. Dempsey, now at the Strand Theatre in Dorchester, and a mighty good member of the Club. We hope J. J. pumped some of the same pep into Eddie. How about it?



With Eddie's letter and application came an attractive herald with the front page reading, "Final Warning." The inside spread gave the dope about "Bellamy Trial," and it was as nice a piece of advertising material to reach Club headquarters in some time. Summed up, it rather strikes us as being a combination of good showmanship plus a theatrical imagination. We do know that when we found this herald on our desk we were immediately prompted to open it up and read further. So why not the cash customers up there in and around Concord?



But to get back to some details about Haley. He is but twenty-two years of age and has been in the show business about seven years when he broke in with the Gordon Brothers outfit. After much experience here and there he went out with the Al Jolson "Jazz Singer," road show playing over thirty towns north of Boston. He was then appointed manager of the Strand Theatre in Dover, N. H., and from there he was sent to his present position at Concord.

Eddie is another of the recent members who are frank enough to admit that they were using the Club columns to profitable advantage for many months prior to joining themselves. He really feels that he is "one of the boys" because he has followed the Club pages so long. But better late than never, Eddie.

Haley promises us many details and pictures of his future exploitation and stunts, so we will take leave of him for the present by quoting one paragraph from his letter: "I think the CLUB is a great thing and to be on the outside makes one feel like a 'dead head' with such great doings being put before you each week in your columns." Atta boy, Eddie, keep up that spirit.

"LOBBY LAUGHS"

By Dick Kirschbaum

These cartoons have already won a great following from members and readers of the Club pages in the NEWS. The unusual humor of Mr. Kirschbaum's ideas, plus his fine ability to picture them so well, has made this feature of the Club a most desirable one.

BUT—

Dick wants other ideas besides his own, so that the series of cartoons doesn't become stale. Now you fellows who have had lots of funny experiences in this business of ours come along with the ideas and let Dick do the cartooning of them. Shoot your suggestions in direct to the Club and when they are published proper credit will be given to each one making the suggestion. C. E. L.

Managers' Round Table Club Employment Bureau

* * *

A service without cost to all Subscribing Members.

* * *

All correspondence should be addressed to Charles E. Lewis, Chairman, personally, and will be treated in strict confidence.

* * *

Theatre owners, chain executives or others seeking managers of the highest calibre can make such contacts by advising the Chairman of the type of man, or men, they are looking for.

* * *

Managers wishing to register in this Bureau are requested to write, immediately, for the proper form to be filled out.

MANAGERS' ROUND TABLE CLUB
729 Seventh Avenue
New York City

MANAGERS' ROUND TABLE CLUB

Step Up And Meet Larry B. Jacobs Publicity Director

Good publicity men are always good members, according to past experiences of the Round Table Club. Perhaps the reason is that they are always planning something new in the line of exploitation or publicity and by sending us all the "dope" we are able to pass on some good slants in this direction.

And so we lead up to the introduction of Larry B. Jacobs, who was recently appointed Director of Publicity for the Warner-Stanley Theatres, covering a large district known as the Western Penn. Division, with headquarters in Pittsburgh. Mr. Jacobs is by no means a new hand at publicity and exploitation and now that he is settled in his present position we expect to hear great things about him.



For the first story we just let you see him personally, as we call photographs in the Club columns, and then we picture two of the marquee displays which he created for the Grand Theatre in Pittsburgh. On the "Desert Song," don't jump at conclusions that this is very expensive because it is so attractive looking. The setting of the figures is a matter of mechanics rather than money, and the background, being flooded with lights, makes it so outstanding in appearance. Wake up some of you "supposed to be" live-wires and add a new angle to your marquee displays by putting some sort of a background, illuminated as this one is, and make the whole thing really look like something worth while. The awning effects over the entrance doors are well worth the money because they can be used for any number of pictures and even for a means of dressing up the front in warm weather.





"Noah's Ark" was another fine display that Mr. Jacobs put over and it must have made the smoky city customers look twice when they caught a glimpse of it. But, what's the use of going into more details, etc. You can take any one of the many Round Table ideas and alter or reduce them to fit the smallest house in the country. If you are willing to work it out the solution is always there. It is only the man who has not got the pep that says: "It's no good for my house."

This closes our first article about Larry Jacobs, as he keeps us posted on his future activities, we, in turn, will pass them on to the other members. Watch for some other good ones soon.

Gottlieb Recalls A Good-Will Angle From the Past

Taking note of our continuous plug about the necessity of good will, Manager Gottlieb, of the Kismet Theatre in Brooklyn, N. Y., calls our attention to an incident some years ago whereby a thoughtful act reacted into plenty of good-will plus a lot of fine boosting for his theatre.

While manager and part owner of several theatres in Beacon, N. Y., he visited the Mother Superior of the Parochial School pertaining to a certain picture. When leaving he noticed two Nuns heading for a shopping tour and he offered to give them a lift to town. In the course of conversation one of the Nuns mentioned that they never had the opportunity of enjoying an automobile ride through the country.

Immediately Gottlieb offered his car with an attendant for one day each week. This offer was accepted, with thanks, by the Mother Superior.

Soon after the leading newspaper in town made favorable mention of this incident, while the Priests actually commended the deed from the pulpit.

We are very glad to publish this little sidelight on the activities of Mr. Gottlieb and if it suggests to any of our readers a possible thought that they, in turn, may capitalize on, then we have used the story and the space to good advantage.

PAUL H. FORSTER, featured organist of the Eckel Theatre in Syracuse says:
"While I am not the manager, I look for your column each week and find lots of valuable information there. Co-operation is the secret of success and we all need it."

MANAGERS' ROUND TABLE CLUB

An Open Letter to All Club Members

Dear "Gang:"

Jack Allen of Canada writes to tell us that he may motor into New York with his family this summer. He also "threatens" to make the Club his headquarters if he does come down.

Well, our answer to him goes for everyone of you.

"Come On," make this your headquarters, hangout or whatever else you want to call it. You'll be welcome just the same and we'll be mighty glad to see you and entertain you.

Motion Picture News is now furnishing a peach of a room for the exclusive use of the Club and we would welcome every opportunity of playing host to any of the boys who come into New York.

This is your Club and we are, as always, at your service.

Cordially and sincerely,
Managers' Round Table Club,
Charles E. Lewis, Chairman.

A. J. Karp Works Out A Novel Community Song-Fest

Always anxious to pass on some valuable idea or tip to his brother members, A. J. Karp of the New Colonial Theatre in Beaver Falls, Penn., has written a brief and timely article dealing with Community (or audience) Singing in theatres.

We suggest that you not only read this little article, but that you take the trouble of following it up as per his offer in the last paragraph.

COMMUNITY SINGING

No doubt many of the managers have been faced with the problem of having community singing in their theatres become a reality.

We have tried many plans, gag slides, singers, and others, but have never been successful in kindling a spark of enthusiasm among the audience toward singing themselves.

About seven months ago, my Organist, Mr. Glenn Hoffman, perfected a plan, which he turned over to Mr. Wallace Berry, Master Electrician and Radio Engineer of our city, and after extensive experiments, they solved completely the question. Mr. Hoffman has installed at the organ, a microphone of the broadcasting type, with which he personally addresses his audience each performance, explaining his solo, humoring them a little here and there, and putting into his work, the PERSONAL TOUCH, which has solved his problem, the result being instant response to his addressing with 100 per cent participation in the singing by the audience. There are two speakers, one on each side of the organ chambers, set in special boxes which eliminate vibrations. There is also a speaker mounted on the ticket booth outside, where the music may be heard on the street. This is used occasionally during an exit march, or to broadcast the laughs from a comedy to the outside. There is also a microphone for the use of the manager in making announcements, etc. Any organist, by singing lightly into the "mike" will be surprised to hear that he is quite a singer himself, and many other interesting experiments are being conducted by Mr. Hoffman and Mr. Berry to make its use unlimited.

The controls and switches are located on a neat panel at the organ. No adjusting is ever necessary, after installation has been made, and to the organist and manager, its operation is comparatively simple and reliable. No hums or battery sounds are audible. Mr. Hoffman will gladly give information to any who writes him, care of, New Colonial Theatre, Beaver Falls, Penna.

Thank you, Mr. Karp; your interest is appreciated and we hope you will follow up this story with others very soon.

F. W. McKay Right On The Job At The Strand, Rutland

F. W. McKay, of the Strand Theatre in Rutland, Vt., used a good stunt recently when he was exploiting "Broadway Melody" in that town. He secured a sport model of a snappy looking car and engaged a vaudeville team to sit in the rumble seat singing and playing the tunes from the picture. The two nifty looking ushers on the front added to the advertising of the stunt. You can draw your own conclusions as to the attractiveness of the girls on the front seat seat of the car and what an impression it would make on the main streets of any man's town is nobody's business.



But just fixing up this ballyhoo was not the only purpose of McKay's. He used the car around town on the Saturday preceding the opening of the picture and on that same Saturday night the car went out again, but this time as part of the Shriner's parade which consisted of two bands and over 300 men in uniform. No doubt about the customers seeing it while lined up on the curbs for the parade and no doubt about their attention being attracted to both the theatre and the picture. Mac tells us it ended up with packed houses after the picture opened.

Which again brings forth that old argument that it never pays to lay down on selling a picture which happens to be a box office natural. Plug them just the same and perhaps you will kick up just enough extra business to break a couple of house records. That's what always gives us a great thrill: breaking house records. Let's hear from you again real soon, Mr. McKay, and don't forget the pictures, they make the story much more interesting. And how!

NEXT WEEK—

Lloyd Sinclair will tell you how he engineered a house to house distribution plan.

MANAGERS' ROUND TABLE CLUB

Let Us Introduce Earl T. Leaper Of Paramount Theatre

Many of our letters contain suggestions for attracting more attention to the Club in various ways. One of the most popular suggestions seems to be the lining up of the managers of the different well-known theatres throughout the country.

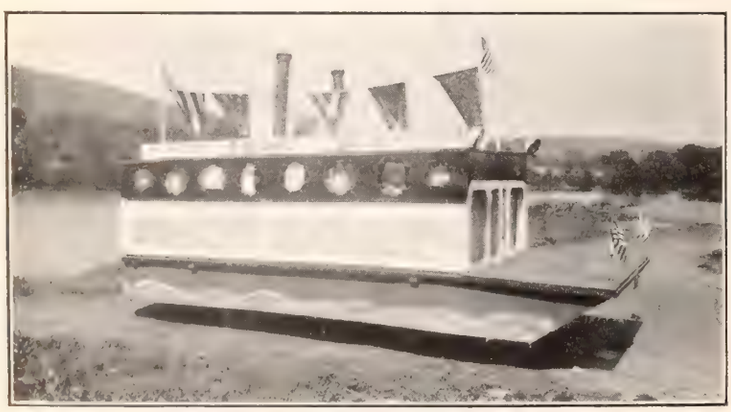
But we have never felt that such a practice was necessary when we stop to consider that little by little the heads of these so-called, well known theatres are gradually joining our ranks without solicitation on our part. A review of our last few hundred members would reveal this to be an absolute fact.

But we do take pride in introducing and announcing, to our members, that Earl T. Leaper, manager of the Paramount Theatre in New York City, has "signed on the dotted line" and we want every member of the Club to know it.

While exploitation, as exploitation is known throughout the country, is not an important element in the management of such theatres as the Paramount, we feel that suggestions on theatre operation, etc., would be very attractive reading for all of us. It is on this particular point that we hope to encourage Mr. Leaper to post us. At the same time his own photograph would help warm us up to him as a new member. We will look forward to hearing from him real soon. In the meantime, watch for some more about Earl T. Leaper and the Paramount Theatre.

W. L. Trass Right On The Job With A Real Ballyhoo

W. L. Trass, managing the Andrews Theatre, in Salamanca, N. Y., another of the Schine houses, and another of the Schine managers to join the Club, offers one of his latest ballyohoos which he created and executed on "Show Boat." Trass need not take a back seat on this type of exploitation for



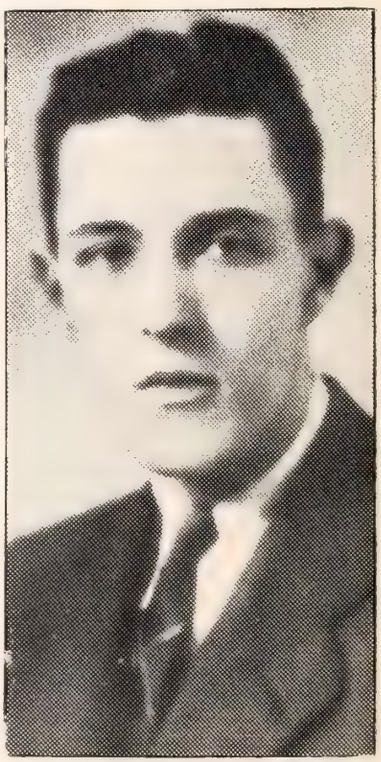
anyone. Just stop and consider that his is not the largest or the finest theatre in the state, yet, for a theatre like the Andrews, Mr. Trass certainly is selling the picture just as effectively as his brother managers in far better houses. More power to you, W. L.

Besides the float pictured here, he also mailed letters to all the nearby towns, tie-ups with department stores, music stores and confectionery stores. Special kiddie matinee the Saturday before opening during which special "Show Boat" articles were given to the youngsters. Book marks given out by local librarian at the library, readers in local papers as well as three out of town. Float was used over a radius of 20 miles.

Welcome Trass, into this brotherhood of live-wire showmen, we sincerely trust you will line up as a real active member by keeping the Club posted on all your activities.

Frank M. Boucher To Be District Mgr. For W. B. Theatres

Frank M. Boucher, for many years connected with the Shenandoah Valley Theatres Corp., as city manager for their Winchester, Va., theatres, recently resigned to take a position as district manager for the Warner Brothers Theatres. His exact location has not been announced as yet, but the Managers' Round Table Club hastens to extend their congratulations to Mr. Boucher upon his advancement in the show business.



Mr. Boucher had only recently accepted the post of Regional Chairman for Virginia and we are hoping that his new activities will find him in that state so that he can continue the work he started. We are proud to have men like F. M. at the helm of our various regions and know that the best interests of the Club are constantly being watched. But wherever he finds himself, we are sure that he will always be a booster for the Club which gave him so much prominence in the industry. What do you say, Frank?

That he held a position of high esteem in his community is amply attested by the marvelous front page story which the Winchester Evening Star published about him announcing the change. A man must stand well in his city or town to merit such recognition, and apparently Boucher had the rating that won him many friends. We will look forward to publishing the future activities of Mr. Boucher in early issues of the Club columns.

Please Take Note

THE pages of the Club are open for the publication of photographs from both members and readers. These photos may be of theatre managers, theatre fronts, marquee displays, lobby settings, etc. Due credit will be given those sending photos to the Club, providing they attach the proper description and their own names and theatre addresses.

Managers' Round Table Club.

H. C. Lee Won't Let The Babcock Get In Any Rut

Harold C. Lee, of the Babcock Theatre in Bath, N. Y., turned out another fine piece of advertising material when he executed the 11 by 14 inch card which we are reproducing here. This card was printed on good yellow card stock and the layout distinctly shows that Harold was on his toes to make it something worth while.

Apparently local dance bands are clicking at the Babcock

MANAGERS' ROUND TABLE CLUB



because we see that he is advertising another one. Also his own troupe of trained German Police Dogs are back at work with his latest Rin-Tin-Tin picture. Lee has used these dogs of his on several occasions when he has played dog pictures and we understand that they are very popular in the town and theatre.

The tie-up for the band with the dance pavilion apparently gives the theatre a good break besides satisfying the dance hall people, but it's another way of promoting co-operative tie-ups and so must be profitable for all. Since those who want to dance are going to dance regardless, why not try a tie-up of your own with the dance hall best suited for the purpose. Some signs and banners in the dance hall for the theatre will attract as much or more notice as the dance hall's signs in your theatre. What's sauce for the goose is sauce for the gander, or words to that effect.

Some more about Lee and the Babcock Theatre very shortly.

Randall J. Jerabek Now In Charge Of Mission, San Diego

Randall J. Jerabek, formerly of the Seville Theatre in Chula Vista, Calif., has been placed in charge of the newly equipped Mission Theatre in San Diego, by the Pacific National Theatres, Inc.

Mr. Jerabek has been a member of the Round Table Club for a long time and has always kept his brother members posted on his various activities through the Club columns in the News. He is also a great believer in the idea of using the other man's ideas whenever practical for the theatres he is running and that, perhaps, accounts for his increasing popularity among theatre managers on the coast.

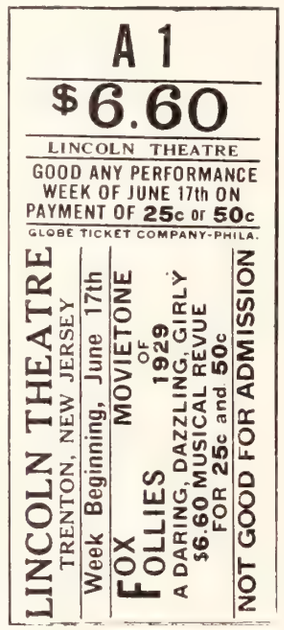
In the Mission Theatre, Randall will be given many opportunities of demonstrating his ability and we are certain that the many stunts he puts across will make darned good reading on these pages. We, therefore, suggest that you watch for Mr. Jerabek's future activities via the Club pages of the News.

Stevenson Varies His Exploitation On All Pictures

D. F. Stevenson, Director of Publicity for the Lincoln and Stacy Theatres in Trenton, N. Y., comes along with several up-to-the-minute ideas for exploiting his attractions at those two houses.

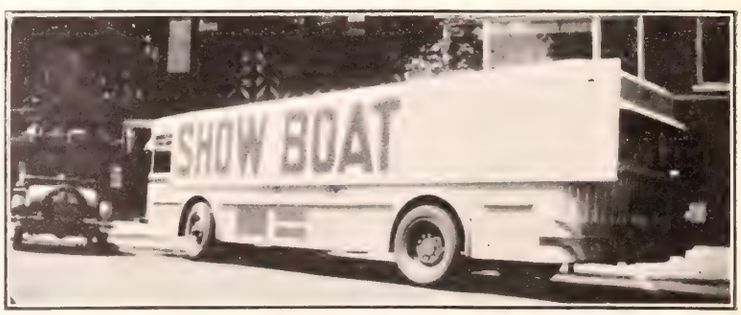
One that particularly attracted our attention was on the "Trial of Mary Dugan," and consisted of neat ladies' handkerchiefs with a small sticker pasted in the center reading, "Mary Dugan will win your sympathy so bring this with you when you attend her trial at the Lincoln Theatre, Week of June 10th."

In addition to this stunt he distributed 10,000 circulars in the form of a summons and also had the Western Union Co. deliver 200 telegrams to lawyers, district attorneys and judges, besides others who might be interested in this picture's appeal. 2,000 of the handkerchiefs were distributed to the ladies, and we can tell you from first hand information that they were nice looking 'kerchiefs, too.



On Fox Movietone Follies, bus and herald stunts were employed as well as 5,000 of these tickets. Of course the tickets (as stated thereon) were not good for admission, but they did serve to call attention to the public that the Follies was a $6.60 revue. That is if the public agreed with them. But it did make good advertising for the picture.

The accompanying picture shows how busses were used to plug "Show Boat" and anyone who claims that such a ballyhoo won't attract attention is either kidding himself or kidding us. Of course, Stevenson failed to say how much the cost of the bus stunt ran to, but it must have been reasonable, because he is too good a showman to spend a pile of dough foolishly.



Inside this bus, he installed an Orthophonic Victrola playing the ballyhoo record which comes with the picture.

Mr. Stevenson has engineered some mighty fine publicity and we only regret that he does not keep us posted sufficiently on his various activities so that the rest of us might profit by them. What say, D. F.? Can we expect more regular contributions? Oak.

Notice to Members

Please be sure to notify the chairman of any change of address

—THANK YOU.

MANAGERS' ROUND TABLE CLUB

Our Sincere Thanks To Fred Johnson & Regional Chairmen

The Managers' Round Table Club is certainly grateful to the various Regional Chairmen for their wonderful efforts on behalf of the organization in working so hard to line up many new members. Especially, we must mention, Fred E. Johnson of Cambridge, Ohio, who has already accomplished so much in this direction. Typical of Fred is the fact that we find it hard to trace his activities because many of the new members coming from his section of the country fail to mention his name when they send in their applications.

But we do know that Fred is doing things right and so we will single him out, at this time, for our sincerest thanks. It is the marvelous spirit of men like Johnson that is making the organization what it is today and we feel that we cannot say enough about them in appreciation.

This same applies to our other Regional Chairmen who are, likewise, working so hard for the Club, but we will try to credit them with every member they enlist when the new names are published.

Thanks, boys, we are going over the top in great style and it is giving every one of us a thrill of satisfaction. Just you keep your weather eye on the Round Table Club. We're on the highroad to unity, strength and prominence.

Charlie Ryan Made Sound A Gala Event At The Buckingham

Charles Ryan certainly made the front of his theatre look like a circus when he inaugurated a "sound" policy in the Buckingham Theatre out in Chicago, Ill. Houses changing their policies from silent to sound would do well to follow the example of Ryan, as this change is so radical that it warrants the most unusual ballyhoo attendant upon it.

But aside from the front appearance of the Buckingham, let us call your attention to the attractive program which is used at that theatre. A close inspection will reveal the fact that the short subjects are getting the break which they are entitled to. Talking short comedies and other short subjects have saved many a weak program in older wired houses, so the newly equipped sound theatres should benefit by the experience of their brother exhibitors and watch out for the angles which it cost the older houses plenty to learn.



From cover to cover, this house organ shouts "sound" and the continuous plugging of this fact, plus the right kind of shows, is bound to react most favorably to the theatre's advantage.

We are glad to welcome Charlie Ryan into the Round Table Club and hope that he continues his good start at active membership by keeping us constantly posted on everything he puts across. That he finds much of profit and interest in the doings of our other members is without question, just you keep in mind our famous slogan—"All for One and One for All."



Is Snap-Shots On Main Street Dorman's Latest

"Take a tip" from Manager Dorman, of the Florida Theatre, in St. Petersburg, Fla. His latest idea to create interest in that theatre of his, was to have a man take snap-shots all over the main streets of the city and advertised that if they came and identified their own photos they would be admitted free to the theatre.

The stunt was this: after taking the pictures, he mounted them on a six-sheet size beaverboard, painted and designed to resemble a newspaper.

The results of this stunt was tremendous, according to reports, and hundreds of people who though they were in the pictures being taken flocked to see if they could identify themselves. Of course, it is taken for granted that the majority of those who could not identify their own pictures on the board bought a ticket and went in to see the show anyway.

This stunt could easily be juggled around to fit most any local conditions and should, therefore, be a good one for the majority of our members and readers. At any rate, think it over and see if you can't possibly use it before passing it up. Nothing ventured—nothing gained.

"Some Good Advice"

C. A. Barthalomew, manager of the Post Theatre in Oceanport, N. J., offers some suggestions which, to our way of thinking, were worthy of publication. Suppose you just read them over out of curiosity, and then, just for fun, try them yourself. It won't cost you any money and it may improve your theatre and your business.

"Remember, the day of the manager who sits in his office with a big cigar and his feet cocked up on the desk is over.

"And in a few more years he will wake up to find grass a foot tall in the lobby.

"For today a wide-awake manager is in the lobby promoting that friendly feeling during the time the patrons are coming in and going out.

"In the morning and after the shows, he is in his office, scheming up his publicity and advertising campaigns.

"Don't be afraid to get out and get to work, put your nose to the old stone and push, if the other fellow has a big campaign on, and is doing a lot of business, think fast and put over one still bigger than his.

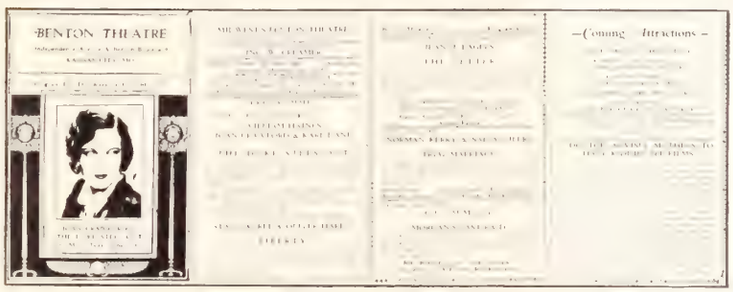
"We all have heads and they are not to be used just as hat racks."

MANAGERS' ROUND TABLE CLUB

J. W. Creamer Another "Live-Wire" For The M.R.T.C.

Looks like we struck another honest-to-goodness natural when J. W. Creamer signed on the dotted line and became a full-fledged Round Tabler. J. W., by the way, is managing the Benton Theatre in Kansas City, Mo., and apparently, from his very first letter, doing a good job.

Just picking a little from his letter, we quote: "I have been watching and reading your Column ever since its start and am very glad to say that I have received world's of good from it. Enclosed you will find my application for membership, as I cannot afford to stay on the outside." That's telling straight facts alright, and no getting away from it. Creamer is but one of the great army of Showmen who have followed the Club from the beginning and now realize that they belong on the inside with the rest of us.



Among some of the interesting stuff received from J. W. we reproduce several, including his neat little house program, a small proposition measuring about 3½ by 5 inches and in the form of a folder. As you will note from the layout, J. W. makes good use of his abbreviated organ and uses excellent judgment in the make up. Many ideas used in this program came from the News, according to his frank statement to us.



Another little contribution was a lobby set piece on "The Iron Mask," with castles, photos and shield all set away from the background by means of small blocks of wood. That it is effective is evident the moment your eye strikes it. But the photo fails to do it proper justice. Here is an inexpensive and simple way to enliven your lobby or front with something new and different. Try it. This same idea, naturally, can be utilized on any picture or coming attraction that you believe should be plugged with a little more than ordinary announcements. Cutting the photos or 11 by 14's and building such a display is more of a matter of effort rather than money. See if you cannot wake up some usher or doorman or any other employee of your theatre to take an interest in such matters and perhaps they will gladly work these things out in their spare time.

On the front, atmospheric dressing, you will note, by close inspection the attractiveness of the entire finished job. It immediately lends a different air to the entire theatre front. Properly lighted, it should make them go out talking about the theatre.

Just to get out of the rut, try to work out one or two of these atmospheric fronts during the warm weather this summer and see if it doesn't create a little more interest in the house. This is the second front we have seen on this



picture and both were done at very little cost. Rather than spoiling the front of the theatres, we would say that they actually improved them. As Creamer says about the one pictured here, " . . . it certainly startled the neighborhood. . . . "

More about Mr. Creamer and his various doings in early issues of the Club Columns.

Harry Lewis Now Manages The Ogden Theatre, New York

Our friend, Harry Lewis (once again, not a relation), who was last heard from at the Culver Theatre in Brooklyn, is now at the Fox Ogden Theatre in New York City, and, from all appearances, hard at the job of keeping them coming to the box office. If you think that job is a snap, come on in to New York and take a crack at it yourself.

But to get to the subject on hand regarding Lewis' most recent throwaway, we present for your approval his prescription for entertainment. Although we do not know where this originated, we have seen several in the past few years and they all tend to get away from the old-fashioned type of handbills. This is one that works very well with the "Doctor's Secret" but could also tie in with any number of other pictures. It's neat, it's plain and it's inexpensive, so try it yourself for a box office tonic.

TEL. JEROME 5268

Doctor of Entertainment

Ogden Ave. at Washington Bridge

Office Hours { 2 to 5 P. M. / 6.30 to 11 P. M.

℞

We prescribe the "Doctors Secret," with Ruth Chatterton, H. B. Warner and Robert Edeson. This feature will be presented Tuesday and Wednesday, June 4 and 5. It is a 100% all talking picture, also in conjunction with the above, we will show "The Spies," with an all star cast, "Screen Snapshots" and an up to the minute news reel.

WILLIAM FOX'S
Ogden Theatre
Ogden Ave. at Washington Bridge

Harry has had a wide and varied experience around city theatres and has all the qualifications of a big-city manager, but in spite of that we would like to see men of his type migrate to some of the peppy smaller cities where their ability could count for so much more in the way of successful showmanship than what is offered in such places like New York City. Maybe lots of the boys will get wise to the fact that there are other and better places to run theatres than in the big city.

MANAGERS' ROUND TABLE CLUB

Canada's On The Map, And How—!

Jack Allen started something when he launched his drive for Canadian members for the Managers' Round Table Club. Now we have the whole Dominion on the jump getting back of Jack and lining up a hundred per cent solid for the Club and Canada.

The second list of new Canadian members will be published in an early issue. Upon request we are withholding it for a week or two to give the tardy managers a chance to get their applications in. Here is the opportunity for every showman north of the U. S. line to show that Canada is just as progressive, just as peppy and just as ambitious as the claim of the showmen south of that line.

Regardless of what part of the Dominion you are located in, get back of Jack Allen the Regional Chairman and make Canada strong enough in membership to warrant the special Canadian page in the Club columns that every manager up there should want to see.

Get your application in today's mail. No membership fees of any kind. But you do get a mighty fine membership certificate, framed and ready to hang in your office.

Shire Makes Up An Inexpensive But Effective Display

Charlie Shire, the always-to-be-depended-upon manager of the Rialto Theatre in Lincoln, Neb., again came through with another piece of live-wire exploitation. This time it is on "Gentlemen of the Press," and shows as fine a lobby display frame as we've seen in many a moon around theatres. Just cast your ever-seeking eyes on what Shire has arranged in the way of a three sheet frame with newspaper and photos to make it everything that he wanted it to be.



But this was just a small part of what he put over on this picture. Perhaps the best part of it was the amount of free publicity he derived through the private showing of the picture to newspaper editors and the dean of the School of Journalism of Nebraska University. And as a direct result of seeing this picture in advance, Mr. Walker, the dean, recommended the picture in highest terms to every student of journalism and made it compulsory for two classes to attend a showing during the run of the picture. Of such stuff is high-powered exploitation made and we do not wonder that the picture played to exceptional business during its run at the Rialto.

We are sure that many other managers are putting over campaigns with the same pep and enthusiasm that Charles Shire uses, but we cannot understand why they want to keep it to themselves. What does it get a manager, in these important days to do things in a big way and then keep it a deep, dark secret within the boundaries of his theatre and town? You answer this one; it's too much for me.

G. W. Walker Makes 'Em Take Notice In Haverstraw, N. Y.

G. W. Walker, manager of the Capitol Theatre in Haverstraw, N. Y., and a recent new member of the Round Table Club hit upon a decidedly new angle when he arranged to fly over that city and the surrounding towns, throwing handbills out of the plane advertising "We're Up in the Air Over Mary," to exploit "Coquette."

Aside from the value of the stunt itself we are showing the top of the corking story G. W. grabbed off for the theatre in his local newspaper. This story was almost a column long and gave the theatre and Mr. Walker a great boost.



Now G. W., according to the same newspaper story, is at work on another 'plane stunt for next week, when he is going to broadcast direct from the 'plane through amplifiers. As this stunt was pulled by a national advertiser in New York some years ago, we do know that Walker has a real thrill in store for the county of Rockland. We would certainly like to find out if this one went over. How about it, G. W.? Do we get the details? Oak.

New Currency Presents a New Angle To Sid Lawrence

The new size currency which goes into circulation next month, provided Sid Lawrence of the Palace Theatre in Lockport, N. Y., with another up-to-the-minute idea. He has arranged for several thousand dollars worth through his local bank and will distribute one to each patron when they purchase a ticket. (Of course, I should have said exchange one for each patron; they don't "give" money away so easy these days, it's too darned hard to get hold of.) But Sid is again on the job and taking advantage of every situation that comes along. No question about everyone scrambling for some of this new size currency after it is let loose and no question about it being scarce for a while.

Sid is deserving of the title, "Member at Large" because his bosses keep shifting him so often that he never sems able to unpack his trunk. But soon, we hope, for his sake, that he will get located permanently. Here's wishing you luck again, Sid, but this time let us add—"Get yourself settled." Amen.

MANAGERS' ROUND TABLE CLUB

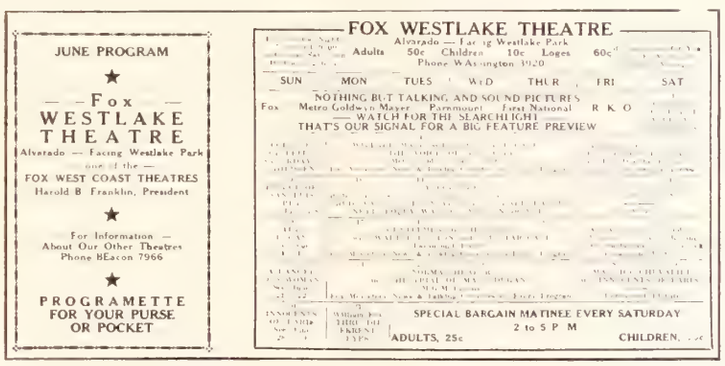
Want To Cut Overhead? Try MacDonald's Program

Although we just recently published a story about Tom MacDonald and the Westlake Theatre, we are going to repeat on Tom again because we just received a copy of his newest house program, or rather "programette." It is a fine little pocket edition of a house program measuring only 2½ by 4 inches when folded and printed on a pink card stock.

As for the layout and arrangement of the attractions, you can pass on those points yourself. The back page of the folder carried one ad which made the whole idea self-supporting. Now we ask you, "What could be sweeter?"

In these days of keeping the "nut" down as low as possible, we suggest that you give this idea more than just passing notice. Every dollar counts and when you can combine economy with good taste you have hit upon a mighty happy medium. House programs are expensive and where you can work out something like this you should jump at the opportunity. Show the boss (or bosses) that you are ever on the alert to save money. Maybe you'll get a raise. Funnier things have happened. Hey, hey!

Seriously, however, we suggest that if you are interested that you drop a line to Tom at the Westlake Theatre in Los Angeles and get all the details of this little "programette."



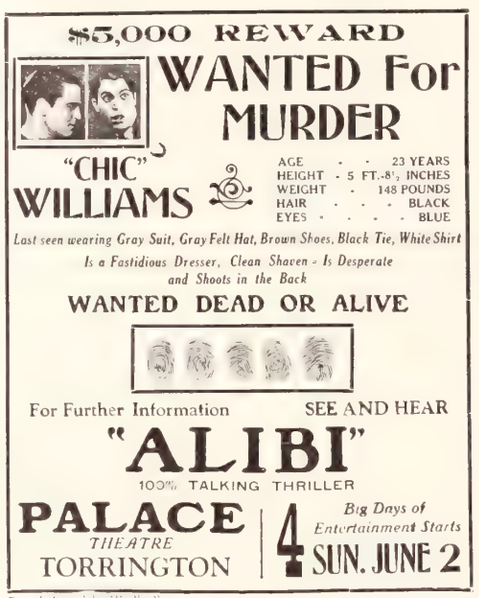
Step Up And Meet John J. Scanlon From Torrington

You have read so much about his activities that by this time you must be wondering what he looks like. So here is your opportunity to meet, face-to-face, as we in the Club term it, Johnny J. Scanlon, enterprising manager of the Palace Theatre, in Torrington, Conn.



As you will note from his photo, Johnny is far from being an old man, on the contrary, he is quite young and therefore we have many years to look forward to and read about his new ideas and how he adds a different slant to a lot of the old ones.

It would be rather flat to introduce Johnny personally without including something that he has put over up in Torrington and so we offer his suggestion on the picture "Alibi." He used plenty of the cards, as shown on the cut with this story, printed on good white stock, and measuring 11 by 14 inches. These cards were distributed over a wide area and their makeup naturally commanded attention and at least a second glance from those who caught sight of it. Regardless of whether you have used this or similar stuff, you must admit that Scanlon turned out a nice piece of advertising material for his house. Especially significant is the fact that he duplicated the same style as used by the local police department when they broadcast a man-hunt for a murderer.



His newspaper advertising on this same picture also carried out the criminal "Wanted for Murder" idea, and was kept away from the rest of the theatrical ads. Lack of space at this time prohiibts the reproduction of some of his copy, but we will try to find room for them in an early issue.

Keep your eye on John J. Scanlon and his showmanship tactics. Many an older head could profit by his suggestions. And how . . . !

Mickey Gross Now At RKO'S Granada In South Bend, Ind.

Mickey Gross, better known in the past as Kansas City's favorite son, has severed connections with the Isis Theatre in that city to assume the managing directorship of the Orpheum Circuit's Granada Theatre in South Bend, Ind. The Round Table Club, therefore, takes this means of extending to Mickey their best wishes for all the success that hard work deserves.

Gross's activities in K. C. were the topic of trade paper discussion for many years and with his membership in our Club, his fine work was accorded even more recognition than ever before. Just another example of what a live-wire can accomplish through his association with this progressive organization.

We are going to look forward to reading a lot about his new affiliation and the many novel exploitation stunts that he engineers in his campaign to make the Granada THE outstandinig theatre of South Bend. Here's all the luck in the world to you, Mickey.

Managers' Round Table Club

Just a crowd of real showmen helping each other to help themselves.

—AND HOW!

MANAGERS' ROUND TABLE CLUB

COME ON!!

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

729 Seventh Ave., New York City

I hereby apply for membership in the Club.

Name .....

Theatre .....

Address .....

City.....

Policy.....

Capacity.....

State .....

Wm. A. Johnston Honorary Chairman — **C. E. Lewis** Chairman

WILL YOU BE NEXT??

SHOOT IT IN—NOW!!

NEWEST MEMBERS!

E. J. HARVEY manages the Hollywood Theatre in Charlestown, Mass., and with all his time being occupied by pulling 'em in to see and hear his sound pictures, there is no reason why he can't tell us all how he is doing it. Start your membership off with a story about yourself and a photo if you have one handy. Let's go!

* * *

H. L. TIFFT is at the Strand Theatre in Willimantic, Conn., and as we write this, we are wondering whether he is giving our old friend Bartlett a run for his money. But H. L. is the man who can tell us all about Willimantic, so we will await his first intimate Club letter with askance.

* * *

IRWIN JUDAH is the official poster and advertising artist for the Vonderschmidt Circuit in Indiana. While not engaged in operating any particular theatre, his activities should be of interest to our large membership. We will see what he offers.

* * *

DOMINICO CICI is in charge of the Pier Theater at Sea Isle City, N. J., after June 15th and as soon as he gets that movie house under way he ought to sit down and tell how he sells the pictures and pulls 'em in down there. Come on Cici, let's have an early letter.

A. B. CLARK is the manager of the Indiana Theatre in Bloomington, Ind. Like most of our Indiana members he is possessed with that great spirit called "pep" and being that way makes it all the more certain that he will be an active member. Right?

* * *

M. F. GETTIER is the managing director of the Columbia Theatre in Columbus, Nebr., and an old timer in this show business of ours. His previous experience, plus a photo of himself, should make darned interesting reading for all our members. How about it, M. F.? Can you accommodate us by return mail? Attaboy, make it real snappy.

* * *

THOMAS LAGARIES keeps himself mighty busy looking after the interests of the Strand Theatre in Palmyra, N. Y. But we already know from experience that he is never too busy to keep him from sending us all the "dope" about his activities. That's the real Club spirit and shows that Tom has the pep in his blood. Keep it up.

* * *

P. W. ANDERSON manages the Lenox Theatre in Hartford, Conn., and since you met him through a special story in the Club column already, this will just serve to officially make him known to you all. Since P. W. sent his photo, we now look forward with much interest to his communications about the Lenox activities in the nut-meg capitol.

* * *

ALFRED M. STEINER is the assistant manager of the big Loew Premier Theatre in Brooklyn, and being associated with so much activity should qualify him to pass on some of the live-wire exploitation that the Premier is putting over. Start your membership off in the right way, Al, and shoot in your stuff soon.

* * *

ALFRED J. KARP manages the New Colonial Theater in Beaver Falls, Pa., and from information which we have received here, we are certain that he will measure up to every standard of a good "active" member. Al, why not send us some news about Beaver Falls and your past experiences, also your own photo, so that the story will look better? That is a corking way to get acquainted with all the other Round Tablers.

* * *

GEORGE C. GOETHALS is the busy manager of the Century Theatre in Jackson, Miss., and from first impressions we would venture the guess that George can be counted on to keep his many brother members' suggestions where he can best use them. At the same time he contributes some of his own. So a fair exchange could never be termed robbery. But your photo would be appreciated by return mail, George. Can you send us one?

AN ORGANIZATION

OF ——!

BY ——!

AND

FOR ——!

THE MANAGERS

— OUR SLOGAN —

"ALL FOR ONE AND ONE FOR ALL"

Regional News from Correspondents

Mo. Showmen Abandon Fight; St. Louis Notes

DUBINSKY BROTHERS, lessees of the three motion picture theatres in Fulton, Mo., have abandoned their fight for Sunday shows in the face of growing public opposition.

A few weeks ago the City Council repealed an old city ordinance against Sunday shows, and Dubinsky Brothers had decided to give shows on Sunday afternoon, until clergymen got busy. They were aided in their drive against Sunday amusements by the faculty of Westminister and William Woods colleges.

W. T. Boles, who operates two motion picture houses in Independence, Mo., was arrested June 16 and charged with violation of a Sunday closing ordinance. He was fined $50 and costs on June 20. He appealed to the Circuit Court from the police court ruling against him.

The Mount Vernon, Ill. City Council by a vote of 6 to 4 has authorized Sunday amusements and the theatres in that city opened on June 23.

New bids will be taken from contractors for the erection of a new theatre in Robinson, Ill., for the Robinson Realty & Investment Company. The house will seat 850 persons and will cost complete about $50,000.

Ed Barth, builder of the Barth, Carbondale, Ill., died June 2 in California from a stroke of apoplexy.

George Dumond, manager of Loew's State, St. Louis, has purchased a new Gardner sedan.

The curiosity of a new stage hand anxious to learn the duties of his job brought fire apparatus to the Booker T. Washington, St. Louis, Mo., June 18. The firemen finding no fire started an investigation and learned that Jerry Douglass, the new stage hand, had pulled the hook to see what it was.

Visitors to St. Louis' Picture Row during the week were Harry Tanner, Pana, Ill.; Steve Brady, Cape Girardeau; Barney and Ed Dubinsky, Jefferson City and Fulton; Tom Reed, Duqoin, Ill.

May Convert Old Md. Movie Into Gov't Bldg.

PLANS are under way to have the old Monumental Theatre, Baltimore, later known as the Folly before it was destroyed by fire and still a wreck, taken over by the Federal Government and rebuilt for offices.

The Rainelle, Rainelle, Va., has been closed.

W. S. Snidow has reopened the Wilmont, Christiansburg, Va.

The Broadway, Washington, D. C., operated by the Lincoln Theatre Corp., of which Abe Lichtman is organizer, has been closed. During the dark period it will be remodeled.

The Firemen's, Hurlock, Md., managed by J. E. LeCompte, will have sound mechanism installed soon.

The Capitol, Danville, Va., will probably be extensively remodeled while it is dark according to Leo Garner, manager. Plans call for a balcony, while it is planned also to make the stage larger, to take care of vaudeville acts.

The Rialto, Washington, D. C., is endeavoring to make an arrangement with the musical union to take off the fifteen union musicians now on the payroll as they are not using any at present.

A class reunion at Annapolis, Md., was attended by Harry Rapley, owner and manager of the National, Washington, D. C., recently when he returned from Europe.

An informal press dinner was given in honor of Dolores Del Rio, at the Hotel Belvedere, Baltimore, Monday evening at 5.30 o'clock, June 24. The affair was given by the United Artists and Loew's Stanley Theatre, under the auspices of Charles Raymond, Loew's City manager in Baltimore.

Those who arranged the affair were Junior McGeehan, Loew publicist in Baltimore and John LeRoy Johnston, director of public relations for United Artists.

Joe Oulihan, having recovered from his illness, has come back to the Baltimore territory as salesman for Paramount succeeding Herman Biersdorf who has gone over to Educational to cover the Baltimore territory. Howard Beaver whom Biersdorf succeeds, has become branch manager of the Washington, D. C. Exchange for Educational.

Stillman In Cleveland Closes For Repairs

THE Stillman, closed May 25th for alterations, will re-open June 29th, according to local Loew offices. Continued run policy will be maintained.

John F. Royal, district manager for all Keith houses in the Middle west, has been named vice president and director of radio stations WTAM and WEAR of Cleveland.

Max Lefkowitz and Henry Greenberger, owners of a chain of Cleveland theatres, are now operating the Standard. Louis Israel, former operator of the house, is devoting his time exclusively to the Cinema.

Frank Drew, M-G-M exchange manager, Harry L. Gold, United Artists district sales manager and Charles Kranz, United Artists local sales manager, were conspicuous last week by being the only national branch representatives in the city.

H. E. Bickel has purchased the Majestic, Akron, from W. A. Smith. Sale becomes effective June 27th, on which date the house will be closed for alterations.

Mr. Pearl G. Miller has leased the Virginia, North Baltimore, for two years.

The Gordon, Cleveland, operated by H. H. Harper, was ordered permanently closed by fire warden.

George Mallers of Lima, has entered into a ten year lease of the Orpheum, Marion. The house, closed for past two months, reopened June 22nd.

Wonderphone, disc sound reproducer manufactured by Sound Film Corp., Cleveland, has been installed in the Boulevard, Cleveland.

J. T. Lane and Max Roesner has sold the Erie, Cleveland, to Dave Polster.

A. Kramer has closed the Princess, Cleveland, for the summer. He will re-open it Labor Day.

Movie-Phone has been sold by Edw. P. Casanave for immediate installation in the Columbus, Lowellville, O., and the Southern, Bucyrus.

A regional M-G-M convention will be held early in Detroit early in July, according to Frank Drew, Cleveland branch manager.

Creatone, disc sound equipment manufactured in Waynesboro, Pa., will be installed in Mock's, Girard, O., about July 10th.

DesMoines Film Board Outing On July 22-23

THE Des Moines Film Board golf tournament and summer picnic for exhibitors of Iowa and their families is to be held on July 22 and July 23, announces E. J. Tilton, president of the DesMoines Board. Mr. Tilton has assisting him on the committee for arrangements for the get-together E. P. Smith, president of the Iowa association of the Allied States group of exhibitors. The tournament will be held at Grand View Park where it was held last year. A picnic, swim and dance are set for Riverview Park in the afternoon and evening of July 23. The picnic arrangements will be made by a committee in charge with Miss Margaret McCreavy, secretary of the Des Moines Board, assisting.

Mr. Smith, president of the Iowa exhibitors association, announces that the Film Board party is to be held in conjunction with the convention of the exhibitors of the state. The meetings of the motion picture theatre owners will be held at night sessions.

The Strand, Des Moines, Publix, reopened after extensive redecoration. George Watson, manager of the Strand, announces that the theatre will have an enlargement of the seating capacity that will put it over the 1,100 mark.

The LeClair, Rock Island, Ill., one of the A. H. Blank independent chain of houses, is being remodelled. The house is closed temporarily while the changes are being made and it will open with talking pictures.

RKO entertained several callers this week including Mr. and Mrs. Stanley of the Foxy, Perry; W. A. Torey of the Bongo, Eddyville and E. E. Morris of the Princess, Eagle Grove.

W. P. Grossman, Nevada; Walter Carroll, Colfax; J. E. Michael, Jefferson, and Bill Eddy, Indianola, were callers at the office of Paramount last week.

Report has been given that Avoca, Iowa, is to have a new theatre built by the owner of the old house there.

M-G-M Albany Branch Wins Silver Cup

THE M-G-M exchange in Albany, N. Y., is proudly showing a beautiful silver cup presented to the exchange at the recent Chicago convention as the direct result of its record in meeting the fire prevention requirements of the Albany Film Board of Trade. For 26 consecutive months this exchange has been given a 100 per cent rating at the fire inspections made under the direction of the Albany Film Board of Trade from time to time. The exchange is managed by Ralph Pielow. Office manager is O. H. Lambert.

The Starr, Corinth, run by C. G. Eastman, has been taken over by A. T. Mallory, former owner, who will conduct it hereafter.

G. A. Woodard, one time manager for Fox in Albany, but who is handling a theatre at Luzerne, will also add to his duties in becoming local representative for W. H. Linton, of Utica, manufacturing and selling sound equipment.

The youngest booker hereabouts, is a son of Jake Rosenthal, owner of the Rose, Troy. The boy is but fourteen years of age.

Albany exchanges are cooperating with the Film Board of Trade and furnishing without cost twice a week the pictures which will entertain the Boy Scouts of Albany at their summer camp.

The chances are that Uly S. Hill, managing director of the Stanley houses in Albany and Troy, will make two or three trips next month to the Citizens' Military training camp at Plattsburgh. Mr. Hill's son enters the camp early in July and next fall will find him a student at McGill University.

A theatre operated in Oxford and owned by H. C. Bartlett, was burned to the ground a few days ago. Mr. Bartlett will rebuild.

According to Lawrence J. Carkey, manager, the Olympic, Watertown, will operate only on Saturdays and Sundays throughout the summer.

Alec Sayles, manager of the Leland, Albany, is planning to take a week's vacation in July and will probably spend it on an automobile trip to Montreal and Quebec.

The new Lake, Lake George, will run a daily change in program this season, according to Mrs. Carpenter, owner. Tourists have already begun to flock to the resort.

Andrew Kendrick, who has been assistant manager of the Troy, has resigned and gone to Schenectady where he will embark in the dentist business.

The Trout House, Lake George, will show motion pictures this summer.

C. H. Buckley, Albany theatre owner, spent a portion of last week in New York City.

Louis Schine, of Gloversville, and his booker, George Lynch, were in Albany during the week.

The Jarvis Brothers, who recently opened a theatre in Delmar, are now preparing to open a drug store in the same village.

Madison In Rochester Under New Ownership

THE Madison, 1,600-seat house and largest neighborhood film theatre in the city, last week passed into the hands of A. A. Fenyvessy, stockholder in the Strand and Fays, downtown houses, and the Lyndy, neighborhood house. The deal involved the transfer of approximately $350,000. The Madison is equipped with modern ventilating devices and modern lighting effects. Mr. Fenyvessy said complete sound equipment would be installed immediately. The house will be redecorated. The de luxe policy will be followed, with uniformed ushers and military service, he said.

Chiefly through the efforts of Fred W. Rice, proprietor of the Oatka, of Warsaw, N. Y., that municipality has junked the Sunday ban on film exhibitions. The Village Board has passed an ordinance granting permission for Sunday shows.

Redecorated and with a new front, the Victoria, downtown Rochester house, has reopened under an all-sound film policy. Formerly it was devoted to stock stage shows. The house is under management of John J. Farren.

The Regent, downtown 1,510-seat Publix house, operating on an all-sound policy without an orchestra, last week went into the twice weekly change policy for the summer so as to bring latest sound and talking offerings in quicker succession than under the one week policy. Martin Dryer is manager.

Certificate of incorporation has been received by the Mellaphone Corp., manufacturers of a sound device designed for sale to small exhibitors. Mellaphone was designed by Carol Fenyvessy. The corporation has opened a factory at 33 South Water Street, Rochester.

New refrigerating equipment was set in operation last week at Keith-Albee Palace, downtown, Rochester, 3,200-seat vaudeville and film house. E. A. Lake is manager.

Carter U. A. Southern Mgr.; Atlanta News

FOLLOWING announcement last week that United Artists had promoted Jack Bower to the post of Southern district manager, with headquarters in New Orleans, to be succeeded in Atlanta by C. E. Peppiatt, came news this week that Lewis W. ("Nick") Carter, Atlanta salesman, had been selected to head the Charlotte office. These changes are to be effective July 1.

In point of service, Mr. Carter is one of the oldest men in the film industry in the Southeast, and he is familiar with the North.

All of the 80 cases on the calendar were considered at the meeting of the Atlanta Joint Board of Arbitration last Tuesday. Final action was taken regarding the majority, while several were withdrawn and others being held over until the next regular meeting. Members of the arbitration committee of the Georgia M. P. T. O. and Managers appeared before the board for the first time since the organization of the association to represent exhibitor members.

Bernard Thomas, formerly manager of Loew's Vendome, Nashville, Tenn., is spending two weeks at Loew's Capitol, Atlanta, attending to managerial duties in the absence of Manager Thomas H. James, who is on vacation. Later, Mr. Thomas will spend two weeks at Loew's State, New Orleans, and two weeks at Loew's Victory, Evansville, Ind., managing these two houses while their respective managers are away on vacation.

After a two weeks' vacation spent at the home of his parents in Nashville, Tenn., Mr. Thomas will report to the headquarters office of Loew's, in New York, for assignment.

Exhibitor visitors to Atlanta, Ga., the past week included the following:

John A. Snider, of the Grand, Bessemer, Ala.; George E. Ricker, president of the Georgia Exhibitors' Assoc., who operates the Grand, Fitzgerald, Ga.; Walter Bracken, of the Callahan; Adolph Gortatowsky, of the Gortatowsky Enterprises, Albany, Ga.; O. C. Lam, of the Rome Enterprises, Rome, Ga.; Nat Williams, of the Rose, Thomasville, Ga.; E. F. Boyd, of the Majestic, at Adel, Ga.; Wendell Welch, of the Strand, Dallas, Ga.; Mrs. W. Wood, of the Strand, Washington, Ga.; Mrs. M. Kimbrought, of the Greenland, Greensboro, Ga.; Love Harold, secretary of the Georgia Exhibitors' Assoc., who operates the new Lyric, Waycross, Ga., who was in town to attend executive meeting of his association.

Town Hall Of Durham, N. C., Will Be Theatre

ACTUAL work on converting the Durham, N. C., city auditorium into the Carolina Theatre has started . The building is expected to be opened about July 4th. Don Nichols, until recently city manager of PublixSaenger Theatres of N. C., here, will operate the new house for the city under a five-year lease.

City council has voted approval of contracts for all work necessary to convert the structure into a thoroughly modern motion and sound picture house, contracts amounting to approximately $24,000. The house will be refinished and redecorated in every detail.

A. F. Kelly has sold the Majestic, Mebane, N. C., to Karl M. Dodson.

B. W. Means sold the Roxie, Concord, N. C., formerly the Star, to Amusement Enterprises, Inc., which is under the management of Roland G. Hill.

The Maxton, Maxton, N. C., has been sold by C. D. Humphrey to A. Tola.

The Stevenson Amusement Co. has taken over the Mason's, Gladesboro, N. C., from H. R. Mason. Mrs. Violet Finlay has sold the Opera House, Goldsboro to the same company.

Friends of Mrs. John McKenna will regret to learn that she is seriously ill at the Presbyterian Hospital in Charlotte. Mr. McKenna was formerly manager of the Imperial, Charlotte, but was transferred some time ago to the Publix in Columbia, S. C.

J. Johnson Mussleman has been appointed manager of the Alamo, Louisville, Ky., succeeding John Blunk, appointment being made by Fred Dolle, president of the Fourth Avenue Amusement Co. Mr. Mussleman was formerly connected with the Switow Enterprises, Inc.

Harold Bailey, manager of the Arcade, Wickliffe, Ky., has filed suit in the McCracken Circuit Court, for damages for injuries alleged to have been sustained in a crossing accident at Wickliffe last January.

The Savoy, Louisville, Ky., which recently installed a sound device, has gone back to vaudeville and music, in addition to the pictures.

Lee Goldberg, secretary of the Educational Film Exchanges of Kentucky and Tennessee, left Louisville Saturday, accompanied by his daughter, Selma, to attend the Educational sales convention at Atlantic City.

F. M. Pittman, of the Selba, Central City, Ky., was visitor to Louisville this week.

New Manager For The Victory, Salt Lake City

D. K. EDWARDS, manager of the Paramount-Empress, will assume that position at the Victory with Earl Baughman as assistant manager.

Ray Hendry, former manager of the Victory, will now take up the management of the Granada.

M. E. Shipley, manager of the Gem and Empire, Salt Lake City, was knocked down by two bandits, after having had revolvers brandished in his face. A leather bag containing $130 was grabbed from his hand, the holdups escaping in a waiting automobile.

Manager Allen Usher of the Salt Lake City Paramount-Famous-Lasky exchange, in company with the booking manager, ad-sales manager, and salesmen from this section, is expected to return this week from the convention held by Paramount at St. Louis.

Al O'Keefe, in charge of the Pathe branch here left recently for the convention at Atlantic City.

Recent changes in the local Pathe office include the transfer of J. Dugan to the sales force from the booking department, Alfred Maby having been put in his place as booker of this exchange. E. S. Winward, assistant manager, is leaving for a two weeks' fishing trip.

H. A. Jacobs of Los Angeles, father of Manager J. H. Jacobs of the Salt Lake City Universal exchange, is in Salt Lake City visiting with his son for the first time in three years.

W. F. Gordon, local branch manager for First National, left this week for New York City to attend the First National convention.

Film-Fone, now installed at the Star, Salt Lake City, the Grand, Logan, Utah, the Orpheum, Milford, and Thorley, Cedar City, Utah, now has representatives in Salt Lake City with headquarters at Utah Savings and Trust Building. Eight more installations are reported to have been under way in this section the past week. June 20th will be the last day of showing at the L. Marcus Paramount as the theatre closes the following day for extensive repairs and a general remodeling and redecorating.

News Of Interest To New England Trade

JAMES MURPHY, who for many years was connected with the Scollay Square Olympia, Boston, and who has more recently been in charge at Marlboro, has been appointed maintenance supervisor of all of the Publix theatres in New England.

The Central Square, Cambridge, Publix, is having a cooling system installed and extensive improvements made. The interior will be entirely redecorated in Spanish style and all furnishings are being renewed.

Bernard Grogan has been appointed manager of the Strand, Waterbury, Conn. He was formerly manager of the Strand at New Britain, Conn.

The Eagle and Strand at Oak Bluffs, Mass., have been sold by M. Beserofsky to the Edgartown Playhouse, Inc., Alfred Hall active head.

The Sanford, Sanford, Me., has been sold by M. Greeley to Arthur Mathien.

The Capitol, New Bedford, Mass., has resumed its policy of vaudeville and feature pictures.

The Riverside, Bridgeton, Me., has been acquired by a group of men who also own the Meserve Garage and operate as Meserve Garage, Inc.

J. Rothenberg has sold the Auditorium, Lynn, Mass., to Commonwealth Enterprises, Inc., C. Morse directing head.

The Realto and Plymouth, Leominster, are to be operated by McEvoy Amusement Co.

The Palace, Calais, Me., has been closed indefinitely.

The Strand, Willimantic, Conn., has been acquired by Segal & Stern, Boston, from Myron W. Sperry.

The Dreamland, Lynn, Mass., is closed indefinitely.

A change of policy effective the summer only, is announced by Howard Waugh, manager of the Fox-Poli, Waterbury, Conn. Extensive improvements are under way on stage. Vaudeville will be omitted during summer.

The new Pastime, Madison, Me., is nearing completion and will replace the theatre recently destroyed by fire. It will seat about 500.

Headed by the Chamber of Commerce and bearing the signatures of practically all of the business houses of the city as well as the names of many citizens, the Maine & New Hampshire Theatres Corp. has received a petition asking it to keep the Auburn, Auburn, Me., open all summer and pledging support if this is done.

The Keith-Albee, Boston has changed opening day from Monday to Saturday.

H. Adriesen, who comes to New England from Belgium, has been placed in charge of the work of redecorating Publix theatres in New England. He has just completed redecorating the Paramount, Newton, recently acquired by Publix and formerly known as the Community.

International Photoplay Distributors, Inc., has opened an exchange at 50 Melrose St., Boston, Jack Jennings, branch manager.

J. Quitner will continue to operate the Alhambra, Torrington, Conn., which was recently sold to J. C. Smith.

New Unit Of Exchanges Planned In Milwaukee

PLANS and specifications for three new film exchanges were submitted to exchange managers by the Pabst Corp. This corporation proposes to erect several exchange buildings in the neighborhood of the new Paramount exchange on 8th and Highland, Milwaukee. Propositions have been submitted to RKO, to Columbia, and to Warner-First National for a combined exchange. Should these exchanges accept the plans, it would mean a new unit of film exchanges considerably removed from the old 7th and Wells stand; for Fox and M-G-M already occupy the 8th and State corner and Paramount will soon be moving into their new quarters. The Fox-Midwesco theatre headquarters too, are moving to 6th and State.

The representative of M. P. T. O. of Wisconsin delegated to meet with the board of directors of Allied in Chicago on June 17th, was unable to go to Chicago for the conference. It was reported in last week's issue of the NEWS that this delegate had met with the Board, but it was later learned that this meeting was postponed for the time being.

Clarence Olson, former First National sales representative, is now Wisconsin representative for World Wide.

Ray Nelson has been added to the sales staff of Warner Bros. Mr. Nelson was transferred here from Chicago.

The entire Midwesco office staff lent a hand in moving to the new Fox-Midwesco quarters on 6th and State on Saturday.

Out-of-town exhibitors in Milwaukee this week included Jack Yeo, Beaver Dam; P. M. Cain, Sheboygan Falls; Wm. Van Dyke, Kaukauna; Frank Welter, Wausau; Ed. Berth, Kiel; Charles Guelson, Stoughton; Charles De Paull, Sault Ste Marie; and Paul Schultz, Hancock, Mich.

Exhibitor News Heard Along Frisco Row

FRANCIS XAVIER PEARCY, movie actor, stage producer, and 36 year old advertising manager, has been appointed advertising manager for the Golden Gate.

W. G. Preddey is outfitting the Larkin, closed for short time.

The Sonoma, Sonoma; the Vista, Rio Vista; the Hippodrome, Oakland; the Oaks, Berkeley; and the Sequoia, Mill Valley installed talking picture equipment.

W. H. Jacobs of Auburn improved his projection by installing Reflector Lamps.

L. R. Greenfield announces that he has sold his Santa Cruz to the Golden State Theatres, Inc.

The T. & D. Jr. Circuit has sold the Liberty in Sacramento to John Di Stasio.

A considerable fire loss was sustained by the Golden State Theatre & Realty Co., in their Fairfax in Oakland recently. The theatre is being entirely remodeled and will be re-seated.

M. Klein of the Victory, San Jose, has installed equipment for talking pictures and has purchased new booth equipment including two of the latest Simplex projectors.

Di Stasio of the Liberty, Sacramento, is making extensive improvements in his theatre and has purchased several elaborate photo frames of Spanish design for his house.

Jack Frates of the Victoria, Gustine, has just purchased new Simplexes for his theatre. He is installing sound equipment.

Emil Heber is building a new theatre at Alturas which will be called the Alhambra Theatre. Equipment, including chairs, drapes, carpets, etc., is being purchased through National Theatre Supply Co.

Mr. and Mrs. Leslie Hables of the Reel Joy, King City, recently were visitors in San Francisco and while here purchased new equipment for their theatre.

S. Wolf has sold his Marquee, Oakland, to Chas. Michaels.

Vic Naggair has closed the Arlington, Suisun, because of lack of patronage.

All are pleased to learn that Theodore Newman is recovering after two weeks struggle with pneumonia.

Arthur Loring, house manager at the El Capitan, was married recently to Miss Ethel Rose. Miss Rose was cashier at the Avenue.

Mrs. E. M. Benson of the Hester, San Jose, has purchased complete booth equipment as well as one of the latest type Orchestraphones, with the new Ultratone horn.

Bill Peters from Manteca was seen along Frisco's Row last week.

A. C. H. Chamberlain of Crockett visited San Francisco last week arranging for talking equipment for his Columbia and Loring.

Sol Lipstick recently opened the Forest at Boulder Creek.

Ontario Town Adopts Daylight Saving

HAMILTON, ONTARIO, has not had Daylight Saving for 10 years but the residents have decided in favor of changing the clocks once more, this being decided by a plebiscite. Belleville, Ontario, has also adopted Daylight Saving for the first time in six years while Trenton, Ontario, has also turned to "fast time."

The Empress, Edmonton, Canada's most northerly city, is closed for sound installation and remodeling.

Because of building restrictions, the new film exchange building to be constructed at Montreal by Fox and Famous-Lasky Film Service will be erected outside of the city limits. Associated Screen News, Limited, producing topical, industrial and other pictures, also has its handsome laboratory well out in the suburbs.

The Montreal branch of Regal Films, Limited, won first place for the third successive year in the bonus competition for the All-Canada Regal Week. Prizes totalling $2,000 being divided among the members of the staff. Toronto was second and Vancouver third.

The Balderson, Perth, Ontario, was the scene of a patriotic celebration when all school pupils and high school students paraded to the theatre, the management having placed the house at the disposal of the school authorities as a community boost.

Gunmen had better steer clear of the Centre, Ottawa, Ontario, because Manager Don Stapleton has proved to be a wizard shot. At the tournament of St. Hubert's Gun Club, of which he is an officer, Mr. Stapleton won one trophy event and also captured the honors in the doubles shooting.

During the recent hot spell in Ottawa, Ontario, Manager P. J. Nolan deleted all matinee performances at the Avalon except those on Saturday while Manager Joe Franklin discontinued the supper shows at B. F. Keith's.

Harold Bishop, formerly of Winnipeg, Calgary and Edmonton, has returned to Winnipeg, Manitoba, where he has received the appointment of manager of the Capitol, shortly to go with the RKO of Canada chain.

Saskatoon, Sask., is shortly to see the opening of its second new moving picture theatre within a period of two months, this being the Milden, which is being erected by A. E. Bratseth. Famous Players recently opened the new Capitol in Saskatoon.

Theatre building operations are under way in Trail, B. C., where the Dewees Theatre Enterprises, Limited, of Vancouver, is building a house to accommodate 1,000 persons.

Try To Rob Oregon House For 3rd Time

A THIRD attempt to rob the Capitol, Portland, Ore., was made during the week when Miss Jeannette McGarrity heard the now too well known request "Give me that money, I'm not fooling this time." With one move the daring robber scooped up the cash and bills into a convenient sack, and brandishing his 32-20 revolver dashed down the street. Herbert Clair, night theatre manager, commandeered a taxi cab and gave chase. A few blocks away the robber fired on his pursuers. Ten minutes after the call had been received at police headquarters the bandit was rounded up.

Floyd Maxwell, for past two years manager of Fox Broadway, has been appointed City Manager for Fox-West Coast. In this new position he will have supervision of the Fox Broadway, Hollywood and State. In addition he will also continue as manager of the Fox Broadway.

Jack Mansfield, Divisional Manager at Portland, will return to Los Angeles, where he will be assistant to Harold B. Franklin.

The Clinton, Portland, experienced a costly fire in the projection booth destroying equipment valued at $2,000. The house was emptied without confusion. It is owned by Mr. and Mrs. Victor DePinto.

The Tokay, Ramond, Wash., was the scene of a fire which damaged the organ, drapes and carpets to the extent of $40,000 according to Manager Bernard Mulligan.

John Hamrick has contracted with the B. F. Shearer Co., to install Kooler-Aire in his Blue Mouse and Music Box at various centers.

Mrs. E. S. Sweeney, pioneer Oregon exhibitor, recently returned to Portland, traveling in a unique equipment, Dodge Bros. "Motorhome," and which is mounted on a Dodge truck chassis. She is figuring on again entering the business somewhere in Oregon.

Texas And Southwest Exhibitor Items

GEORGE BAKER, who came from Kansas City to manage the Kirby about five months ago, has been transferred to the Melba, Dallas.

Sam Abrams, manager of the Queen, a class B theatre, has resigned to enter the grocery business in Houston, W. W. Jackson of the Empire, San Antonio, will succeed Mr. Abrams.

Stockton Leigh, assistant manager for the Majestic, has gone to New Jersey to manage legitimate theatres.

Barry Burke was in Houston last week on a trip of inspection of the Publix theatres of which he is supervisor.

A lone bandit robbed the Ritz, Tulsa, Okla., June 14th, of $125.

T. J. Ahern and associates will erect new theatre building at Waco, Texas.

S. G. Fry and D. E. Nuchols have opened their new Palace, Cuero, Tex.

T. G. Talley has leased the Ritz Pearsall, Texas.

Paco Betancourt is now with Ed Brady in operating of two houses at San Benito, Texas.

Johnnie Wise has leased the Moran, Moran, Texas.

Hamp Edwards has leased the Mission, Mission, Tex., and installed sound.

G. A. Riskin and Son have opened their new theatre at Woodsboro, Tex., with sound.

R. V. Ricketts has been appointed house manager of Dent's Theatres at Waco, Texas.

The Texas M. P. T. O. will move into their new quarters at Dallas soon.

Branch Managers at Dallas, due to leave for family conferences are Leroy Bickel, Metro, to Chicago; R. C. McIlheran of Universal to Kansas City, J. B. Dugger, of Paramount to Atlantic City.

J. D. Mayo, former manager Ritz, Dallas, is now manager of the Liberty, New Orleans.

The Cliftex, Clifton, Texas, has installed sound.

The American, Liberty, Texas, has installed balcony for colored patrons.

Work is being rushed on the Queen, Palacious, Texas, for early opening.

The Grand, Yoakum, Texas, has installed sound.

The Queen, Crosbyton, has reopened, after remodeling.

Joe Destephano is erecting new theatre at Lufkin, Texas, in opposition to East Texas Theatres, Inc.

A new $100,000 theatre will be erected at Plainview, Texas, in near future.

J. B. Dugger and staff, Hugh Owens, sales manager, S. R. Simpson, E. G. DeHart, Neal Houston, Cecil House, W. J. Chester, Ralph Kay, and Ralph Lewman, salesmen for Paramount at Dallas, Texas, have gone to Atlantic City, N. J., for purpose of attending a family conference.

A bandit robbed the Majestic, Fort Worth, Texas, by holding up the cashier, of $263., June 18th, but was captured by the police, dying later from wounds he received trying to escape.

2 Ind. Juries Fail To Agree In Blue Cases

A JURY in city court in Petersburg, Ind., after hearing the trial of Mr. and Mrs. William T. Mitchell on charges of operating a motion picture theatre on Sunday, was discharged after failure to reach a verdict. Charges were brought by three local ministers after Mitchell started Sunday shows on June 2. The shows will be continued pending a new trial.

The jury hearing the case of W. W. Eagleston and W. O. Zuber, motion picture theatre owners at Seymour, Ind., charged with conducting Sunday shows, failed to agree in city court and was dismissed by C. W. Burkart, mayor of Seymour, acting as judge.

Structural steel for the new Muller-Publix theatre, Anderson, Ind., has arrived and erection work has been started by an Indianapolis firm.

Maurice Davis of Evansville, Ind., has been named state agent for the Southern Theatres Corp., a Missouri corporation, which has just filed papers with the secretary of state, Indianapolis, qualifying the company to do business in Indiana. The company has a total of 450 shares of no par value common and $15,000 of its preferred stock represented in the state.

Due to the non-arrival of parts of the equipment, the policy of sound and talking pictures was not inaugurated as planned at the Zaring Egyptian, Indianapolis. A. C. Zaring, manager, announces the policy will go into effect June 23

The Sky Theatre In Cincinnati Opens

SKY THEATRE, located on roof Orpheum, Cincinnati, reopened after closing for extensive remodeling. Movietone and Vitaphone installed, and 1,000 seats added. Duplicate programs given simultaneously at both houses, with smoking permitted in the Sky. Chester Martin manages both theatres.

Alfred Walter, 35, projectionist, W. A. Kaiser Entertainment Film Co., Cincinnati, was seriously burned about hands when film ignited. Firemen extinguished blaze in booth. Small loss.

Rev. Arthur Staples, militant minister, and leader of fight against Sunday movies at Portsmouth, Ohio, has filed six affidavits against Robert Risley, and similar number against Francis Mc Donald, exhibitors, for alleged violation blue laws, and will seek grand jury hearing.

Workmen clearing debris from Jefferson fire ruins, Hamilton, discovered office safe had been blown after fire. Safe contained only worthless papers, according to John Schwalm, manager.

Owners of Kaypee, Mt. Gilead, Ohio, smallest first-run house in Ohio, will build larger theatre and install talkies, if citizens will permit Sunday performances. Griff. Granger is manager.

Grand jury, Sidney, Ohio, refused to indict Harry L. Moller, manager Schine's Ohio, for Sunday performances.

M. A. Wilkinson, John K. Manos and Earl Clendenning have leased Washington and Rex, Toronto, Ohio. No change in policy announced.

J. C. Whitney has been appointed manager of Ohio, Piqua, Ohio, to open soon.

New house to be erected at Montpelier, Ohio, according to information from A. E. Kaufman, sponsor.

Stage and Screen Scribes, Cincinnati, were banquet guests of President Schott of Coney Island,

A new house is to be erected in downtown business section of Cincinnati, according to plans filed with City Building Commissioner. Present structures in block bounded by Fifth, Vine and Race Streets are to be razed at once to make way for building which will be 40 stories, with theatre on ground floor. Name of sponsors withheld for present.

Morris Epstein will erect new suburban house at Elmwood Place, adjacent to Cincinnati. Plans already drawn, and work to be started at once.

Home Theatre, Campbell, Ohio, closed permanently. L. D. Hodgin, manager, has resumed practice of law.

H. S. Brady, who took over Ohio, at Dover, few weeks ago from George Crest, has closed the house for the present. No reason assigned.

The London, London, under management of Virgil Price, will install sound, and is at present trying out devices preparatory to installation.

Defiance Rivoli Theatre Co., Defiance, Ohio, has disposed of the Rivoli to Mr. and Mrs. F. M. Miller.

Community, Sugar Creek, Ohio, and Packard, Frazeysburg, Ohio, are among houses recently reported as suspending operations.

Steubenville, Ohio, is to have a new house, to be located on North Fifth Street, according to current rumor.

Seattle Branch Mgrs. All Convention Bound

WITH the coming of the summer season, exchange managers on Seattle's Film Row have been busy packing the old baggage for trips to the various national sales conventions. During the past week, the following departures were noted: Ben Fish to the Metro-Goldwyn-Mayer convention in Chicago, via Los Angeles and San Francisco; Neal East, to the Paramount gathering in St. Louis; Mat Aparton, Al Bloom and Salesmen Frank Cass, Cecil Farnes and Cliff Craddock to the Universal convention in Kansas City; and Larry O. Lukan to the First National meeting.

Benjamin Fey celebrated the installation of sound apparatus in his Renton Theatre, Renton, Washington, last week with tremendous business, in spite of the competition afforded by a street carnival running directly opposite his house.

Frank Bligh, head of the Capitol, Salem, Oregon, was a visitor on Film Row last week, visiting with many of his exchange friends.

D. J. McNerney, manager of the Seattle United Artists branch office, spent several days in the Portland territory during the last week, on a sales trip with field representative.

William Armour of the Montesanofi Montesano, Washington, is another exhibitor who has just completed the installation and introduction of sound.

Reports on Film Row this week were to the effect that Jimmy Beale, film salesman, will soon leave Seattle for Portland to take over the management of Jack Lannon's Greater Features Exchange.

Jack Tillman, head of the Columbia exchange in Portland, visited Manager A. J. "Sully" Sullivan of the Seattle office last week.

Fire breaking out from an unknown source did considerable damage to the Sunshine, Like Stevens, Wash., last week, according to meager reports received from Manager Frank Marquandt.

Carl Lowe, formerly connected with Warner Brothers exchange in the accessories department, has transferred his affiliations to Manager Guy G. Maxey's newly-opened Vitaphone exchange, in a similar capacity.

C. J. Morrison, newcomer in the ranks of local exhibitors, has announced the acquisition of the Rex, Spokane. He plans to inaugurate a ten-cent second run policy, with three changes of program weekly.

Joe Bradt, owner and operator of the Roycroft and Gala, Seattle, last week disposed of his interests in the Roycroft to F. M. Dunham, former exhibitor from Mount Vernon, Washington. Bradt is retiring from the theatre field to enter the ranks of oil burner executives, with the Heating Appliance Company, Inc., Seattle.

Mr. and Mrs. Brooks of the Majestic, Spokane, spent a few days in Seattle last week lining up sound film attractions to play their house, wired for talkies a few weeks ago.

Thomas C. Grindley, advertising agent for the Wilma, Missoula, Mont., a Hanson-Simmons house, has resigned his post to go into the smaller towns of Western Montana as an exhibitor.

Kans. City Publix Mgr. Transferred To Denver

L. J. FINSKE, former Publix city manager in Kansas City has taken up his new duties as district manager for Publix with headquarters in Denver, succeeding C. C. Perry, transferred to East as divisional superintendent of Northern New York Theatres. Holden Swiger, manager of the Newman, succeeds Mr. Finske as city manager in Kansas City.

Again a triumphant overture marked the annual celebration of the Newman, Kansas City, at its tenth anniversary.

The Glenn W. Dickinson Theatre Co., Kansas City, has purchased the Grand in Beloit, Kas., from W. B. Gable and will install sound equipment in the theatre.

Daylight Saving Fails In Reading, Pa.

AN effort to introduce daylight saving time in Reading, frowned upon by the Reading picture theatres, has failed in spite of fact that a Chamber of Commerce survey showed three-fourths of the merchants and industrial establishments, with employees numbering 25,000, favored it. One-fourth of the employers, with about 8,500 on their payrolls, recorded opposition to the plan.

James J. Quirk has resigned as manager of the Strand, Lansford, and will reside hereafter in Shamokin.

Joseph Lorenzo, formerly manager of the State, Bethlehem, has been transferred to the management of the College, Bethlehem. George Rossheim, who managed the College, has taken a position with the Berman chain of theatres.

J. Fred Osterstock, district manager in the Allentown territory for the Wilmer & Vincent Theatre Company circuit, announced on June 19 that RCA Photophone equipment will shortly be placed in all the combined vaudeville and picture houses of the big W. & V. chain. Already it has been installed in the Colonial, Allentown and the State, Harrisburg.

Manager Robert M. Ferenbaugh, of the Colonial, Allentown, has announced a new policy has been adopted for the house since the introduction of RCA Photophone, whereby there will no longer be split week programs.

Several changes in managers of theatres in the hard coal region of Pennsylvania have been announced. Harry A. Goren, of the Shenandoah Strand, goes to the Riviera, Scranton, and Ernie Schmidt, who has been manager of the Scranton Strand, is transferred to the Capitol, in Hazleton. Mr. Goren is succeeded at the Shenandoah Strand by Robert Rotherow, who formerly managed the Feeley, Hazleton.

Control of the Keystone and Grand, Williamsport, has passed into the hands of William Gane, who formerly managed the Williamsport Park.

In a business boosters' contest among the Stanley theatres in Scranton, Lyle Trenchard, manager of the Hamilton theatre, won first prize of $1,000 offered by the Stanley interests.

A big boost to business of the Lyric, Oil City, was given on the night of June 12 when a real marriage was performed.

The Penn State Theatres Corp. has taken over control of the Colonial, Palmerton, from the Austin Amusement Corp., Victor Austin, president.

Control of the State and Colonial, Bethlehem, has been acquired from Wilmer & Vincent by L. Berman, acting through the United Chain Theatres, Inc. The consideration in the deal was $700,000.

Mr. and Mrs. Charles Epler, former manager of the New Allen, Harrisburg, popular neighborhood house in Allentown, have announced the birth of a son.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way New York

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Situation Wanted

ORGANIST SOLOIST, MALE, ten years' experience Publix, Keith theatres. Complete library, thorough musician. Modern. Organist, 3200 54th St., Des Moines, Ia.

DESIGNING ENGINEER, motion picture machinery, factory equipment, developing machines, sound equipment. Desires connection. M. Kahn, 28 West 83rd Street, New York.

ORGANIST — A-1. $50. ($35 in Vitaphoned House.) Experienced. References. Address Box 415, care Motion Picture News, 729 Seventh Ave., New York City.

For Sale

FOR SALE: 2,800 used upholstered opera chairs. Good condition. $1.40 each. Morris Saunders, 2710 Valentine Ave., Bronx, N. Y. C.

ARTISTIC THEATRE FRAMES—Manufacturer to you. Low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo.

A Manufacturing Company of Sound Reproducing equipment has need for men who know how to sell and are able to furnish reference as to their ability and knowledge of the trade. Live-wire film salesmen or those with experience in selling Sound equipment direct to the theatre owners in the Middle-West, New England and South given preference. All replies will be treated strictly confidential. Box XYZ, care of Motion Picture News, 729—7th Avenue, N. Y. C.

Erlanger To Supervise 5 Ex-Stanley Houses

ANNOUNCEMENT has been made that A. L. Erlanger will take over the personal supervision of the Garrick and Broad Street, Philadelphia; the Apollo, Atlantic City; the Nixon, Pittsburgh, and the Ford Theatre, Baltimore, and will assume full charge of the booking of these houses.

Louis Korson, head of Masterpiece Film Attractions, has been appointed local sales representative for Empire Pictures, Inc., of New York, producers of two-reel all-talking films.

E. L. Trenchard, formerly Stanley publicity man in Philadelphia, won the $1,000 prize in the Stanley managers' contest for boosting business in the company's houses in Lancaster, Pa., where he was transferred several months ago.

Harris, Pittsburgh, Pa., Houses Drop Vodville

THE Harris and Sheridan Square, Pittsburgh, owned by the Harris Amusement Co., two of the oldest combination houses in the city, have dropped vodville for the summer in favor of straight talking picture programs only. It is unlikely that vaudeville will again be used.

Fred Solomon has moved his Phototone office to the new Film Row on the Allies Boulevard. The Independent Display Company has also just announced that they will be in new quarters on the Allies by August first.

Allan Moritz, Tiffany manager, and his city salesman, Jack Cohen, were at the convention in Detroit.

Warners have taken over the Alhambra, East Liberty. Probably re-open July first with talking equipment.

Chris Lambros has taken over the Ritz, Sharpsville.

Arthur Goldsmith, Pathe manager, attended the Atlantic City convention.

Anthony F. Jim has sold his Lyric and Coraopolis, Coraopolis, to F. E. McGillick, Pittsburgh.

William Foreman is the new manager of the Centre Square. "Bill" is a brother to the well-known Nathan, of the Pearl, Fifth Avenue.

Joe Vandergrift, Fox accessory department, has been serving on the jury the past fortnight.

Samuel Abramovitz, manager of the Roosevelt, has a new Nash sedan, and is planning a trip to the West Coast.

The Orpheum, McKees Rocks, has re-opened after a shut-down period for re-equipping and re-decorating. Al Hendel is manager.

Morris Roth opened his new Plaza, Duquesne, recently.

Jack Graham has joined the World Wide sales force.

Ben Browarsky, of the Hippodrome and Variety, Northside, is back from a three months' vacation trip to Florida.

Our sincerest sympathies are extended to Harry Price, Pathe salesman, whose mother died on the Coast recently.

"Jim" Alexander, of the Columbia Film Service, has just been appointed Fox News cameraman in local territory.

Eddie Wheeler, Pittsburgh boy who has been in the film business in Cleveland the past few years, is back in the Steel City, and officiating as booker and city salesman for Standard Film Exchange.

Warners have taken over the Liberty, Sharon.

Isaac Victor, of the Victor, McKeesport, was robbed of $500 recently in the box-office of his theatre.

Hance Hildebrand, assistant manager of the Grand, Pittsburgh, has just been married to Miss Bethal Hissom, organist.

The Soisson, Connellsville, has been closed because of disagreement among the heirs of the estate.

Sam Shaw, well-known film salesman, has gone into business for himself opening the American Poster Supply Co. Associated with him are N. Lappin and Fred Fry.

The Harris Amusement Co., plans new half-million dollar theatre for Butler.

"Mike" Rosenbloom, for ten years at the Majestic, Charleroi, has taken over the Liberty, Carnegie.

Eddie Moriarity has been elected president of the M-G-M Pep Club. A huge picnic is planned in July.

Louis Merwitzer has taken over the Dormont, formerly conducted by John Alderdice.

O. F. Oberg has sold the Palace, Mt. Jewett, to W. E. Anderson.

C. H. Hartley, of Detroit, has joined the salesforce of the Standard Film Exchange, Pittsburgh

A small fire did $500 damage to the Crystal, Meadowlands recently. George Craig is manager.

James Bahmer, manager of the Enright, East Liberty, is back on the job after having been to West Coast attending the Shrine convention.

Manager Andrews is putting an entirely new front on his Emporium Opera House, Emporium.

The Granada, Bluefield, W. Va., has been closed by the sheriff.

The Vitrolite, a 350-seat theatre, is the newest in Parkersburg, W. Va. Mrs. Davis and H. Cooper are owners.

The new Temple, Welch, W. Va., was opened recently. House seats 500. Building is owned by the I. O. O. F. E. L. Rogers is manager.

Recent exhibitor visitors to Film Row included: John J. Damore and his brother Tony, Reynoldsville; Charles M. Johnson, Bolivar; A. P. Way, DuBois; Joseph Saeli, California; Carl Becker, Butler; J. B. Kane, Pitcairn; Sam Hyman, New Kensington; B. W. Redfoot, Windber; Mike Manos, Greensburg and Tom Bello, Belle Vernon.

The Strand, Moundsville, W. Va., is closed for extensive alterations. M. E. Sperling is manager. Theatre will open in late June or early July.

New Ad Manager For World Wide In Omaha

FOLLOWING three months in Chicago where he handled publicity for a stage play, W. D. Fleck, has joined the staff of the World, Omaha, as advertising director. Fleck has a long and successful record of publicity work.

A midnight benefit showing of a talkie feature at the Paramount Theatre Saturday, June 15, added $108 to a fund collected for the widow and children of Leonard Dee, Omahan who was killed while attempting to capture a bandit.

3 Changes Of Theatre Managers In Texas

THREE changes of managerial posts at Texas theatres occurred during the past week:

George Baker, former manager of the Kirby, Houston, Texas, is new manager of the Melba. Mr. Harl A. Wolever, who managed the Melba until recently has been transferred to a Publix house in Denver.

J. D. Mayo, who formerly managed the Ritz, has assumed his new office as manager of the Liberty, New Orleans.

R. V. Ricketts, of the Dent Theatres, has been appointed manager of the theatre operated by this organization in Waco. He was formerly house manager of theatres in Paris, Texas.

J. I. Roberts, Dallas, attended a conference of the Southern Branch Managers of National Theatre Supply Co., in Atlanta recently.

R. B. Pennington has leased his theatres, the Ritz at Pearsall and the Palaca at Dilly to L. G. Talley. Mr. Talley also operates the Majestic, Devine. The three theatres will be known in the future as the Talley Theatres.

Contract has been let for construction of another theatre in Waco. T. J. Ahrens and the Jesse Jones Interests are responsible for the new structure. The new theatre being built by Dent in Waco is still under construction.

Rubin Frels has opened a new theatre in Runge, Texas.

George Shaw, operator of theatres at Llano, and Leander, Texas is opening a new house in Burnett, Texas.

Rob Bromberg Branch In Tampa Of Films

THIEVES broke into the offices of the A. C. Bromberg Attractions, Tampa exchange, last Tuesday night and stole several motion pictures valued at over $500. Manager C. C. Floyd said they entered the place by breaking into a rear window. A reward has been offered for information leading to the recovery of the films.

The Park Theatre, on West Lafayette Street, Tampa, are going to make another change of policy. The stock company, who have been presenting full two-hour performances, two shows daily, will be discontinued this Saturday night. Opening Sunday they will bring in a feature picture for a week's showing, and the following Sunday a musical stock company will be installed who will give musical shows on a three a day policy, with feature pictures and shorts filling in the rest of the time so as to keep the house in operation continuous from 1 to 11 P. M.

The Empress Theatre enjoyed a successful opening with the new sound equipment which was put in use last Saturday. Manager Krause received many congratulatory telegrams on his new policy.

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DEVELOPING AND PRINTING MOTION PICTURE FILM

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions"

AMKINO

Title	Star	Rel. Date	Length	Reviewed
Aelita (Revolt of the Robots)	Russian Cast	Mar. 23	2900 feet	
Bear's Wedding	Russian Cast	May 20	7800 feet	
Flames of the Volga	Russian Cast	Mar. 30	7000 feet	
Jimmie Higgins				
Lash of the Czar	Russian Cast	Feb. 9	6800 feet	
Moscow Today	Pictorial Film	May 11	5600 feet	
Prisoners of the Sea	Russian Cast	April 13		
Two Days	Russian Cast	Feb. 1	6500 feet	
Village of Sin, The	Russian Cast	May 18	6500 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
Arsenal				
General Line				
Her Way				
Katorga	Russian Cast			
Krassin	Special Cast	Feb. 19	7000 feet	
Man With a Camera				
New Babylon	Russian Cast			

COLUMBIA

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Bachelor Girl, The	Logan-Collier-Todd			
Behind Closed Doors	Valli-Glass	Feb. 24	5897 feet	
*†§Donovan Affair, The (F. & D.) (A. T.)	Holt-Revier	April 11	7200 feet	Mar. 30
Eternal Woman	Borden-Graves	Mar. 18	5800 feet	April 6
Faker, The	Logan-Delaney	Jan. 2	5651 feet	
*†§Father and Son	Holt-Revier-McBan	June 5	6439 feet	June 8
	(Silent Version)	June 5	6903 feet	
*†§Lone Wolf's Daughter (D)	Lytell-Olmstead	Feb. 18	6339 feet	Mar. 9
	(Silent Version)	Feb. 18	6214 feet	
Quitter The	Lyon-Revier	April 1	5671 feet	May 25
*†Trial Marriage	Kerry-Ellers	Mar. 10	6639 feet	
	(Silent Version)	Mar. 10	6506 feet	
*†§Younger Generation (D)	Hersholt-Basquette	Mar. 4	8217 feet	Mar. 23
	(Silent Version)	Mar. 4	7394 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Cradle of Jazz The (A. T.)	Belle Baker			
†§Flight	Holt-Graves			
*†§Flying Marine, The	Lyon-Mason-Robards			
Light Fingers	Moreno-Revier			
*†§Road to Broadway, The				

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewep
*†§Columbia-Victor Gems (D)	26 Subjects released twice a month		1 reel	
*†§Gay Caballero The (A. T.) (D.)	Frank Crumit		1 reel	June 8
*†§Memories (D.)	Murphy-Morrison		1 reel	June 8
*†§My Wife (A. T.) (D.)	Jack Wilson		1 reel	June 15
*†§Old Man Trouble (D)	Jules Beldsoe		1 reel	June 8
*†§Talking Screen Snapshots	Released twice a month		1 reel	
*†§Talking Screen Snapshot	Novelty		1 reel	June 8

EDUCATIONAL

Title	Star	Rel. Date	Length	Reviewed
Air Derby	Reed Howes	Jan. 6	2 reels	April 13
Auntie's Mistake	Dorothy Devore	Feb. 17	2 reels	Mar. 30
Battling Sisters	Lupino Lane	June 2	2 reels	May 25
Beauties Beware	Jerry Drew	Jan. 27	2 reels	Jan. 12
Best Dressed Woman In World	Our World Today	Feb. 17	1 reel	Mar. 30
Cloud Patrol, The	Reed Howes	Feb. 24	2 reels	Mar. 30
Contented Wives	Al Alt	July 28	1 reel	
Delicious and Refreshing	Adrienne Dore	April 21	1 reel	Mar. 16
Dominion of Diversity	Hodge-Podge	Feb. 24	1 reel	Mar. 23
Dumb—and How	Thatcher-Young	Jan. 27	1 reel	Dec. 22
Fixer, The	"Big Boy"	Feb. 3	2 reels	Feb. 3
Four Wheel Brakes	Jerry Mandy	April 7	1 reel	Mar. 30
Ginger Snaps	"Big Boy"	Mar. 24	2 reels	Mar. 30
Going Places	George Davis	Jan. 13	2 reels	Mar. 30
Good Night Nurse	Lupino Lane	April 28	2 reels	Mar. 16
Helter Skelter	"Big Boy"	June 16	2 reels	May 25
Her Big Ben	Gene Stone	Mar. 10	1 reel	Feb. 2
Her Gift Night	Billy Dale	May 19	1 reel	April 20
Honeymooniacs	Monty Collins	July 28	2 reels	
Hot Times	Al St. John	May 26	2 reels	May 11
Household Blues	Collins-Dent	June 2	1 reel	June 1
Howling Hollywood	Davis-Dent	April 21	2 reels	Mar. 16
Husbands Must Play	Wallace Lupino	Jan. 6	2 reels	Mar. 30
Joy Land	Lupino Lane	July 21	2 reels	
Joy Tonic	"Big Boy"	May 5	2 reels	April 13
Jungle Kings and Queens of Screen	Our World Today	Mar. 24	1 reel	April 13
Kitty Kitty	Billy Dale	May 5	1 reel	Mar. 16
Lewis-Sonnenberg Wrestling Match	Special Reel	Jan. 13	1 reel	Feb. 2
Lucky Breaks	Al Alt	July 14	1 reel	
Only Her Husband	Jerry Drew	May 19	2 reels	May 18
Only Me	Lupino Lane	Jan. 20	2 reels	Dec. 15
Parlor Pests	Collins-Dent	Mar. 24	2 reels	May 25
Passing Show of Perak, The	Our World Today	May 19	1 reel	May 25
Pep Up	Cliff Bowes	Feb. 24	1 reel	Feb. 2
Question Marks	Hodge-Podge	Jan. 20	1 reel	Feb. 2
Richest Street In the World	Our World Today	April 21	1 reel	April 20
Rubbing It In	Al Alt	June 30	1 reel	
Served Hot	Cliff Bowes	Feb. 10	1 reel	Jan. 19
Smart Steppers	A. St. John	Mar. 3	2 reels	Mar. 30
Social Prestige	Monty Collins	Dec. 23	2 reels	Nov. 17
Studio Pests	Jerry Drew	June 30	2 reels	June 15
Summer Saps	Lupino Lane	Mar. 17	2 reels	Mar. 30
Those Two Boys	Collins-Dent	May 5	2 reels	Mar. 30
Time to Expire	Gene Stone	Mar. 24	1 reel	
Top Speed	Al Alt	July 7	2 reels	
Walking Fish	Our World Today	Jan. 13	1 reel	
What a Day	Monty Collins	June 16	2 reels	May 25
What a Pill	Billy Dale	June 16	1 reel	June 15
What a Trip	Vernon Dent	Jan. 13	1 reel	Dec. 15
Whoopee Boys	Monty Collins	Feb. 10	2 reels	Jan. 12
Wise Wimmin	Jerry Drew	Mar. 31	2 reels	

ALL-TALKIE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Ask Dad (F & D)	E. E. Horton	Feb. 17	2 reels	Feb. 16
*†§Bees' Buzz, The (F & D)	Gribbon-Clyde	April 7	2 reels	May 18
*†§Big Palooka, The (F & D)	Gribbon-McPhaill-Hill	May 12	2 reels	June 15
*†§Bride's Relations, The (F & D)	Burke-Gribbon	Jan. 13	2 reels	Feb. 2
*†§Broadway Blues (F & D)	Johnny Burke	Mar. 10	2 reels	April 27
*†§Cold Shivers (F & D)	McKee-Hutton	May 19	2 reels	May 11
*†§Crazy Nut, The (F & D)	Pangborn-Oakland-Murray	June 2	2 reels	June 15
*†§Don't Be Nervous (F & D)	Lloyd Hamilton	July 7	2 reels	
*†§Eligible Mr. Bangs, The (F & D)	E. E. Horton	Jan. 13	2 reels	Feb. 9
*†§His Big Minute (F & D)	Lloyd Hamilton	May 5	2 reels	June 1
*†§Jazzy Mammas (F & D)	Virginia Lee Corbin	June 16	2 reels	
*†§Lion's Roar, The (F & D)	Burke-Bevan	Dec. 9	2 reels	Dec. 1
*†§Lover's Delight (F & D)	Arthur-Garon	June 30	2 reels	
*†§Moving Movie Show, A (F & D)	Hodge-Podge	June 9	1 reel	
*†§Old Barn (F & D)	Johnny Burke	Feb. 3	2 reels	Feb. 16
*†§Ride on a Runaway Train (D)	Hodge-Podge	May 26	1 reel	June 15
*†§Right Bed, The (F & D)	E. E. Horton	April 14	2 reels	May 18
*†§Ship Mates (F & D)	Lupino Lane	April 21	2 reels	May 11
*†§Trusting Wives (F & D)	E. E. Horton	June 23	2 reels	
*†§Whirls and Girls (F & D)	Gribbon-Clyde	Feb. 24	2 reels	Feb. 18
*†§Zip!Boom! Bang! (F & D)	McKee-Collin-Glass	Mar. 17	2 reels	June 1

FIRST NATIONAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway Babies (D)	Alice White	June 30		
California Mail	Ken Maynard	April 7		
*†§Careers (A. T.) (D)	Dove-Moreno-Myers	June 2	8435 feet	June 1
Cheyenne	Ken Maynard	Feb. 3	5944 feet	
*†Children of the Ritz (D)	Mackaill-Mulhall	Mar. 3	6426 feet	April 13
	(Silent Version)	Feb. 17	6296 feet	
Dancing Vienna	Lyon-Mara	Jan. 13	5683 feet	
*†§Divine Lady, The (D)	Griffith-Warner	Mar. 31	9914 feet	Feb. 6
	(Silent Version)	April 14	8993 feet	
*†§Girl in the Glass Cage (D)	Young-Nye	June 22		
*†§His Captive Woman (D)	Sills-Mackaill	April 7	7992 feet	April 9
	(Silent Version)	Feb. 3	7692 feet	Jan. 19
*†§Hot Stuff (D)	Alice White	May 5	6774 feet	May 18
	(Silent Version)	April 21	7466 feet	Mar. 9
*†§House of Horrors (D)	Todd-Hale-Fazenda	April 28		
	(Silent Version)	April 7	6700 feet	Sept. 22
Lawless Legion	Ken Maynard	Mar. 3	6109 feet	
*†Love and the Devil	Sills-Corda	Mar. 24	6431 feet	
	(Silent Version)	Feb. 24		
*†§Man and the Moment	(Silent Version)	Mar. 17		
*†§Prisoners (D)	Corinne Griffith	May 19	7800 feet	June 1
	(Silent Version)	May 5		
Royal Rider, The	Ken Maynard	May 5		
*†Saturday's Children (D)	Corinne Griffith	April 14	7950 feet	May 4
	(Silent Version)	Mar. 10	6727 feet	
*†Seven Footprints to Satan (D)	Conklin-Fazenda	Feb. 17	5405 feet	
	(Silent Version)	Jan. 27	5238 feet	
*†§Squall, The (A. T.) (D)	Joyce-Loy	May 26	9629 feet	May 18
	(Silent Version)	May 12		
*†Synthetic Sin (D)	Colleen Moore	Jan. 6	6852 feet	Jan. 12
*†§Two Weeks Off (D)	Mackaill-Mulhall	May 12		
	(Silent Version)	April 28		
*†§Weary River (D)	Barthelmess-Compson	Feb. 10	7978 feet	Feb. 2
	(Silent Version)	April 7	7565 feet	
*†Why Be Good (D)	Colleen Moore	Mar. 17		
	(Silent Version)	Mar. 3	7692 feet	Jan. 26

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Careless Age, The (A. T.) (D)	Fairbanks Jr.-Myers-Young			
*†§Dark Streets (D)	Mulhall-Lee			
*†§Drag (D)	Barthelmess-A. Day	July		
*†§Fast Life (D)	Fairbanks Jr.-Young-Morris			
*†§Footlight and Fools	Moore-Hackett			
*†§Great Divide, The (D)	Mackaill-Keith-Loy			
*†§Hard to Get (A. T.) (D)	Mackaill-Burns			
*†§Lady Who Dared, The	Dove-Pidgeon-Todd			
*†§Lilies of the Field (D)	Corinne Griffith			
*†§Little Johnny Jones	Eddie Buzzell			
*†§Man and the Moment	Billie Dove	July 7		
*†§Most Immoral Lady, A	Leatrice Joy			
*†§Paris	Irene Bordoni			
*†§Sally (A. T.)	Marilyn Miller			
*†§Smiling Irish Eyes (A. T.) (D)	Moore-Hall	July 22		
*†§Twin Beds (A. T.) (D)	Mulhall-Miller	July 14		
Wells Fargo Express	Ken Maynard			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

FOX FILMS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Black Magic	Dunn-Holland	June 2		
*†§Black Watch, The	McLaglen-Loy	May 26	8487 feet	May 25
*†Blue Skies	Twelvetrees-Albertson	Mar. 17		
*†Captain Lash	Victor McLaglen	Jan. 6	5453 feet	Feb. 9
	(Silent Version)	Jan. 6	5376 feet	
*†Chasing Through Europe	Stuart-Carol	June 9		
Christina	Gaynor-Morton	Mar. 30	6955 feet	April 6
*†Exalted Flapper	Carol-Norton	May 26		
*†Far Call, The	Morton-Hyams	April 28	5313 feet	
	(Silent Version)	April 28	5282 feet	May 25
*†Four Devils	Gaynor-Duncan		10 reels	Oct. 13
*†§Fox Follies, The (A. T.)	Special Cast	May 25	8291 feet	June 1
*†Fugitives	Bellamy-Terry	Jan. 27	5331 feet	
	(Silent Version)	Jan. 27	5356 feet	
*†§Ghost Talks, The (A. T.)	Twelvetrees-Eaton	Feb. 24	6395 feet	Feb. 23
*†Girls Gone Wild	Carol-Stuart	Mar. 24	5232 feet	April 27
	(Silent Version)	Mar. 10	6000 feet	Mar. 9
*†§Hearts in Dixie (A. T.)	Fetchit-Muse	Mar. 10	6650 feet	Mar 2
*†§In Old Arizona (A. T.)	Lowe-Baxter	Jan. 20	8724 feet	Dec. 29
*†Joy Street	Moran-Stuart	April 7	7554 feet	June 8
*†§Making the Grade	Lowe-Moran	Feb. 17	5024 feet	
*†§Masked Emotions	George O'Brien	May 19		
*†§Not Quite Decent	Collyer-Dresser	April 7	6 reels	May 4
*†New Year's Eve	Astor-Morton	Feb. 24	5958 feet	May 4
*†One Woman Idea, The	LaRocque-M. Day	June 2	6111 feet	June 15
	(Silent Version)	June 2	6106 feet	
*†Plastered in Paris	Cohen-Pennick	Jan. 23	5641 feet	Sept. 29
Protection	Burgess-Elliott-Page	May 12	5511 feet	June 1
*†Sin Sister	Carroll-Gray	Feb. 10	6072 feet	
	(Silent Version)	Feb. 10	6053 feet	
*†Strong Boy	McLaglen-Joy	Mar. 3	5150 feet	April 6
	(Silent Version)		5526 feet	
*†§Speakeasy (A. T.)	Page-Lane	Mar. 24	5775 feet	Mar. 23
*†Trent's Last Case	Griffith-Day	Mar. 31	5809 feet	June 8
*†§Thru Different Eyes (A. T.)	Baxter-Lowe	April 14	4991 feet	April 20
*†True Heaven	O'Brien-Moran	Jan. 20	5531 feet	Feb. 16
	(Silent Version)	Jan. 20	5563 feet	
*†§Valiant, The (A. T.)	Paul Muni	May 19	5537 feet	May 18
*†Veiled Woman, The	Tora-Vincent	April 14		
*†Woman from Hell, The	Astor-Armstrong	April 21	5442 feet	
	(Silent Version)	April 21	5489 feet	May 25

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Backwash	Farrell-Duncan			
Cock-Eyed World, The	Lowe-Danita-McLaglen			
Fatal Wedding, The	Astor-Bard			
*†§Frozen Justice	Ulric-Frazer			
Girl Downstairs, The	O'Brien-Moran			
*†§Hurdy Gurdy	George Jessel			
Joy Street	Eaton-Moran-Stuart			
Lost in the Arctic	Special Cast			
Our Daily Bread	Farrell-Duncan			
Playboy	Nagel-Collyer			
River, The	Farrell-Duncan		7313 feet	Jan. 5
*†§They Had to See Paris	Will Rogers			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Pastoral, An	Variety	Mar. 3	1 reel	
Azure Coast, The	Variety	May 26	1 reel	
Bonnie Scotland	Variety	July 21	1 reel	
Call of the Deep	Variety	July 7	1 reel	
Cup of Coffee, A	Variety	June 23	1 reel	
Changing Seasons	Variety	June 9	1 reel	
Details on Dogs	Variety	Mar. 17	1 reel	
Down The Mississippi	Variety	Aug 4	1 reel	
Drifting Through Gascony	Variety	Oct. 28	1 reel	
Ends of the Earth	Variety	Jan. 20	1 reel	
Harvest, The	Variety	Jan. 6	1 reel	
Historic Hungary	Variety	Mar. 31	1 reel	
King Cotton	Variety	Feb. 17	1 reel	
Magic Sands	Variety	May 12	1 reel	
North of the Battery	Variety	Feb. 3	1 reel	
Snowbound	Variety	Aug. 19	1 reel	
Squadrons of the Sky	Variety	April 13	1 reel	
Vest Pocket Republics	Variety	April 28	1 reel	

MOVIETONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Across the Seas	Royal Hawaiians		1 reel	
*†§At the Ball Game	Joe Cook			
*†§Bath Between	Clark-McCullough	Feb. 17	1870 feet	
*†§Belle of Samoa, The (A. T.) (F)	Moran-Clark & McCullough		2 reels	June 1
*†§Beneath the Law (A. T. (F)	Clark & McCullough		2 reels	
*†§Bridge at Midnight	Mary Duncan			
*†§Corpus Christie	Raquel Meller			Sept. 8
*†§Diplomats, The	Clark-McCullough	Feb. 17	3200 feet	Jan. 12
*†§Dolls and Puppets	Nancy Drexel			
*†§Everybody Loves My Girl	Winnie Lightner			
*†§Family Picnic	Raymond McKee			June 30
*†§Forget-Me-Note (F)			3 reels	
*†§Friendship (A. T.) (F)	Gallagher-Edeson		2 reels	
*†§Furnace Trouble (A. T.) (F)	Robert Benchley		2 reels	
*†§George Bernard Shaw	Interview			June 30
*†§Ghosts	Mutt & Jeff Cartoon		1 reel	
*†§Going Home	Kebtucky Jubilee Singers		1 reel	
*†§Happy Birthday (A. T.) (F)				
*†§In Holland (A. T.) (F)	Clark & McCullough		2 reels	
*†§Interview, The	Clark-McCullough			
*†§Knife, The (A. T. (F)	Lionel Atwill		2 reels	June 15
*†§Knights Out (A. T.) (F)	Clark & McCullough		2 reels	
*†§Ladies' Man	Chic Sales			
*†§Medicine Man, The (A. T.) (F)	Clark & McCullough		2 reels	
†§Miller & Farrell (F)	3 Songs			
†§Mind Your Business (F)	Herbert & Bard		2 reels	
*†§Music Fiends, The (A. T.) (F)	Clark & McCullough		2 reels	
*†§Napoleon's Barber (A. T.) (F)	Otto Matieson		3 reels	
*†§Nightie Knights	Clark-McCullough		2 reels	
†§Old Tunes for New (F)	Dr. Sigmund Spaeth			
*†§On the Beach at Atlantic City (F)	Friedland & Revue			
*†§Pagliacci—Prologue (F)	Richard Bonelli		1 reel	
†§Royal Hawaiian Singers (F)	Song Program			
*†§Schubert's Serenade (F)				
*†§Serenade (Schubert)	Harold Murray			Sept. 8
†§Sound Your A (F)			3 reels	
*†§South Sea Songs and Dances	Royal Hawaiians		1 reel	
*†§Stewed, Fried and Boiled (A. T.) (F)	Robert Benchley		2 reels	
*†§They're Coming to Get Me	Chic Sales			
*†§Treasurer's Report	Robert Benchley		1 reel	
*†§Waltzing Around (A. T. (F)	Clark & McCullough		2 reels	
*†§Water Boy	Kebtucky Jubilee Singers		1 reel	
*†§White Faced Fool	Lionel Atwill			Sept. 8
†§Why Be Serious? (F)	Will Mahoney			

GOTHAM

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Thru the Breakers	Livingston-Herbert	Jan.	6420 feet	
*†§Times Square	Day-Lubin	Mar. 31	6000 feet	

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alias Jimmy Valentine (D)	Haines-Barrymore	Jan. 26	7803 feet	Nov. 24
	(Silent Version)	Jan. 26	7142 feet	
All at Sea	Dane-Arthur	Feb. 9	5345 feet	
*†§Bridge of San Luis Rey (D)	Damita-Alvarado	Mar. 30	7980 feet	May 25
	(Silent Version)	Mar. 30		Feb. 23
*†§Bellamy Trial, The (D)	Joy-Bronson	Mar. 2	8268 feet	Feb. 2
	(Silent Version)	Mar. 2	7524 feet	
*†§Broadway Melody (A. T.) (D)	Page-Love-King	April 1	9372 feet	Feb. 16
China Bound	Dane-Arthur	May 18	6 reels	April 20
*†Desert Nights (D)	Gilbert-Nolan	Mar. 9	7177 feet	
	(Silent Version)	Mar. 9		Jan. 19
Desert Rider	Tim McCoy	May 11		
*†§Duke Steps Out (D)	Haines-Crawford	Mar. 16	6236 feet	April 20
	(Silent Version)	Mar. 16	6201 feet	
*†Flying Fleet (D)	Novarro-Page	Jan. 19	9044 feet	Feb. 16
*†§Great Power, The (A. T.)	Special Cast	April 20		
Loves of Casanova	Ivan Mosjoukine	Feb. 16	6179 feet	
*†Man's Man, A	Haines-Dunn	May 25	6683 feet	June 8
Morgan's Last Raid	Tim McCoy	Jan. 5	5264 feet	
Overland Telegraph	Tim McCoy	Mar. 2	4815 feet	
*†§Pagan (D)	Novarro-Adoree-Janis	April 27	7 reels	Feb. 2
Single Man, A	Cody-Pringle	Jan. 12	5596 feet	
Sioux Blood	McCoy-Frazer	April 20	4811 feet	
*†§Spite Marriage	Buster Keaton	April 6	7047 feet	
	(Silent Version)		6500 feet	Feb. 2
*†Trail of '98 (D)	Del Rio-Forbes	Jan. 5	8799 feet	Feb. 9
	(Silent Version)	Jan. 5	8799 feet	Mar. 24 '28
*†Tide of Empire (D)	Adoree-Duryea	Mar. 23	6552 feet	
*†§Voice of the City (A. T.) (D)	Willard Mack	April 13		April 13
	(Silent Version)			
*†§Where East Is East	Chaney-Velez-Taylor	May 4	6500 feet	Mar. 23
*†Wild Orchids (D)	Garbo-Asther	Feb. 23	9235 feet	April 6

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Allah 'L Allah	Ufa Oddities	Mar. 16	1 reel	
Ancient Art, An	Ufa Oddities	Mar. 2	1 reel	
Big Business	Laurel-Hardy	April 20	2 reels	
Brown Gold	Ufa Oddities	July 6	1 reel	
Deals In Babies	Ufa Oddities	Aug. 3	1 reel	
Double Whoopee	Laurel-Hardy	May 18	2 reels	
Dying Jungle	Ufa Oddities	Feb. 2	1 reel	
Election Day	"Our Gang"	Jan. 12	2 reels	
Fast Freight	"Our Gang"	May 4	2 reels	
Foundations of Gold	Ufa Oddities	May 11	1 reel	June 15
Going Ga Ga	Kennedy-Davidson	Jan. 5	2 reels	
Jungle Orphans	Ufa Oddities	Mar. 30	1 reel	
Lacquer and Pearls	All Star Cast	May 25	2 reels	
Leader, The	Ufa Oddities	April 27	1 reel	
Liberty (Silent Version)	Laurel-Hardy	Jan. 26	2 reels	
Light of India The	Boyd-Godwin	April 6	2 reels	
Little Mother	"Our Gang"	June 1	2 reels	
Loud Soup	Charley Chase	Mar. 16	2 reels	
Manchu Love	Sojin	Jan. 12	2 reels	
Movie Night	Charley Chase	May 11	2 reels	June 8
Napoleon's Homeland	Ufa Oddities	Jan. 5	1 reel	
Noisy Noises (Silent Version)	"Our Gang"	Feb. 9	2 reels	
Off to Buffalo	Charley Chase	Feb. 16	2 reels	
Oriental Motoring	Ufa Oddities	July 20	1 reel	
Outlandish Manners	Ufa Oddities	June 8	1 reel	
Pair of Tights	Roach Stars	Feb. 2	2 reels	
Persian Wedding, A	Ufa Oddities	April 13	1 reel	June 1
Secret Boozehounds	Ufa Oddities	Feb. 16	1 reel	
That's My Wife (Silent Version)	Laurel-Hardy	Mar. 23	2 reels	
Thin Twins	Charley Chase	April 13	2 reels	
Thundering Toupees	All Star Cast	May 25	2 reels	
Tiny Housekeepers	Ufa Oddities	June 22	1 reel	
Unkissed Man, The	Roach Stars	April 27	2 reels	
Uphill and Downhill	Ufa Oddities	Jan. 19	1 reel	
When Money Comes	Roach Stars	Mar. 2	2 reels	
Why Is a Plumber?	Roach Stars	Mar. 30	2 reels	
Wiggle Your Ears (Silent)Version	"Our Gang"	April 6	2 reels	
Witch Doctor	Ufa Oddities	May 25	1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Anna Christie	Greta Garbo			
*†§Bishop Murder Case, The (A. T.)				
*†§College Days (A. T.)	Starr-Nugent-Montgomery			
*†§Cotton and Silk	Duncan Sisters			
Deadline, The	Flash-Lorraine-Gray			
*†§Dynamite (A. T.)	Bickford-Wood			
*†§Eva the Fifth (A. T.)	Love-Hackett-Doran			
*†§Five O'Clock Girl, The (A. T.)	Davies-Arthur-King			
*†§Gob, The (A. T.)	Haines-Page			
*†§Green Ghost, The	Young-Torrence-Sebastian			
*†§Hallelujah	Colored Cast			
He Learned About Women	Haines-Page-Percy			
*†§Idle Rich, The (A. T.) (D)	Nagel-Love-Hyams			
Jungle	Joan Crawford			
*†§Last of Mrs. Cheney (A. T.)	Norma Shearer			
	(Silent Version)			June 1
*†§Madame X (A. T.)	Ruth Chatterton		8806 feet	April 20
*†§Marianne (A. T.)	Davies-Shaw			
	(Silent Version)			May 25
Masked Stranger, The	Tim McCoy			
Mysterious Island, The	Hughes-Daly			Mar. 2
*†§Nize Baby	Gordon-Holtz-Waldridge			
*†§Our Modern Maidens	Crawford-Page-La Rocque			May 4
*†§Redemption	Gilbert-Nagel-Adoree			
*†§Revue of Revues (A. T.)	King-Love-Haines-Crawford			
Single Standard, The	Flash-Gray-Lorraine			
Single Standard, The	Flash-Gray-Lorraine			
	(Silent Version)			
*†§Thunder	Chaney-Haver			

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Title	Star	Rel. Date	Length	Reviewed
*†§Trader Horn	Harry Carey			
*†§Trial of Mary Dugan, The (A. T.) (D)	Shearer-Warner-Hackett		10 reels	April 13
*†Viking, The	Starke-Crisp		8508 feet	Nov. 17
*†§Wonder of Women, The	Stone-Wood			

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
Al Wohlman (D)	3 Songs	April 6	838 feet	
At the Club (D)	8 Victor Artists	May 18	897 feet	
Bernard & Henry (D)	3 Songs	April 13	685 feet	
Bernardo De Pace (D)	3 Mandolin Solos	Jan. 18	1 reel	
Bernardo De Pace (D)	Mandolin Solos	May 4	690 feet	
*§†Big Squawk, The (A. T.)	Charley Chase		2 reels	
Bob Nelson (F)	3 Songs	Mar. 16	1 reel	
Bob Nelson (D)	3 Songs	June 29	824 feet	
Carl Emmy's Pets (D)	Dog Act	April 20	897 feet	
Climbing the Golden Stairs	Charles King	(T. color)	2 reels	April 13
Confession (A. T.) (D)	Ames-Nye	Jan. 12	2 reels	
Copy	Roscoe Karns		2 reels	April 13
Craig Campbell (D)	3 Songs	June 1	641 feet	
Duci de Kerekjarto (D)	2 Violin Solos	Feb. 23	1 reel	
Ed and Lou Miller (D)	3 Songs	June 29	808 feet	
Elsa Ersi and Nat Ayers (F)	2 Songs	Mar. 23	1 reel	
Emil Borneo (D)	3 Songs	June 22	627 feet	
Fuzzy Knight (D)	3 Songs	June 8	608 feet	
George Dewey Washington (D)	3 Songs	Feb. 2	1 reel	
George Dewey Washington (D)	3 Songs	Mar. 23	1 reel	
George Lyons (D)	3 Songs	Feb. 9	1 reel	
Gilbert-Sullivan Male Ensemble (D)	Song Program	June 22	661 feet	
Gordon and Squires (D)	3 Songs	Mar. 2	1 reel	
Gus Edwards Internat'l Review (D)	All-star Cast	April 6	(T. Color) 1043 ft.	April 6
Gus Edwards Song Review (D)	Special Cast	Jan. 5	(T. color) 1 reel	
Happiness Boys (D)	4 Songs	May 25	734 feet	April 13
*†Holy Terror, The	"Our Gang"	Mar. 9	2 reels	
Irving Aaronson's Commanders (D)	3 Band Nos.	June 1	793 feet	
Jan Garber's Band (D)	3 Band Nos.	Feb. 9	1 reel	
Jan Garber's Band (D)	3 Band Nos.	May 11	888 feet	
Jimtown Cabaret (F)	Miller & Lyles	Feb. 16	2 reels	
Keller Sisters and Lynch (D)	3 Songs	Mar. 30	1 reel	
*†Liberty	Laurel-Hardy	Jan. 26	2 reels	
*†§Madame Q (A. T.)	Jocelyn Lee		2 reels	
Man Higher Up, The (D)	Walthall-Edeson	May 11	1926 feet	April 13
Marion Harris (F)	2 Songs	Jan. 26	1 reel	
Metro Movietone Revue No. 3 (F)	All-star Cast	Jan. 26	(T. color) 2 reels	
Metro Movietone Revue No. 4	All Star Cast	April 27	(T. color) 2 reels	
Nearly Divorced (F)	Sherman-Chadwick	Jan. 19	2 reels	
*†Movie Night	Charley Chase	May 11	2 reels	
*†Noisy Noises	"Our Gang"	Feb. 9	2 reels	
*†§Old Man Trouble (A. T.)	Davidson-Nichols		2 reels	
On the March (F)	William O'Neal	April 27	1696 feet	
*†§Popular People (A. T.)	Charley Chase		2 reels	
Revellers, The (D)	3 Songs	Mar. 2	1 reel	
Revellers, The (D)	3 Songs	April 13	174 feet	April 13
Robert Chisholm (D)	3 Songs	May 25	766 feet	
Rube Minstrels (F)	8 Victor Artists	Mar. 9	1 reel	April 13
*†Ruby Lips	Charley Chase	Jan. 19	2 reels	
Sardines A La Carte (D)	Raymond Hitchcock	June 8	1154 feet	
Ship Ahoy (D)	Spitalny Band Revue	April 20	2042 feet	
*†§Small Talk (A. T.)	"Our Gang"		2 reels	
Song of the Roses (D)	Gus Edwards Revue	Feb. 2	(T. color) 1 reel	
Spitalny and His Orchestra (D)	Band Nos. and Revue	Mar. 16	2 reels	
Stepping Along (D)	Sunshine Sammy	Mar. 30	1 reel	April 6
Taking the Air (D)	Biltmore Trio	June 15	1 reel	April 6
*†That's My Wife	Laurel-Hardy	Mar. 23	2 reels	
*†Thin Twins	Charley Chase	April 13	2 reels	
Tita Rufto (D)	"Barber of Seville" aria	May 18	465 feet	
Ukelele Ike (F)	2 Songs	Jan. 5	1 reel	
Ukelele Ike (F)	2 Songs	May 4	465 feet	
*†§Unaccustomed As We Are (A. T.)	Laurel-Hardy	May 4	2 reels	
Van and Schenck (F)	2 Songs	Jan. 19	1 reel	
Van and Schenck (F)	2 Songs	Mar. 9	1 reels	
Van and Schenck (D)	3 Songs	April 27	833 feet	April 6
Vincent Lopez (D)	Piano and Orchestra	Feb. 16	1 reel	
*†§Vodeville (A. T.)	Laurel-Hardy		2 reels	
*†Wiggle Your Ears	"Our Gang"	April 6	2 reels	
William O'Neal (D)	3 Songs	Feb. 23	1 reel	
*†Wrong Again	Laurel-Hardy	Feb. 23	2 reels	
Yvette Rugel (D)	3 Songs	June 15	702 feet	

PARAMOUNT

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Able's Irish Rose (D)	Rogers-Carroll	Jan. 5	10471 feet	Nov. 17
	(Silent Version)	Jan. 5	10187 feet	Jan. 12
*†Betrayal, The	Jannings-Ralxton-Cooper	May 11	6492 feet	May 11
	(Silent Version)	May 11	6614 feet	
*†Behind the German Lines (D)	Special Cast	Jan. 12	8254 feet	Dec. 8
*†§Canary Murder Case, The (A. T.) (F)	Powell-Brooks	Feb. 16	7171 feet	Mar. 23
	(Silent Version)	Feb. 16	5943 feet	
*†§Carnation Kid, The (D)	Douglas MacLean	Mar. 2	6290 feet	Mar. 2
	(Silent Version)	Mar. 2	7156 feet	
Case of Lena Smith, The	Ralston-Hall	Jan. 19	7229 feet	Jan. 19
*†§Charming Sinners	Chatterton-Brook-Powell			
*†§Chinatown Nights (A. T.) (F)	W. Beery-Vidor-Oland	Mar. 23	7081 feet	
	(Silent Version)	Mar. 23	7145 feet	
*†§Close Harmony (A. T.) (F)	Rogers-Carroll	April 13	6500 feet	Mar. 16
*†§Cocoanuts (A. T.)	4 Marx Brothers-Eaton-Shaw	May 23	8613 feet	June 1
*†§Dangerous Woman, A (A. T.) (F)	Baclanova-Brook	May 18		Mar. 23
*†§Doctor's Secret, The (A. T.) (F)	Edeson-Chatterton (No Silent Version)	Jan. 26	5832 feet	Feb. 9
*†§Dummy, The (A. T.) (F)	Bennett-Chatterton (No Silent Version)	Mar. 9	5354 feet	Mar. 5
*†§Gentlemen of the Press (A. T. (F)	Walter Huston (Silent Version)	May 4	7167 feet	May 18
*†§Hole in the Wall (A. T.) (D)	Colbert-Robinson (Silent Version)	Mar. 23	5850 feet	April 20
*†Homecoming, The (D)	Hanson-Parlo	Feb. 16	8104 feet	Nov. 24
*†§Innocents of Paris, The (A.T.) (F)	Maurice Chevalier	May 25		April 20
*†§Interference (A. T.) (F)	Powell-Brent-Brook	Jan. 5	7487 feet	Oct. 27
	(Silent Version)	Jan. 5	6843 feet	
*†§Letter, The (A. T.) (D)	Jeanne Eagels (Silent Version)	April 13	5886 feet	Mar. 16
*†Looping the Loop (D)	Werner Krauss	Mar. 16	6676 feet	Feb. 23
*†§Man Must Fight, A	Rogers-Brian-Arthur (No Silent Version)	June 29		
Marquis Preferred	Menjou-Conklin	Feb. 2	5506 feet	Jan. 26
*†§Night Club (A. T. (D)	Brice-Rooney	Feb. 23	3389 feet	
Nothing But the Truth (A. T.)	Dix-Kane-Hall	April 20	7256 feet	April 27
*†§Rainbow Man The (A. T.)	Eddie Dowling Sono-Art Prod.			
*†Redskin (T-color) (D)	Richard Dix	Feb. 23	7643 feet	Feb. 2
	(Silent Version)	Feb. 23	7402 feet	Dec. 1
*†§River of Romance, The	Arlen-Brian (No Silent Version)	May 25	7 reels	April 27
*†§Shopworn Angel, The (D)	Cooper-Carroll	Jan. 12	7373 feet	Jan. 5
	(Silent Version)	Jan. 12	7112 feet	
Stairs of Sand	W. Beery-Castle-Conklin	June 8		
*†§Studio Murder Mystery The (A. T.) (F)	Eldridge-Oland-Conklin	June 1	6500 feet	May 4
	(Silent Version)	June 1	6070 feet	
Sunset Pass.	Holt-Conklin	Feb. 9	5862 feet	
*†§Thunderbolt (A. T. (F)	Bancroft-Wray-Arlen	June 22	8571 feet	June 15
	(Silent Version)	June 22	7311 feet	
*†§Tong War (A. T.) (See Chinatown Nights)				
*†§Wheel of Life, The (A. T.) (F)	Dix-Ralston-Heggie	June 22		
*†§Wild Party, The (A. T.) (F)	Clara Bow	April 6	7167 feet	Mar. 30
	(Silent Version)		6036 feet	
*†Wings	Arlen-Bow-Rogers	Jan. 5	12267 feet	
	(Silent Version)	Jan. 5	12267 feet	Aug. 26 '27
*†§Wolf of Wall Street, The (A. T.) (D)	Bancroft-Baclanova	Feb. 9	6810 feet	
	(Silent Version)	Feb. 9	6396 feet	Dec. 1
*†§Wolf Song (D)	Cooper-Velez	Mar. 30	6060 feet	Mar. 9
	(Silent Version)	Mar. 30	7021 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Are Scotchmen Tight? (Christie)	Jack Duffy	Mar. 2	2 reels	
Auto Suggestion	Krazy Kat Cartoon	July 6	1 reel	
Cow Belles	Krazy Kat Cartoon	Jan. 5	1 reel	
Crazy Doings (Christie)	Billy Dooley	Mar. 23	2 reels	
Flying Yeast	Krazy Kat Cartoon	Feb. 6	1 reel	
Footlight Fannie (Christie)	Frances Lee	Feb. 19	2 reels	
Fur Peace	Krazy Kat Cartoon	June 22	1 reel	
Gold Socks	Krazy Kat Cartoon	May 11	1 reel	
Happy Heels (Christie)	Billy Dooley	Jan. 19	2 reels	
Hospitalities	Krazy Kat Cartoon	Jan. 19	1 reel	
Hat Aches	Krazy Kat Cartoon	June 8	1 reel	
His Angel Child (Christie)	Bobby Vernon	Feb. 16	2 reels	
Joint Affair, A	Krazy Kat Cartoon	Mar. 16	1 reel	
Ko-Ko's All Wet	Inkwell Cartoon	June 1	1 reel	
KoKo Beats Time	Inkwell Cartoon	Feb. 9	1 reel	
KoKo's Crib	Inkwell Cartoon	Mar. 23	1 reel	
Ko-Ko's Focus	Inkwell Cartoon	May 18	1 reel	
KoKo's Hot Ink	Inkwell Cartoon	Mar. 9	1 reel	
KoKo's Knock-down	Inkwell Cartoon	April 20	1 reel	
KoKo's Reward	Inkwell Cartoon	Feb. 23	1 reel	
KoKo's Saxophonies	Inkwell Cartoon	April 6	1 reel	
Ko-Ko's Signals	Inkwell Cartoon	May 4	1 reel	
Lone Shark, The	Krazy Kat Cartoon	April 13	1 reel	
Love Spats	Jack Duffy	April 27	2 reels	
No Eyes Today	Inkwell Cartoon	Jan. 12	1 reel	
Noise Annoys Ko-Ko	Inkwell Cartoon	Jan. 26	1 reel	
Off the Deck (Christie)	Billy Dooley	Feb. 23	2 reels	
Papa Spank (Christie)	Jack Duffy	Feb. 2	2 reels	
Petty Larceny	Inkwell Cartoon	May 25	1 reel	
Reduced Weights	Krazy Kat Cartoon	Feb. 2	1 reel	
Reckless Rosie (Christie)	Frances Lee	April 6	2 reels	
Rough Dried (Christie)	Billy Dooley	April 20	2 reels	
Sappy Service (Christie)	Bobby Vernon	April 13	2 reels	
Sheepskinned	Krazy Kat Cartoon	Mar. 30	1 reel	
Single Bliss (Christie)	Jack Duffy	Mar. 30	2 reels	
Stage Struck Susie	Frances Lee	May 4	2 reels	
Tight Places (Christie)	Frances Lee	Mar. 9	2 reels	
Torrid Toreadors	Krazy Kat Cartoon	April 7	1 reel	
Turn Him Loose (Christie)	Bobby Vernon	Mar. 16	2 reels	
Vanishing Screams	Krazy Kat Cartoons	Mar. 2	1 reel	
Why Gorillas Leave Home (Christie)	Bobby Vernon	Jan. 12	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Adam's Eve (A. T.)			2 reels	
*†§After Seben (A. T.) (F)	James Barton	May 18	2 reels	
*†§Apartment Hunting (A. T.) (F)	Special Cast	Mar. 9	2 reels	
*†§Bird n the Hand, A (Christie) (A. T. (F)	Lois Wilson	Feb. 16	2 reels	Feb.2
*†§Bishop's Candlesticks The (A. T.) (D)	Walt r Huston (No Silent Version)	eb. 23	1911 feet	
*†§Booklovers (tentative) (A. T.)	Special Cast	June 15	2 reels	
*†§Boyhood Days (F)	Borrah Minnevitch (No Silent Version)	Jan. 26	1510 feet	
*†§Blue Songs (D)	Ruth Etting (No Silent Version)	Jan. 5	1 reel	Mar. 2
*†§Carnival Man, The (F)	Walter Huston	Feb. 23	1½ reels	Mar. 16
*†§Chinatown	Song Cartoon		1 reel	
†§Crooning Melodies (A. T.) (F)	Giersdorf Sisters	Mar. 16	1 reel	
*†Daisy Bell (D)	Song Cartoon	June 1	1 reel	
*†§Dear Teacher (A. T.) (F)	Special Cast	May 4	2 reels	June 1
*†§Dear Vivian (Christie A. T.) (F)	Special Cast	June 22	2 reels	
*†§False Alarm Fire Co., The (F)	Smith-Dale	Mar. 9	1 reel	Feb. 2
*†§Faro Nell (A. T.)	Louise Fazenda		2 reels	
*†§Fatal Forceps, The (A. T.)			2 reels	
†§Favorite Melosies (A. T.) (F)	Ruth Etting	Mar. 16	1 reel	
*†§Florida Nightmare, A (A. T. (F)	Special Cast	June 15	1 reel	
*†§Framing of the Shrew The (Christie A. T.) (F)	Colored Cast	April 27	2 reels	Mar. 9
*†§Good Bye, My Lady Love	Song Cartoon		1 reel	
*†§Her Husband's Woman (A. T.)	Wilson-Ford			
*†§Highlowbrow (F)	Donnelly-Shannon	April 6	2 reels	Feb. 2
*†§Hint to Brides, A (A. T.)			2 reels	
*†§His College Chums (A. T. (F)	Eddie Peabody	April 13	1 reel	
*†§Hit or Miss (A. T.)			2 reels	
*†§Hot Lemonade (A. T.) (F)	Fazenda-Arthur	May 25	2 reels	
*†§Humorous Flights (A. T.) (F)	Donald Ogden Stewart	April 13	1 reel	June 1
*†§If Men Played Cards as Women Do (A. T.) (F)	Special Cast	May 11		
*†§Inspiration	Schubert's Songs		1 reel	
*†§Instalment Collector The (F)	Fred Allen	April 20	1 reel	
*†§It Happened to Him (A. T.) (F)	James Barton	May 25	1 reel	
*†§Jed's Vacation (Christie A. T.) (F)	Charles Grapewin	April 13	2 reels	
*†§Just One Word (A. T.) (D)	Special Cast (No Silent Version)	Jan. 26	615 feet	
*†§Kisses (A. T.) (F)	Special Cast	Feb. 9	2 reels	
*†§Knights in Venice (A. T.) (F)	Special Cast	Mar. 23	1 reel	
*†§Meet the Missue (Christie A. T.) (F)	James Gleason	Mar. 30	2 teels	Mar. 16
*†§Melancholy Dame, The (Christie A. T.) (F)	Colored Cast	Feb. 2	2 reels	Feb. 2
*†§Messenger, The (A. T.)	Harry Langdon		2 reels	
*†§Moonshine (A. T.) (F)	James Barton	April 20	2 reels	
*†Mother Pin a Rose on Me	Song Cartoon	July 6	1 reel	
*†§Music Hath Charms (Christie A. T.) (F)	Colored Cast	Mar. 16	2 reels	
*†§Now and Then (F)	Special Cast	Mar. 23	2 reels	
*†§Off in the Silly Night (Christie A .T.) (F)	Special Cast	June 8	2 reels	May 11

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Old Black Joe (D)	Fleischer Song Cartoon	April 6	½ reel	Mar. 23
*†§Post Mortems (Christie A. T.) (D)	Raymond Griffith	Mar. 2	2 reels	Mar. 9
*†§Pusher-in-the-Face The (A. T.) (D)	Hitchcock-Taylor (No Silent Version)	Feb. 23	2 reels	
*†§Ruth Etting	Songs		1 reel	Mar. 2
*†§Schubert's Friends (D)	Famous Composer Series	April 27	1 reel	
*†§Schubert's Inspiration (D)	Famous Composer Series	Mar. 30	1 reel	
*†§Schubert's Masterpiece (D)	Famous Composer Series	May 18	1 reel	
*†§Schubert's Songs (D)	Famous Composer Series	Feb. 23	1 reel	
*†§Schubert's Unfinished Symphony (D)	Famous Composer Series	June 29	1 reel	
*†Sidewalks of New York (D)	Novelty	Feb. 2	1 reel	
*†§Sleeping Porch, The (A. T.)	Raymond Griffith		2 reels	
*†§Smiles	Song Cartoon		1 reel	
*†§That Party In Person (D)	Eddie Cantor (No Silent Version)	Jan. 5	805 feet	
*†§Traffic Regulations (F)	Donald Ogden Stewart		1 reel	Feb. 23
*†§Two Americans (A. T.) (F)	Walter Huston	June 1	2 reels	
*†§Two Little Chinese Maids (F)	Chang-Kuma	Feb. 9	1 reel	Feb. 2
*†§Vital Subjetcs (A. T.) (F)	Butterworth	June 8	1 reel	
*†§What Is It? (A. T. (D)	Elinor Glyn	Feb. 16	1 reel	
*†§When Caesar Ran a Newspaper (Christie A. T.) (F)	Hatton-Hardy	May 11	2 reels	
*†§Wives on Strike (A. T.)				
*†Yankee Doodle Boy, A (D)	Song Cartoon	Mar. 2	1 reel	
*†Ye Olde Melodies (D)	Song Cartoon	May 4	1 reel	
*†§Ziegfeld Midnite Frolic (A. T.) (F)	Eddie Cantor	May 4	2 reels	Mar. 0

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Backstage Blues (A. T.)	Moran & Mack			
*†§Oh, You Beautiful Doll (A. T.)	Song Cartoon		1 reel	
*†§Cocoanuts (A. T.)	4 Marx Bros.-Eaton-Shaw			
*†§Dance of Life ,The (A. T.)	Carroll-Skelly			
*†§Dangerous Curves (A. T.)	Bow-Arlen			
*†§Darkened Rooms (A. T.)	Brent-Powell			
*†§Divorce Made Easy (A. T.) (F)	MacLean-Prevost	July 6		
*†§Fashions In Love (A. T.)	Menjou-Compton		6829 feet	June 1
*†§Four Feathers, The	Arlen-Wray-Powell-Brook (Silent Version)		7472 feet 7472 feet	 April 20
*†§Gay Lady, The	Gertrude Lawrence			
*†§Glorifying the American Girl	Eaton-Healey			
*†§Greene Murder Case The (A. T.)	Powell-Eldridge-Arthur			
*†§Hungarian Rhapsody, The	Parlo-Fritsch-Dagover			
*†§Illusion (A. T.)	Rogers-Carroll-Collyer			
*†§Insidious Dr. Fu Manchu (A. T.)	Warner Oland			
*†§Jealousy (A. T.)	Jeanne Eagels			
*†§Lady Lies, The	Huston-Colbert			
*†§Mysterious Dr. Fu Manchu	Oland-Arthur		7 reels	June 15
*†§Pointed Heels (A. T.)	Powell-Ralston-Kane			
*†Soul of France, The	Special Cast			
*†§Virginian, The (A. T.)	Cooper-Huston-Brian-Arlen			
*†§Welcome Danger	Harold Lloyd			May 25
*†§Why Bring That Up (A. T.)	Moran & Mack			
*†§Woman Trap, The (A. T.)	Morris-Brent-Huston			
*†§Youth (A. T.)	Hersholt-Wray			

PARTHENON PICTURES

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†Bachelors' Club, The	Talmadge-Worth		6 reels	
Back From Shanghai	St. Leo-Reynolds-So Jin-Girard		6 reels	
Heroic Lover ,The	St. Leo-Bedford		6 reels	
Wild Heart of Africa, The	Special Cast	May 25	6 reels	June 15

PATHE

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Forty-Five Calibre War	Coleman-Loff	Feb. 17	4790 feet	Feb. 16
*†§Geraldine (F)	Quillan-Nixon	Jan. 20	5959 feet	Mar. 9
	(Silent Version)	Jan. 20	5587 feet	
*†§Godless Girl, The (F)	Basquette-Prevost	Mar. 31	9328 feet	Sept. 1
	(Silent Version)	Mar. 31	9019 feet	
Hawk of the Hills	Ray-Miller	Mar. 17	4840 feet	
*†§Leatherneck, The (F & D)	William Boyd	Mar. 24	6965 feet	April 13
	(Silent Version)	Mar. 24	6898 feet	
*†§Mother's Boy (D & F)	Morton Downey (No Silent Version)	May 12	7423 feet	May 1
*†Ned McCobb's Daughter (F)	Irene Rich	Jan. 12	6015 feet	Feb. 9
*†§Noisy Neighbors	Quillan-Vaughan	Jan. 27	5998 feet	
	(Silent Version)	Jan. 27,	5735 feet	
*†§Office Scandal (F)	Phyllis Haver	Mar. 3	6511 feet	
	(Silent Version)	Mar. 3	6511 feet	
*†§Sal of Singapore (F)	Haver-Hale	Jan. 4	6349 feet	
Ship Comes In, A	Dresser-Schildkraut	June 4	6902 feet	June 23
*†§Shady Lady, The (F)	Phyllis Haver	Jan. 20	5808 feet	Mar. 30
	(Silent Version)	Jan. 20	6132 feet	Nov. 17
Sin Town	Allen-Fair	Jan. 20	4554 feet	
*†§Square Shoulders (F)	Junior Coghlan	Mar. 31	5438 feet	
	(Silent Version)	Mar. 31	5477 feet	April 6
*†§Strange Cargo (A. T.) (F)	Lee Patrick	Mar. 31	7099 feet	Feb. 23
	(Silent Version)	Mar. 31,	6134 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
All Aboard	Haines-Coombs	Jan. 13	2 reels	
April Showers	"Aesop Cartoon"	June 15	1 reel	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 10	2 reels	
Back to the Soil	"Aesop Fables"	Mar. 3	1 reel	
Ball Park, The	"Aesop Fable"	May 19	1 reel	May 11
Big Burg, The	"Aesop Fables"	Mar. 24	1 reel	
Big Shot, The	"Aesop Fables"		1 reel	April 13
Black Duck, The	"Aesop Fables"	Mar. 17	1 reel	Mar. 16
Bridle Byways	Sportlight	Mar. 31	1 reel	Mar. 30
Break of Day, The	"Aesop Fables"	Jan. 27	1 reel	
Button My Back	Billy Bevan	Feb. 24	2 reels	Feb. 18
Calling Hubby's Bluff	Billy Bevan	Feb. 3	2 reels	
Caught in a Taxi	Cooper-Vance	June 9	2 reels	
Circus Time	Donald Haines	Feb. 10	2 reels	Feb. 2
Close Figuring	Sportlight	Mar. 3	1 reel	
Clunked on the Corner	Johnny Burke	Jan. 6	2 reels	Jan. 5
Cop's Bride, The	"Aesop Fables"		1 reel	Mar. 30
Cycle of Erosion .The	Educational Film	Jan. 20	1 reel	
Dogging It	Sportlight	Mar. 17	1 reel	
Don't Get Jealous	Bevan-Dent	June 2	2 reels	May 11
Fire Detective, The (Serial)		Mar. 3	10 episodes	
Fish Day	"Aesop Fables"	May 26	1 reel	May 18
Fish and Feathers	Sportlight	May 26	1 reel	May 18
Fight Game, The	"Aesop Fables"	April 28	1 reel	May 4
Foolish Husbands	Bevan-Dent	Mar. 17	2 reels	Mar. 16
Forest People of Central Africa	Educational Film	Jan. 20	1 reel	
Girls Will Be Boys	Sportlight	Feb. 17	1 reel	Feb. 9
Glaciers	Educational Film	Feb. 10	1 reel	
Grandma's House	"Aesop Fables"	Feb. 24	1 reel	Feb. 16
Great Ice Age of North America	Educational Film	Mar. 24	1 reel	
Head Hunters of Solomon Islands	Educational Film	Feb. 3	1 reel	
Kidnapped	"Aesop Fables"		1 reel	June 15
Knowing the Ropes	Rice Sportlight	Jan. 6	1 reel	Jan. 12
Lad and His Lamp, A	"Aesop Fables"	Mar. 10	1 reel	Mar. 23
Ladies Must Eat	Johnny Burke	Mar. 3	2 reels	
Land o' Cotton	"Aesop Fables"	Jan. 6	1 reel	Jan. 5
Little Game Hunter, The	"Aesop Fables"	May 5	1 reel	May 4
Matchmaking Mamas	Burke-Eilers-Kemp	Mar. 31	2 reels	Mar. 30
Masai, The	Educational Film	Jan. 6	1 reel	
Mild or Mighty	Sportlight	Feb. 3	1 reel	
Night Watchman's Mistake, The	Johnny Burke	April 23	2 reels	April 27
No Children	Haines-Coombs	Mar. 10	2 reels	
No Vacation	Haines-Coombs	Jan. 13	2 reels	
Pink Pajamas	Bevan-Dent		2 reels	April 13
Players at Play	Sportlight	Jan. 20	1 reel	Feb. 2
Polo Match, The	"Aesop Fables"	June 2	1 reel	June 1
Puckered Success	Haines-Coombs	June 2	2 reels	June 1
Queen Bee, The	"Aesop Fables"	Feb. 17	1 reel	Feb. 9
Queen of the North Woods (Serial)	Clair-Miller	May 12	10 episodes	
Rodeo, The	Star Cast	Mar. 24	2 reels	
Shore Lines and Shore Development	Educational Film	Mar. 3	1 reel	
Snow Birds	"Aesop Fables"	June 9	1 reel	June 1
Snapping the Whip	"Aesop Fables"	Jan. 20	1 reel	Jan. 19
Sweet Adeline	"Aesop Fables"	Feb. 3	1 reel	Jan. 26
Taxi Spooks	Jack Cooper	Feb. 17	2 reels	
Tomato Omelette	KHaines-Combs	May 5	2 reels	May 11
Under Dog, The	"Aesop Fables"	Mar. 31	1 reel	Mar. 30
Uncle Tom	Star Cast	Jan. 27	2 reels	
Water Wonders	Sportlight	April 21	1 reel	April 20
Watch My Smoke	Haines-Coombs	April 7	2 reels	Mar. 30
Water Cure	"Aesop Fables"		1 reel	April 6
White Elephant, A	"Aesop Fables"	Jan. 13	1 reel	Jan. 12
Wooden Money	"Aesop Fables"	Feb. 10	1 reel	Feb. 2
Young Hopefuls	Sportlight	April 28	1 reel	May 11

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Dentist's (A. T.) (D & F)	LeMaire-Simon	Mar. 24	2 reels	Mar. 23
*†§Black Narcissus	"Buck & Bubbles"			
*†Clowning the Game (D & F)	Sportlight	June 2	1 reel	June 1
*†§Concentration	"Aesop Fables"		1 reel	June 15
*†Conditioning	Sportlight	June 9	1 reel	June 1
*†§Crystal Champion	Sportlight	May 5	1 reel	April 27
*†§Custard Pie	"Aseop Fables"	May 26	1 reel	May 25
*†§Dancing Around (A. T.) (D & F)	LeMaire-Phillips		2 reels	April 13
*†Dinner Time (D & F)	"Aesop Fables"		1 reel	
*†Faithful Pup (D & F)	"Aesop Fables"		1 reel	
*†§Fowl Play	"Buck & Bubbles"			
*†§Garden of Eatin' (A. T.) (D & F)	The Gleasons			
*†§Go Easy, Doctor (A. T.) (D & F)	LeMaire-Simon		2 reels	May 11
*†§Hard Boiled Hampton (A. T.)	Harry Holman		2 reels	June 8
*†§Her New Chauffeur (A.T.)(D&F)	Simon-Teasdale	May 19	2 reels	
*†§Lincoln (Special reel) (A. T.) (D & F)	George Billings	Feb. 10	1 reel	Feb. 2
*†§Pathe Audio Review	Released Every Week		1 reel	
*†§Pathe Sound News	Released Twice Every Week		1 reel	
*†§Plumbers Are Coming (A. T.) (D & F)	LeMaire-Simon		2 reels	June 1
*†§Pressing His Suit (D & F)	Topical Trips	June 2	1 reel	May 11
*†Presto Changes (D & F)	"Aesop Fables"		1 reel	
*†Skating Hounds (D & F)	"Aesop Fables"	April 28	1 reel	April 27
*§Stage Struck (D & F)	"Aesop Fables"		1 reel	
*†Topical Nips (A. T.) (D & F)	Topics of the Day	June 2	1 reel	June 1
Three Acts	Sportlight		1 reel	
*†§What a Day (A. T.) (D & F)	Simon-Mallory		2 reels	June 15
*†§Wood Choppers (D & F)	"Aesop Fables"	June 9	1 reel	June 1

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Joe College	Quillan Loff O'Neill			
*†§Flying Fool, The (A. T.) (D & F)	Boyd-Prevost-Gleason		5715 feet	
*†§For Two Cents (A. T.)	Robert Armstrong			
*†§High Voltage (A. T.) (D & F)	Boyd-Prevost-Hale (Silent Version)			May 25
*†§Lucky In Love (A. T.) (D & F)	Downey-Lawford			
*†§Paris Bound	Harding-Fenton			
*†§Sailor's Holiday (A. T.)	Alan Hale			

R K O

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Air Legion	Lyon-Sleeper	Jan. 6	6361 feet	
Amazing Vagabond	Bob Steee	April 7	5081 feet	
Big Diamond Robbery	Tom Mix	May 13	6114 feet	
Come and Get It	Bob Steele	Feb. 3	5264 feet	
Drifter, The	Tom Mix	Mar. 18		
Fury of the Wild	Ranger	Jan. 6	4899 feet	
Freckled Rascal	Buzz Barton	Mar. 31		
Hardboiled	O'Neil-Tashman	Feb. 3	5940 feet	
Idaho Red	Tom Tyler	April 21	4783 feet	
Laughing at Death	Bob Steele	June 2		
Jazz Age	Fairbanks Jr.-M. Day	Feb. 10	6245 feet	
Little Savage	Buzz Barton	May 19	4781 feet	
Love in the Desert	Borden-Trevor	Mar 17		
One-Man Dog	Ranger	Mar. 3	4481 feet	
Outlawed	Tom Mix	Jan. 21	6057 feet	
Pride of Pawnee	Tom Tyler	June 9	4750 feet	
Red Sword	Nixon-Collier Jr	Feb. 17		
Trail of the Horse Thieves	Tom Tyler	Jan. 13	4823 feet	
Woman I Love	Morris-Kerry	May 26		
Vagabond Cub	Buzz Barton	Feb. 10	4717 feet	
Voice of the Storm	Sleeper-Dane	Jan. 13		
Yellowback, The	T. Moore-Owen	Jan. 20		

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Actualities	Curiosities	Jan. 30	1 reel	
Almost a Gentleman	Al Cooke	June 25	2 reels	
Big Hearted Toots	Duncan-Hill	Feb. 3	2 reels	
Birds and Beasts	Curiosities	Feb. 13	1 reel	
Casper's Night Out	Duncan-Hill	Mar. 3	2 reels	
Come Meal	Al Cooke	June 11	2 reels	
Don't Say Ain't	Hill-Duncan	July 21	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
Faces	Curiosities	April 24	1 reel	
Follies of Fashion	Curiosities	May 21	2 reels	
Heavy Infants	Karr-Ross-Alexander	June 11	2 reels	June 16
Here and There	Curiosities	May 7	1 reel	
His Wife's Secret	Hill-Duncan	May 26	2 reels	
Horse on Barney, A	Hellum-Davis	April 21	2 reels	
Jessie's James	Vaughn-Cooke		2 reels	Oct. 20
Joyful Day	Karr-Ross-Alexander	Aug. 14	2 reels	
Just a Stall	Hellum-Davis	May 19	2 reels	
Mickey's Babies	Mickey Yule	Aug. 7	2 reels	
Mickey's Brown Derby	Mickey Yule	May 12	2 reels	
Mickey's Explorers	Mickey Yule	Feb. 17	2 reels	
Mickey's Great Idea	Mickey Yule	Jan. 30	2 reels	
Mickey's Initiation	Mickey Yule	July 7	2 reels	
Mickey's in Love	Mickey Yule	June 4	2 reels	
Mickey's Last Chance	Mickey Yule	Apr. 14	2 reel	
Mickey's Menagerie	Mickey Yule	Mar. 17	2 reels	
Mickey's Northwest Mounted	Mickey Yule	June 9	2 reels	
Mickey's Rivals	Mickey Yule		2 reels	
Mickey's Triumph	Mickey Yule	July 2	2 reels	
Neigh, Neigh, Spark Plug	Barney Hellum	Mar. 24	2 reels	
Novelties	Curiosities	Feb. 27	1 reel	
Odds and Ends	Curiosities	June 4	1 reel	
*†§Odd Facts	Curiosities	April 10	1 reel	
Orienta	Curiosities	Mar. 13	1 reel	
Pace That Thrills, The	Hellum-Davis	June 16	2 reels	
Pot Pourri	Curiosities	Jan. 17	1 reel	
Kummin' Thru the Rye	Barney Hellum	Jan. 27	2 reels	
Seeing's Believing	Curiosities	Jan. 2	1 reel	
Slide, Sparky, Slide	Hellum-Davis	July 14	2 reels	
Smile, Buttercup, Smile	Duncan-Hill	Jan. 6	2 reels	
Spareribs Reforms	Hill-Duncan	April 28	2 reels	
Standing Pat	Karr-Ross-Alexander	July 9	2 reels	
Sunshine's Dark Moment	Barney Hellum	Feb. 24	2 reels	
Toots' Big Idea	Duncan-Hill	Mar. 31	2 reels	
Who's the Boss?	Hill-Duncan	June 23	2 reels	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Headwork (A. T.)				
*†§Your Own Home Town (A. T.)	Russ Brown			

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§City Streets	3 Moore Bros			
*†§Companionate	Olive Borden			
*†§Night Parade				
Pals of the Prairie	Buzz Barton	July 7		
*†§Rio Rita	Daniels-Boles			
*†§Street Girl, The	Betty Compson			
*†§Syncopation (A. T.)	Downey-Warings Band		7626 feet	Mar. 30

RAYART (S. R.)
FEATURES

Title	Star	Rel. Date	Length	Reviewed
Anne Against the World	Mason-Mower	April 15		
Black Pearl, The	Lee-Hallor	Jan. 1	5261 feet	
Brothers	Keefe-Bedford	Feb. 1	6092 feet	
Devil's Chaplain, The	Keefe-Faire	Mar. 15	5451 feet	
Shanghai Rose	Irene Rich	Mar. 15	6539 feet	June 8
Some Mother's Boy	Carr-Ralston-Robards	Feb. 15	5901 feet	
Two Sisters	Dana-Lease	April 1		
When Dreams Come True	Costello-Lease	Jan. 15	6242 feet	

STATE RIGHTS
FEATURES

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Appassionata	Leon Mathot	Franco Film	April 23	5600 feet	
At the South Pole	Special Cast	Pole Pict. Corp		8000 feet	
Battle of Mons, The	English Cast	British New Era		5500 feet	Mar. 23
Beautiful Blue Danube	Junkermann-Mara	Aywon			
Behind the Altar	Wilhelm Dietarle	Aff. European		6200 feet	
Bondage	German Cast	Ufa		6040 feet	
Broken Barriers	H. Costello-Glass	Excellent		6000 feet	
Cleanup, The	Charles Delaney	Excellent		5660 feet	
Code of the Air	Harlan-Marlowe	Bischoff Prod		5700 feet	
Daughter of Israel, A	Special Cast	Bell Pict		9000 feet	
Daughter of Two Fathers	Japanese Cast	Shockuchi			
Devil Dogs	Holmes-Alt	Crescent		5608 feet	
Devil's Passion, The	Special Cast	Arfa		5700 feet	
Dream Melody, The	Roche-Shelby	Excellent		5050 feet	
Escaped from Hell	Murlat Esterhazy	Aff. European		8 reels	
Faces of Children	French Cast	Zakoro		8000 feet	
For the Term of His Natural Life	Special Cast	Australasian		11000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers		6100 feet	
Golden Dawn	Warwick-Ward	Conquest		6200 feet	
Hearts of Men	Harris-Keefe	Anchor		5400 feet	
Holy Sinner, The	Special Cast	Worldart Pict			
Into the Night	Agnes Ayres	Raleigh		5712 feet	
Jazzland	Reynolds-Nye	Carlos		5700 feet	
Krassin	Russian Cast	Amkino		7 reels	
Lash of the Czar	Russian Cast	Amkino		6290 feet	
Life of Beethoven	German Cast	Film Art Guild		7000 feet	
Little Wild Girl, The	Lee-Landis	Hercules		5300 feet	
Linda	Baxter-Foster-Beery	First Division		6775 feet	
Livingston in Africa	English Cast	Amer.-Anglo		5799 feet	
Lucrezia Borgia	Conrad Veidt	Mutual		7200 feet	Jan. 12
Man Who Cheated Life	Veidt-Krauss	Aff. European	Feb. 8	6000 feet	Feb. 16
Marie Antoinette	Foreign Cast	Unusual		6000 feet	
Morgane, the Enchantress	Ivan Petrovitch	Franco Film	April 8	6800 feet	
Mountain Lovers	Gaston Jacquet	Conquest	Jan.	6500 feet	
Must We Marry?	Garon-Eason	Trinity		5400 feet	
Mystic Mirror, The	German Cast	Ufa		7000 feet	
No Babies Wanted	Devore-Mong	Plaza		5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict		5573 feet	Sept. 15
Passion Song, The	Olmsted-N. Beery	Excellent		5080 feet	
Peacock Fan The	Dorothy Dwan	Chesterfield		5400 feet	
President, The	Mosjoukine-Vernon	E. L. Klein		8100 feet	Jan. 26
Q Ships	Special Cast	New Era		6000 feet	
Reilly of the Rainbow Division	Hall-Garon	Crescent		6040 feet	
Reward of Faith, The	French Cast	Conquest		5927 feet	
Sajenko the Soviet	Susy Vernon	Ufa		5921 feet	
Shiraz	Hindu Cast	Amer.-Anglo		8065 feet	
Silent Trail, The	Bob Custer	Syndicate		4315 feet	
Smoke Bellew	Conway Tearle	First Division		6605 feet	
Somme, The	Special Cast	New Era		7000 feet	
South of Panama	Carmelita Geraghty	Chesterfield		6300 feet	
That Murder in Berlin	German Cast	Big 3		5700 feet	Mar. 23
Thou Shalt Not Steal	Lillian Harvey	Ufa		6941 feet	
Thunder God	Cornelius Keefe	Crescent		5917 feet	
Underground	English Cast	Ameranglo		7300 feet	

Title	Star	Rel. Date	Length	Reviewed
Untamed Justice	Faire-Glass	Biltmore	5770 feet	May 25
U-Boat 9	Foreign Cast	Jofa Prod	6500 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet
Yellow Ticket, The	Russian Cast	Amkino	Dec. 8	6200 feet

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Buying a Wife	Special Cast	Aff. European	7 reels	
Bye Bye Buddy	Agnes Ayres	Hercules		June 1
Circumstantial Evidence	Foster-Keefe-Lake	Chesterfield	5200 feet	
*†§Chopin's Passion	Robertson-Brinkley	Powers Cinephone		
Dancer of His Majesty, The	Special Cast	Amkino	7000 feet	
Duty to be Silent	Marla Albana	Aff. European	6 reels	
Exodus to the New World, The	Lyon-Prevost	Pioneer		
Full Dressed Thieves	Nils Asther	Aff. European	7 reels	
German Underworld	Special Cast	Aff. European	7 reels	
§Great Power, The	Special Cast	Bell Tone		
Great Unknown, The	John Loder	Aff. European	6 reels	
Guilty	Fritsch-Vernon	Ufa-Eastern		
Her Viennese Lover	Asther-Nolan	Aff. European	6 reels	
*†§House of Secrets, The	Special Cast	Chesterfield		
Just Off Broadway	Keith-Christy	Chesterfield		
Mitak of the Snowlands	Special Cast	Ufa-Eastern		
Our Daily Bread	Mary Nolan	Aff. European	7 reels	
Poet and Czar	Special Cast	Amkino	8775 feet	
*†§Prince of Hearts, A	Kerry-Worth	Imperial		
	(Silent Version)	Imperial		
Two Days	Special Cast	Amkino	6500 feet	
Unholy Love	Wegener-Petrovitch	Aff. European		
Verdun	Special Cast	Richmount		
Vera Mlezewa (tentative)	Derussa	Aff. European	7 reels	
Water The	M. Chekhov	Amkino	7000 feet	
When Duty Calls	Special Cast	Ufa-Eastern	6714 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§Asleep at the Switch (A.T.) (D)	Roseland	Mar. 15	1 reel	
*†§At the Photographers (A. T.) (F)	Harry Delf	Elbee	2 reels	
*†§Boney's Boner	Kolortone Cartoon	Kolortone Prod	1 reel	
*†§Club Alabam (A. T.) (F)	Abbie Mitchell	Intl. Dist. Corp	1 reel	
*†Clyde Doerr & His Saxophone Sextet (F)	Jazz Nos	Intl. Dist. Corp	1 reel	
*†§Egyptian Gyp, An	Kolortone Cartoon	Kolortone Prod	1 reel	
*†§Friend Husband (A. T.)		Burr	2 reels	
*†Galloping Gaucho	Mickey Mouse Cartoon	Disney Cartoon	Feb. 1	1 reel
*†§Hectic Hector	Kolortone Cartoon	Kolortone Prod		1 reel
*†§Hoak (A. T.) (F)	Frawley & Smith	Intl. Dist. Corp		1 reel
*†§Kriss Krosses	Kolortone Cartoon	Kolortone Prod		1 reel
*†§Marionettes, The No. 1 (F)	Novelty	Intl. Dist. Corp		1 reel
*†§Marionettes, The No. 2 (F)	Novelty	Intl. Dist. Corp		1 reel
*†§Meal Hound, The (A. T.) (F)	The Nugents	Intl. Dist. Corp		1 reel
*†§Meet the Family (A. T.) (F)	Harry Delf	Elbee		2 reels
*†§Miser, The (A. T.) (F)	Bransy Williams	Intl. Dist. Corp		1 reel
*†§Monkey Squawks (A. T.)		Burr	2 reels	
*†Opry House	Mickey Mouse Cartoon	Disney Cartoon	May	1 reel
*†§Party, The (D)		Safrus		1 reel
*†§Pikin' Pirate A	Kolortone Cartoon	Kolortone Prod		1 reel
*†Plane Crazy	Mickey Mouse Cartoon	Disney Cartoon	Mar.	1 reel
*†§Radio Franks & Four Bachelors (F)	Song Program	Intl. Dist. Corp		1 reel
*†§Signed, Sealed and Delivered (A. T.)		Burr	2 reels	
*†Steamboat Willie	Mickey Mouse Cartoon	Disney Cartoon	Jan.	1 reel
*†§This and That (D)		Safrus		1 reel
*†§Ticket Please (D)		Safrus		1 reel
*†Trip to the Zoo, A (F)	Animal Cast	Intl. Dist. Corp		1 reel
*†§Varieties (D)		Safrus		1 reel
*†§Vaudeville (D)		Safrus		1 reel
*†§Wonderin's	Kolortone Cartoon	Kolortone Prod		1 reel
*†§When the Cat's Away	Mickey Mouse Sound Cartoon			1 reel June 8
*†§When the Clock Struck 12 (A. T.) (F)	Welch-Malcomb	Intl. Dist. Corp		1 reel

SILENT SHORTS

Title	Star	Rel. Date	Length	Reviewed
Aladdin Bonzo	Bonzo Cartoon	Roseland	Jan. 15	1 reel
Bonzolina	Bonzo Cartoon	Roseland	Jan. 1	1 reel
Booster Bonzo	Bonzo Cartoon	Roseland	Mar. 15	1 reel
Detective Bonzo	Bonzo Cartoon	Roseland	Mar. 1	1 reel
Down Hawaii Way	Color Novelty	Castle	Jan. 1	1 reel
Fatal Warning, The (Serial)	H. Costello-Graves	Mascot		10 episodes
Flaming Canyons	Color Novelty	Castle	Feb. 1	1 reel
Kids and Pets	Color Novelty	Castle	Mar. 15	1 reel
Love's Witchcraft	Ufa Short	Ufa-Eastern	Feb. 1	1 reel
Nature's Tiny Tragedies	Ufa Short	Ufa-Eastern	Jan. 15	1 reel
Peculiar Households	Ufa Short	Ufa Eastern	Jan. 1	1 reel
Polo Bonzo	Bonzo Cartoon	Roseland	Feb. 1	1 reel
Salt Water Millinery	Ufa Short	Ufa-Eastern	Mar. 15	1 reel
Sixty Minutes from B'way	Color Novelty	Castle	Jan. 15	1 reel
Spook Bonzo	Bonzo Cartoon	Roseland	Feb. 15	1 reel
Sunshine	Color Novelty	Castle	Mar. 1	1 reel
Tally-Ho	Ufa Short	Ufa-Eastern	Mar. 1	1 reel
Trailing the Western Sun	Color Novelty	Castle	Feb. 15	1 reel
We Parents	Ufa Short	Ufa-Eastern	Feb. 15	1 reel

TIFFANY-STAHL
FEATURES

Title	Star	Rel. Date	Length	Reviewed
Broadway Fever	O'Neill-Drew	Jan. 1	5412 feet	Mar. 16
Devil's Apple Tree, The	Dorothy Sebastian	Feb. 20	6430 feet	Mar. 16
*†§Lucky Boy (F & D)	Jessel-Quimby	Feb. 2	8653 feet	Jan. 12
	(Silent Version)			
*†§Molly and Me (F & D)	Brown-Bennett-Vaughn	April	8250 feet	
	(Silent Version)		7476 feet	
*†§My Lady's Past (F & D)	Bennett-Brown	April 1		
	(Silent Version)			
Rainbow, The	Dorothy Sebastian	Feb. 15	6114 feet	
*†§Reputation (F & D)	Keane-Standing			
	(Silent Version)			
Spirit of Youth	Sebastian-Kent	Feb. 20	6 reels	Mar. 23
Squads Right	Gribbon-Stone	Feb. 1		
*†§Whispering Winds (F & D)	Southern-McGregor	May 1		
	(Silent Version)			

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
*†§Festival of Bagdad, A	Color Symphony		1 reel	
Gold	Color Classic		1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1	1 reel	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15	1 reel	June 15
Little Vagabond	Color Classic	Feb. 1	1 reel	
*†Love Charm, The	Color Symphony		1 reel	
Lover's Paradise	Color Classic	Jan. 15	1 reel	
Maude Muller	Color Classic		1 reel	
*†§Melodie	Color Symphony		1 reel	
No Women Allowed	Color Classic		1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
Twinkle Toes	Color Classic	Mar. 1	1 reel	
†§Way Down South	Color Symphony		1 reel	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Midstream (F & D)	Cortez-Windsor	June 1		
	(Silent Version)			
Miracle, The	Southern-Pidgeon			
*†§Mr. Carillo	Leo Carillo			
*†§New Orleans (F & D)	Cortez-Bennett	June 20		
	(Silent Version)			
*†§Two Men and a Maid (F & D)	Collier Jr.-Bennett	June 15		
	(Silent Version)			
*†§Zeppelin (F & D)	Claire Windsor			

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Alibi (A. T.) (D)	O'Malley-Busch	April 20	8 reels	Mar. 16
*†§Bulldog Drummond (A. T.) (D)	Colman-Tashman-Love	Mar. 30	6767 feet	April 13
*†§Coquette (A. T.) (D)	Pickford-Brown-M. Moore	April 12		Mar. 23
	(No Silent Version)			
*†Eternal Love (D)	Barrymore-Horn-Varconi	May 11		Jan. 26
*†Iron Mask, The (D)	Douglas Fairbanks	Mar. 9	8855 feet	Jan. 26
	(Silent Version)	Mar. 9	8659 feet	
*†§Lady of the Pavements (D)	Boyd-Velez-Goudal	Feb. 16	8329 feet	Mar. 16
	(Silent Version)	Feb. 16	7495 feet	
*†§Lummox (A. T.) (D)	Westover-Collier Jr.			
*†Rescue, The (D)	Colman-Damita	Jan. 12	7980 feet	Jan. 19
	(Silent Version)	Jan. 12	7910 feet	

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§City Lights (D)	Charlie Chaplin			
*†§Condemned	Colman-Harding			
*†Evangeline (D)	Del Rio-Drew			June 15
*†Hell's Angels (D)	Lyon-Hall-Nisson			
*†§Locked Door, The (A. T.)	Boyd-Stanwyck-La Rocque			
*†§Queen Kelly (F)	Swanson-Byron	July 13		
*†§Sex Appeal				
*†§She Goes to War (F)	Boardman-Rubens-Holland	July 13	8864 feet	June 15
	(Silent Version)	July 13		Feb. 23
*†§Song of Broadway, The (D)	Harry Richman			
*†§This Is Heaven (D)	Banky-Hall	June 22	7948 feet	April 6
*†Three Passions (D)	Terry-Petrovitch	June 1		
*†§Tin Pan Alley (A. T.)	N. Talmadge-Roland			
*†Venus (D)	Constance Talmadge			

UNIVERSAL

FEATURES

Title	Star	Rel. Date	Length	Reviewed
*†§Broadway (A. T.)	Tryon-Brent-Kennedy		9350 feet	June 1
	(Silent Version)	Mar. 3	5729 feet	
Burning the Wind	Hoot Gibson	Feb. 10	5202 feet	
*†§Charlatan, The (F)	Special Cast	April 17		
	(Silent Version)	April 7		
*†§Clear the Decks (F)	Reginald Denny	Mar. 3	5740 feet	
	(Silent Version)		5792 feet	
*†§Cohens and Kelleys in Atlantic City, The (F)	Sidney-Gordon-Price-Swain	Mar. 17	7400 feet	Mar. 23
	(Silent Version)	Mar. 17	7752 feet	
*†§Come Across (D & F)	Basquette-Howes	June 16		
	(Silent Version)	June 16		
Eves of the Underworld	William Cody	April 28	4208 feet	
*†§Girl on the Barge, The (F)	Hersholt-O'Neil-McGregor	Feb. 3	7510 feet	
	(Silent Version)	Feb. 3	6908 feet	
Grit Wins	Wells-Collins	Jan. 27	4596 feet	
Harvest of Hate	Rex-Perrin		4719 feet	
*†§It Can't Be Done (F)	Tryon-Carol	Mar. 24	6090 feet	
*†§Kid's Clever, The	Glenn Tryon	Feb. 17	5729 feet	
King of the Rodeo, The	Hoot Gibson	Jan. 6	5509 feet	
Lariat Kid, The	Hoot Gibson	May 19		
*†§Last Warning, The (F)	Laura LaPlante	Jan. 6	7980 feet	Jan. 12
	(Silent Version)	Jan. 6	7731 feet	
*†§Lonesome (F)	Tryon-Kent	Jan. 20	6761 feet	Oct. 6
	(Silent Version)	Jan. 20	6142 feet	
Man Disturber, The	Reginald Denny	May 19		
*†Man, Woman and Wife (F)	Kerry-Starke-Nixon	Jan. 13	6589 feet	Nov. 10
	(Silent Version)	Jan. 13	6674 feet	
*†§Modern Love (D & F) (A. T.)	Hersholt-Crawford-Chase	June 23		
	(Silent Version)			
Plunging Hoofs	Rex-Perrin	April 14	4344 feet	
*†§Red Hot Speed (F)	Denny-Day	Jan. 27	6621 feet	Feb. 23
	(Silent Version)	Jan. 27	6621 feet	
*†§Scandal (D & F)	Laura LaPlante	April 21	6475 feet	April 27
	(Silent Version)	April 21		
*†§Shakedown, The (F)	Murray-Kent	Mar. 10	6753 feet	
Silks and Saddles	Nixon-Walling-Nolan	Jan. 20	5809 feet	
Sky Skidder, The	Al Wilson	Jan. 13	4364 feet	
Slim Fingers	Bill Cody	Mar. 24	4232 feet	
Smilin' Guns	Hoot Gibson	Mar. 31	5270 feet	
Smilin' Terror, The	Ted Wells	June 30	4525 feet	
*†§That Blonde	Laura La Plante	May 5		
Tip-Off, The	Cody-Thompson	June 2	4109 feet	
Wild Blood	Red (horse)-Perrin	Feb. 10	4497 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Alpine Antics	Oswald Cartoon	April 1	1 reel	Mar. 16
At the Front	Arthur Lake	Feb. 25	1 reel	Feb. 18
Beyond the Smoke	Edmund Cobb	Mar. 23	2 reels	Feb. 23
Bottles	Laemmle Novelty	July 1	1 reel	June 1
Buster's Spooks	Trimble and Dog	June 26	2 reels	June 1
Chaperones	LaSalle-Young	June 5	2 reels	May 11
Claim Jumpers, The	Edmund Cobb	Jan. 19	2 reels	Dec. 22
Cleaning Up	Arthur Lake	May 20	1 reel	April 27
Close Call, A	George Chandler	July 4	2 reels	June 1
Close Shaves	Sid Saylor	May 22	2 reels	April 27
Cowboy Pluck	Bob Curwood	May 18	2 reels	
Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	
Crushed Hats	Sid Saylor	Jan. 30	2 reels	
Cut-ups	Sid Saylor	Aug. 14	2 reels	
Danger Line	Edmund Cobb	July 27	2 reels	
Daring Dude, A	Bob Chandler	Feb. 2	2 reels	
Days of Daring	Bob Curwood	April 13	2 reels	Mar. 23
Delivering the Goods	Trimble-Hardwick and Dog	May 29	2 reels	April 27
Diamond Master, The	Lorraine-Stevenson	Feb. 3	10 episodes	
Double Trouble	Arthur Lake		1 reel	June 15
Early to Wed	Young-LaSalle	July 3	2 reels	June 1
Fantasie	Laemmle Novelty		1 reel	
Farewell	Lewis-Gulliver-Phillips	Feb. 4	2 reels	Feb. 2
Final Reckoning, A (Serial)	Lorraine-House	April 15	10 episodes	Mar. 23
Finishing School	Young-La Salle	May 8	2 reels	
Fishing Fools	Oswald Cartoon	April 29	1 reel	
Fly Cops	Sid Saylor	July 17	2 reels	June 15
Flying Fools	Lewis-Gulliver-Phillips	July 22	2 reels	
Getting Buster's Goat	Trimble and Dog	July 24	2 reels	
Good Skates	Young-La Salle	Aug. 28	2 reels	
Half Holiday, A	Laemmle Novelty	June 3	1 reel	May 18
Have Patience	Trimble-Hardwick and Dog	Feb. 6	2 reels	
Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
Hold Your Horses	Young-La Salle	Jan. 7	2 reels	Dec. 22
Homeless Homer	Oswald Cartoon	Jan. 7	1 reel	
Hot Puppies	Sid Saylor	June 19	2 reels	May 25
In Line of Duty	Edmund Cobb	Feb. 23	2 reels	
Just Monkeys	Laemmle Novelty	Mar. 11	2 reels	Feb. 9
Just the Type	Young-LaSalle	July 31	2 reels	
Kidnapped	Bob Curwood	Mar. 16	2 reels	Feb. 9
King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	
Knight Watch The	Arthur Lake	April 22	1 reel	
Knockout Buster	Trimble-Hardwick and Dog	Mar. 6	2 reels	Feb. 9
Love and Sand	Arthur Lake	Mar. 25	1 reel	Feb. 23
Lumberjack	Oswald Cartoon	April 15	1 reel	
Magic	Trimble-Hardwick and Dog	May 1	2 reels	Mar. 30
Men in the Row (re-issue)	Jack Hoxie	Jan. 26	2 reels	
Newlyweds' Angel Child, The	Snookums-Perdus-Egan	July 10	2 reels	
Newlyweds Camp Out, The	Snookums-Perdue-Egan	June 12	2 reels	May 11
Newlyweds' Excuse	Snookums-Perdue-Egan	May 15	2 reels	May 11
Newlyweds' Headache, The	Snookums-Bartlett-McPhaill	Jan. 23	2 reels	
Newlyweds In Society	Snookums-Perdue-Egna	April 17	2 reels	Mar. 30
Newlyweds' Holiday	Snookums-Perdue-Egan	Mar. 20	2 reels	
Newlyweds' Pests, The	Snookums-Perdue-Egan	Aug. 7	2 reels	
Newlyweds' Visit	Snookums-Perdue-Egan	Feb. 20	2 reels	
Night Watch, The	Arthur Lake		1 reel	Mar. 30
Nuts and Jolts	Oswald Cartoon	June 24	1 reel	
Out At Home	Trimble-Hardwick and Dog	Jan. 9	2 reels	Feb. 16
Perilous Paths	Edmund Cobb	June 29	2 reels	June 15
Perilous Paths	Edmund Cobb	June 29	2 reels	
Phantom Riders		Feb. 16	2 reels	
Pirates of Panama, The	Wilsey-Kingston		10 episodes	June 15
Playing False	Bob Curwood	June 15	2 reels	May 11
Private Business	Sid Saylor	April 24	2 reels	
Prodigal Pup, The	Canine Cast	April 8	1 reel	Mar. 16
Rag Doll	Laemmle Novelty	Feb. 11	1 reel	Jan. 12
Range of Fear, The	Bob Curwood	Jan. 12	2 reels	
Range Wolf	Bob Curwood	Feb. 9	2 reels	Jan. 12
Red Romance	George Chandler	May 4	2 reels	Mar. 30
Rider of the Sierras	Edmund Cobb	April 27	2 reels	Mar. 30
Riding for Love	George Chandler	April 6	2 reels	Mar. 16
Ridin' Leather	Bob Curwood		2 reels	June 15
Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	
Sailor Suits	Sid Saylor	Jan. 2	2 reels	Dec. 8
Seeing Sights	Sid Saylor	Mar. 27	2 reels	Mar. 23
Shadows	Laemmle Novelty	Jan. 14	1 reel	Dec. 22
She's a Pippin	Young-La Salle	Mar. 13	2 reels	Feb. 9
Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
Society Circus	Arthur Lake	June 17	1 reel	May 25
Speeding Youth	Lewis-Gulliver-Phillips	Jan. 7	2 reels	
Sporting Courage	Lewis-Gulliver-Phillips	June 24	2 reels	
Stage Stunts	Oswald Cartoon	May 13	1 reel	
Stop Barking	Trimble and Dog	Aug. 21	2 reels	
Stripes and Stars	Oswald Cartoon	May 27	1 reel	
Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
Take Your Pick	Young-La Salle	Feb. 13	2 reels	Jan. 12
Television George	Sid Saylor	Feb. 27	2 reels	May 11
This Way Please	Young-La Salle	April 10	2 reels	Mar. 16
Thrill Hunter, The	George Chandler	June 8	2 reels	
This Way Please	Young-La Salle	April 10	2 reels	
Tige's Girl Friend	Trimble-Hardwick and Dog	April 3	1 reel	
Tracked Down	Art Accord	Jan. 5	2 reels	
Two-Gun Morgan		Feb. 28	2 reels	
Wash Line Romance	Laemmle Novelty	May 6	1 reel	
Weary Willies	Oswald Cartoon	July 22	1 reel	
Whose Baby	Arthur Lake	Jan. 28	1 reel	
Wicked West, The	Oswald Cartoon	June 10	1 reel	
Winning Point, The	Lewis-Gulliver-Phillips	Jan. 21	2 reels	
Yankee Clippers	Oswald Cartoon	Jan. 21	1 reel	Jan. 5

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Bargain in the Kremlin, The (A.T.)	Joseph Schildkraut			
*†§Barnum Was Right				
Born to the Saddle	Ted Wells		4126 feet	
*†§Braggart, The	Jean Hersholt			
Brides Will Be Brides	Laura La Plante			
*†§College Love (D & F) (A. T.)	Lewis-Gulliver-Phillips			
*†§Companionate Troubles	Reginald Denny			
Crimson Hour, The	De Putti-Mosjukine			
*†§Dangerous Dimples	Laura La Plante	June 16		
Doubling For Trouble	Gibson-Gilbert			
*†§Drake Murder Case, The				
Erik the Great	Veidt-Philbin			
*†§Evidence (D & F)	La Plante-Hamilton			
Fallen Angels	Kerry-Starke			
*†§Flaming Daughters				
Girl Dodger, The	Arthur Lake			
*†§Great Cinema Murder, The				
Hell Wrecker, The	Hoot Gibson			
*†§His Lucky Day (D & F)	Reginald Denny	June 2		
	(Silent Version)	June 2		
Hoofbeats of Vegence	Rex-Perrin	June 16	4525 feet	
*†§King of Jazz, The (A. T.)	Paul Whiteman and Band			
Lariat Kid, The	Hoot Gibson	June 23		
*†§Love Trap, The (D & F)	LaPlante-Hamilton	July 21		
	(Silent Version)	July 21		
*†§Melody Lane (D & F)	Leonard-Dunn	July 14		
	(Silent Version)	July 14		
*†§Minstrel Man, The	Tryon-La Plante			
Navy Blues	Arthur Lake			
*†§One Rainy Night (D & F)	Laura La Plante	June 16		
Play Goes On, The	James Murray			Apr. 27
Points West	Hoot Gibson	Aug. 30		
*†§Port of Dreams, The	Mary Philbin			Mar. 2
	(Silent Version)			Sept. 22
*†§ Shannons of Broadway, The (A.T.)	James Gleason			
Show Boat (D & F)	La Plante-J. Schildkraut		13 reels	April 20

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs). A. T. after title means All Talkie. D Means disc. F Means sound-on-film.*

Title	Star	Rel. Date	Length	Reviewed
*†§Under the Southern Cross	Special Cast		6500 feet	April 27
	(Silent Version)			Jan. 26
Wagon Master, The	Ken Maynard			May 18
Watch My Speed	Reginald Denny			
Winged Horseman, The	Gibson-Elder	June 23	5767 feet	

SOUND SHORTS

Title	Star	Rel. Date	Length	Reviewed
*†§At the Night Club (A. T.) (F)	Brox Sisters	Mar. 25	1 reel	
*†§Bailey and Barnum	Vaudeville Act	Jan. 11	1 reel	
*†§Cross Country Run	Lewis-Gulliver-Phillips	May 27	2 reels	June 15
*†Fishing Fools	Oswald Cartoon	April 29	1 reel	Mar. 30
*†§Flying Fools (A.T.)	Lewis-Gulliver-Phillips	July 22	2 reels	
*†Hen Fruit	Oswald Cartoon	Feb. 4	1 reel	
*†Hold 'Em Ozzie	Oswald Cartoon	Mar. 4	1 reel	
*†§House Cleaning (A. T.)	Charley Grapewin	June 3	1929 feet	May 25
*†§Junior Luck	Lewis-Gulliver-Phillips	May 13	2 reels	June 1
*†§King of the Campus	Lewis-Gulliver-Phillips	April 1	2 reels	Mar. 30
*†§Love Birds	Pat Rooney and Family		2 reels	
*†Lumberjack	Oswald Cartoon	April 15	1 reel	Mar. 23
*†§Nuts and Jolts	Oswald Cartoon	June 24	1 reel	
*†§On Guard (A. T.) (F)	Lewis-Gulliver-Phillips	April 29	2 reels	May 11
*†§Rivals, The	Lewis-Gulliver-Phillips	April 15	2 reels	May 11
*†Sick Cylinders	Oswald Cartoon	Feb. 18	1 reel	
*†§Sporting Courage	Lewis-Gulliver-Phillips	June 24	2 reels	
*†Stage Stunts	Oswald Cartoon	May 13	1 reel	May 4
*†Steamboat Willie	Oswald Cartoon		1 reel	
*†Stripes and Stars	Oswald Cartoon	May 27	1 reel	May 11
*†Suicide Sheiks	Oswald Cartoon	Mar. 18	1 reel	
*†§Three Brox Sisters	Songs	Jan. 14	1 reel	Mar. 6
*†§Weary Willies	Oswald Cartoon	July 22	1 reel	
*†§Wicked West, The	Oswald Cartoon	June 10	1 reel	May 11
*†§Zimmerman and Granville	Vaudeville Act	Jan. 28	1 reel	

WARNER BROTHERS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Conquest	Blue-Warner-Wilson	Jan. 19	4706 feet	
*†§Desert Song, The (D)	Boles-King	May 11	11034 feet	April 20
*†§Fancy Baggage (D)	Audrey Ferris	Jan. 26	6447 feet	
	(Silent Version)	Feb. 23	5983 feet	
*†§From Headquarters (D)	Monte Blue	April 27	6323 feet	
	(Silent Version)	June 6		
*†§Frozen River (D)	Rin-Tin-Tin	April 20	5483 feet	
	(Silent Version)	May 26		
*§§Glad Rag Doll, The (D)	Dolores Costello	May 4	6685 feet	June 8
	(Silent Version)	June 8		
*†§Greyhound Limited, The (D)	Monte Blue	Feb. 9	6114 feet	
	(Silent Version)	Mar. 23	4696 feet	
*†§Hard-Boiled Rose (D)	Loy-Collier-Brockwell	Mar. 30	5610 feet	
	(Silent Version)	May 4	4875 feet	
*†§Kid Gloves (D)	Nagel-Wilson	Mar. 23	6235 feet	
	(Silent Version)	April 27	4885 feet	
Little Wild Cat, The	Ferris-Hall-Dawson	Jan. 5	5161 feet	
*†§Madonna of Avenue A (D)	Dolores Costello	April 20		
	(Silent Version)	May 25		
*†§Million Dollar Collar, The (D)	Rin-Tin-Tin	Jan. 12	5561 feet	
	(Silent Version)	Feb. 9	4878 feet	
My Man	Fanny Brice	Jan. 12	6136 feet	
*†§No Defense (D)	Blue-McAvoy	April 6	5558 feet	April 6
	(Silent Version)	May 11		
*†§One Stolen Night (D)	Bronson-Collier Jr.	Mar. 16	5243 feet	
	(Silent Version)	April 20	4797 feet	
*†§Queen of the Night Clubs (A. T.) (D)	Texas Guinan	Mar. 16	5424 feet	April 6
	(Silent Version)	April 14	5236 feet	
*†§Redeeming Sin, The (D)	D. Costello-Nagel	Feb. 16	6921 feet	Feb. 23
	(Silent Version)	April 6	6145 feet	
*†§Singing Fool	Jolson-Bronson-Dunn	April 13	7444 feet	
*†§Sonny Boy (D)	Lee-Horton-Bronson	April 13	6011 feet	Mar. 16
	(Silent Version)	May 18		
*†§Stark Mad (D)	Warner-Fazenda	Feb. 2	6681 feet	
	(Silent Version)	Mar. 2	4917 feet	
*†§Stolen Kisses (D)	May McAvoy	Feb. 23	6273 feet	
	(Silent Version)	April 13	5658 feet	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
*†§Argyle Case, The (A. T. (D)	Thomas Meighan			May 18
*†§Gamblers, The	Wilson-Warner-Robards	June 9		
*†§Glorious Betsy (D)	D. Costello-Nagel		7441 feet	May 5
*†§Green Goddess, The (A. T.) (D)	George Arliss			
*†§Hearts in Exile (D)	H. Costello-Kerry			
*†§Honky-Tonk (A. T.) (D)	Sophie Tucker		6412 feet	June 8
*†§Hottentot, The (A. T.)	Horton-Miller		7 reels	April 2
†§Is Everybody Happy?	Ted Lewis and Band			
*†§Noah's Ark (D)	D. Costello-O'Brien	June 15	9478 feet	Oct. 27
	(Silent Version)		7752 feet	
*†§No Questions Asked (D)	Ferris-Collier, Jr.			
*†§On With the Show (A. T.) (D)	Compson-Brown-Fazenda	July 13		May 25
*†§Sap, The (D)	E. E. Horton			June 1
*†§Say It With Songs	Jolson-Nixon-Lee			
*†§Skin Deep (A. T.) (D)	Blue-Compson			June 1
*†§Tiger Rose (A. T.)	Velez-Withers			
*†§Time, the Place and the Girl The (D)	Olmsted-Withers-Kirkwood		6 reels	May 4
*†§Under a Texas Moon (A. T.)	Blue-Armida			

VITAPHONE SHORTS (D)

Title	Star	Rel. Date	Length	Reviewed
After the Round Up	Cowboy Songs		1 reel	
All Girl Revue	Girl Band & Comedienne		1 reel	June 15
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Banjomaniac	Eddie Peabody			Oct. 13
Beau Brummel Comedians The	Shaw & Lee		1 reel	June 1
Beau Night	El Brendel			
Bernie Cummins Orchestra	Dance Numbers		1 reel	Mar. 16
Bobby Folsom	Songs		1 reel	Mar. 2
Bit of Scotch, A	Kitty Doner			Sept. 22
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Alda (Alda)	Giovanni Martinelli			July 7
Celeste Alda (Alda)	Giovanni Martinelli			July 7
Character Studies	Florence Brady			Sept. 1
Chips of the Old Block	The Foy Family			Sept. 22
Cougat & Company	Violin, Songs & Dances			June 16
Creole Fashion Plate, The	Karyl Norman			Sept. 29
Crooning Along	The Croonaders			Sept. 22
Cycle of Songs, A	Florence Brady			Sept. 1
Dead Laughter	Sessue Hayakawa			
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Eleanor Paintor	Songs		½ reel	Mar. 16
Evening at Home with Hitchy	Raymond Hitchcock			
Fair Days	Harris & Howe		1 reel	June 1
Familiar Face, The			1 reel	June 8
Family Affair, A	Arthur Byron			
Family Ford, The	Jim and Marion Harkins			
Feminine Types	Jean Barrios			
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Give Us a Lift	Flo Lewis		1 reel	Feb. 16
Giving In	Deef-Hopper			Jan. 12
Gossip, The	John Miljan		1 reel	June 15
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Here Comes the Showboat	Dave Bernie & Band			June 1
High Water	Song Number		1 reel	June 8
Hollywood Montmarte Orchestra	Jazz Band			Sept. 29
Jesse Stafford Orchestra	Jazz Band			
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
In a Casting Office	W. & E. Howard			
In Dutch	Ulls & Clark			
In Spain	Phil Baker		1 reel	May 11
In the Tropics	The Paragons (Quartet)			Feb. 23
Jack North, the Ban-Jokester	Songs			Jan. 19
Larry Ceballos Revue The	Songs and Dances			June 1
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Mal Hallett & Orchestra	Dance Numbers			Feb. 23
Man of Peace, A	Hobart Bosworth			June 23
Max Schmeling	Interview		Mar. 16	
Meet the Wife	Frank Orth & Co			Feb. 23
Men Among Men	Fred Ardath			Jan. 12
Mexican Tipica Orchestra	Instrumental & Vocal Numbers		1 reel	June 8
Miss Information	Wilson-Horton			June 30
Morrissey & Miller	Night Club Revue			June 16
Music Makers, The	Howard Bros		1 reel	Mar. 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
One Man Glee Club, The	Frank Crumit		1 reel	
Pagliacci	John Charles Thomas			
Pair of Aces, The	Timblin & Raymond		1 reel	Feb. 16
Papa's Vacation	Bennett-Caron			Oct. 20
Phil Baker	Accordion Solos		1 reel	Mar. 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Regular Business Man, A	Robert Ober			Sept. 15
Rigoletto—Quartet	Gigli-Talley-de Luca-Gordon			Sept. 29
Rudy Vallee and Band	Songs and Orchestra		1 reel	June 15
Sharp Tools	Ethel Grey Terry			Oct. 13
Songs of Love	Sanderson-Crumit		½ reel	Mar. 16
Soup	Harry Delf			Nov. 17
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Tiny Town Revue	Midget Unit		1 reel	June 8
Traffic Muddle, A	Donohue & U-No		1 reel	June 15
Typical Types	Bobby Folsom			
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli			June 2
When the Wife's Away	William Demarest			Nov. 17
Winnie Lightner	Songs			Nov. 17

WORLD-WIDE PICTURES

Title	Star	Rel. Date	Length	Reviewed
*†§Black Waters	Kirkwood-Brian	April 1	7500 feet	April 13
Bondman, The	Norman Kerry	Mar. 17	7 reels	
Honeymoon Abroad	Monte Banks	Feb. 2	6 reels	
*†§Kitty (D & F)	Brody-Stuart	June 29	9010 feet	June 15
*†Moulin Rouge	Olga Chekova	Jan. 30	9 reels	Feb. 23
Pawns of Passion	Olga Chekova	Feb. 17	7185 feet	
Piccadilly	Glida Gray		9 reels	
Tommy Atkins	Walter Byron	Feb. 4	7 reels	
Whirl of Life, The	Lerch-George		7000 feet	
Week-End Wives	Thomas-Banks			
Woman In the Night, A	Maria Corda	Feb. 3	7688 feet	
Woman In White, The	Blanche Sweet		7 reels	

Coming Feature Attractions

Title	Star	Rel. Date	Length	Reviewed
Apaches of Paris	Dina Gralla		8 reels	
Berlin After Dark	Special Cast		7 reels	
Doctor's Women, The	Miles Mander		7 reels	
Prince and the Dancer, The	Dina Gralla		8 reels	
Whirl of Life, The	Louis Lerch		8 reels	

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